



2025-2026

Year in review

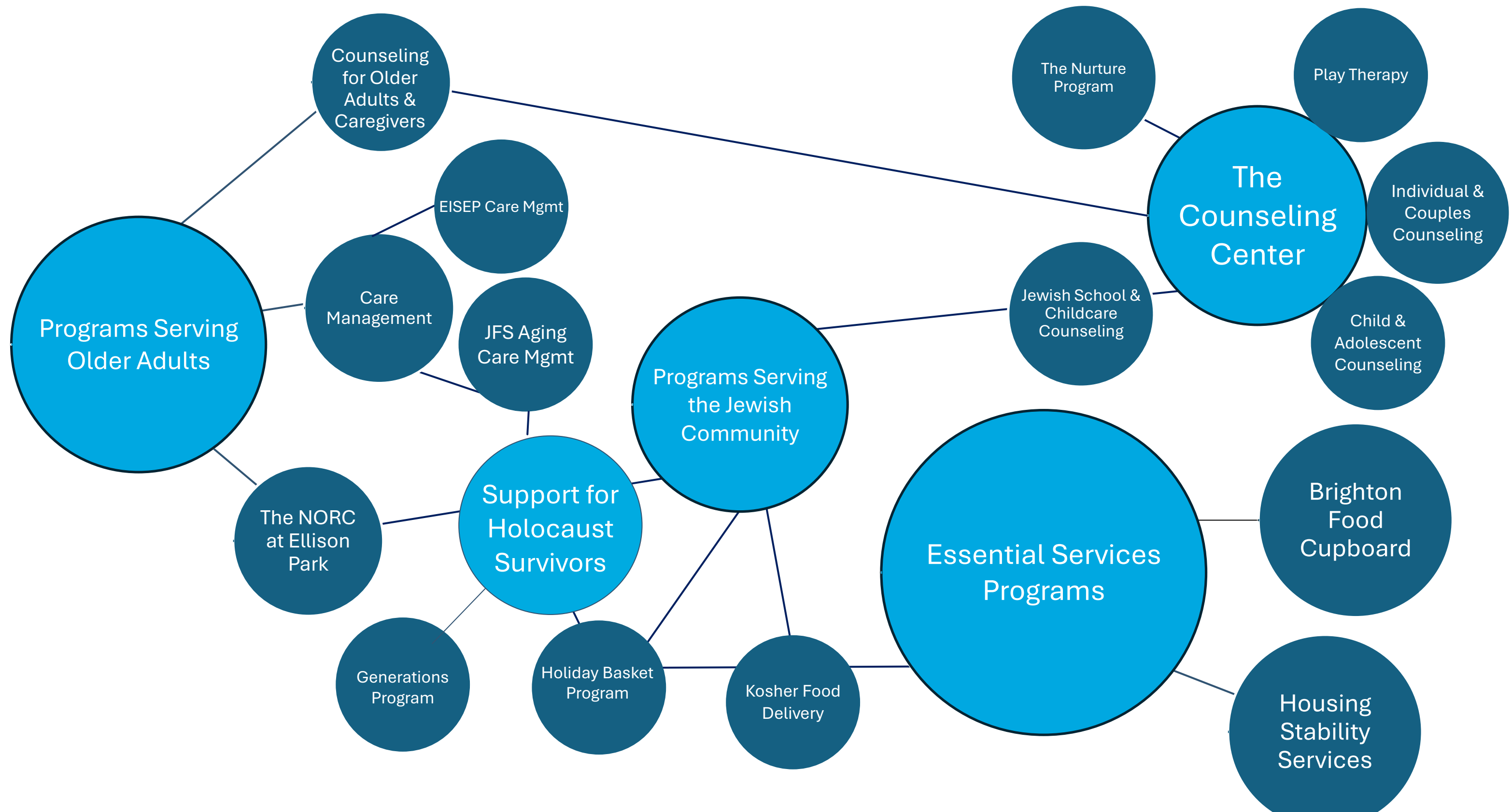
June 16, 2026



**"Community is society with
a human face, the place
where we know we are not
alone."**

- Rabbi Lord Jonathan Sacks

An overview of JFS Rochester



JFS Program Focus



- JFS Aging Care Management
- The NORC at Ellison Park
- Caregiver Support
- Counseling for Older Adults & Caregivers
- Holocaust Survivor Support
- Food Delivery
- The Generations Program



