ALEXANDER JFS

ENGAGING ACROSS THE GENERATIONS

ANNUAL REPORT 2024

SINCE 1913

JOAN AND STANFORD ALEXANDER JFS Houston

Light • Hope • Help

REACHING **HIGHER** REACHING **FURTHER**

As we reflect on a year filled with meaningful impact, we find inspiration in the many individuals, couples, and families whose lives have been uplifted through their connection with our agency. Each interaction marks a step on the path toward healing, stability, and eventually, thriving — a journey made possible by the deep partnership between those who seek our support and our dedicated, compassionate, and experienced staff who walk alongside them every step of the way.

In 2024, Alexander Jewish Family Service expanded our reach by bringing our services directly into the community through meaningful collaborations with schools, synagogues, and other partner organizations. Our mental health wellness outreach, in particular, created new avenues for education, prevention, and resilience-building, empowering individuals of all ages to care for themselves and others.

Internally, we strengthened the integration of our service areas, ensuring that every person we serve can access the full breadth of our resources in a coordinated manner — whether they are navigating a crisis, planning for the future, or seeking connection and growth.

Alexander JFS continues to be recognized in Houston and nationally as a model of innovation and best practices. This recognition reflects the excellence of our work and reinforces the responsibility we bear to sustain and expand our growth. In 2024, we focused on investing in the future by nurturing leadership across generations. We are committed to cultivating both professional and lay leaders who will carry our mission forward with vision, heart, and skill.

As a valued member of our community and a stakeholder in our work, we hope this report provides you with a clear view of the scope of our services, along with a deeper sense of how profoundly Alexander JFS touches each life.

Thank you for standing with us in this vital work. Together, we are building a stronger, more compassionate community.

With gratitude,

Carolyn Mintz Kaplan

CAROLYN MINTZ KAPLAN
President, Alexander JFS

Carl E. Josehart

CARL E. JOSEHART
CEO, Alexander JFS

Cover image inspired by photo of four generations of the Farfel, Goodfriend and Levy families planting a tree at Alexander JFS.

2024 HIGHLIGHTS

EXPANDING OUR REACH INTO THE COMMUNITY

Bringing our services closer to where you live.

ADVANCING AN INTEGRATED CLIENT JOURNEY

Making it easier for each client to benefit from Alexander JFS's wide range of services.

BROADENING COMMUNITY INTERVENTION

Building mental health resilience for individuals, communities, and organizations.

ENGAGING ACROSS GENERATIONS

Creating a strong leadership pipeline for our lay and professional leaders.

SINCE 1913

JOAN AND STANFORD ALEXANDER JFS Houston

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MISSION STATEMENT

The Mission of Alexander Jewish Family Service is to transform lives by empowering individuals, families and communities – driven by compassion, leading through innovation, guided by Jewish values.

WHO WE SERVE

Alexander JFS serves a diverse population with dignity and without discrimination. The majority of clients we serve are living at or near the poverty level, making our services not just helpful, but critical.

Our work addresses urgent needs while laying the foundation to navigate complex challenges and build paths toward long-term well-being and stability.

458
Seniors (65+) received Case Management services.

79
Holocaust survivors were provided with specialized case management and homecare grants to ensure aging with dignity.

278
Career & Employment Center clients were assisted with job searches and career counseling.

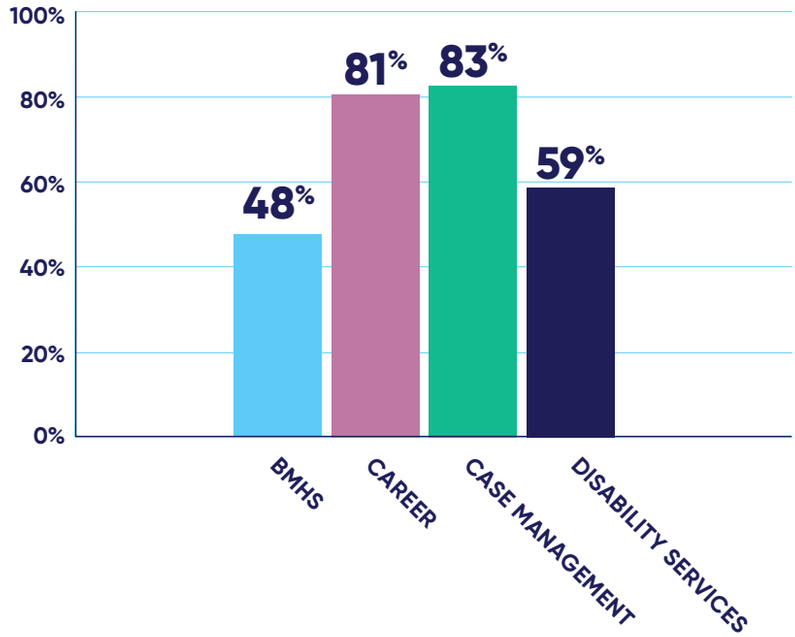
144
Clients were served by Disability Services.

47
Individuals with disabilities employed by Celebration Company, receiving vocational skills and meaningful work experience.

