

ANNUAL REPORT

—
2025-26



Jewish Community Center

SONOMA COUNTY



2025 - 2026



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CELEBRATING 30 YEARS LAUNCHING THE NEXT 30

JUN 19 1996
Bill Jones
BILL JONES, Secretary of State

June 2026

Thirty years ago, a vision took root in Sonoma County – a Jewish Community Center without walls, where community is built not from bricks but from people, relationships, and shared purpose. As we mark this milestone anniversary, we reflect on how far we have come and commit with renewed energy to building the foundation for the next thirty years.

This year was defined by investing in human capacity. We welcomed a new Executive Director, expanded our board with expertise in marketing, data analytics, HR, and community engagement, and brought our preschool to full enrollment. A generous donor provided seed funding to demonstrate the transformative impact of investing in people, and we are deeply grateful. We also bid a warm farewell to Sandy Andresen, whose grace, heart, and steady hand guided Friendship Circle through the last five years – honoring the past while making room for what comes next.

We advanced our strategic plan and refined our mission: to nurture vibrant, inclusive community rooted in Jewish values and culture.

We look forward to celebrating this milestone with a culminating celebration, but first we are planning a year of intimate house parties – listening, connecting, and imagining together what JCC SoCo will be for the next generation. Our 30th year will culminate in a simcha bringing the whole community together. We invite you to be part of it.

L'dor v'dor – from generation to generation. We carry this forward together.

With gratitude and hope,



Deboran Burg-Schnirman, Board President

WHO WE ARE

2025-26



Last year, JCC SoCo announced the launch of our new strategic plan — and we are very proud of the progress made toward our goals. We were able to stay focused on our strategic priorities that needed the most critical attention. While we know there is still more to do, we already see the benefits of our efforts in our operations and programs.

Central to that process was the time, conversation, and intention we devoted to revisiting our mission statement. Paired with the clarity we've built around our strategic priorities, we enter this next chapter feeling genuinely prepared to grow.

EXTERNAL

STRATEGIC PRIORITIES

01 - INFRASTRUCTURE & PROCESS

Develop organizational **structures** and **policies** that align with strategic needs

02 - FINANCIAL SUSTAINABILITY

Develop **financial planning systems** that ensure programmatic excellence, and sustainability

INTERNAL

03 - COMMUNITY ENGAGEMENT

Increase **engagement with individuals & partners** within strategic community groups

04 - DEVELOPMENT & MARKETING

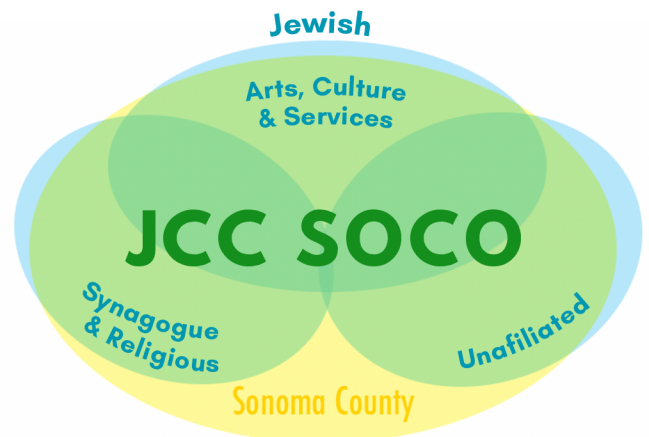
Communicate organization's **value proposition** with existing, lapsed and new community members.

ARTICLES OF INCORPORATION OF JEWISH COMMUNITY AGENCY OF SONOMA COUNTY

On May 28, 1996 Alfred Batzdorff (z'l) Henry Libicki (z'l), Dr. Michael Mundell, and Barbara Tomin, formally planted the seeds we tend today when they put pen to paper and signed the Jewish Community Agency of Sonoma County into existence.

What they were signing wasn't just a legal document — it was a belief that Sonoma County's Jewish community deserved a central hub and home.

Thirty years later, this organization has become a nationally networked JCC, shaped by the vision and dedication of countless community members. We look to honor that history as we prepare to build the next 30 years.



"The JCC was founded with a lot of hope and not a lot of certainty necessarily. We hoped it could continue to operate and grow and it really has much more than we could have hoped for. While founded as a JCC without walls, we had always hoped for a building with walls and a larger institution and at the same time, we did what we could with what we had. It has and continues to perform a terrific function for the community with the preschool, Film, Friendship Circle, Yom HaShoah and the like, as well as a bulletin board with the newsletter and masterpiece of a website. Its meets people for whatever they want to be in community."

- Dr. Michael Mundell, June 2026

UPDATED MISSION

TO NURTURE VIBRANT, INCLUSIVE COMMUNITY ROOTED IN JEWISH VALUES AND CULTURE.

NEW FACES

If you haven't already met some of the newest board members, we're very excited to introduce them to you now:

JOINED
2025



YEVGENIA KORNOS BOCCIERI

**Executive Director and
Licensed Marriage and Family Therapist**
(JCC SoCo Preschool Alumni Family)

"I said yes to this role because community matters deeply to me. As an immigrant, a mother, and a Jewish community member, I know how important it is to have places where people can gather, belong, celebrate, and support one another."

