



Richmond

Care • Counseling • Adoption

Annual Report
2020 - 2021



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Dear Friends,

In JFS' nearly two centuries of service to Richmond, 2020 might be among our most challenging years alongside 1918, 1938, and 1989. Through each of them, JFS' staff, volunteers, and friends stepped up to respond to significant moments: the influenza pandemic, the Holocaust, Perestroika, and now Covid-19. We have served our neighbors with quality, compassionate care at every turn thanks to the hard work of generations of leaders, caregivers, and social workers.

As another year draws to a close, we are reminded again of Zipporah Cohen, JFS' President from 1907 to 1938. She once said, "Each year JFS has striven to broaden its usefulness, until today it stands forth like a giant oak affording shelter to those in need." It is truly humbling to be new growth on that tree.

The story of 2020 is one of challenges, but it is also a story of overcoming them. When the Governor announced the stay-at-home order, we converted all our counseling from in-person to online telehealth sessions in a single week, providing support to 593 individuals. When we saw our caregivers could benefit from extra support, we made sure they had the childcare and

transportation they needed to deliver nearly 100,000 hours of hands-on care. When we knew the trickle of children entering foster care would become a flood after the world re-opens, we kept tirelessly recruiting nearly 280 foster, adoptive, and kinship families.

While pivoting to continue serving our community, we persisted in building programs critically needed beyond the pandemic. This summer we are humbled to launch the Partnership for Behavioral Health in the East End to bring much-needed mental health care to children and families in RRHA communities. JFS will also create a hybrid Personal Care Aide class to train new home health aides, opening doors to the nursing profession. This initiative is vital to ensuring support for our older adults, now and in the future.

None of our accomplishments in the last year would be possible without the generosity and commitment of our JFS family of leaders, staff, donors, partners, and friends. You are the roots feeding the tree and the leaves collecting sunshine. You are the branches your neighbors take shelter under. We will always be grateful to you for **Transforming Lives and Strengthening our Community!**

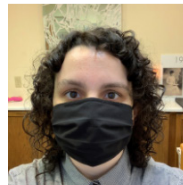
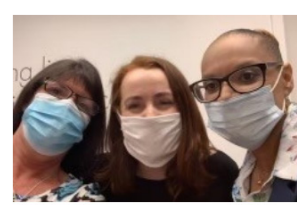
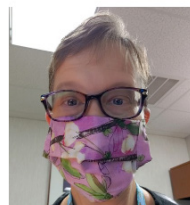
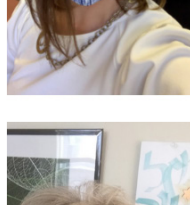
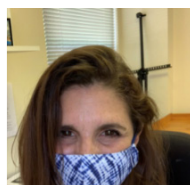


Wendy



Sandy

Jewish Family Services was founded on the concept of Tikkun Olam: repairing the world through acts of kindness and dedicated service, one person at a time. It reminds us that our community is only as strong as we work to make it.



Partnership for Behavioral Health in the East End

Ever since JFS' predecessor, the Ladies Hebrew Association, added "Benevolent" to their name and began serving the community beyond its own members, we have continued to expand our reach to more and more Richmonders in need.

In 2019, JFS was particularly concerned with two intertwined problems facing residents of Richmond's East End: elders with Medicaid insurance needed care, and adults needed more jobs with paths to advancement and a living wage. While we successfully hosted Personal Care Aide (PCA) training classes at our Patterson Avenue office, we knew offering accessible PCA training to East End residents would take more than simply copying our previous model. JFS convened numerous community partners working in the East End, as well as individuals interested in the course, to design a PCA training program tailored to its participants needs, concerns, and feedback.

It was our PCA school partners – especially the Community Health Workers (CHW) assigned to the Resource Centers of Richmond Redevelopment and Housing Authority (RRHA) communities – that planted the seed of the Partnership for Behavioral Health in the East End. JFS' Chief Impact Officer Becki Mann remembered, "It was in those conversations that we heard about the impact of trauma on children and youth living in RRHA neighborhoods. Building the PCA program was all about identifying and overcoming barriers. With

great partners by our side, I knew we could collaborate again on a counseling program to serve these children, youth, and their families where they live, with the care they want."

