

TOTAL HEALTH CAPITAL CAMPAIGN:

Delivering Transformational Social Services

**Our Mission is to be the place
for people of all backgrounds
to go in times of need. We
provide solutions to improve the
conditions in which people are
born, grow, live, work and age.**

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Please join our Campaign Co-Chairs

LAURA SUSSMAN & WENDY KRAFT

JON SPARER & JOHN KLAI

AMY FIELDMAN

CYNTHIA & JOE ASHER

in supporting the Total Health Capital Campaign

“JFSA is a critical part of our community and of our social services plan of how we take care of individuals throughout southern Nevada. They help us deliver the services that people need, and I’m really proud of that relationship. When it comes to a fiscal partner that we at the County can trust, JFSA is it.”

— **Michael Naft**, Clark County Commissioner, District A

“JFSA helps the whole community. They really want to expand because they’ve run out of space. And, they want to be able to help even more people than they are helping now. That’s why we’ve gotten involved.”

— **Sharon and Stephen Pierce**

“We are big supporters of JFSA, because we believe in its mission to repair the world one life at a time. Not only do we support JFSA because of its mission, but we also support it because we know it is a well-run, efficient agency. We know and trust that the money that we give will be spent on the services that they provide to the people in the community.”

— **Laurie and Richard Frankoff**

“We are very proud of the direction that JFSA has taken over the years. We would like to encourage you to join us in the capital campaign so JFSA can have a permanent home.”

— **Marcy and Jack Simon**

The Need:

Even before the Covid-19 pandemic, more than 300,000 of our neighbors in Southern Nevada were food insecure. More than 70,000 were without a job and many others were at risk of losing their place to live. As we all know too well, the pandemic only exacerbated the need and increased these numbers to record high levels.

When the unprecedented need developed overnight into the biggest crisis of our lifetimes, JFSA stepped up to meet the challenge. We did not shut down. Rather, we increased our capacity to serve many more people.

Since our founding in 1977, JFSA has grown, adapted, and increased our capacity to meet the needs of our community. Originally, our services focused on the Jewish Community, but, as the Las Vegas Valley grew, so did our commitment, and we expanded our mission to offer services to people of all religions, races, ages, disabilities, sexual orientations, and national origins.

Throughout our history, we have focused on the total person, not just one aspect of their health and well-being. Today, JFSA is the place for people of all backgrounds to go to in times of need. We provide solutions to improve the conditions in which people are born, grow, live, work, and age. **The Need: the limitations of our physical building have become a barrier to our ability to fulfill our mission. Our space is simply too small and outdated to serve the tens of thousands of community members who depend on JFSA each year.**

Several inspiring lead gifts have presented us with an historic opportunity to our own our home, provide the space to meet the increased demand for our services and to better meet the needs of our community. Preparing to serve more of our neighbors than ever before, we realize the time for us to expand is upon us.

We are proud to announce **TOTAL HEALTH CAPITOL CAMPAIGN: Delivering Transformational Social Services**. Through this capital, strategic reserve, and human resource initiative, we will position JFSA not only to meet the growing needs of today and tomorrow but also to further our tradition of serving the total person. This campaign will ensure that when we move into our new home, we will have the resources to maximize the promise of our new facility and to ensure that we will continue to be here for our community when it faces the next crisis.

SENIORS
IN NEED

200,000

PERSONS NEEDING
EMERGENCY
SERVICES

300,000

FOOD INSECURE
PERSONS

375,000

PERSONS LOSING
THEIR HOME

750,000

PERSONS
UNEMPLOYED

950,000

Building on nearly 45 years of impact, JFSA is uniquely positioned to meet the needs of our community today and well into the future.



1977: JFSA opened our doors to provide comprehensive social support to people in need including mental health services to children, adolescents, adults, individuals, couples, families and groups.

1978: Started the **JFSA Adoption Program** to maintain and strengthen family life and relationships though the provision of professional services, including parenting education.

2008: Became a founding partner with Three Square when they opened their doors to work collaboratively to address food insecurity in Clark County.

2012: Adoption program was renamed **Open Arms Adoption Agency**, a program of JFSA.

2013: Our food pantry served 300 clients a month with one refrigerator, one freezer, and three midsized shelves.

2017: JFSA took over operations of the **Las Vegas Senior Lifeline** from Jewish Nevada to better equip low income, frail older adults (age 60+) to live independently in their own homes, maintain a high quality of life and reduce unnecessary institutionalization.

2017: Expanded our **Emergency Services** to offer rent, utility, or lodging assistance to anyone in Clark County who was in crisis regardless of religion, race, age, disability, sexual orientation, gender identity or national origin.

2018: Implemented the Senior Veterans Companion Program (Choose Home), the Foster Grandparent Program and the Senior Companion Program. **Senior Veterans Companions** are volunteers 55 and over who provide assistance and friendship to Seniors Veterans who are socially isolated and have difficulty with daily living tasks, such as shopping or paying bills. **Foster Grandparents** are volunteers 55 and over who provide one-on-one tutoring, mentoring, nurturing and support to assigned students in the Clark County School District. **Senior Companions** are volunteers 55 and over who provide assistance and friendship to Seniors Clients who are socially isolated and have difficulty with daily living tasks, such as shopping or paying bills.

2019: Launched our **Family Care Partnership** to provide support and assistance to seniors and the disabled whose family is unable to assist them usually because they live far away.

2020: Our **Food Pantry** served 2,000 clients each month providing 22,000 lbs. of food monthly.

2021: Launched **Operation Home! Rapid Rehousing Program** dedicated to assisting homeless individuals and families to quickly transition into permanent housing.

The Benefit and Promise of Achieving Our Campaign Goals

ISSUE	CURRENT LEASED SPACE	PERMANENT NEW HOME
Financial Benefit	Funds are currently being used to cover rental expenses	We will be debt free and mortgage free so more money can go into programs and services
Visibility to street and access to public transportation	Current space is not easily visible or accessible for public	Great visibility from the street and easy public transportation
Modernity	Outdated and not well configured to meet the needs of our Agency to better serve the community	Fully accessible space that will be customized to meet the needs of the Agency to better serve our community
Food Pantry	Too small to serve the need	Expanded space to meet the needs of our clients well into the future
All Programs	Limited space to accommodate the needs of those we serve	Expanded space to provide programming to those we serve including expanded community space

Campaign Goals and Objectives

CAMPAIGN NAME	FUNDING OBJECTIVE
New Building Purchase and Renovation	\$5.5 Million
Endowment (to ensure JFSA continues to provide comprehensive services to the community over the next 45 years and beyond)	\$3 Million
Operating Reserve (to ensure delays in grant reimbursements do not impair our ability to deliver services)	\$500,000
TOTAL GOAL	\$9 Million