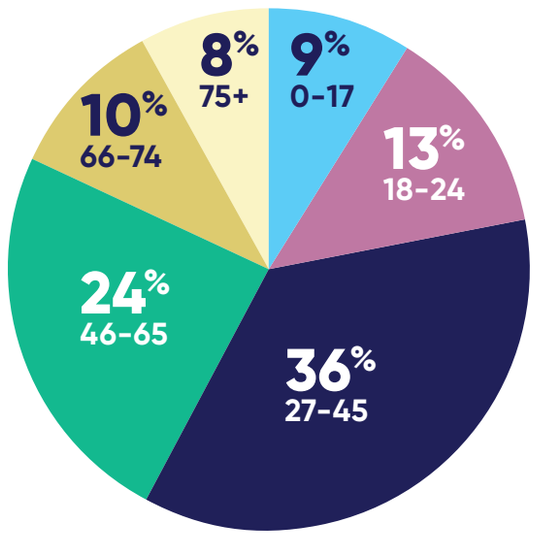
688
Clients received financial assistance for basic needs including food, medicine, and housing.

2,000+
People participated in Mental Health First Aid trainings and suicide prevention programs.

Percent of Clients Living at or Near the Poverty Level



Total Clients Served by Age



HOW WE SERVE

50,409
Service Hours

33,946
Services Provided

7,897
Therapy Sessions

8,994
Case Management Services

5,787
Chaplaincy Touches

8,316
Volunteer Hours

OUR SUCCESS

2,079
Households Served

To ensure accountability and continuous growth, we measure our impact through a rigorous Continuous Quality Improvement (CQI) process. This on-going review evaluates individual client outcomes and guides how we refine and strengthen our programs.

In 2024, we are proud to report the following:

95%
of clients were able to get an appointment as soon as they wanted.

92%
of clients reported that they were happy with the services they received.

91%
of clients would recommend our services to families and friends.

PROUD TO BE A TOP-RATED CHARITY, RECOGNIZED FOR EXCELLENCE, INTEGRITY, AND RESPONSIBLE STEWARDSHIP.

Charity Navigator
FOUR-STAR

Platinum Transparency 2024
Candid.

BEHAVIORAL & MENTAL HEALTH SERVICES (BMHS)

Counseling

Community Intervention

Professional Development

Expert clinicians and professionals providing counseling and mental health access.

GOALS

1. **Reduce anxiety, depression, and the effects of trauma**
2. **Increase psychosocial functioning**
3. **Foster healthy community partnerships that bring greater mental healthcare access to more individuals**

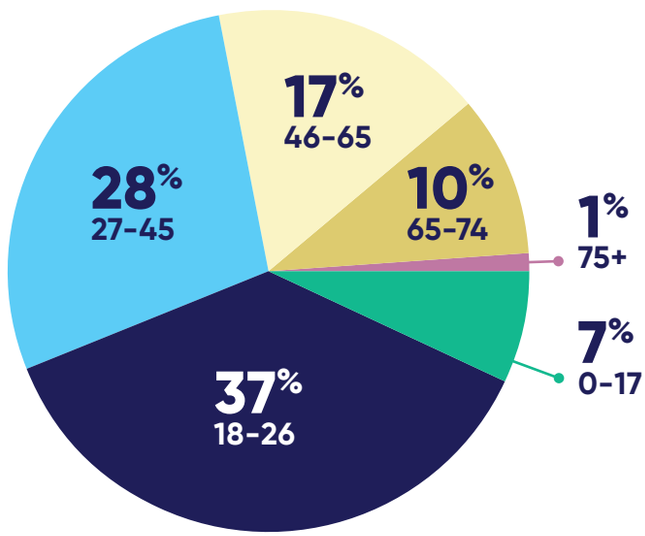
WHO WE SERVE

548
Clients received individual counseling

404
Adults

144
Children & Teens

Clients Served by Age



MAJOR BMHS COUNSELING PROGRAM UNDERWRITERS 2024

Joan and Stanford Alexander Foundation • H-E-B • Houston Jewish Family Foundation • The Network of Behavioral Health Providers • The Samuels Family Foundation • United Way of Greater Houston • Robert & Edith Zinn Fund for JFS Mental Health Services (HJFF)

HOW WE SERVE

14.4
Average number of counseling sessions per client (an increase of 8% over 2023).

66
Individuals received support in response to the Israel-Hamas War and acts of anti-semitism.

94
Individuals participated in support groups multiple times.

2/3
Of children's counseling clients are between 6-11 years of age. Alexander JFS is one of the few mental health providers in Houston accepting Medicaid and offering counseling services for children as young as age 3.

6
Languages (Hebrew, Urdu, German, Spanish, Mandarin, Cantonese) are spoken by BMHS clinicians allowing clients to express their feelings and thoughts in their native tongue.

EXPANDING OUR REACH INTO THE COMMUNITY

Alexander JFS is committed to expanding access to mental healthcare by bringing services directly into the communities where our clients live, reaching beyond the walls of our building.

We expanded services to include on-site counseling, Mental Health First Aid trainings, and Music Therapy in local Jewish schools.

49
Clients served through Houston Hillel

16
Clients served at Beren Academy

3
Clients served at Torah Day School

Music Therapist, Sofia Heyl

MUSIC THERAPY

Music Therapy is offered to individuals of all ages, both one-on-one and in group settings at schools and partner locations, as a meaningful way to explore emotions, foster self-expression, and support emotional well-being.

