



Our Legacy of Connection

Since 1971, the Kaiserman JCC has worked to advance and enrich life in Philadelphia. Our mission is to create fulfilling connections, enhance lives, and foster Jewish peoplehood through inspirational educational, cultural, and recreational programs. Our campus, which is located just west of Philadelphia, serves a diverse community through programs and activities that impact families, teens, and older adults.

Our values are rooted in tradition

Our guiding organizational values are rooted in Jewish tradition and inform how we deliver our mission. These values have universal resonance in the Jewish community and beyond — we welcome everyone to participate in the programming we offer.

Sakranut
סקרנות

(Curiosity) • We pursue any opportunity to learn and grow as an organization and as individuals in service to our community.

Hod
הוד

(Amenability) • We embrace change and stay nimble as community needs and preferences evolve.

Hachnasat Orchim
הכנסת אורחים

(Hospitality) • We are committed to welcoming people of all ages, abilities and backgrounds.

Simcha
שימחה

(Joy) • Our work and what we offer to others inspires happiness and fulfillment, even amid life's great challenges.

L'dor V'dor
לדור ודור

(Connection) • We help strengthen the bonds between and among generations by bridging our past with a diverse and inclusive future.



The Case for Change

The Kaiserman JCC is among the most impactful community assets in Philadelphia. Continuing and expanding this impact for the next 50 years, however, requires a bold new strategy.

The COVID-19 pandemic has ripped us asunder, and people everywhere have been affected. What is more, Jewish communal life and our society-at-large are changing. Younger generations of Jews, for example, want to explore their heritage in environments where all are welcome. And as we emerge from the pandemic, many of us are craving authentic connection.

With our longstanding history as a bedrock of Jewish community, the Kaiserman JCC is guided by the belief that the more we get together, the more we will be engaged. Our innate role at this time of rapid change—our highest task—is to knit communities together, here in the City of Brotherly Love and Sisterly Affection.

Goals & Strategic Priorities

Our goals and priorities are mindful of the people we serve, and our aim is to deliver what is expected and hoped of us as a partner in and builder of community. To achieve this, we must be nimble, while also leveraging our top strengths. Gone are the days when families join a JCC simply because it is a Jewish institution—we must keep pace with the emotional, physical and spiritual needs of the broader community. As a place-based organization, our highest priority is to renew and revitalize our facilities. With an improved, state-of-the-art campus comes the opportunity for highest-quality programming that reaches more people than ever before. It also ensures that we become a vibrant hub of Philadelphia's Jewish community.



Immediate Strategic Priorities

- 1 Begin planning a significant **campus renovation** in concert with Jewish Federation of Greater Philadelphia.
- 2 Revamp and expand **family programming**, starting with youth sports and renovating the fields.
- 3 Enhance and expand the **preschool** in collaboration with host partners.
- 4 Curate a new **Jewish cultural arts** program that can be offered across the region.
- 5 Build a base of **committed individual donors**.
- 6 Invest in **staff capacity** and **supporting technology** to enable us to execute the priorities above.