A gift from the Richmond Memorial Health Foundation allowed JFS to invest countless hours in close collaboration with not only our organizational partners in the East End, but also in focus groups with CHWs and youth interested in getting counseling. The CHWs expressed frustration with short-lived programs built without community input. Youth named obstacles they faced to getting counseling: stigma about seeking help, lapses in Medicaid coverage, long bus rides to appointments. One CHW laid out the need in no uncertain terms: "If you live here, you've experienced trauma."

But, as the Partnership for Behavioral Health in the East End came into focus, the pandemic struck. Children, youth, and their families living in RRHA communities – all low-income and almost all Black – are among the hardest hit by Covid's emotional and economic impacts. A worrying lack of accessible mental health care became an extreme need overnight. Just as the program was ready to begin, the pandemic made hiring a counselor nearly impossible.

As the search for a counselor dragged on, Keandra "KeeKee" Holloway, the CHW of Fairfield Court, never lost hope. "I added it to my nightly prayers." JFS was determined to stay involved, even in small ways. The

BB&T Scott & Stringfellow team provided 25 boxes stuffed with Thanksgiving dinner essentials to deliver to Fairfield Court, and we added several neighborhood families to our Lights of Love menorah. It was that dedication KeeKee remarked on. "I can't tell you how important it is that JFS is with us on the ground here."

KeeKee and JFS were determined to make the program succeed, no matter the obstacles. When doors closed, they opened windows. Finally, one window led to partnerships with Denise Hall and the VCU School of Health Professions and Dr. Lakesha Roney of Inner Self Counseling and Consulting. Both jumped at the chance to offer the Partnership for Behavioral Health in the East End as a place that counseling graduates could work to earn their statewide licenses. We hoped to find one person, and ended up finding an entire pipeline of potential counselors for the program.

JFS is humbled to announce that in July children, youth, and their families in Fairfield Court will be able to walk to the Resource Center in their neighborhood and receive compassionate, competent, and convenient mental health care at not cost. As the program gathers steam, it will expand to the other three East End RRHA communities: Whitcomb, Mosby, and Creighton Courts. "I want this thing to be so big," KeeKee said, "And I know it can be."



DR. LAKESHA RONEY, KEANDRA HOLLOWAY, BECKI MANN, DENISE HALL, AND WENDY KREUTER

When Eva found herself at a crossroads, “prematurely retired” as she put it and her Registered Nurse license lapsed, transitioning to caring for seniors felt like a natural next step. “I was a hospice nurse for the last three years of my RN career,” Eva said. “I love the senior population.” She cracked a smile. “Hey, I’m a senior myself.”

Talking with Eva, it’s clear she believed it’s never too late to learn. “I find it very educational to do what I do. You learn a lot about family dynamics, and it widens your sense of the world. You learn a lot about how to socialize with different kinds of people. You’ve got to feel yourself into the person’s mind – it takes a little bit of time to get to know each other.”

Asked if a client has ever impacted her life, Eva responded instantly. “The client I’m with now has a big impact on me. She’s a couple years older than me. It’s

developed into a very deep friendship. We think exactly alike, we have the same taste in things, the same political convictions. We talk about the weather, cats, books, politics – the assignment doesn’t feel like work, even though she tells me she might not be able to make it without me. She is and forever will be my favorite. I feel that when we lose her, I’m going to be totally devastated. Nobody will ever be able to replace her.”

The conversation then turned to JFS in general. “There are so many agencies that only take private pay clients, and not Medicaid. How can you do that and sleep at night? The gratitude I feel every day when I got to my clients – it’s wonderful.” Eva continued, a little choked up. “I don’t think that every caregiver fits with every family. It has to be a good fit. And I just happened to hit the jackpot.”



Counseling

When Chris and Ashley married 11 years ago, they decided against having children. “We just wanted to live a certain lifestyle that didn’t include raising a child,” Ashley said. That changed one day when a family member asked them to take their niece, Maddie, into their home. “Chris and I had been aware Maddie didn’t live in the most stable and safe home. It was an easy decision for us to step in and give Maddie the life we knew she deserved.”

Taking in Maddie was easy, but the rest was hard. Ashley continued, “We didn’t know the first thing about parenting, much less parenting a traumatized child, which comes with its own set of rules. The environment Maddie lived in before created many barriers for her to overcome, and each one felt overwhelming to us.”

