



# 2012

## ANNUAL REPORT



Jewish Family Service  
*of Metropolitan Detroit*

# A True Community

**F**rom where we sit, it's been a year of great transition. Jewish Family Service celebrated the retirement of one Chief Executive Officer, Norm Keane, and the hiring of a new one, Perry Ohren. We know that leadership is critical, and we believe that there is a solid foundation upon which to continue to grow, serve, innovate and be responsive to community needs. During this past year we made some important and necessary improvements to our technology infrastructure. We launched a new website, which is helping JFS tell its story, be more accessible, publicize our goings-on, and attract volunteers, donors and people who need our help. We were up late on Father's Day 2011, getting people to vote for us in Toyota's 100 Cars for Good Facebook contest - and we won! Our new Sienna minivan is used daily to take people to essential appointments. In January we got out the vote to win \$25,000 in The Home Depot Foundation's Aprons in Action contest. These dollars will be used to help our most vulnerable clients live better lives in their homes, thanks to home repairs and renovations done by volunteers in JFS' Project Build!

For those of you who might think of JFS simply as "Our Community's Safety Net" or "Our Community's Home for New Americans", it's important to mention that much of what we do serves older adults. Top notch professionals provide a continuum of services to older adults, including: Meals on Wheels, In-Home Support Services, Escorted Transportation, Volunteer Services, Holocaust Survivor Services, Home-Based Psychotherapy, Prescription Assistance Program, Emergency Financial Assistance, and Geriatric Case Management. We are experts in older adults and work hand-in-hand with our sister agencies, and with resources in the broader community, to assure that the community's older adults age in place with dignity and respect.

Lastly, we cannot and do not do all of our work alone. Our supporters include funding partners like the Jewish Federation of Metropolitan Detroit, The Jewish Fund and The Jewish Women's Foundation, sister agencies like Hebrew Free Loan, JVS and Jewish Senior Life, local health care systems and many corporate partners. Over 1,000 volunteer doctors, lawyers, contractors and others, as well as individual donors, who generously contribute every year, make a difference in so many lives. Thanks for being on Team Jewish Family Service.

**We couldn't do it without you!**



A handwritten signature in black ink, appearing to read "Perry Ohren".

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**Perry Ohren**  
Chief Executive Officer



A handwritten signature in black ink, appearing to read "Mark C. Milgrom".

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**Mark Milgrom**  
President

## DTE Energy Foundation



### DTE Energy Foundation Continues to Support JFS

For the second year in a row, The DTE Energy Foundation provided a \$20,000 challenge grant to JFS' Friends of the Family Campaign. The grant matched any new or increased contributions to this year's campaign, incentivizing donors' participation in the agency's main annual giving campaign.

### Jackson Katz Speaks Out About Domestic Abuse

JCADA, the Jewish Coalition Against Domestic Abuse, was proud to bring Dr. Jackson Katz, anti-sexist advocate, to the Detroit Jewish community. With generous funding from The Jewish Women's Foundation, he presented at a Men's Power Breakfast, a Community Lunch and Learn, and a Teens' Call to Action. Dr. Katz helped us understand that although we may not all be responsible for gender violence, we all have a responsibility to end it. Dr. Katz delivered a call to action to think differently about gender violence as a women's issue and he provided a number of innovative strategies for inspiring men and boys to be allies with women and girls. Jackson Katz's message was inspiring for all who heard it and set the stage for our community to come together in the understanding that violence against women is everybody's business.





# Highlights of the Year

## Perry Ohren Appointed New Chief Executive Officer

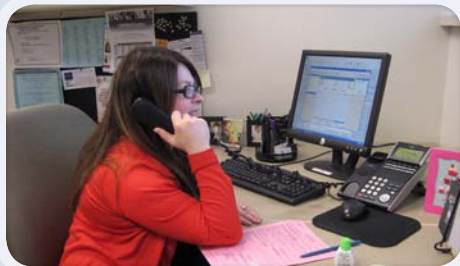
In October of 2011, Perry Ohren became the new Chief Executive Officer of Jewish Family Service. Perry started his Jewish Family Service career immediately following graduate school in 1991 as a Clinical Social Worker in the Windows Family Violence Program. From there, Perry gained experience working with families in the Child Welfare System through Wayne State University, and Employment and Rehabilitation Programs and Services at JVS. Perry returned to Jewish Family Service in 2003 as the Director of Supportive Communities, a program housed at JFS that helped older adults to age in place. A year later, Perry became the Director of Older Adult Services and later the Chief Program Officer. Perry has a wealth of knowledge and experience that has prepared him well for his new role as CEO.



