Who Are We?

Jewish Big Brothers Big Sisters of Los Angeles

Since 1915, Jewish Big Brothers Big Sisters of Los Angeles (JBBBSLA) has established a legacy of positively impacting people's lives. Throughout our history we have helped thousands of Jewish children reach their full potential. For the last 97 years, JBBBSLA has provided hope and friendship to children. We have witnessed the ongoing changes in families, and the ever-increasing need for children to have more dependable adults in their lives that they can trust.

Camp Max Straus

In 2012, Camp Max Straus provided 949 children a life-changing experience. Children ages 7 to 17, traveled from underserved areas throughout Los Angeles County to experience camp, many for the first time. We intentionally design our summer programs to fill in where school cannot. With many of our participants residing within the underfunded districts of Los Angeles Unified, it is imperative that we continue to move forward and increase the number served each year.

92% of our campers require financial aid

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225 Children served annually

949 total campers

35 Counselors-in-training
77 Witherbee backpackers
837 Overnight campers

40 months Average match length
(1½ times the national average)

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As the year 2012 is coming to an end it is time to reflect on our amazing accomplishments and to acknowledge those who made a difference in our agency. Through financial donations, volunteers who helped shape a child’s life and community partners who helped to develop new programs, everyone working together has reenergized and refocused all of us here at the agency to strive to reach more children in need.

In the following pages you will read about new community partnerships such as Etta Israel, pairing adult mentors with young adults that are on the autism spectrum residing in group homes; and a new venture with Boys and Girls Clubs of Venice matching Jewish adult volunteers with 8th grade underserved kids.

In October, we reintroduced Shabbatons at Camp Max Straus and hosted 25 matches for an overnight camp experience beginning with Shabbat dinner and ending with Havdallah. Our matches enjoyed getting to know each other and their mentoring specialists in a more informal natural setting and awe-inspiring environment. And in November we hosted more than 200 people at Universal Studios Hollywood and raised $250,000 for the Foundation for Camp Max Straus.

With a new vision and remarkable staff in place we re-energized our Program and marketing areas. The agency formed the Client Services Committee focusing on three important areas - policy, recruitment, and match activities. This committee led by Board members and Bigs will provide ongoing support and ideas for our mentoring program to ensure we not only serve more children but play a vital role in the Jewish Community. A gift from the Armor family has enabled us to begin work on a new website, create new recruitment materials, and begin to use social media to attract and communicate with potential “Bigs.”

Camp Max Strauss is undergoing a facelift. Thanks to renovation grants from Real Estate Principals Organization and Jewish Venture Philanthropy Fund we are in the process of upgrading our roads and cabins. This will provide a safer and more enjoyable environment for our campers, community organizations, educational, and corporate groups that utilize our facility. This year we are introducing a new and improved version of Sports and Arts Buddies called Team Max Straus. Team Max Strauss is a weekend sleepover program combining arts and sports education and includes a fieldtrip to a local college. This program is already inspiring our kids to dream about the future in ways they never thought possible.

The end of the year is a wonderful time to consider making a tax deductible gift that will help fuel the growth the agency needs in order to play a more vital role in the Jewish community. We extend our deepest thanks and sincere appreciation to our Board members, staff and volunteers and look forward to serving more children in the New Year.

A Note from Leadership
Ben Goldberg  
**Big Brother, Triathlete and Fundraiser**

When I moved to NYC after graduation, my time was split between work and sleep, with work usually winning out. After moving to LA a little over a year ago, I suddenly found myself having a lot of free time and not sure what to do with it. Having worked with kids in the past, I wanted to find a way to get involved with them once again. I was drawn to JBBBSLA because of my strong connection with the Jewish faith and the opportunity to act as both a mentor and a friend to a child in need.

I was a little surprised when I first met my Little Brother. He was extremely shy and was barely able to speak to me. Our initial outings consisted of my monologues. As time went on, he slowly began to open up. The real breakthrough came during one of our earlier outings when we discovered our mutual love of food, burgers to be specific. As I was not familiar with the kosher restaurant scene in LA, my Little Brother took the lead and introduced me to the best burger joints in town. Seeing and hearing about his excitement for our outings from his mother lets me know that I am making an impact in his life.