Ashley, Chris, and Maddie came to JFS Counseling for help. Lynn, a counselor with 30 years of experience helping children who’ve experienced trauma, began working with all three of them. Ashley shared, “The conversations we had with Maddie about getting counseling included us admitting to her that we didn’t know

exactly what we were doing, but that we knew we wanted to be the best parents we could be for her. We also acknowledged that this was a big change for all of us, with lots of big feelings that we all needed support through.”



ASHLEY, MADDIE, AND CHRIS (AND THEIR DOGS)

Asked about their experiences working with Lynn, Ashley had much to say. “She jumped right in with us and has given us a level of support that can’t even be described with words. In the beginning of parenting, our friends would try to give us pointers. Their ideas, while they sounded wonderful, hardly ever worked. When we met with Lynn, she gave us these crazy sounding ideas. Chris and I would leave our session thinking, ‘there’s no way this will help.’ We would go home and hesitantly try Lynn’s advice, and it worked every time!

“Lynn has helped us to teach Maddie how to navigate relationships, be an honest person, how to be empathetic, has helped Maddie to transition through necessary developmental stages, has helped Chris and I be a support system for each other and for Maddie, and so, so much more!”

Ashley had advice for other parents in similar positions: “Everyone needs a Lynn in their lives. Our family wouldn’t be here today, as healthy as we are, without her knowledge. We will forever be in debt to Lynn and to JFS for all the support we’ve received.”

Adoption

Sara remembers the exact date and time she learned Sam was born. "It was Wednesday, January 22 at about 10:15, so I was in my normal course of meetings at work. I saw that Rochelle texted me about a conversation with [JFS Adoption Social Worker] Teresa, which immediately got my attention. I stepped away from my meetings and got on the phone with Teresa who informed me about Sam's birth parents at Henrico Doctors Hospital."

Rochelle actually missed the first call from Teresa. "I listened to the voicemail. It definitely took a moment to register. We'd gone through all this business of setting up a profile with an out-of-state agency, and here we were getting a call from the agency that did our home study – right at home!" When she got a hold of her wife, Sara was in shock as much as Rochelle. Their adoption journey had already spanned multiple states, but here was baby Sam, born just a county over.

"I was at the hospital first," Sara recalled, "Holding Sam and looking at his sweet face. I was talking with his birth parents, and Teresa and Jessica were there. I was trying to share information about myself and Rochelle and answer their questions about us. I remember wanting them to feel

comfortable with me and the type of life Sam would have with us. I was completely in awe of the moment."

Sara and Rochelle have an open adoption where they stay in contact with Sam's birth parents. JFS Adoption Social Worker Jessica remarked at how seamless the process was, and Teresa said, "The birth parents both felt a pull to Sara and Rochelle. Everyone had an instant connection and they all sat and openly talked for a couple of hours." Since the adoption, the two families have visited several times.

Rochelle can't imagine it any other way. "We send pictures and text back and forth most weeks. Sam's birth parents are both very open minded, kind, and thoughtful individuals. I think maybe they saw something in us that they liked."

But, the adoption process wasn't always easy for Rochelle and Sara, since Virginia still allows private adoption agencies to turn away LGBTQ+ couples. Sara said, "Our journey had to include the process of understanding all of the agencies that wouldn't want to work with us. That's something heterosexual couples never have to consider. All agencies are options for them. We don't have that luxury.



BABY SAM

"Having an agency here in Richmond like JFS enabled us to have a local team of individuals to discuss adoption, ask questions, and allow for an efficient home study process. We are grateful to JFS and their open policy to work with gay and lesbian families. We will be forever grateful for the kindness shown to us by the Social Workers at JFS."

Care Management

Of all of JFS' programs and services, Care Management is often the least understood. What does it mean to manage someone's care? To Ashton, a JFS Care Manager, it means tireless advocacy. "After having my son and navigating his challenges as a special needs kid, I learned a great deal

about advocacy and how the law empowers their families. It all applies to my clients at JFS. I'm always advocating for them, and it draws directly from the skills I acquired in my personal life."