## JFS Supported by Federation's Urgent Needs Fund

*Through the generosity of a group of Federation donors, Jewish Family Service was able to:*

- Reach families in their community through school social work services in Jewish Day Schools (1 School Social Worker)
- Speak immediately to 84% of callers seeking assistance through the Resource Center (1 Resource Center Specialist)
- Ensure 2,500 rides for safe transportation to and from medical appointments for older adults (1 Driver)
- Help an additional 100 persons immediately access mental health counseling to address depression, anxiety, and personal stressors (2 Master's level Therapists)
- Help older adults continue to live independently in the community by providing 1,300 hours of subsidized Home Care
- Support financially vulnerable older adults and their caregivers by coordinating access to Medicare, adequate nutrition, medical care, and safe housing options through personalized Geriatric Case Management (3 Geriatric Case Managers)



## JFS Wins the Toyota 100 Cars for Good Campaign

On June 19, 2011, people across the country voted for Jewish Family Service to win a new Toyota Sienna minivan from the Toyota 100 Cars for Good Campaign, a national program awarding 100 vehicles to 100 deserving nonprofit organizations. The new Sienna has been added to the Jewish Family Service Escorted Transportation Department fleet that provides affordable arm-in-arm and door-through-door transportation services to 1,100 individuals annually. Over 75% of the transportation passengers are older than 70 years of age and over 94% of the 29,000 rides annually are for medical appointments.

Because of their access to health care through the Escorted Transportation fleet, the passengers are able to remain living independently in their own homes. Jewish Family Service would like to thank everyone who voted for us in our first national Facebook contest.



## Community Rallies for The Home Depot Foundation's Aprons in Action Contest

In July of 2011, Jewish Family Service partnered with The Home Depot Commerce Township store to do a complete home renovation for a Jewish Family Service client through Project Build! The transformation was so great that it was submitted to The Home Depot Foundation's Aprons in Action Facebook contest where Jewish Family Service competed against three other organizations

across the nation to win \$25,000 to support future home repair projects. Project Build! is a program in partnership with Building Industry Association of Southeastern Michigan to provide home repairs and modifications for low income and physically challenged

individuals. Jewish Family Service would like to thank everyone who worked tirelessly to help us win.



Jewish Family Service  
of Metropolitan Detroit

# What We Do

## The Resource Center

When someone in the community doesn't know where to turn, the Resource Center is there to help. Resource Specialists are available to assess needs, explain options, provide information, and assist with accessing services available at Jewish Family Service and elsewhere in the community.

## Family Life Center

**Counseling** Therapists offer specialized counseling for addiction, mental health issues and family concerns. When medication is necessary, psychiatric evaluation and medication management is available.

**Family Crisis Support** Family case managers partner with individuals and families to plan solutions and implement change. Family case managers provide housing assistance, emergency financial assistance for basic needs and access to resources in the broader community and within JFS.

**Project Chessed** Case managers coordinate access to health care through a referral network of health care providers and institutions that provide pro-bono care to medically uninsured Jewish adults.

**Legal Referral Service** A program coordinator facilitates access to a network of pro-bono attorneys for JFS clients who would not otherwise be able to afford legal counsel and representation.

**Mentor Connection** A mentor specialist matches youth with caring adults for long term mentoring relationships based around mutual social, recreational, and career interests.

**Project Build!** A program coordinator organizes access to builders, remodelers and suppliers who volunteer to complete home repairs and modifications for JFS clients.

**School Based Services** School social workers provide social work services to Jewish Day Schools, tailoring services to the student population and school personnel to ensure an optimum learning environment.

**Domestic Abuse Services** Social workers provide domestic abuse education, intervention, counseling and, in cooperation with the National Council of Jewish Women, a Safe Place shelter for victims of abuse. Jewish Family Service hosts JCADA, the Jewish Coalition Against Domestic Abuse.

