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DEAR FRIENDS,

In the nearly 50 years since JASA’s founding in 1968, we have seen profound changes that shaped the needs of seniors and their families and presented new opportunities to help aging New Yorkers lead healthier, more independent, and fulfilling lives.

Longer lifespans, a fast growing aging population, the rising cost of housing, new technology, and breakthroughs in medical care are just a few of the changes affecting older adults. JASA responds to their needs by continuously expanding, adapting, and improving our programs. And yet, even as we innovate, our vision remains remarkably consistent.

JASA is built on the belief that honoring the aging makes our society better and more just. We see the older members of our community as a treasured resource with lifetimes of experience, wisdom, and perspective that enrich the lives of all generations. JASA’s work benefits not only seniors, but also people in every age group who care for senior friends and family members who turn to us for help as they themselves grow older.

JASA continues to break new ground as we remain true to these values. Currently, we are strengthening our capacity by deploying technology, building new partnerships, and capitalizing on opportunities presented by public policy changes to expand our service offerings. Now in its initial phase, this process will require significant further investment of human, technological, financial, and other resources. Even at this early stage, JASA’s organizational development efforts are starting to bear fruit. We look forward to reporting to you about our results.

It is estimated that, by the year 2030, the number of people age 65 and older who live in New York City will increase by approximately one-third to 1.3 million. JASA knows, and all evidence shows, that seniors enjoy better physical and mental health when they are able to live independently and are engaged in the community. We are committed to enabling seniors to live better, healthier, and happier lives both now and in the future.

We thank all who have supported JASA, and who join with us to achieve our mission. We are grateful for the opportunity to tell you about our work during our 2014-2015 fiscal year, and the achievements that continue to be guided by our core principles.

Sincerely,

MARK R. IMOWITZ
President
Board of Trustees

KATHRYN HASLANGER
Chief Executive Officer
How We Served

JASA is one of New York’s largest and most trusted agencies serving older adults. Our comprehensive services are carefully designed to meet the complex needs of adults as they age. Our goal is to keep seniors living safely in their own homes, in their familiar surroundings, with independence, dignity, and joy.

Last year, JASA’s Life-sustaining programs helped over 43,000 seniors and provided peace of mind for their families, friends, and neighbors.

---

**Adult Protective Services + Community Guardian**

JASA’s Adult Protective Services and Community Guardian Program helped to safeguard over 1,700 of the most frail and vulnerable members of our community. Adult Protective Services clients were assisted with daily living needs, supportive counseling, crisis intervention, and financial management. JASA assumed the legal role of community guardian for clients who were judged legally incapacitated by the courts and required a legal guardian.

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**Advocacy Training**

JASA trained over 990 older adults to advocate for the needs of their communities and themselves. Our Institute for Senior Action advocacy training program welcomed expert presenters from government, non-profit organizations, and community agencies. Senior advocates met with elected officials, testified at hearings, participated in press conferences, and rallied at City Hall, which resulted in increased funding for expanded senior services.

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**Caregiver Support**

JASA assisted 1,200 family caregivers of ill and disabled older adults with counseling, information, and respite time through our caregiver programs. We also provided support through referrals to other JASA services including case management, home delivered meals, and social adult day care. Nearly 100 professionals and caregivers explored the topic of mental health and aging at our Annual Caregiver Conference.

---

**Case Management + Counseling**

JASA’s staff of expert, caring social workers assessed the needs of 10,000 seniors and identified resources to help them meet the challenges of aging. These services included home delivered meals, applying for benefits and entitlements, advocating for community resources, counseling, help with daily living needs, and assistance with managing health concerns.
How We Served

**Cultural + Educational Programs**
JASA engaged over 2,000 adults age 55+ who were looking for interesting and fun ways to learn, meet peers, and make an impact in their communities through our signature NextAct programs. We provided a variety of opportunities through Sundays at JASA courses at John Jay College, advocacy training program, volunteer opportunities, Ellie and Martin Lifton Institute of Judaic Studies, and lectures.

**Elder Abuse**
JASA’s innovative Legal Social Work Elder Abuse Program (LEAP) teams of attorneys and social workers assisted 600 victims of abuse. Hundreds of professionals, gatekeepers, government personnel, and community members were trained through JASA’s Elder Abuse Training Institute, Annual NYC Elder Abuse Conference, and targeted workshops.