At Goldberg Towers, our music therapy workshop invited elder residents to reconnect with cherished memories and emotions through rhythm, melody, and song. Whether singing along, tapping to a beat, or simply listening, each session fosters joy, connection, and emotional well-being.

"Despite language and cultural differences, music brought the residents together—lighting up their faces, opening their minds, and even changing perceptions about music therapy. Their stories and smiles reminded me just how deeply unifying and powerful music can be."

SOFIA HEYL, MT-BC
Music Therapist

COMMUNITY **INTERVENTION**

GOALS

1. **Prevent suicide and increase mental health literacy in the community**
2. **Lower barriers to seeking help and reduce stigma around help-seeking**
3. **Serve as a local and national resource on trauma and recovery**

WHO WE SERVE

2,000+
people served

BROADENING COMMUNITY INTERVENTIONS

Alexander JFS continues to expand our services to bring awareness and provide resources for mental health resilience for individuals, communities, and organizations.

24
Suicide prevention community consultation requests.

68
Mental health wellbeing and resilience presentations.

87
People received support after the tragic death of a loved one as part of a group or individually.

PARTNERS IN PREVENTION

Poppy's Run

Alexander JFS is proud to partner with Poppy's Run for Life, an annual event that brings together more than 350 participants to raise awareness and funds for suicide prevention.

Caryn Honig, Poppy's Run for Life Founder & Michelle Fredricks, Alexander JFS Corporate Relations and Business Development Manager

Eric M. Suhl Foundation

Each year, the Eric M. Suhl Foundation hosts a golf tournament to provide resources for a variety of education and wellness initiatives, including key support for JFS's Touching the Heart Program.

Debra Suhl, Board Member, Eric M. Suhl Foundation and Randy Suhl

Alexander JFS Bright Stars

TOUCHING THE HEART

25

Family members attended our annual Bright Stars Ceremony of Light and Remembrance to honor the life of a loved one who tragically died.

"There are not many places where I feel I can share the loss of my child without being judged— this is especially difficult during the holidays. Bright Stars is a safe and non-threatening space where we can celebrate his life, share our son's story, and feel loved."

PARENT

Bright Stars Ceremony Attendee

310

High school seniors through graduate school, young professionals, parents, and teachers participate in this biweekly text-based program that sends encouraging messages to promote well-being, reduce isolation, and help prevent suicide. The program has a 90% retention rate.

Mental Health FIRST AID

425

individuals received Mental Health First Aid (MHFA) training, equipping them with the skills to identify, understand, and respond to mental health and substance use challenges. Alexander JFS offers training tailored to recognizing signs and symptoms in both youth and adults.

Partner organizations

hosting MHFA trainings included the Museum of Fine Arts Houston, Amigos de las Américas, Emery Weiner School, Luna Recovery and Goldberg Towers.

"In a profession where stress can run high and isolation is common, the training helped us better understand how to recognize the signs of someone who might be struggling, and more importantly, how to respond with care and confidence."

VALARIS EMPLOYEE

MHFA Training Participant

MENTAL HEALTH LITERACY REACHES GLOBAL AUDIENCE

Alexander JFS Mental Health Literacy training provides broadly focused information on self-awareness, supporting others, and psychoeducation and has been experienced by audiences across the U.S. and internationally.

MAJOR BMHS COMMUNITY INTERVENTION UNDERWRITERS 2024

Joan and Stanford Alexander Foundation • Healthcare and Nursing Education Foundation • Robinson & Toomim Families Fund for Celebration Company (HJFF) • Levit-Setzer Family Foundation • Eric M. Suhl Foundation • Poppy's Run for Life

BMHS PROFESSIONAL DEVELOPMENT

PROFESSIONAL DEVELOPMENT

As a teaching institution, Alexander JFS provides graduate level internships and fellowships to aspiring therapists from all over the United States in a continuous effort to improve professionals and the field.

CONTINUING EDUCATION (CE)

53
Hours of CE training units were awarded through 20 CE trainings provided to LCSWs, LPCs, LMFTs, JFS staff, and mental health professionals across the city.

92%
Of CE training participants reported learning new knowledge.

89%
Of CE training participants reported feeling the presentation was relevant to their work.

INTERNSHIPS

6
Students participated in fieldwork internships.

MSW students receive hands-on training, direct client experience, and personalized supervision in a supportive, real-world setting—building a strong foundation in ethical, culturally responsive care.

Samuels Family Fellow

Designed for emerging professionals, this 24-month fellowship offers advanced clinical training, enhanced supervision, and leadership development through community presentations on mental health topics.

"The Samuels Family Fellowship has provided me with clinical supervision, play therapy training, and a lot of real-life exposure to clinical scenarios. It has also given me the opportunity to expand my skills to work with individuals with intellectual disabilities."

RAFIA HAMEED
National University Graduate, 2024 Samuels Family Fellow

COACHING & CASE **MANAGEMENT**

Building trust, fostering hope and creating a path for a better tomorrow.

PROGRAMS

- Disaster & Emergency Response
- Disability Case Management
- Financial Assistance
- Senior Adult Services
- Student Loans & Scholarships
- Holocaust Survivor Services

GOALS

1. Provide resources to help individuals stabilize their situations
2. Support individuals to identify barriers and obstacles and define goals
3. Provide tools and resources to help clients create a plan to achieve their goals

WHO WE SERVE

1,145
Clients served
(An increase of 11% since 2023).

