

# JCCA & THE PLEASANTVILLE COTTAGE CAMPUS

## CAMPUS PROGRAMS

**Edenwald Center** is a residential program for children who have been dually-diagnosed with an emotional disturbance as well as an intellectual or developmental disability, including autism-spectrum and neurodevelopmental disorders.

**Gateways** is an intensive treatment program for girls who have been the victims of commercial sexual exploitation and domestic trafficking. It is the only program of its kind in the Northeast.

**Pleasantville Cottage School** helps children in foster care who have long-term emotional, behavioral, and/or educational challenges.

**Pleasantville START** is a short-term, comprehensive diagnostic and treatment program for boys and girls aged 5–17.

## REPAIR THE WORLD, CHILD BY CHILD: 200 YEARS OF SERVICE & LEADERSHIP

Every year, JCCA cares for **17,000 children and families** with state-of-the-art foster care, educational, behavioral health, and family support services, as well as our **flagship residential program on the Pleasantville Cottage Campus**. Our mission, inspired by the Jewish value of *tikkun olam*, is to repair the world, child by child.

Since 1822, more than one million vulnerable children and families have turned to JCCA for safety, support, and healing. No child and family services organization in the nation can rival our long record of dedication and innovation. 200 years in, we are deeply proud of what we've done. Nevertheless, **our best work is yet to come**.

## THE PLEASANTVILLE COTTAGE CAMPUS

For more than one hundred years, JCCA has operated one of the most respected residential treatment programs in the United States. Through supportive relationships with medical professionals, therapists, counselors, and volunteers, **hundreds of young people who have been neglected or abused find safety, structure, and a space to heal**. Their challenges are significant and often therapeutically complex, including intellectual and developmental disabilities, autism, complex trauma, serious emotional disturbance, and histories of commercial sexual exploitation and sexual abuse. Whether they return to a foster or adoptive family, their family of origin, attend college, or join a supportive community for adults with disabilities, **young people use the skills they develop on campus to successfully navigate life after they leave our care**.

While youth on campus heal from trauma and build confidence and self-reliance, they attend **school**, hold **internships** or part-time **jobs**, and participate in **extracurricular activities**—just like any other child. **Counseling, mentorship, tutoring, and therapeutic recreation** are all integrated into each child's daily schedule.

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# CREATING A 21<sup>ST</sup> CENTURY CAMPUS

Throughout our 200 years of existence, the demographics of the New York communities we serve have shifted, and our practices have evolved alongside.

**Our history is one of ongoing innovation** to meet the needs of the young people who arrive at our doors, with more complex trauma than ever before.



When it opened on July 1, 1912, the Pleasantville campus was widely acknowledged as a pioneering endeavor in the field of child welfare: moving children from teeming city orphanages to bucolic, intimate cottages where they could play outside, attend school, and develop into productive, well-rounded adults. Experts from across the globe came to study our innovative approach. Since then, thousands of children have called JCCA's Pleasantville Campus home—many of them living in the same cottages occupied by their turn-of-the-century forebears.

As we continue to develop our vision of our campus as a safe, nurturing, and enriching environment where young people have every opportunity to thrive, **it is time for an update**. Specifically, our residents deserve warm, inviting accommodations so they can feel at home. They deserve **modern and spacious facilities** for therapeutic, social, and recreational activities that provide joy, enrichment, and belonging. They deserve updated electrical wiring for vital basics like modern **lighting, climate** control, and the ability to use **technology** to connect to family, friends, and educational resources. They deserve a **medical center** that is ADA-accessible and suited to their various and often complex health needs.

The momentum of JCCA's 200th anniversary provides the backdrop for a historic Capital Campaign to further these objectives. We have repainted, plastered, and re-purposed our historic buildings for too long. With the support and guidance of JCCA's Board of Trustees, **the Capital Campaign will allow us to carry our urgent, groundbreaking work into a third century.**

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# COTTAGE RENOVATIONS

As we embark on the next century of visionary and pioneering care for New York's most vulnerable children and their caregivers, we will continue to provide compassionate, cutting edge, and evidence-based approaches that help young people heal and build stable, independent futures.



Young people need a caring, home-like environment that supports their therapeutic development, according to their ages, cognitive abilities, and behavioral challenges. To renovate our residential cottages, we will:

- Build **open, modern common areas** that promote tranquility and comfort along with supervision and safety
- Create **bedrooms and spaces that young people can make their "own,"** instead of feeling like they are in an institutional setting
- Develop **integrated, multi-purpose spaces** for therapy, small group activities, remote learning, and quiet reflection
- Update **cottage lighting, energy, and climate control** infrastructure
- Modernize **technological connectivity** to optimize safety, remote learning, and communication with loved ones
- Provide appropriate living spaces for children with specialized sensory and behavioral needs – including **specialized lighting, flooring, and furniture**

COTTAGE LIFE

## FAST FACTS

**300** campus residents (annually)



**100+** children with **intellectual/developmental disabilities**

**40** buildings including **2** schools and **2** rec centers

**150+** acres of lawn, athletic fields, paving, roads, and wooded areas



For more info, scan this code or visit [jccany.org/capitalcampaign](https://jccany.org/capitalcampaign)

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# HEALTH & WELLNESS CENTER

Our individualized approach meets the needs of each of our clients, whose young lives have seen almost unimaginable challenges. They come to us through no fault of their own, with systemic racism and economic deprivation often at the root of the issues that bring them to our doors. For many of the children JCCA serves, there is no one else.