**Home Care**
JASA assisted nearly 1,000 homebound, frail seniors and those recovering from injury or illness with home care services through JASACare, our New York State-licensed agency. We provided hands-on help with personal care and household chores as well as emotional support and companionship. Each client received an individualized care plan and was matched with a home care worker who has training and experience in a specialty area.

**Housing**
JASA is home to over 2,300 low and moderate income older adults and disabled individuals in eight buildings across Brooklyn, Manhattan, and Queens. As owner and manager of all our buildings, JASA provided tenants with safe, secure, and accessible environments. We implemented capital improvements, green energy initiatives, and water conservation savings programs. In many buildings, we provided social services and activities to strengthen and enliven the communities.
How We Served

Information + Referrals

At the Sally and Henry Pearce Help Center and One Stop at JASA, our trained social workers answered over 9,100 inquiries from seniors and their family members looking for information and resources.

Legal Assistance

JASA provided free legal assistance on 2,400 cases involving adults age 60+. We represented and consulted on cases related to elder abuse, evictions and foreclosures, housing rights, benefits and entitlements, and estate planning. Attorneys also took on cases that impacted public policy on issues affecting older adults.

Meals

JASA delivered nearly one million Kosher and non-Kosher nutritious meals to homebound individuals and to groups at our senior centers. These meals and the staff who delivered them provided much more than nourishment; they provided a social connection and safety net.

Mental Health

JASA provided mental health services to over 410 individuals suffering or recovering from mental illness at our New York State-licensed geriatric outpatient mental health clinic in the Bronx and our friendship houses. Services included individual and group treatment, pharmacological therapy, assistance accessing community-based services, and social activities. JASA is the only agency providing long term mental health home visits to seniors in the Bronx.
How We Served

Naturally Occurring Retirement Communities
JASA assisted 5,300 seniors living in Naturally Occurring Retirement Communities (NORCs) with educational and recreational activities, supportive counseling, health-related services, and transportation. NORCs allow seniors to age-in-place by bringing services and activities to their building complexes and communities.

Senior Centers
JASA’s 24 senior centers across New York City and Long Island served as home away from home for 10,000 seniors seeking group activities, friendships, trips, and nutritious meals. Five hundred senior center volunteers, including more than 30 age 90 and above, participated in more than 100 give back to the community projects helping children, homeless, veterans, and those who are sick, in their local communities.

Social Adult Day Care
JASA provided socialization programs for nearly 60 seniors suffering from dementia and cognitive impairments. Attentive and compassionate staff provided a caring environment with mental stimulation, movement therapy, and peer interaction. This program helped individuals avoid long-term care facilities, and had the dual benefit of providing much-needed respite time for caregivers.

Volunteer Activities
JASA’s 1,200 dedicated volunteers offered their time and energy to improve the lives of older adults. Volunteers came from all walks of life, diverse backgrounds, and all ages. They helped serve meals, were pre-certified in emergency preparedness and response, taught classes, accompanied seniors on trips, planted gardens, and more.
Photo Gallery

JASA’s many highlights included new partnerships, cultural celebrations, corporate projects, Celebrating Seniors Cocktail Reception, healthy living initiatives, senior volunteer activities, major press coverage, educational programs, visits with elected officials and First Lady of NYC Chirlane McCray, collaborations with the NYPD, and more.

JASA seniors partnered with Sing for Hope artists to bring music to the boardwalk at Rockaway Beach.

JASA, Habitat for Humanity NYC, and the former First Lady of Canada Laureen Harper joined forces to beautify and paint JASA’s Sue Ginsburg Senior Center.

Chinese New Year party at Evelyn & Louis A. Green Cooper Square Housing.

Community Passover Seder for homebound seniors at Senior Alliance Senior Center.

Ellie and Martin Lifton Institute of Judaic Studies student enjoyed a weekly course as part of Sundays at JASA college-level courses at John Jay College.
JASA Long Beach Senior Center celebrated its 40th Anniversary.

Healthy living workshops were provided by Bronx House volunteers through the OASIS CATCH Healthy Habits program.