168
Clients received disability case management support, ensuring long-term planning and ongoing assistance for their loved ones with disabilities.

115
Clients received Financial Coaching.

79
Holocaust Survivors received intensive case management and resources provided by private funders and The Claims Conference on Jewish Material Claims Against Germany to be able to age with dignity.

40%
Of the people we serve are over the age of 66, and of those, more than a quarter (26%) are over 75.

Adele Croft, Alexander JFS Case Management Specialist and Vera, Alexander JFS Case Management Client

HOW WE SERVE

602
Senior Home Visits for safety assessments and client updates

154
Clients were referred by the 211 Texas/ United Way HELPLINE to receive financial support for basic needs including rent, food, and utilities.

JEWISH HOLIDAY AND LIFE CYCLE SUPPORT

100
Vulnerable seniors received fresh kosher meals for Rosh Hashana and Passover.

339
Households provided with Passover Assistance.

300
Low-income children and 30 seniors were provided with Chanukah presents.

495
Seniors living in assisted facilities enjoyed Jewish programming provided by Alexander JFS.

50
In-person Shabbat programs presented by our Music and Spirit Program.

FINANCIAL COACHING

Providing financial coaching to those most at risk—including the majority of individuals served by Alexander JFS—is essential. It equips people with the knowledge and tools to manage financial hardship, avoid predatory lending, and build lasting stability, even while living on limited or fixed incomes.

115
Clients received Financial Coaching

100%
completed coaching

2024 Scholarship Recipients and Alexander JFS Employees Adele Croft and Carl Josehart

INVESTING IN FUTURES

$60,000
in scholarships awarded.

$51,000
in interest-free loans distributed.

MAJOR COACHING AND CASE MANAGEMENT PROGRAM UNDERWRITERS 2024

Jewish Federation of Greater Houston • Martha & Donald Freedman • Houston Jewish Family Foundation • Jake and Nina Kamin Fund • Conference on Jewish Material Claims Against Germany • Jewish Federation Promise of Hope Fund (HJCF) • Jerold B. Katz Foundation • Mireille & Harvey Katz Foundation • Kavod Shef • Nathan J. Klein Fund • The Lloyd & Morissa Parkans Scholarship Fund (HJCF) • Samuel W. & Goldye Marian Spain Passover Assistance Program (HJCF) • Lillie and Dan Sterling Foundation • United Way of Greater Houston • Pauline Sterne Wolff Memorial Foundation • Seed the Dream Foundation • Donna & Philip Tenenbaum

ADVANCING AN INTEGRATED CLIENT JOURNEY

Financial Stability, Career & Employment, and Case Management services make up 40% of Alexander JFS's client support, reflecting the agency's strong commitment to helping individuals overcome barriers, achieve financial stability, and improve their overall quality of life.

Alexander JFS encourages clients to stay in touch on their journey to self sufficiency so that they can benefit from additional agency resources to progress through each stage towards their goals.

ANGELA'S JOURNEY

2014 - 2015

Angela reaches out to Alexander JFS and begins working with Case Management services.

2016 - 2018

She expands services to include Behavioral & Mental Health services. (BMHS).

2014 2015 2016 2017 2018 2019

ANGELA

45-YEAR OLD

Angela, a 45-year-old woman, has experienced employment gaps due to frequent job changes and minor legal issues. She began receiving Case Management services in 2014 and has since engaged with Behavioral & Mental Health Services as well as the Career & Employment Center. Her efforts led to securing a position at CVS, where she is now participating in the Pharmacy Technician program, positioning her for a potential promotion.

Note: To protect client privacy, Alexander JFS may use alternative names and photos to represent client experiences.

2021 - 2024

Angela returns to Alexander JFS for Coaching & Case Management services.

2024

Angela begins working with Career & Employment Center and BMHS.

She secures a retail job and enrolls in an in-house training program, making her eligible for a promotion.

2020 2021 2022 2023 2024 2025

CAREER & EMPLOYMENT **CENTER**

Providing skills and guidance to help individuals grow their careers and achieve financial independence.

WHO WE SERVE

Alexander JFS serves a wide range of clients, from recent college graduates to mid-career professionals.

Many clients who turn to us for job assistance are underemployed or unemployed and financially vulnerable. For those individuals, services are offered at no cost.

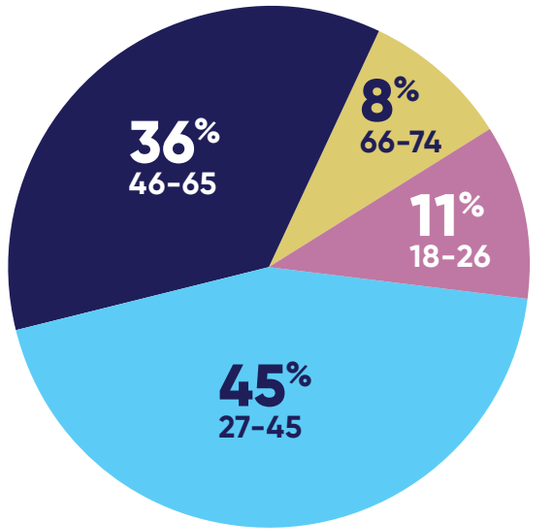
278
Clients

81%
of clients are living at or near the poverty level.

