



# Marion and Norman Tanzman Center for *LifeLong Living*

## Why Build and for Whom? Why Support the Marion and Norman Tanzman Center for *LifeLong Living*?

### Here is where we began:

In November 2002, just prior to the opening of the Community Campus (collaboration with the YMCA), the JCC had approximately 800 members, of which approximately 400 were Jewish.

### Here is a snapshot of today and the JCC as part of the Community Campus:

- There are more than 8,200 members
- Over 2,500 are Jewish members
- There are nearly 700 “Baby Boomers” (most of whom are Jewish)
  - Baby Boomers programs, which 5 years ago numbered approximately 65 participants, now number nearly 700 members and program participants.
  - They range in age from the mid to late 50’s through the late 70’s, and are our new and future seniors
- The JCC serves:
  - Nearly 3,500 members of the Middlesex, Monmouth and Somerset County Jewish communities either as members or non-member participants in programs, services and community events
  - More of the Jewish community today than since the opening of the JCC 35 years ago
  - Nearly 2,000 seniors (the vast majority of whom are Jewish)
  - Children and young people on the Autism spectrum, as well as providing programs and services that include respite programs for parents and caregivers
    - The initial group of 10 students came from Edison Township.
    - Our JCC currently provides limited services for 30 students during the school year.
- JCC Connects On The Road initiative, introduced 4 years ago is:
  - An outreach effort that provides programs to 24 different Nursing, Assisted Living and Rehabilitation facilities in Middlesex and Monmouth Counties
  - So well received that we are now welcoming residents of many of the facilities who wish to come to the JCC for programs, concerts, luncheons
- Live Well@The JCC program initiative, beginning its 4<sup>th</sup> year, is an exercise and educational program focusing on the 55+ population, emphasizing Health, Fitness and Wellness, through exercise, nutrition, disease prevention and education
  - Started with a group of approximately 12 people, we now provide daily and weekly classes and programs serving more than 200 people each week, including weekly Zumba, Tai Chi, Yoga, Body Fit, Lo Impact Cardio Fusion, memory exercises and other wellness and exercise classes

- Classes and lectures on subjects including nutrition, mindfulness, health care, disease prevention are all at capacity, many with waiting lists. We cannot run these programs during the summer months due to lack of gym and program space, used by our summer day camp

**Looking forward, as a result of our new *LifeLong Living* Campaign, we will be able to:**

- Serve an additional 600-750 seniors
- Serve an additional 150-200 Baby Boomers
- Serve many younger families in our new program spaces:
  - For interfaith, intergenerational and holiday programs
  - This also includes young families from Metuchen, East Brunswick, Highland Park, as well as from the South Edison and Highland Park Orthodox communities who are participating in JCC programs and services.
- No longer turn people away from registration for any of our programs due to lack of available and adequate sized space.
  - Programs will be able to run from the middle of June through the end of August regardless of summer camp facility usage.
  - Pickleball program will not be limited in time and space.
  - All adult and senior programs will be held on the 1<sup>st</sup> floor in the new facility, in safe, accessible, warm and appropriate spaces, which is not happening currently.
  - It is anticipated, based upon the current requests for participation, we will be expanding from the current approximately 30 special needs student participants to approximately 100 students, along with the concurrent respite programs for parents and caregivers.

As we have offered new and expanded programs, people have responded and continue to come, join and participate. The majority of these participants, for our senior and baby boomer programs, our *JCC Connects On The Road* initiative, our *Live Well@The JCC* and related health & wellness and sports programs, are Jewish and come from an expanding geographic base, including all over Middlesex County, parts of Monmouth County, Monroe Township, Somerset and areas of southern Union County. They come from across the spectrum of Jewish life, from Reform to Orthodox, to interfaith families with babies and young children.

So, we build both for today and tomorrow, for all of us now, for all of us later and for all of those who are our future.



**The Jewish Community Center  
of Middlesex County**