Celebrating Seniors Cocktail Reception on May 12 at the New-York Historical Society in Manhattan honored Brendan Keany of Mutual Redevelopment Houses/Penn South and raised nearly $430,000 for JASA services.

JASA Advocacy Advisory Committee’s Doris Welch, Honoree Brendan Keany, UJA-Federation of New York CEO Eric Goldstein, JASA CEO Kathryn Haslanger, NBA star Cal Ramsey, Emcee Aaron Lazar, JASA Club 76 Senior Center’s Stu Lahn, and Christie’s Auctioneer Toby Usnik.
Photo Gallery

Goldman Sachs volunteers and seniors from Roy Reuther Senior Center enjoyed views of New York City on a Circle Line Cruise.

JASA Co-op City’s renowned Dancing Gents performed at Volunteer Recognition Day.

JASA’s elder abuse and mental health experts interviewed on ABC’s NY Viewpoint.
First Lady of New York City Chirlane McCray visited JASA’s Geriatric Mental Health Clinic.

JASA and the New York City Police Department joined together to raise awareness about elder abuse.
Photo Gallery

JASA seniors and staff connected, advocated, and celebrated with our New York City and State elected officials.
Faces of JASA

What sets JASA apart are our people – seniors, staff, and volunteers. We invite you to take a moment to meet just a few of these incredible individuals who are the faces of JASA.

BIBI RASUL, 65
Sue Ginsburg Senior Center Member & Volunteer

When she is not taking care of her own family and home, Bibi comes to JASA’s Sue Ginsburg Senior Center in the Bronx. She has attended the center for six years and her favorite classes are exercise, scrapbooking, and dancing. She also comes daily to see friends, for the parties, and for all the fun trips. “Because of JASA I am a very happy senior,” says Bibi. “Without JASA I would be depressed and restless. I’ve met a wonderful group of people who share smiles, hugs, and kisses every day.”

GENE AND LORETTA BLOCK, 88 & 83
Social Adult Day Care & Caregiver Program

Gene and Loretta have been married for 61 years. Gene, a former business owner, was diagnosed with dementia twelve years ago and since then has had many other health problems including cancer and a heart condition. Loretta reached out to JASA for help coping with caregiving responsibilities. Gene now participates in JASA’s Social Adult Day Care Program and has 24-hour care, which allows Loretta some respite time and support. “The staff is unbelievably wonderful, supportive, and knowledgeable. Without JASA I would be lost and overwhelmed.”

JOSHUA HALBERSTAM
Lecturer at Sundays at JASA

During the week, Joshua is a renowned Professor at Bronx Community College/City University of New York. On Sundays, he is one of the most popular faculty members at Sundays at JASA. For the past five years, Joshua has lectured at JASA on a wide array of topics, including Judaism and Islam, Aging and Wisdom, Ethics, Jewish humor, and the history of Brooklyn. “Teaching at JASA is a true joy,” says Joshua. “Students are engaged — smart, funny, respectful, honest, experienced. The aggregate life-wisdom in the room is invariably varied…and profound.”
Faces of JASA

QING HUA MENG, 77
*Evelyn & Louis A. Green Housing*

Qing, a retired technician, has lived in JASA Housing for 15 years. He is an active member of the tenants’ association and volunteers with his union. “Because of JASA I am able to socialize in the building without having to venture too far, which is hard because I have a heart condition and use a cane,” says Qing. He primarily speaks Chinese and cannot read English. Due to the language barrier, he lost his food stamps. JASA’s onsite multilingual staff helped Qing re-apply for food stamps and provided emergency food packages while he waited for his benefits to be restored.

TANIA COLLazo
*Health Supportive Chef at JASA*

Tania is a caterer, private chef, speaker, and for four years, the health supportive chef at JASA. She takes her knowledge of nutrition and outgoing personality to create informative demonstrations, food tastings, personal menus, recipes, and one-on-one coaching. "My favorite part about working at JASA is learning from the wonderful seniors we serve,” says Tania. “I see them start to make more informed food choices, which enables them to live healthier, happier, and more active lives.”
JASA Locations

JASA provided a crucial safety net for over 43,000 older adults in nearly every community across the New York metropolitan area. Our dedicated staff, many of whom live in the neighborhoods we serve and speak the languages of our clients, are what make JASA a trusted resource for seniors and their families.