# 6,950

contacts with the  
Resource Center

# 7,688

prescriptions subsidized  
for clients through  
Project Chessed

# 2,744

office visits  
donated through  
Project Chessed  
volunteer physicians



## Older Adult Services

- Geriatric Case Management** Geriatric Case Managers provide assessments, evaluation and coordination of ongoing support services, as well as education for older adults and family caregivers.
- Counseling** Therapists provide counseling to help older adults and their families cope with the challenges of aging, retirement, caregiving, and bereavement.
- Escorted Transportation** Professional drivers provide individually arranged rides with door-through-door assistance for legal, medical, and immigration appointments, shopping and more.
- Holocaust Survivor Assistance** Geriatric Case Managers provide culturally sensitive case management services to help Survivors file claims for Indemnification and Restitution.
- Home Care** Geriatric Case Managers coordinate in-home personal care, homemaker services, and respite care.
- Kadima Plus** In partnership with Kadima, therapists conduct assessments and provide counseling for older adults with mental illness.
- Kosher Meals on Wheels** In partnership with National Council of Jewish Women, a Geriatric Case Manager coordinates the delivery of meals to clients' homes.



**33,248**

kosher meals delivered  
by Meals on Wheels  
to 172 participants

**781**

Geriatric Case  
Management  
clients served

**556**

Holocaust  
Survivors served



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# What We Do

## Links to the Community

**Immigration and Citizenship** A case manager offers translation, pre-migration planning and support, and document preparation assistance. Teachers provide classroom and individual instruction to help new Americans prepare for naturalization.

**Volunteer Services** Department employees provide the coordination of friendly visitors, hospice volunteers, reading tutors, administrative assistants, citizenship tutors, Meals on Wheels volunteers, as well as coordinating seasonal community projects.

**Cancer Connection** A social worker provides support for those touched by a cancer diagnosis, including a mentoring program, a local resource guide, and community education. In partnership with the American Cancer Society, the West Bloomfield location hosts an American Cancer Society Resource Center.

## Collaboration with Sister Agencies

In an effort to improve access and coordinate services, JFS provides space for JVS staff in JFS offices. Similarly, JFS partners with Hebrew Free Loan, Yad Ezra, Jewish Hospice and Chaplaincy Network, and several Jewish Day Schools, by co-locating JFS staff in these agencies.



# 17,000

hours of service  
donated by volunteers

# 800

translation sessions  
provided for 340 clients



# Revenue & Expenses

## Major Programs Revenues and Expenses For The Year Ending May 31, 2012

### Revenues

Jewish Federation	\$3,724,036
Jewish Federation - Affiliated	782,689
Government Grants	1,236,238
Grants	1,553,796
Fees	933,216
United Way	216,584
Endowments	237,142
Contributions	689,542
Contributed Rent	576,000
Interest	6,000
	<b>\$9,955,243</b>

### Expenses

Older Adult Services	\$1,517,178	15.2%
Mental Health Addiction/Recovery	1,491,778	15.0%
Home Care	1,624,228	16.3%
Transportation	1,076,686	10.8%
Project Chessed	1,001,716	10.1%
Financial Assistance	744,000	7.5%
Family Case Management	739,624	7.4%
Resource Center	389,385	3.9%
Outreach	386,144	3.9%
Immigration & Citizenship	225,443	2.3%
Housing Assistance	223,916	2.2%
Healthy Start	221,647	2.2%
Mentor Connection	176,969	1.8%
Volunteers	136,529	1.4%
	<b>\$9,955,243</b>	<b>100%</b>

**850**

individuals received  
counseling services

**50,300**

hours of Home Care  
to 380 clients

**900**

households received  
family case  
management

**29,000**

rides to 1,000 clients



Jewish Family Service  
of Metropolitan Detroit

# Employees

## ADMINISTRATION

Perry Ohren, LMSW *Chief Executive Officer*  
Shari-Beth Goldman, MSW, LMSW, ACSW  
*Chief Program Officer*  
Sheryl Stoddard, BA  
*Chief Administrative Officer*  
Joan Chapuseaux *Executive Assistant*

## DEVELOPMENT

Amy Hoffman Haimann, MHA, MBA  
*Chief Development Officer*  
Ellen Yashinsky Chute, LMSW, ACSW  
*Chief Community Outreach Officer*  
Michelle Malamis, LMSW  
*Development Associate*  
Lori Drucker, BS *Program Assistant*  
Erin Lederman  
*Program Coordinator Project Build!*  
Menachem Hojda, BSW  
*Outreach Specialist Project NOAM*  
Shira Yechieli, LLMSW  
*Program Coordinator Cancer Connection*