When I entered into the LA Triathlon, my first triathlon, I saw that they gave participants the tools to raise money on behalf of any non-profit organization of their choosing. Understanding that funding is always an issue for non-profits, I decided to use this as an opportunity to raise money on behalf of an organization I have quickly become very fond of: Jewish Big Brothers Big Sisters of Los Angeles. My friends and family were happy to chip in upon hearing about my experiences with the organization.

I’m pleased to report that I not only completed the triathlon, but also ended up as one of the top 10 fundraisers leading to an additional match of the contributions raised. For those interested in joining next year, money was raised through Janus Charity Challenge, open to anyone working in the financial services industry.

For more information on becoming a Big Brother or Big Sister, please contact Rachel Fein, Customer Relations Specialist at rfein@jbbbsla.org or (323) 456-1157.

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**Community Partner**

**Etta Israel**

As we consider new and innovative ways to impact the Jewish community, we are looking to our site-based mentoring model as a valuable context for new partnerships. We are thrilled to be moving forward with the Etta Israel Center and, for the first time, planning to serve adults with special needs through mentoring. Four group homes in the San Fernando Valley house residents with disabilities (primarily Autism Spectrum Disorders and Down Syndrome). Like their typical peers, adults with disabilities need friendship and camaraderie. Like all other adults, their identities and self-esteem are formed in part by their relationships and interactions.

A site-based mentoring program enables us to bring a consistent group of volunteers to meet with residents weekly. They may enjoy a meal or snack together, play games, take a walk, or go out for ice cream. Both Etta Israel and JBBBSLA staff will support the matches in their activities and encourage the development of relationships. Most of the residents hold jobs and are supported by the home in maintaining as much independence as possible. However, because their opportunities are still far more limited than the typical adult, new friends are welcomed and valuable. Mentoring offers a wonderful way to help expand residents’ worlds, provide them with new, meaningful experiences to share with loved ones and, as noted by Etta Israel’s Social Media Manager, Meira Feinman, to “strengthen their place in the world.”

We are thrilled to be building this important partnership with Etta Israel and look forward to its expansion. If you know of someone interested in mentoring with this new program, please contact Rachel Fein at 323-456-1157.
In 2007, Cooper Peerce’s life changed for the better. It was on August 29th that he and his mother Jodie received a call from Jewish Big Brothers Big Sisters of Los Angeles letting them know Cooper was “matched”. It was also the day Big Brother Brett Baum found out he had a wonderful new Little Brother. Brett recalls, “I understood the importance of role models in young people’s lives and felt I could do this for a child”. Brett admits that at first communication was difficult. “Cooper had limited interests and a short attention span. We didn’t go to movies or sporting events and he wanted to stay at his house, so it was tough to find places that were comfortable for him”, states Brett. Today, Brett and Jodie report that Cooper is a totally different person. The two enjoy outdoor activities and exercise and talking for hours. When Cooper was asked why he loved having Brett in his life, he summed it up by saying - “I have a single mom and a sister so having an adult life and felt I could do this for a child”. Brett concludes that “the program asks for a minimum of one year but after the first year I knew I wouldn’t quit. I made a commitment and I don’t generally give up on things. Cooper recently asked me whether we will see each other again when he goes to college and I reassured him that the relationship will always continue.”

For more information about Jewish Big Brothers Big Sisters of Los Angeles, please call Rachel Fein, Customer Relations Specialist, at rfein@jbbbsla.org or (323) 456-1157.
On October 26-27th, 25 Big Brothers and Sisters along with their Little Brothers and Sisters celebrated their mentoring relationship and Shabbat while convening with nature at Camp Max Straus. For the first time in over two decades, Jewish Big Brothers Big Sisters hosted an overnight event for 50 guests. The event included Shabbat programming, a reflective hike, tie-dying, art projects, relay races and havdallah. Matches were given the opportunity to experience a true camping experiencing, sleeping in cabins and singing around a campfire together. For more information on other match events, contact Rachel Fein at (323) 456-1157.

One of the most **inspiring** and **emotional parts** of the weekend came during our Shabbat service when **Bigs** turned to their **Littles** and gave them a **thoughtful blessing**.
On November 4, 2012 more than 220 guests enjoyed a Wolfgang Puck brunch at the Globe Theatre followed by a fun-filled family day at Universal Studios Hollywood. Thank you to our Title Sponsor- The Lisa and Ernest Auerbach Family Foundation and our Presenting Sponsors – The Sigal and Shane Families. All gathered to honor Dan Rosenson and Real Estate Principals Organization. The event helped raise more than $250,000 for The Foundation for Camp Max Straus. The Foundation for Camp Max Straus was established in 1962 to ensure perpetual operational funding for Camp Max Straus. Thanks to The Foundation for Camp Max Straus, more than 50,000 underserved children have benefited from attending Camp Max Straus and its existence ensures that the camp will remain open for many generations to come.

