



**The Jewish Community Center
of Middlesex County**
“Community is Our Middle Name”



**Marion and Norman Tanzman
Center for *LifeLong Living***

The Jewish Community Center of Middlesex County, the Marion and Norman Tanzman Center for *LifeLong Living*, and Bright Beginnings Preschool at the JCC of Middlesex County

Here is where we began:

In November 2002, just prior to the opening of the Community Campus (collaboration between the JCC and the Metuchen-Edison YMCA), the JCC had approximately 800 members.

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

- There are more than 8,200 members
- The 8,200 members and nearly 5,000 non-member program participants represent a multitude of ethnic, racial, cultural and religious backgrounds and faith communities
- Nearly 2,000 seniors, many of whom are on fixed incomes, have physical limitations and disabilities, have limited opportunity for socialization and stimulation and are otherwise vulnerable
- There are nearly 700 “Baby Boomers” in JCC *Baby Boomers and Beyond* program
 - Baby Boomers programs, which 5 years ago numbered approximately 65 participants, now number nearly 700 members and program participants
 - They range in age from 50 through the early 70’s, and are our new and future seniors
 - *Baby Boomers and Beyond* programs include trips, concerts and art exhibits, social programs, concerts and interactive cooking and food programs, dinners, intellectual stimulation through speakers and classes, and health and wellness programs through *Live Well@The JCC*
- The JCC serves:
 - The JCC serves approximately 13,000 members of the Middlesex, Monmouth, Somerset County and other surrounding communities of a multitude of ethnic, racial, cultural and faith backgrounds, including a large number of members and non-member community participants from the South Asian, East Asian and other communities
 - Nearly 2,000 seniors, a population that is growing as seniors seek to “age in place”, remain in their homes and communities, and benefit from the programs, services, socialization and stimulation opportunities provided by the JCC
 - Programs and services for seniors include *Learning Throughout Life, Nosh ‘N Knowledge, Movie Mavens, Sundays at the “J”* and other programs offering speakers, lecture series, fine and performing arts and cultural offerings, trips, classes, games, luncheons and health and wellness initiatives

- The JCC *Bright Beginnings Preschool* (ages 2½ - 5 years old) has 190 students, approximately 75% of whom are from the South Asian community, with the remainder being of East Asian, African American, and other ethnic, racial and faith backgrounds. We consistently have 60-70 student waiting lists for our preschool program, as we are unable to fit any more children in our classes
- **Bright Beginnings Preschool** provides STEM, Literacy, Aquatics and other enrichment programs, but is constrained by physical spaces limits
- The JCC *Blue Dolphins Swim Team*, which has consistently been a State Championship program, serves 110-125 youth swimmers, ages 5-18. Its membership is as diverse as is the community, consisting of approximately 40% South Asian youth, 20% East Asian, 30% Caucasian, 5% African American and 5% from other ethnic backgrounds.
- Children and young people on the Autism spectrum, as well as providing programs and services that include respite programs for parents and caregivers
 - ✚ Approximately 5 years ago the initial group of 10 students came through Edison Township School District
 - ✚ Our JCC currently provides limited services (due to space constraints) 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 4th 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, 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* and 10,000 s.f. facility expansion, we will be able to:

- Serve an additional 600-750 seniors
- Serve an additional 150-200 Baby Boomers and *Live Well* participants
- Special Needs program expansion from the current approximately 30 special needs student participants to approximately 100 students
 - Will include concurrent respite programs aiding parents and caregivers
 - Special Needs programs will expand from existing aquatics and gym programs, to include participation in Community Based instruction
 - Provision of supervised life, socialization and vocational skills experiences and training at the JCC
- Serve many younger families in our new program spaces:
 - For intergenerational and holiday programs
- 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, Badminton, Paddleball and Basketball programs will not be limited in time and space
 - All adult and senior programs will be held on the 1st floor in the new facility, in safe, accessible, warm and appropriate spaces, which is not currently feasible

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, 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 demographic and socio-economic spectrum, a myriad of ethnic, racial, cultural, faith, age and life backgrounds, circumstances and stages, people of good will, coming to the JCC, a place of warmth, safety, welcoming, a place that, as our Mission Statement makes clear, is *"...dedicated to encouraging/promoting harmony, mutual respect and understanding throughout the community by providing programs, services and facilities to all, regardless of religion, race, national origin, gender, age, disability, gender identity or marital status. Our diversity is our strength. Everyone is welcome at the JCC...."*

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.



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