

Jewish Chaplaincy and Healing Program

Renamed *Continued from page 1*

agency through her extraordinary leadership, selfless dedication and true compassion. Graciously balancing the demands of a very full life – teaching, administrating and raising four daughters – she found the time to give to JFCS in a variety of roles for nearly three decades. As co-chairman of the Healing Center Advisory Committee (along with Steve Targum), she played a vital role in the vision and creation of the Jewish Chaplaincy and Healing Program, which provides Jewish spiritual care to those living with illness, to caregivers, and to the bereaved.

Rabbi Elisa Goldberg, director of the program, notes, “We are honored to have the work of the Chaplaincy and Healing Program linked to a woman who devoted her life to Gemilut Hasidim – acts of kindness. Joan embodied the values of connection, compassion, and community – the very values that underlie the Chaplaincy and Healing Program. For



The family of Joan Grossman accept the framed Board resolution to rename the Jewish Chaplaincy and Healing Program at a recent Board meeting. Shown here are (from left): daughters Suzanne Goldstein (with baby) and Linda Kollmar, husband Dr. Gilbert Grossman, and daughter Karen Goldsmith (with baby). Not pictured: Daughter Jamie Weintraub.

those who knew her, Joan was a healing presence. Now her memory will be linked with the important work of the Joan Grossman Center for Chaplaincy and Healing, which brings healing to so many in our community.”

James R. Kahn, JFCS Board chairman, adds, “Our agency was founded nearly 150 years ago by Rebecca Gratz. I have long considered Joan Grossman

as the Rebecca Gratz of our generation. The naming of the Chaplaincy and Healing program for Joan is a fitting tribute to all she did for Jewish children and families.” ●

To donate to the Joan Grossman Center for Chaplaincy and Healing, call (215) 496-9700 or go to the Mitzvah Menu page on our website, www.jfcsphil.org.

Marcia Siegal Appointed Director of Marketing and Communications

Having served JFCS as director of Communications for nearly nine years, Marcia Z. Siegal has now taken on an expanded role as the agency’s director of Marketing and Communications. The new position reflects the agency’s increased emphasis on strategic marketing at a time of heightened resource development efforts. A focal point of the marketing program will be our 150th anniversary.

Before coming to JFCS, Siegal was a Senior Communications Associate at the Jewish Federation of Greater Philadelphia. Prior to that she worked in the areas of corporate and non-profit communications for more than 20 years. She was a recipient of the Simon Rockower Award for excellence in magazine writing given by the American Jewish Press Association and, under her

direction at JFCS, the Communications Department has won two AJFCA (Association of Jewish Family and Children’s Agencies) Kavod Awards for excellence.

Siegal is now working on creating a dynamic strategic marketing plan to communicate in a powerful and innovative way our agency’s mission, vision, programs and critical needs to a broad constituency that includes clients, Board members, donors, staff and others touched by JFCS.

Siegal states, “In ‘selling’ JFCS, I am fortunate to have a wonderful ‘product’ – an agency with outstanding programs and services that are relevant to people at every stage of life. The challenge is to increase public awareness of JFCS and strengthen community support as we go forward.”

President/CEO Drew Staffenberg



Marcia Z. Siegal, director of Marketing and Communications

says, “I look forward to Marcia leading our effort to expand our marketing efforts throughout the entire community. Her keen professionalism, solid experience and enthusiasm for the challenges ahead will serve the agency’s mission well.” ●

Marcia Siegal can be reached at (215) 496-9700, ext. 124 or marcias@jfcsphil.org.

Continuing a Tradition of Caring *Continued from page 1*

Margolis Edelstein in Philadelphia.

Following great footsteps, making new strides:

“My goal is to continue the work which Carl Schneider, my predecessor, began — making the agency much more financially self-sufficient by creating and expanding our fund-raising programs. He built on the fine foundation laid by our previous chairs. Carl’s initiatives included annual memberships, major gifts, government and foundation grants, endowments and special events in addition to our Gala. With Federation campaigns flat and government funds tightening, the success of these efforts is essential to maintaining services.”