For more information on this and other events please contact Julia Wells, Events and Donor Relations Coordinator at (323) 456-1158 or jwells@jbbbsla.org

250 Brunch & Family Day Donors

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Camp Max Straus presents
Team Max Straus!

Team Max Straus is an opportunity for youth, ages 7-13 to experience in-depth sports and arts activities during one weekend in the fall and one weekend in the spring. Additionally, a Saturday field trip in the winter will allow youth to explore art and sports programs at a local university. Team Max Straus gives youth a sense of continuity, connectedness, and a positive community throughout the year. The emphasis is to deliver quality programs that instill collaboration, compassion, confidence, courtesy, and creativity in all of the youth we serve.

Youth will practice sports ranging from basketball to soccer to archery and learn new skills in a variety of arts such as painting, book binding, and collage.

You can find the Team Max Straus schedule and more details at www.campmaxstraus.org or call Alba Arzu at (323) 456-1152.

Arnold S. Nelson Scholarship Spotlight

Anna Kats

Just like more than 150 young adults who have received an Arnold S. Nelson Scholarship, Anna was rewarded for her hard work and determination in high school and is now thriving as an undergraduate. Following high school she enrolled at Barnard College of Columbia University where she studied Slavic Studies. “The support I received from the Arnold S. Nelson Scholarship allowed me to afford the expenses of living in New York City,” states Anna. She was also able to participate in a number of campus organizations and hosted a weekly radio show at the Barnard radio station. Further, Anna served on the board of the Birch, Columbia’s undergraduate journal of Eastern European and Eurasian studies. In the year following Anna’s graduation she was awarded with a Fulbright Grant, which has enabled her to travel to Latvia and teach English over the past year.

The Arnold S. Nelson Scholarship Program was founded in 1999 and provides scholarships to graduates of the Witherbee Wilderness Backpacking Program, a continuation program of Camp Max Straus for past campers. Scholarships are to be used for post-secondary education. Scholarships are awarded to candidates based on their financial need, academic rigor and the candidate’s presentation of his or her scholastic goals. The purpose of the Arnold S. Nelson Scholarship Program is to continue the investment that JBBBSLA makes in our campers. Scholarships range from $500 to $3,000 and are available to students for their entire course of study while earning their degree. In the past eight years, over 110 scholarships, totaling $187,250, have been awarded. Currently, 19 youth are receiving Arnold S. Nelson scholarships.

If you are interested in donating to Scholarship Programs, please contact Laurie Feldman at (323) 456-1147 or Lfeldman@jbbbsla.org.
Camp Max Straus continues to be a premiere retreat site for community groups and corporations from across Los Angeles. Nestled in the foothills of the Verdugo Mountains, the 112-acre facility, equipped with cabins and private rooms, boasts activities ranging from ropes courses and a rock-climbing wall to swimming and hiking trails.

Recently, we have fostered stronger partnerships within the Jewish Community of Los Angeles and surrounding areas especially amongst Jewish schools and Synagogues. In September Camp Max Straus hosted Stand With Us, a non-profit pro-Israel education and advocacy organization. Through this partnership, Jewish high school students from all over the country attended a weekend retreat our beautiful camp. “The camp was the perfect environment for our program. The facility was picturesque, clean and the staff was extremely helpful. It was the perfect location for the combination of education and fun. We’ll definitely be coming back.” Miri Kornfeld – Stand With Us

Upcoming retreat groups include the day school from Temple Akiba, Shalhevet School, Temple Beth El family camp and the religious school from Temple Isaiah. Please remember to let your friends and business acquaintances know that Camp Max Straus is available for rent, offering a wide array of activities suitable for family, community and corporate retreats.

If you are interested in renting Camp Max Straus, please contact Ashley Waterman at 323.456.1155 or awaterman@jbbbsla.org.