## CAMPUS HEALTH & WELLNESS FAST FACTS

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Physical and mental health are the foundation of a bright and successful future. We pride ourselves on the holistic and individualized care we provide our residents, many of whom have chronic medical conditions like diabetes and asthma. As new residents come to us with increasingly complex medical and mental health challenges, we need a new, comprehensive facility that will:

- Flexibly adapt to our growing clinical service offerings, telehealth, and treatment models to facilitate the **thousands of therapeutic and medical appointments** that occur each month
- Ensure **ADA-compliance** for inclusivity and accessibility
- Optimize **exam and treatment rooms, conference spaces, and waiting areas** for comfort, privacy, and safety
- Streamline treatment and administrative efficiency with a **central location for both medical and mental health services**, easy to walk to from anywhere on campus

**53** staff members (medical & psychiatric)

 **60** weekly visits for **primary care** visits (NP or MD)

**200** weekly nurse visits for **urgent care**

**150** children visit the center daily for medication management



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# LEADING THE WAY

## Committee Members

Diane Abbey  
Stanley F. Barshay  
Louis Jaffe  
Dean Leavitt  
Dayna Novenstein  
Alexandra Rosenberg  
Barbara Salmanson  
Andrew Sommers

## Capital Campaign Staff

Elizabeth Fine  
*Chief Development and  
Communications Officer, JCCA*

Hilary Cramer Robinson  
*Director of Major Gifts, JCCA*

### Get in touch:

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**Wendy Kleinman**  
*Co-Chair*

Wendy Kleinman has been a member of JCCA's Board of Trustees since 2020. A Campus volunteer for more than 10 years, Ms. Kleinman participates in multiple lunch bunches and mentors a teen with her son. Her husband and teenagers volunteer on campus as well. Ms. Kleinman has been involved in fundraising and marketing for numerous charities, including as a board member and co-President of The Children's Hope Chest, a local Westchester non-profit. She also launched Gilda's Club of Westchester's first annual Mah-jongg Invitational fundraiser, more than a decade ago, in memory of her mother. Ms. Kleinman was a Vice President at Ogilvy Public Relations and is an alumna of the University of Maryland.



**Bryce Markus**  
*Co-Chair*

Bryce Markus, a JCCA Trustee since 2017, is the Former Senior Advisor and Partner of BlueMountain Capital Management LLC, a firm that provides investment advisory services to pooled investment vehicles operating as private investment funds. Prior to joining BlueMountain Capital Management LLC, Mr. Markus worked at Goldman Sachs as Vice President in Goldman's fixed income currency and commodities division. Mr. Markus is received a BS in Economics from the University of Pennsylvania and an MBA from Wharton. Mr. Markus is involved with the UJA-Federation of New York as well as Park Avenue Synagogue.



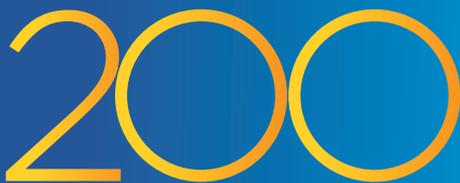
**Stephanie Spiegel**  
*Co-Chair*

Stephanie Spiegel, who joined JCCA's Board of Trustees in 2010, began her relationship with JCCA as a volunteer on the Pleasantville Campus. She subsequently established eight lunch bunch volunteer groups. In 2006 Ms. Spiegel co-founded the agency's annual "A Tree Grows in Pleasantville" benefit, which has raised over \$4,000,000 since its inception. Ms. Spiegel has served as a Board member of Temple Beth El in Chappaqua, as an Education and Expansion Chair and Area and Divisional Chair of UJA-Federation, and now serves on the Northern Westchester Leadership Council. Her husband, Lee, and her three children have all volunteered on the campus, in addition to her late mother, Elaine.



**Ronald E. Richter**  
*CEO, JCCA*

Ronald E. Richter, CEO of JCCA, has been working with vulnerable children and families for more than three decades. Prior to joining JCCA in 2015, Richter served as a judge in New York City's Family Court and served as Commissioner of NYC's Administration for Children's Services during the Bloomberg Administration. Mr. Richter began his career as an attorney at Bedford Stuyvesant Community Legal Services in 1990, followed by 13 years at the Legal Aid Society. Mr. Richter graduated from Tufts University and received a Master of Science and a law degree from Boston University.



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## AT A GLANCE



### CAPITAL CAMPAIGN GOAL: **\$35M**

To build a new, comprehensive campus medical center and fully renovate 21 cottages, we anticipate **\$20 million** in private philanthropic funds, with a significant **government investment** to make up the balance.

### ANNUAL OPERATING BUDGET: **\$120M**

JCCA's **Pleasantville Campus** brings in revenues of more than **\$55 million** annually, of which **Edenwald** represents more than 60% (**\$34 million**).

## JCCA Board of Trustees

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**Chair of the Board**

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**Vice President/Treasurer**

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**Vice President**

Bryce Markus  
**Vice President**

Ronald E. Richter  
**Chief Executive Officer**

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Stephanie J. Spiegel  
Lauren Berson Sugarman

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# RECOGNITION OPPORTUNITIES

## CONTACT JCCA

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**Mark this transformative moment in JCCA's vibrant history.** Your legacy will be remembered for generations to come by the thousands of young people and staff who make up JCCA's ground-breaking programs in Pleasantville.



### Wellness Center

\$5,000,000+



### Medical Wing

\$1,000,000+



### Therapy Wing

\$1,000,000+



### Wellness Center Waiting Area

\$500,000+



### Cottage

\$500,000+



### Nurses' Station

\$250,000+



### Group Therapy Room

\$250,000+



### Reflection Garden

- Sitting areas and benches (\$100,000, \$50,000, and \$25,000)
- Pavers (\$10,000 and \$5,000)

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