## Volunteer Services

Lindsay Leder, LMSW, MPA  
*Department Director*  
Ariella Kaufman Rubin, LMSW  
*Program Coordinator*  
Kelly Goldberg  
*Legal Referral Service Program Coordinator*

## FAMILY LIFE CENTER

Sherri Gerber-Somers, LMSW  
*Department Director*  
Anna Donovan *Program Assistant*

## Counseling Services

Leonard Beigler, MA, LLP  
*Director, Counseling Services*  
Preeti Venkataraman, M.D. *Medical Director*  
Maureen Bernard, MSW, LMSW, ACSW,  
CADC, CCS *Clinical Supervisor*  
Karen Bango, MA, LLP *CAAC Therapist*  
Carolyn Brown, MSW, LMSW, ACSW *Therapist*  
Amy Chmielinski, MA, LPC *Therapist*  
George Eshelman, MSW, LMSW *Therapist*  
Elana Gottfried, MSW, LMSW, ACSW *Therapist*  
Kathryn Holden, MSW, LMSW *Therapist*  
Marcy Kolb, MSW, LLMSW *Therapist*  
Andrea Nitzkin, MSW, LMSW *Therapist*  
Carol Plotkin, MSW, LMSW, ACSW *Therapist*  
Erella Reichman, MSW, LMSW, ACSW *Therapist*  
Rozanne Sedler, MSW, LMSW *Therapist*  
Debra Waldman, MSW, LMSW *Therapist*

## Family Case Management Services

Debra Edwards, BA  
*Director, Family Case Management*  
Cheryl Berlin, BA  
*Hebrew Free Loan, Loan Program Manager*  
Carri Farber, MSW, LMSW  
*Family Case Manager*  
Elizabeth Fortuna, BA  
*Family Case Manager*

Diane Hart, AA  
*Coordinator Financial Resources*  
Julia Kessler-Hollar, MSW, LMSW  
*Family Case Manager*  
Shrina Patel, LLMSW *Family Case Manager*  
Dena Cohen Peterson, MSW, LLMSW  
*Family Case Manager*

## Bilingual Mental Health Services

Rimma Shapiro, BA, LBSW  
*Director, Bilingual Mental Health Services*  
Irina Yufa, BS *Bilingual Case Manager*

## Mentor Connection

Alison Orley, MSW, LLMSW  
*Mentor Coordinator*

## School Based Services

Julie Ohana, MSW, LMSW  
*Director, School Based Services*  
Susan Goutkovitch, MSW, LMSW  
*School Social Worker*

## OLDER ADULT SERVICES

Yuliya Gaydayenko, MA, LLMSW  
*Department Director*  
Risa Berris, BA  
*Director, Geriatric Case Management*  
Sarah Allan-Huynh, LMSW, MA  
*Geriatric Case Management Supervisor*  
Melissa Lewin, LMSW  
*Geriatric Case Management Supervisor*  
Barbara Haddad, LMSW *Director, Life Links*  
Beverly King, BSW *Geriatric Case Manager, Coordinator, Computer Training*  
Cathy Wasserman, BSW *Geriatric Case Manager, Coordinator, Meals on Wheels*  
Caitlin Beresford, LLMSW  
*Geriatric Case Manager*  
Marsha Ober, MEd. *Geriatric Case Manager*  
Kristina Schaefer, LLBSW  
*Geriatric Case Manager*  
Katharine Smith, LLMSW  
*Geriatric Case Manager*  
Regina Smolitsky, BA  
*Geriatric Case Manager*  
Robin Teweles, LLMSW  
*Geriatric Case Manager*

## Transportation & Translation Services

Alexander Goldberg, MS *Director*  
Diana Mukh, BA *Dispatcher*  
Elaine Polevoy, BA *Dispatcher*  
Irina Fisher, BA *Translator*  
Alla Molodtsova, BS *Translator*  
Viatcheslav Avshalumov, BS *Driver*  
Khanuk Danilov, AA *Driver*  
Boris Golub, BS *Driver*  
Suleyman Ismailov, BS *Driver*  
Oleg Kausman, AA *Driver*  
Vladimir Krivoi, AA *Driver*  
David Leynov, AA *Driver*  
Mikhail Orman, AA *Driver*  
Nathan Torman, AA *Driver*  
Boris Zborovskiy, BS *Driver*