GOALS

1. **Empower individuals to achieve financial stability through productive employment**
2. **Secure employment to obtain access to health insurance**
3. **Create career paths that have room for advancement**

Clients Served by Age



HOW WE SERVE

92
Clients received training in writing resumes, cover letters, online applications, and thank-you notes.

39
Clients completed individualized skills assessments.

157
Criteria Corporation assessments were administered to evaluate job-specific skill requirements.

47
Career Thoughts Inventory assessments were conducted to help clients better understand their readiness and mindset for a successful job search.

LinkedIn

1,563
Members joined our LinkedIn private Employment group.

DENISE

42-YEAR OLD

Denise came to Alexander JFS after being laid off from her job, where she was earning $31,000 annually and relied on outside financial assistance. A skills assessment revealed her strong computer skills and job readiness. Just two weeks later Denise was offered a position with a significant salary increase—$68,400 annually—along with full benefits.

OUR SUCCESS

55
Clients obtained or maintained employment in 2024.

91%
Of those clients gained jobs with benefits improving access to health coverage, PTO and retirement.

82%
Of clients who accepted jobs received an increase in salary.

179
Clients received Career Counseling

$20
Average hourly pay of clients who obtained full time positions.

MAJOR CAREER & EMPLOYMENT CENTER UNDERWRITERS 2024

CenterPoint Energy Foundation • Albert & Ethel Herzstein Charitable Foundation • Houston Jewish Family Foundation • Jerold B. Katz Foundation • May and Stanley Smith Charitable Trust • Susan D. Sarofim Rev Trust • Network of Jewish Human Service Agencies • United Way of Greater Houston

DISABILITY SERVICES

Empowering individuals with disabilities, their families and caregivers through affordable, high-quality professional services, education, advocacy, and opportunities.

WHO WE SERVE

144
Clients

10%
Of clients participate in multiple disability programs.

47
Celebration Company Employees (24% growth over 2023).

12
Individuals participated in Celebrating Transitions, a program focused on independent living skills for ages 14-22.

5
Disability clients moved into Noah's House apartments, receiving affordable housing with comprehensive wraparound services from Alexander JFS.

NEW PROGRAM

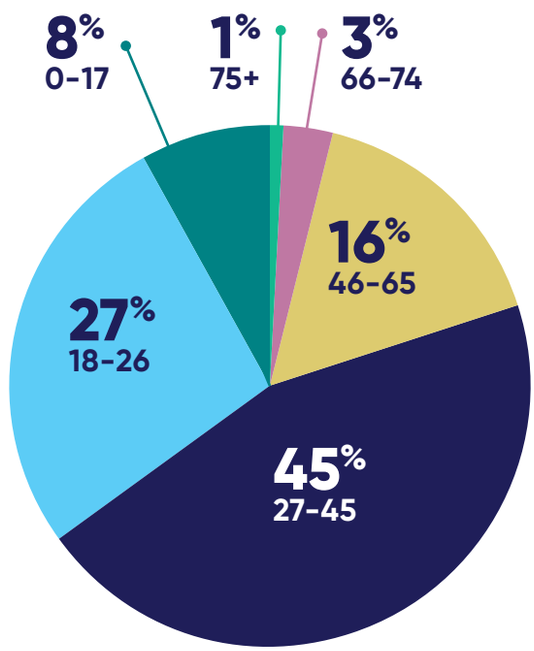
PIT CREW

3 new team members joined the PIT Crew, a new program providing a structured schedule, professional development and hands-on experience in a vibrant and supportive setting.

GOALS

1. Build self-sufficiency
2. Develop self-advocacy skills
3. Enhance quality of life
4. Support for families and caregivers

Clients Served by Age



HOW WE SERVE

9,540
Service hours provided for individuals with disabilities.

15
Celebration Company employees earned their food handlers certificates.

20
Internships providing hands-on training and job skill development in partnership with local businesses.

18
Celebration Company employees qualified for Medicaid Waiver funds, facilitated by Alexander JFS, to help cover tuition costs.

42
Individuals participated in social activities.

Integrity Wilson, Alexander JFS Certified Nursing & Program Assistant and Isabel "Sunshine" Bodden, Cafe Sababa Employee

EXPANDING OUR REACH INTO THE COMMUNITY

Celebration Company West

In 2024, Celebration Company opened its 2nd Location in West Houston. They successfully launched their First **Annual Winter Market** with 19 vendors participating and opened **Cafe Sababa**, a community cafe and training center for Celebration Company employees.

Celebration Company West employees interact with the pre-school children of the ERJCC Boniuk Early Childhood School through teaching internships and joint programming to foster engagement and understanding for each group.

"Recently, we ran into a group from Celebration Company while out to lunch and my child lit up with excitement, recognizing familiar faces from school events and fondly recalling their interaction."

PARENT
ERJCC Boniuk Early Childhood School

Ellen Reichenthal and Gabrielle Howard, Celebration Company Employees

Ellen Reichenthal[z"l], a 10 year employee of Celebration Company and ReelAbilities Artist, retired due to illness and was honored by her colleagues, family and community.