- Brighton Food Cupboard
- Housing Stability Services
- Holiday Baskets



- JFS Aging Care Management
- The NORC at Ellison Park
- Counseling for Older Adults & Caregivers
- Food Delivery
- The Generations Program



- Child & Adolescent Counseling
- Counseling for Older Adults & Caregivers
- Individual & Couples Counseling
- Play Therapy
- Peer Support for New Parents

JFS in our community

- ▶ **Adapting to a Changing Landscape:** JFS is responding to emerging community challenges, including a new focus on housing stability, particularly among older adults
- ▶ **Adjusting Program Array:** After 10 years of growth, Pencils & Paper will transition to Rochester Rehabilitation Center, ensuring the sustainability of one of Monroe County's most vital educational equity initiatives
- ▶ **Older Adults:** Demographic trends are continuing to shape aging services
- ▶ **Holocaust Survivors:** Input from survivors and 2nd Gen survivors is shaping our approach to support, intergenerational connections, and community engagement
- ▶ **Food Security:** The immediate national and local crises straining food security
- ▶ **Mental Health:** Threats to insurance coverage will have a significant impact on access to counseling

Demographic trends: older adults in monroe county

25%

Of residents are 60 years+ old, many of whom cannot meet their basic needs

31%

Of local older adults live in poverty — the highest rate in New York State.

64%

Increase in Rochester's 65–84 population (2010–2020) — our fastest-growing age group.



Much of the existing housing stock is not equipped for older adults to "age in place" with independence. Older adults living on fixed incomes are unable to keep up with rising rents, property taxes, and utility costs.

58%

Of 60+ residents are rent-burdened, paying more than 30% of their income on housing.

20%

Of our community's homeless population are aged 55+. Older adults may nearly triple in homelessness by 2030.



Older adults are becoming homeless for the first time later in life

Evolving Support for Survivors across generations

As survivor demographics evolve, JFS is broadening its focus from supporting Holocaust survivors alone to strengthening a multigenerational community rooted in connection, identity, resilience, and belonging



Focus group research revealed 2G survivors are seeking meaningful connection with others who share similar experiences and identities.

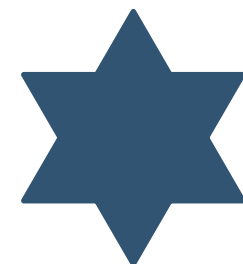
JFS is shifting from event-based programming to engagement-based community building, creating opportunities for connection.



New initiatives help survivors, 2G survivors, and future generations remain connected to one another and to the broader Jewish community.



In a time of rising antisemitism, this work helps foster identity, resilience, pride, and community belonging across generations.



A food crisis



Last year we distributed:

164,426	Pounds of food to
5,860	Individuals in
1,400	Households

104K

Monroe County residents rely on SNAP, 20%+ of whom are over the age of 60

14K

Are at imminent risk of losing benefits due to newly enforced eligibility requirements



Access to free USDA foods has become unreliable in recent months



Brighton Food Cupboard and other local pantries are seeing the surge — and working to fill the gap in real time.



Requests for food at Brighton Food Cupboard are surging — for the first time in 15 years, we're scheduling deliveries weeks in advance and adding a second delivery day to each week.

6x

More calls during the fall vs BFC's typical weekly volume (370 vs 60).

66%

increase in the number of households we've fed this winter to help the community through this crisis.

When Coverage Expands, Demand for Mental Health Care Surges



Medicaid is the single largest payer of mental health services in the U.S. An estimated 17 million people could lose Medicaid coverage, and many others face dramatically rising insurance costs — putting recent gains in mental health access at risk.

198,326

People are enrolled in Medicaid in Monroe County (26%)



More than a decade after the Mental Health Parity Act expanded coverage for mental health care, we are now seeing gains in access. Widespread loss of Medicaid or other insurance coverage will have immediate consequences. The long-term effects may take years to surface, potentially reversing these gains.



3,365

Projected counseling sessions this year

82%

Increase from this time period last year

1,341

Projected play therapy sessions this year

400%

Increase since 2023

Thank You to Our Outgoing Board of Directors Members

Joel Elliot

Oren Harary

Victoria Goldstein

Susan Kramarsky

Jocelyn Torres

2026/27 JFS Board Slate of Officers

Chair	Monica Gurell
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Vice Chair	Camille Verbofsky
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Vice Chair	Tobie Olsan
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Secretary	Steve Levinson
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Treasurer	David Mirsky
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