Ashton takes great care to build rapport with her clients, not only to understand what care and services they need, but also to get to know each of them as individuals. "One of my clients loves to go shopping," Ashton shared. A stroll through Carytown might not seem like work, but regular visits are a critical part of Care Management and allow JFS Social Workers to stay up-to-date on their clients' well-being.

Another of Ashton's clients is an elderly man, Paul, whose name we've changed to protect his privacy. "I communicate with his family regularly to keep them updated on how he's doing, in addition to staying in

touch with his caregiver," Ashton said. "I run errands when Paul needs something, and make sure he gets great care at the group home where he lives.

"I think a big part of being a Care Manager is being empathetic and staying positive no matter what. Sometimes Paul is sad or not in the best mood when I visit. I try to be super positive, which always brings him out of his funk, and then we have a great time together. We must always be caring and patient, because our clients deserve it."

Whether it's doing a puzzle together, visiting a coffee shop, or listening to their stories, Care Management visits are about making rich, personal connections with clients. Through those moments, Care Managers come to understand each client and ensure they get all the help they need to live comfortable, dignified lives.



JFS CARE MANAGER ASHTON

Securing Our Future

Especially in this challenging year, JFS is honored that our friends and donors chose to support our caring and compassionate work through their current gifts to JFS and their legacy commitments to the JFS Supporting Foundation. These gifts have made our mission of **Transforming Lives and Strengthening our Community** possible and will provide generations of care. Thank you!

We are grateful for the critically important role the Straus/Rosenthal family has played in leading and supporting the Ladies Hebrew Benevolent Association/JFS in the last 172 years!

In 2002, the Harry and Jeannette Weinberg Foundation offered JFS an opportunity to match gifts to a campaign for JFS' Supporting Foundation. The request to the Weinberg Foundation was submitted by JFS Foundation Chief Trustee, Abby Moore, who described it this way: "The JFS Foundation is the bedrock: a guarantee for Jewish families in Richmond that regardless of the ups and downs of annual campaigns or changes in Israel's needs for support, the social service needs of local families will be met." Abby chaired the campaign to fulfill the Weinberg Foundation match and add \$1 million to JFS Foundation assets. Nancy Belleman served on the campaign's Committee.

Abby remembered, "Gilbert was extremely generous; I think Nancy asked him. Not only did they make a large commitment to the campaign, but he came with me to talk with Rudy Bunzl*." This story illustrates the leadership, kindness, and commitment to JFS of the Straus/Rosenthal families. Tom Rosenthal was Board President of JFS from 1987-1989 and he shares the family mantle of JFS leadership with his Great great grandmother Fanny Heller Straus*, who in 1849 was the founding President of the Ladies Hebrew Benevolent Association, the predecessor to Jewish Family Services.

We were honored to receive the gift from the estate of Gilbert and Fannie Rosenthal* dedicated to the JFS Foundation. Their memories will be a blessing to JFS and our community for years to come.

*Of Blessed Memory



Life & Legacy

JFS is proud to be the oldest Jewish social service agency in Richmond, and we are equally proud to participate in the Life & Legacy program in partnership with the Harold Grinspoon Foundation and the Richmond Jewish Foundation. We are honored to recognize those who have made Legacy gifts to JFS and our mission to **Transform Lives and Strengthen Our Community**.

Anonymous (21)
Scott W. and Nancy R. Belleman
The Bendheim Family
Sam W. Coleman III
Frona and Alan Colker
Judy K. Crocker
Bonnie and Mike Eisenman
Ronald and Benita Felmus
Marilyn Lipsitz Flax and Robert Flax
Drs. Sydney Fleischer and Mike Camp
Robyn Galpern
Mark and Ashley Goodstein
Marc Greenberg
Bernie Henderson
Ronne* and Cecil Jacobs
Faith Kallman
Retta Leigh Keil
Neil S. Kessler

*Of Blessed Memory

Beverly and Sidney Koerin
Wendy Kreuter
Sheryl Luebke
Linda W. Mays
Kathy Mays-Coleman
Kimberly H. Miller
Martin J. Miller
Abby W. Moore
Richard and Jessica Samet
Ann M. Samford
W. Jerrold Samford
Susanne L. Shilling
Sandra Sisisky
Bobby Thalhimer
Morton G. Thalhimer, III
Alan and Gail Werner
Dean Whitbeck

The Bowling Ball and A Hand to Hold



JFS Connecting Hearts had a busy fall! Between the Virtual Bowling Ball and November's "A Hand to Hold" media campaign, we shared the stories of children in foster care and recruited potential foster and adoptive families! JFS Connecting Hearts is humbled by the work of our sponsors, volunteers, donors, and partners

to make the entire effort a success! Because of their compassion and generosity, the Virtual Bowling Ball reached its fundraising goal and our message about the children in foster care awaiting adoption reached thousands of families.