45+ years of experience  
50+ locations  
1,900+ staff members  
10+ languages spoken by staff

JASA is the go-to agency for New Yorkers as they age
JASA Donors

JASA remains grateful to all public and private funders who invest in the fulfillment of our mission of sustaining and enriching the lives of the aging in New York so that they can remain in the community with dignity and autonomy. Below we have recognized individuals, corporations, foundations, and other private donors who provided unrestricted gifts, programmatic support, event tickets, sponsorships, in-kind gifts, and bequests during the fiscal year ending June 30, 2015.

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MDS Property Management Software  
Lisa Mednick Owen and Steve Owen  
Phyllis Mentle*  
Eric S. Mitofsky  
Bernard Newman  
Debbie and Mark Paley  
Andrea and Andrew Potash*  
Naomi Reing  
Howard Rockoff  
Marcella Rosen*  
Lili and Jonathan Roth  
Patricia Schulte and Tom Yamin  
The Honorable Charles E. Schumer and Iris Weinshall  
Schwab Charitable Fund  
Barbara Seril*  
Sheila and Joel Simon  
Shirley Spern  
Roger Strong  
United Way Suncoast  
WCA Technologies, Inc.  
Michael Wolf  
Jeffrey Yager  
*friend of JASA for 5 years or more

Legacy Society

JASA gratefully acknowledges those supporters who have decided to help us as an organization, and the seniors in need of our services, by making bequests and other planned gifts to the agency. Members of the Legacy Society are ensuring that JASA has the strength, capacity, and funding to enable aging adults to remain in the community with dignity and autonomy now and for generations to come. In this section we gratefully acknowledge those who have informed JASA of their intent to support us through a bequest or other planned gift:

Anonymous (2)  
Carol Chinn  
Arkady Fridman  
David Hildes  
Mark R. Imowitz  
Saul Katz  
Paul Kronish  
Nan J. Morrison  
Ruth Perelson

A Special Thanks to UJA-Federation of New York

As a beneficiary agency of UJA-Federation of New York, JASA receives core funding and other critical resources that advance our shared mission each and every day. We gratefully acknowledge their support, generosity, and partnership.
### Supporters: One Stop at JASA Donors

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donors</th>
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<tbody>
<tr>
<td>$25,000+</td>
<td>The Green Fund</td>
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<tr>
<td></td>
<td>The Bianca L. &amp; Herbert J. Rosenberg Foundation</td>
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<tr>
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<td>Ernst Stiefel Foundation</td>
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<td>Isaac H. Tuttle Fund</td>
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<tr>
<td>$10,000+</td>
<td>Dreitzer Foundation, Inc.</td>
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<tr>
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<td>Edith C. Blum Foundation, Inc.</td>
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<tr>
<td>$5,000+</td>
<td>Alexander Clague and Beth Gannon</td>
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<td></td>
<td>West Harlem Development Corporation</td>
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<tr>
<td>$2,500+</td>
<td>Laura B. Vogler Foundation</td>
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<tr>
<td>$1,000+</td>
<td>Elisabeth De Picciotto</td>
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<td>James N. Jarvie Commonweal Service</td>
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<tr>
<td>$500+</td>
<td>Charles Richter</td>
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<td></td>
<td>Ruth Ellen Simmonds</td>
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</tbody>
</table>
Supporters: Elected Officials

JASA recognizes the following elected officials for their generous support of JASA’s programs and services through discretionary funds and Council Initiatives. These funds allow JASA the flexibility to enhance programs available to older adults beyond the concrete services provided in government contracts. Funds help support cultural arts, entertainment, exercise, education, group outings, and special events.