"Ellen benefitted from Celebration Company so much! She learned new skills, had a great network of colleagues and friends, and was energized by the art program. She loved seeing her art on display in public. Our family was so grateful she was in a place every day where her qualities and personality were valued and where people felt genuine affection for her."

MAX REICHENTHAL
Brother of Ellen Reichenthal

MAJOR DISABILITY SERVICES PROGRAM UNDERWRITERS 2024

Joan and Stanford Alexander For the Good of Life Fund to Ensure the Future of Celebration Company (HJFF) • May & Stanley Smith Charitable Trust • Jennifer Falik Memorial Fund for Celebration Company Scholarships • Seth Tenenbaum Memorial CC Scholarship Fund • Robinson Toomim Families Fund for Celebration Company (HJFF) • The Leon Family Fund (HJFF) • United Way of Greater Houston • Houston Jewish Community Foundation

2024 JFS LiVE! PADDLES UP SUPPORTED CELEBRATION COMPANY WEST

$10,000+: Sunni & Gary Markowitz • Tracy & Larry Buryakovsky • Jessica Strehlow & Brian Caress • Sheri, Rori & Jason Feldman • Marjorie & Clive Fields • Donald & Martha Freedman • Elaine Helfman • Carolyn & Jay Kaplan • Joy & Joe Kaplan • Oren Mushin • Tracy & Gary Stein • Alana Spiwak & Sam Stolbun • Jamie & Bert Wolf • Sandi & Steven Wolf

ALEXANDER INSTITUTE FOR **INCLUSION**

Building community.
Changing perceptions.
Creating champions for inclusion.

GOALS

1. **Promote inclusion**
2. **Reduce stigma**
3. **Convene policy makers and stakeholders**
4. **Create local, national, and international collaboration**

HOUSTON 2024 JCC maccabi Games • Access

The annual JCC Maccabi Games expanded access to include five athletes with disabilities.

ADVOCACY & PARTNERSHIPS

Breaking down barriers

MAYOR'S OFFICE FOR PEOPLE WITH DISABILITIES

Partnering with the Mayor's Office for People with Disabilities to present ReelAbilities and accessibility walk-throughs including the Museum of Fine Arts Houston.

BUILDING FUTURE LEADERS

JAMIE PAUL WEINER, LCSW
United Way Emerging Leaders Program Graduate

ReelAbilities FILM FESTIVAL | HOUSTON

ReelArt | ReelEducation | ReelFilm | ReelWorkplace | ReelPeople | ReelMusic

FEBRUARY 4 – 28, 2024

ReelAbilities Houston is a FREE citywide film and arts festival that promotes inclusion and celebrates the lives, stories and talents of people with disabilities. The 2024 festival marked its 12th year.

3,000+
Attendees

226
Original art and related products sold, generating $15,077 for artists with disabilities and Celebration Company (39% increase since 2022).

55+
Collaborating Partners

1,000+
Students (elementary to post-graduate) participated in ReelEducation, receiving messages of inclusion and acceptance.

ALEXANDER INSTITUTE FOR INCLUSION| MAJOR REELABILITIES UNDERWRITERS 2024

Joan & Stanford Alexander • Bank of Texas • Paul Grossbard/MGA • TIRR Memorial Hermann • Houston Arts Alliance • H-E-B • Ivanhoe Foundation • Isabelle & Eric Mayer • Novum Energy • Comfort Systems USA • PAGE • Riverbend Energy Group • Sysco Corporation • Texas Council on Developmental Disabilities

THE VELVA G. & H. FRED LEVINE JEWISH CHAPLAINCY **PROGRAM**

Providing spiritual comfort and guidance, hospital visits, and community resources.

In 2024, Rabbi Barry Cohen joined Director Hope Lipnick, MA, LPC, CHTP, and the Velva G. & H. Fred Levin Jewish Chaplaincy Program as Chaplain Manager, resulting in a significant increase in patient visits.

5,787
patient visits

51.7%
increase over 2023

Since 1965, the Houston Jewish Chaplaincy Program has served Jewish patients, their families and caregivers who come to the Texas Medical Center from all over the world.

1,000+
Shabbat boxes made and delivered to hospital patients.

MUSIC & SPIRIT PROGRAM

Bringing music and social connection to over 1,000 isolated seniors throughout the community.

1,000+
personal phone messages

60
concerts

300
in person meetings

Cantor Vadim Tunitsky, Alexander JFS Music and Spirit Program Director

MAJOR CHAPLAINCY PROGRAM UNDERWRITERS 2024

Velva G. and H. Fred Levine Jewish Chaplaincy Program Endowment Fund of (HJFF) • Velva G. and H. Fred Levine Shabbat Box Endowment Fund (HJFF) • Dolores Wilkenfeld Chaplaincy Fund and the Velva G. and H. Fred Levine Jewish Chaplaincy Fund (HJCF) • The Maurice Amado Foundation

MUSIC AND SPIRIT MAJOR PROGRAM UNDERWRITERS 2024

Ira B. and Myra Brown Fund • David DeVido • The Rona Spitz Memorial Fund • Alana Spiwak & Sam Stolbun • Stan Shniderson

VOLUNTEER SERVICES

Providing structure, training, and recognition for 350+ volunteers.

376
Volunteers including children, teens, adults, and seniors.

8,316
hours of service

$289,321
Combined value of volunteer time according to the Independent Sector, the national standard for determining the value of volunteer hours every year.