## ElderCare Solutions of Michigan

Erica Saum, LMSW *Department Director*  
Lynn Breuer, MSW *Marketing Associate & Geriatric Care Manager*  
Karen Amber, LMSW  
*Geriatric Care Manager*  
Rebecca Eizen, MBA  
*Geriatric Care Manager*  
Deanna Rimer, MSW  
*Geriatric Care Manager*  
Ileane Stone, MA *Geriatric Care Manager*  
Susan Witus, MSW *Geriatric Care Manager*  
Debi Gibbs *Program Assistant*

## Home Care

Motiashia Austin, BA *Program Assistant*  
Louise Portis, BSW  
*Homecare Quality Assurance Specialist*  
Sherita Hemingway *Homemaker*  
Celestine Keys *Homemaker*  
Jacqueline Wilcox *Homemaker*

## Citizenship & Immigration Services

Anna Torman, BA  
*Citizenship and Immigration Specialist*  
Carole Maltzman, BA *Instructor*  
Doreen Sabin, MS *Instructor*

## PROJECT CHESSED

Shaindle Braunstein, BA *Department Director*  
Sarit Flascher, BS, MS *Director of Operations*  
Alla Shapiro, BA *Care Coordinator*  
Megan Pudlik, MSW *Care Coordinator*  
Olga Semenova, MPH *Care Coordinator*  
Linda Klein *Program Assistant*

## RESOURCE CENTER

Erica Saum, MSW, LMSW  
*Department Director*  
Molly Suhr-Krycka, MSW  
*Resource Center Supervisor*  
Michal Shlom, BS *Resource Specialist*  
Karina Vaks-Johnston, BBA  
*Resource Specialist*

## FINANCIAL SERVICES

David Miller, CPA, MBA *Chief Financial Officer*  
Stephanie Gondek, BA, CPA  
*Accounting Supervisor*  
Samantha Nguyen *Cash Receipts Specialist*  
Ludmila Tolkachier  
*Coordinator, Financial Services*  
Aldrine Walton *Billing Specialist*

## INFORMATION SYSTEMS

Kathleen Thompson *Director*  
Collin Young *Help Desk Support Specialist*

## SUPPORT & FACILITY SERVICES

Debbie Smith *Director*  
Trenese Brooks *Office Assistant*  
Sharon Kent *Coordinator, Oak Park Site*  
Elizabeth Orman *Receptionist*  
Stacey Schulz *Administrative Assistant*  
Glen Thompson *Assistant*

## OFFICERS AND EXECUTIVE COMMITTEE

Mark Milgrom

*President*

Wendy Eisenshtadt

*Vice President*

Jennifer Lerner Friedman

*Vice President*

Susie Leemaster

*Vice President*

Judy Stern

*Secretary*

Keith Lublin

*Treasurer*

Sandy Muskovitz Danto

*Immediate Past President*

Todd Franklin

*Member at Large*

Mandy Friedenberg

*Member at Large*

Lorie Kessler

*Member at Large*

Paul Silverman

*Member at Large*

## BOARD

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David Fink

Richard Frank, M.D.

Richard Gibbs

David Grant

Micki Grossman

Cheryl Guyer

Melissa Orley Lax

Robyn Lederman

Patti Nemer

Diane Orley

Patti Phillips

Edith Resnick

Donald Rochlen

Marta Rosenthal

Todd Schafer

Rose Lynn Schlussel

Karen Sosnick Schoenberg

Merle Schwartz

Nancy Solway

Sheldon Stone

Deborah Tyner

## YOUNG ADULT DIVISION LIAISONS

Andrea Falik

Elissa Miller

Rachel Wright

## PAST PRESIDENTS

Susan Citrin

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Helen D. Shevin

Gilbert B. Silverman

Bernard H. Stollman

Brent S. Triest

Stewart Weiner

Kathleen Wilson-Fink

Betsy G. Winkelman

For more information visit [www.jfsdetroit.org](http://www.jfsdetroit.org)



Jewish Family Service  
of Metropolitan Detroit



**Jewish Family Service is dedicated to helping individuals and families cope, survive and thrive in an ever-changing world. We are focused on the needs of the Jewish Community, while providing services to all.**



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