JFS Connecting Hearts is grateful to WTVR CBS 6 News for joining us for another "A Hand to Hold" Adoption Awareness Month campaign! Every day in November, CBS 6 featured children in central Virginia's foster care system available for adoption, raising awareness about the need for foster and adoptive parents and connecting kids to loving families.

This year's "A Hand to Hold":

- Featured 31 children in foster care – 18 from Richmond – between ages 10 and 17
- Garnered 38,500 views of the kids' features on JFS' and CBS 6's social media
- Led 5,000 unique visitors to the JFS Connecting Hearts website - 50% of JFS' total web traffic in November

- Moved 70 families to call JFS Connecting Hearts and inquire about adoption

32 families are now working towards becoming certified as foster, adoptive, or kinship parents! And, happiest of all, two children joined their forever families!

Mark was featured on CBS 6 on the first day of "A Hand to Hold," November 1. The very next week, he moved into an adoptive placement! Mark is now well on his way to permanent adoption!

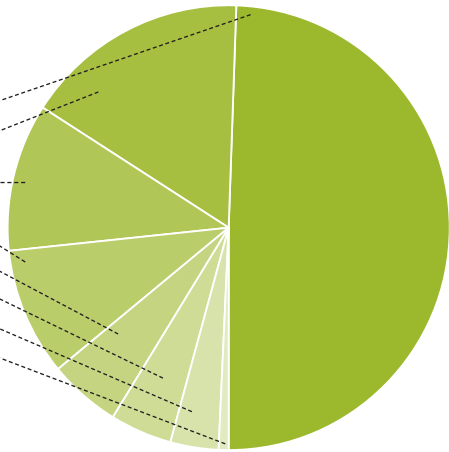
Treasure has been in foster care and featured in the Heart Gallery for several years. During this year's campaign, her biological father recognized her and immediately contacted JFS. After the DSS' review, Treasure reunited with her father!

Many thanks to all the sponsors, donors, volunteers, and partners who made the campaign a success. Their hard work made a tangible difference in children's lives by telling their stories, reaching new audiences, and helping find their forever families!

2019 - 2020 by the Numbers

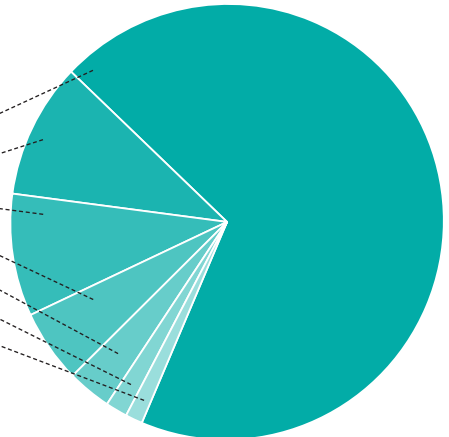
Operating Expenses

HOME CARE	\$1,924,800
COUNSELING	\$641,161
ADMINISTRATION	\$418,137
CARE MANAGEMENT	\$362,069
FUNDRAISING	\$204,871
GUARDIANSHIP	\$176,112
ADOPTION	\$137,080
SENIOR ENGAGEMENT	\$28,297



Operating Revenue

PROGRAM REVENUE	\$2,860,189
GRANTS	\$414,489
INDIVIDUAL GIFTS	\$375,778
JFSSF	\$225,062
JCFR	\$135,594
OTHER	\$67,571
EVENTS	\$52,721



1302
Clients Served

123,575
Hours of Service

63%
of Clients are Low-Income



For 172 years - through pandemics, wars, and recessions - Jewish Family Services has served Richmond-area families and individuals of all ages, faiths, and incomes with exceptional care, guidance, and support.

Thank you for helping make it all possible.

JFS IS PROUD TO PARTNER WITH:



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Transforming Lives. Strengthening our Community.