Adhering to the agency mission statement:

“My vision for the agency is that it will continue to help those who need our services, despite declining revenues from Federation and from government payments. To accomplish that, we must ensure that more members of the Jewish community in Greater Philadelphia know the importance of our work and the need for widespread financial support of our efforts.”

Having a practical plan of action—several of them:

“We are initiating a strategic planning process which will give our agency the direction to meet future challenges. These challenges include the coming demographic increase in the number of Jewish elderly and the continuing significant numbers of Jewish poor. We must work with Federation on the pri-

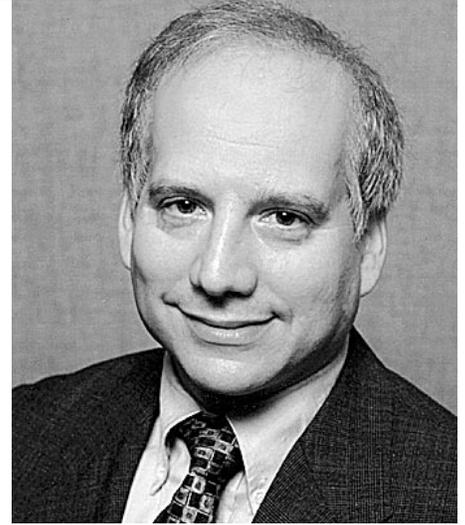
orities it has identified in its recent Strategic Philanthropy Plan. Some of these are Naturally Occurring Retirement Communities, emergency assistance, case management and programs fostering self-sufficiency. There will also be projects to stimulate interest and involvement by those many Jews in our community who are under-affiliated, particularly young people. These worthy goals will challenge our creativity and ingenuity as we strengthen existing programs and design innovative new programs.”

Getting the word out, and the dollars, too:

“We will continue to encourage venture philanthropy and broader volunteer involvement. We must also develop knowledge and involvement among the youngest generation of Jewish adults. We have just launched an exciting New Advocates initiative to cultivate this group. We will focus on services and programs that we do best and also continue to infuse our work with Jewish values. I also hope to deepen our ties with our affiliated agency, J’CHAI - Jewish Community Homes for Independence, and expand programs for the disabled. I would like to create an advisory committee of leaders from the general community to help guide our efforts of Tikkun Olam (repairing the world) with our government partners.”

The importance of community in ‘community service’:

“From my perspective, the great success of the Jewish people, both in con-



JFCS Board chairman James R. Kahn

temporary America and historically, is based upon our sense of community which has made us care one for another. While we have the same problems as others – such as poverty, crime and addiction – these problems have never become so entrenched in our community because our values always led us to establish a higher and wider ‘social safety net’ to catch those who have fallen. In Philadelphia today, JFCS is the most critical part of that higher social safety net in our Jewish community and that net must be maintained. Our agency also plays an important role in strengthening our Jewish identity and spirituality and fostering Jewish continuity through several innovative programs.”

Charity – and the roots of Jewish activism – really do begin at home:

“My Jewish activism stems in part from intense involvement in Jewish youth activities in high school, where I was a leader in the regional youth group for the Reform movement. It was also inspired by my late mother’s volunteer activities for impoverished youth through a JCC program. As a child, I vividly remember helping her gather and deliver toys to needy families in the community.”

Speaking of family...:

“I am a sixth generation American Jew on both sides of my family tree. My father is from Indianapolis – where I was raised – and my late mother was from Monroe, Louisiana. My grandparents and their forebears also came from



Once again, several companies participated in the agency’s annual “Adopt a Child” holiday toy drive. Pictured here are at Pennjerdel Insurance Consultants in Langhorne are (from left): Claire Keddie, Diane Smith, Nick Smith, Lucy Finerghy, Lynn Winslow, Matt Seilback, and Shawn Seilback.