GOALS

1. **Expand agency reach and impact through dedicated volunteer services**
2. **Build a sense of community by providing opportunities for meaningful volunteer service**
3. **Strengthen community connections through volunteer recognition and appreciation**

ENGAGING ACROSS GENERATIONS

Alexander JFS is committed to building relationships and inspiring the dedication of future generations to build strong and visionary leadership for the future.

Rori Feldman, Jennifer Rosenfeld, and their sons deliver kosher meals to seniors for the Jewish holidays.

MAJOR VOLUNTEER SERVICES PROGRAM UNDERWRITERS 2024

Gretchen Gemeinhardt & Becky Proler

BUILDING LEADERS FOR THE FUTURE

"Being part of the next generation of leadership at Alexander JFS is both a personal calling and a continuation of my family's legacy. I'm honored to help carry forward the agency's mission of transforming lives with dignity and compassion, guided by Jewish values. By blending intergenerational wisdom with fresh perspectives, we can ensure Alexander JFS continues to meet our community's evolving needs."

EMILY FREEDMAN
2024 RECIPIENT, SHIRLEY AND ALLEN BECKER LEADERSHIP AWARD

NEW PROGRAM

OPEN HEARTS, OPEN DOORS
Building Communities of Belonging

Guided by the Jewish value of B'tzelem Elohim—that we are all created in God's image—this new program, created in 2024, provides online resources supporting inclusion for the LGBTQ+ Community.

386
Individuals explored resources, including Jewish organizations, guides, toolkits, and reports, to find support and connect with inclusive communities for LGBTQ+ Jews.

116
Users visited website pages 2x or more.

37
Individuals explored support services available.

6
Videos featuring spiritual leaders welcoming all with open hearts and doors.

"We want our children—and all children—to grow up in a community that embraces each child for who they are and helps them feel a sense of belonging in our community."