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August 20 - November 6, 2012
SAVE THE DATE

THE BIG EVENT 2013

THURSDAY, JANUARY 31, 2013

THE BEVERLY HILLS HOTEL

HONORING

Legacy Award:
The Nelson Family

Big Brother of the Year:
Doug Gold

Big Sister of the Year:
Robin Agranoff

JEWISH BIG BROTHERS BIG SISTERS OF LOS ANGELES
As 2012 is coming to an end, it is an opportunity to begin thinking about 2013. What kind of year will it be? What kind of difference can I make in my community? Who needs my support today? We ask you to consider thinking about the children we serve. Perhaps one of our Jewish children who need mentors - someone in their lives who can truly be a friend, a confident, and a role model? Or consider the child from inner city Los Angeles who has never been to camp, never ridden a horse, learned how to swim, or slept in their own bed.

Further, making a year-end contribution, not only helps the lives of these children, but provides tax advantages. Talk to your financial advisor about contributing from your IRA, or donating an automobile or other unused larger personal property. You can give appreciated assets, enabling you to avoid paying capital gains taxes while simultaneously getting a tax deduction. This tax move is most beneficial if you donate stock you’ve owned for more than a year and its value has increased substantially. If you sell the appreciated stock, you’ll have to pay taxes at the 15 percent long-term capital gains rate on your profit. Even if you donate the proceeds from the sale to a charity, you’ll still have to pay the taxes. However, if you give the stock directly to the qualified organization, you can claim a deduction for the full asset price at the time you donate it and escape the capital gains tax bill. Ask your accountant as to ways that you can make a difference in a child’s life and save on your own personal tax bill.

Jewish Big Brothers Big Sisters and Camp Max Straus serve over 1500 children each year. I urge you to consider at this holiday time to think about what you can do to make a difference in one of their lives.

Make A Difference With End Of Year Giving

Camp Max Straus
Hanukkah Camp

Celebrate the festival of lights and share the magic of Hanukkah at Camp Max Straus!

Who: Jewish children ages 7-14

What: Overnight camp that offers special Hanukkah programs such as Judaica, dreidle decorating, and latke making, as well as traditional Camp Max Straus (CMS) activities such as ropes course, rock climbing, archery, sports, and more! CMS is owned and operated by Jewish Big Brothers Big Sisters of Los Angeles (JBBBSLA) and is accredited by the American Camp Association.

When: Wednesday, December 19 – Sunday, December 23, 2012

Where: Camp Max Straus is located in the beautiful Verdugo Hills of Glendale, just 15 miles from Downtown Los Angeles.

Fee is $250 per camper. Financial assistance is available upon request.

APPLY ONLINE NOW AT WWW.CAMPMAXSTRAUS.ORG or contact Ashley Waterman for an application, Email: awaterman@jbbbsla.org Phone: (323) 456-1155
Now, more than ever, your gifts are critical. Your financial support is valued and important to further our mission and to build brighter futures. It is through the generous financial support of people like you that we are able to continue to provide and expand our programs and services to those in need.

**Direct Donation** - Make an immediate difference in the life of a child with a direct impact gift. We accept checks, credit cards, and stock donations. You may also consider a recurring gift each month that is charged automatically to a credit card.

**Tribute/Memorial Donation** - What better way to acknowledge a birthday, anniversary, special event or memorialize a loved one than helping a child in need? PLEASE NOTE: THIS DONATION WILL RESULT IN A CARD BEING SENT TO WHOMEVER YOU DESIGNATE TO ACKNOWLEDGE THE OCCASION OR MEMORIAL.

**Sponsorship of Special Events** - Your support of our events help fund programs, scholarships and services that will make a significant difference in the lives of the children we serve. Sponsorships include special benefits such as tickets to events and advertisement of your name or company’s name.

**Planned Giving** – This is the gift you give to yourself. By including Jewish Big Brothers Big Sisters of Los Angeles or Camp Max Straus in your estate plan, you will make a difference in the lives of so many and achieve tax benefits for your family. Ask your financial advisor about the benefits available to you today.

**Gifts In-Kind** – Make a child’s future brighter by contributing by donating new sports equipment, backpacks, art supplies, gardening supplies, tickets to special sports events and more.

**Volunteer Opportunities** - Spending time with a child can make a difference that will impact their whole life and yours. Consider donating your time during special events such as our upcoming 2013 Big Event being held at the Beverly Hills Hotel on January 31st.

Go online at JBBBSLA.org or contact our Director of Development Laurie Feldman at (323) 456-1147 or by email at lfeldman@jbbbsla.org.