Hon. Eric Adams, Brooklyn Borough President
Hon. Inez Barron, New York City Council
Hon. Gale Brewer, Manhattan Borough President
Hon. Andrew Cohen, New York City Council
Hon. Steven Cymbrowitz, New York State Assembly
Hon. Chaim Deutsch, New York City Council
Hon. Ruben Diaz Jr., Bronx Borough President
Hon. Inez Dickens, New York City Council
Hon. Daniel Garodnick, New York City Council
Hon. Richard Gottfried, New York State Assembly

Hon. Corey Johnson, New York City Council
Hon. Ben Kallos, New York City Council
Hon. Todd Kaminsky, New York State Assembly
Hon. Melinda Katz, Queens Borough President
Hon. Andrew King, New York City Council
Hon. Peter Koo, New York City Council
Hon. Karen Koslowitz, New York City Council
Hon. Alan Maisel, New York City Council
Hon. Melissa Mark-Viverito, Speaker, New York City Council
Hon. Rosie Mendez, New York City Council

Hon. Annabelle Palma, New York City Council
Hon. Antonio Reynoso, New York City Council
Hon. Donovan Richards, New York City Council
Hon. Helen Rosenthal, New York City Council
Hon. Linda Rosenthal, New York State Assembly
Hon. Mark Treyger, New York City Council
Hon. Eric Ulrich, New York City Council
Hon. James Vacca, New York City Council
Hon. Harvey Weisenberg, New York State Assembly
Hon. Mark Weprin, New York City Council
JASA Board of Trustees  
(July 1, 2014 – June 30, 2015)

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Mark R. Imowitz

CHAIR
Leonard Boxer

CO-CHAIRS, EXECUTIVE COMMITTEE
Eric Greenhut
Nan J. Morrison

ASSOCIATE CHAIR, EXECUTIVE COMMITTEE
Saul B. Katz

SECRETARY
Carol Chinn

TREASURER
Eleanor Wagner

ASSOCIATE TREASURER
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CHIEF EXECUTIVE OFFICER
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Ruth Perelson
Nancy T. Polevoy
Bonnie D. Rosenberg
Linda Rosensweig
Martin Siroka
Mark Steiger

HONORARY TRUSTEES
Marvin H. Davidson
Martin Lifton

UJA OBSERVERS
Sharon Makowsky
David Suvall

View www.jasa.org for a list of JASA Seniors Leadership
Financial Statements July 1, 2014 - June 30, 2015  
(all dollars in thousands)

<table>
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<tr>
<th>INCOME</th>
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<tr>
<td>a. Government Support</td>
<td>54,491</td>
<td>a. 48.60%</td>
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<tr>
<td>b. Managed Care Fees</td>
<td>37,996</td>
<td>b. 33.90%</td>
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<tr>
<td>c. Tenant Rent</td>
<td>6,978</td>
<td>c. 6.20%</td>
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<tr>
<td>d. Program Service Fees</td>
<td>3,421</td>
<td>d. 3.10%</td>
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<tr>
<td>e. Contributions</td>
<td>3,835</td>
<td>e. 3.40%</td>
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<tr>
<td>f. UJA - Federation of NY Grants</td>
<td>2,667</td>
<td>f. 2.40%</td>
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<tr>
<td>g. Other*</td>
<td>907</td>
<td>g. 0.80%</td>
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<tr>
<td>h. Housing Management Fees</td>
<td>1,465</td>
<td>h. 1.30%</td>
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<tr>
<td>i. Legacies and Bequests**</td>
<td>361</td>
<td>i. 0.30%</td>
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<tr>
<td><strong>Total</strong></td>
<td>$112,121</td>
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<table>
<thead>
<tr>
<th>EXPENDITURES</th>
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<tr>
<td>j. Program</td>
<td>100,522</td>
<td>j. 89%</td>
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<tr>
<td>k. Management and General</td>
<td>11,202</td>
<td>k. 10%</td>
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<tr>
<td>l. Fundraising</td>
<td>250</td>
<td>l. 0.2%</td>
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<tr>
<td><strong>Total</strong></td>
<td>$111,974</td>
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</tbody>
</table>

| NET ASSETS         | $14,474 |       |       |       |

Notes:

* Includes Endowment Income and Other Income
** Represents one time gifts to one-time gifts to JASA.

The Financial report includes social services, housing, and home care.
The report for home care is based on unaudited numbers.

 GOVERNMENT CONTRACTS

Federal
- Emergency Food and Shelter Program
- Housing and Urban Development

New York State
- Department of Law
- Housing and Community Renewal
- Office for the Aging
- Unified Court System

New York City
- Department for the Aging
- Department of Health and Mental Hygiene
- Department of Housing Preservation and Development
- Housing Authority
- Human Resources Administration

Nassau County
- Department of Social Services
- Office for the Aging

Suffolk County
- Office for the Aging