KEVIN & SASHA ALEXANDER

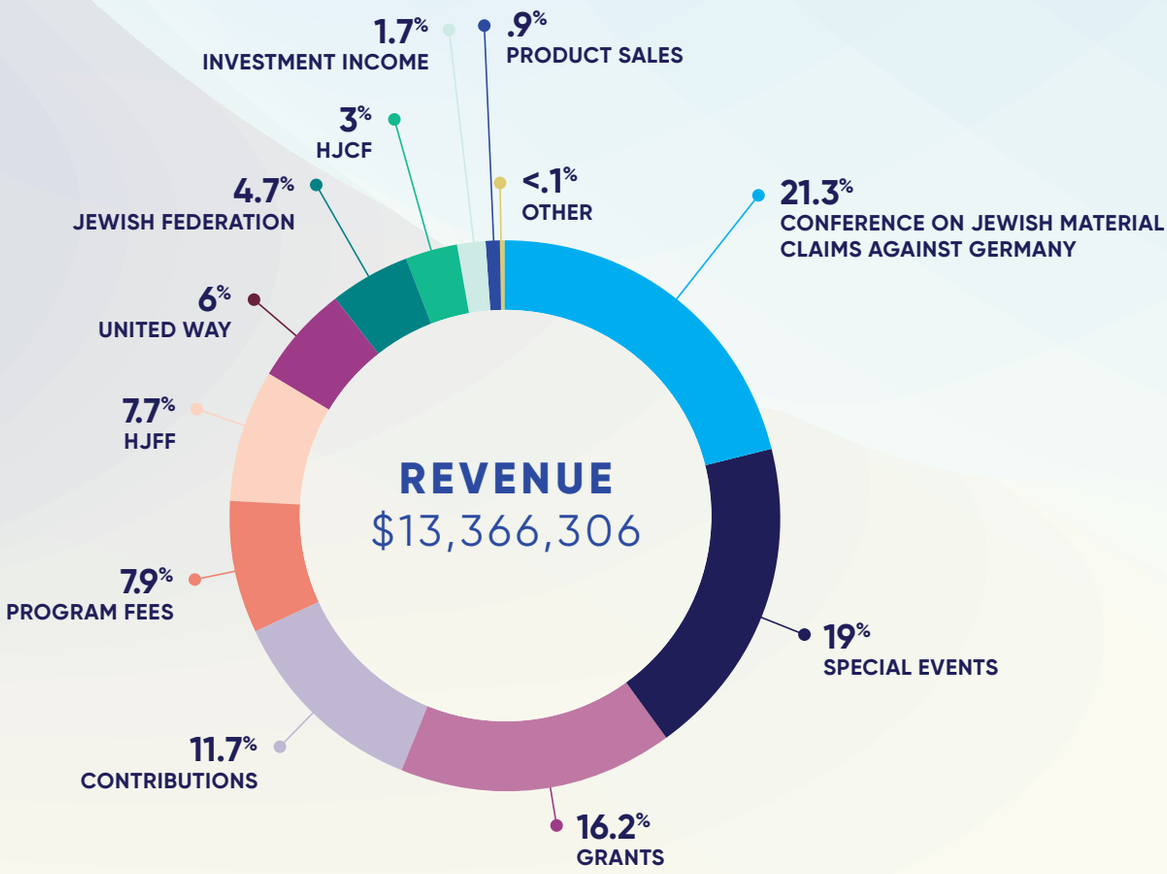
MAJOR OPEN HEARTS OPEN DOORS UNDERWRITERS 2024

Sasha & Kevin Alexander, Jewish Federation of Greater Houston Impact Fund

ALEXANDER JFS

2024 ANNUAL REPORT FINANCIALS

January 1 - December 31, 2024

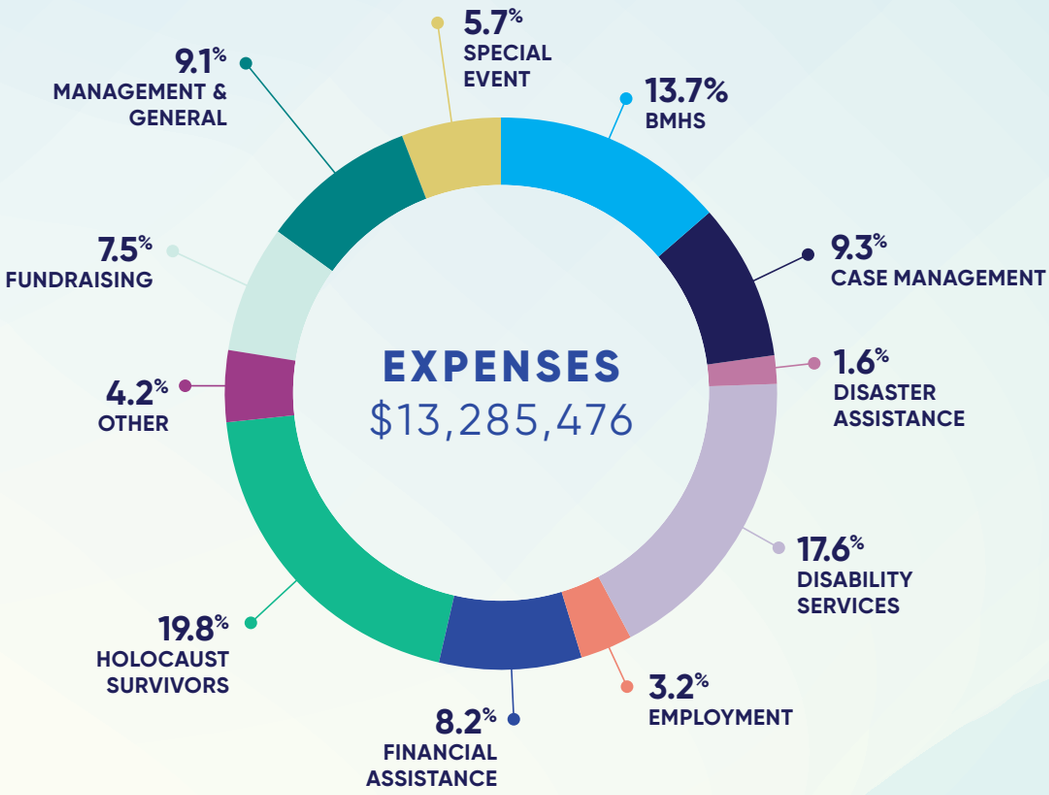


THE CONFERENCE ON JEWISH MATERIAL CLAIMS AGAINST GERMANY	$2,847,752	JEWISH FEDERATION OF GREATER HOUSTON	
SPECIAL EVENTS	$2,542,798	Promise of Hope	$298,290
GRANTS	$2,166,654	Annual Allocation	$190,000
CONTRIBUTIONS	$1,531,629	Disaster Assistance	$115,000
PROGRAM FEES	$1,052,153	Case Management	$30,000
HOUSTON JEWISH FAMILY FOUNDATION	$1,036,139	HOUSTON JEWISH COMMUNITY FOUNDATION	$396,843
UNITED WAY		INVESTMENT INCOME	$231,695
Program Support	$706,133	PRODUCT SALES	$114,895
Hurricane Beryl	$100,000	OTHER	$6,325

JFS LiVE! SONGS IN THE KEY OF JFS LiFE | NOVEMBER 21, 2024

More than 1,100 supporters of JFS gathered for this annual event to raise the unrestricted funds needed to support the core services that transform the lives of thousands of people in Houston each year.

Pictured (l-r): Carl Josehart, Alexander JFS CEO and Dr. Clive Fields, accepting Community Investment Award for VillageMD; Susan Schneider, Vikki Evans, Joan Alexander Chesed Award Honoree, Carolyn Mintz Kaplan, Alexander JFS President, Joy Kaplan.



BMHS	$1,823,829	FINANCIAL ASSISTANCE	$1,098,039
CASE MANAGEMENT	$1,229,964	HOLOCAUST SURVIVORS	$2,633,901
DISASTER ASSISTANCE	$215,000	FUNDRAISING:	$993,254
DISABILITY SERVICES	$2,339,140	MANAGEMENT & GENERAL	$1,204,885
EMPLOYMENT	$429,244	SPECIAL EVENT	$758,835
		OTHER	$559,385

Pictured (l-r): Martha Freedman, Emily Freedman, Shirley and Allen Becker Award Honoree, Donald Freedman; Carol & Michael Goldberg, Event Charis, and Auction Winner, Barbara!

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(in 2024 endowment gift level or yield level or combined)

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ועידת התביעות Claims Conference
Conference on Jewish Material Claims Against Germany

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