JOINED
2026



SAMANTHA FELD

Public Health Professional

"I want to help build and nourish a Jewish community in Sonoma County where everyone regardless of affiliation or identity feels seen, welcomed, and has a sense of belonging."

JOINED
2024



**SARAH
HIRSCHFELD-SUSSMAN**

**Attorney
and Mother of 3**
(JCC SoCo Preschool Alumni Family)

"I chose to be on the board to help build a thriving Jewish community center here in Sonoma County."

JOINED
2025



TINK MOSS

**Captain General, Marla Bakery & Catering
Sunday School Teacher, and Choir Member,
Congregation Somrei Torah**

"JCCSoCo has been doing great work for decades so when my friend Jacob asked if I wanted to come on the board, I didn't hesitate. I'm looking forward to what this board has going on with Heather & Deborah as our captains."

JOINED
2025



HEATHER PRATHER

Marketing Strategist, Business Owner

"As a parent, I believe creating positive Jewish experiences for children and families is more important than ever, and I am grateful for the role the JCC plays in helping people feel connected, welcomed, and part of something larger than themselves."

JOINED
2025



BARRY SOVEL

**Retired Educator
Third Generation Sonoma County**

"We are the center of the Venn diagram that is Jewish life in Sonoma County, the place where we can all meet and plan together for the present and the future."

OUR NETWORK

Beyond the local stewards and champions of this program, past and present, we are blessed with national partnerships that strengthen and inform our work.

PARTNER SPOTLIGHT ▶



These past few years, the JCC Association of North America (JCCA) have also been working hard to understand the needs and landscape of JCCs. They're doing this by investing three critical areas of Jewish Peoplehood, Talent Development and Innovation & Impact.

This investment is necessary and exciting and work, and we have reaffirmed our partnership with the JCCA, rising with the movement and joining this new chapter through the JCC Movement Stakeholder Partnership agreement.

Through this partnership, JCC SoCo and our staff and lay leaders have access to:

- Regional and movement-wide conferences and events
- Grants and scholarships
- A network of more than 10,000 JCC professionals across the U.S. and Canada
- Data and best practices that inform our work
- Professional development cohorts and fellowships, held online and in-person
- Travel to Israel
- The JCC Maccabi® Games

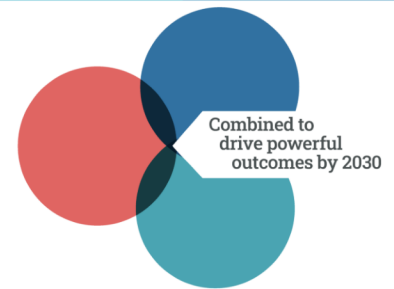
יידן • Chazon • Vision 2030

The Strategic Framework for Jewish Futures Through the Power of The JCC Movement

Center for
Jewish Peoplehood
Deepening Jewish peoplehood
and generational belonging

Center for
Talent Development
Building a talent pipeline
and leadership capacity

Center for
Innovation & Impact
Maximizing impact through
data-driven innovation



WHAT THIS MEANS FOR SONOMA COUNTY



*"The JCCA's **Sheva Center** provides our preschool with robust professional development resources, including online videos, courses on topics such as mentoring fellow educators, and individualized one-on-one Director mentoring."*
-Sarah Welton, JCC SoCo Preschool Director

THE MOMENT

When trying to capture this past year at JCC SoCo, it is impossible to avoid the context of the few years since Oct 7th, and even the five years since COVID shutdowns. With so much in the air, a window recently opened (through the JCCA) put into numbers what we have been witnessing here in Sonoma County firsthand.

DATA SPOTLIGHT ► THE “SURGE”

A new study conducted by the Jewish Federations of North America shows that American Jews are still *surging* into Jewish life — 18 months after the October 7th attacks, 31% of the community continues to express an interest in engaging further.

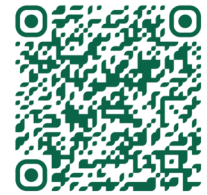
"A year and a half after the Hamas attacks on Israel upended Jewish life, we would have expected to see a significant return toward the status quo, but the Surge has shown staying power ... If we are going to meet people's needs, our community cannot wait — we must step up and respond now."

— Mimi Kravetz, Chief Impact and Growth Officer, Jewish Federations of North America

We hear this call. We have spent this past year doing the foundational work to make sure we are ready to respond — strengthening our operations, clarifying our priorities, and building toward growth. Now we need the resources to match the moment.

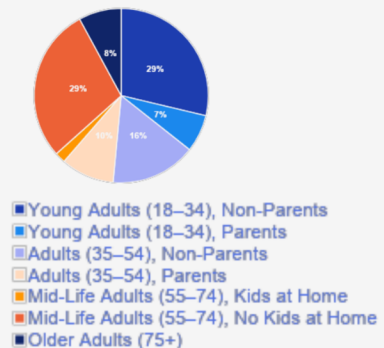
This next year is a bridge. A bridge from where we have been to the full expression of what JCC SoCo can be for Sonoma County. We are asking you to help us cross it — with your time, your voice, and your investment.

Join us!



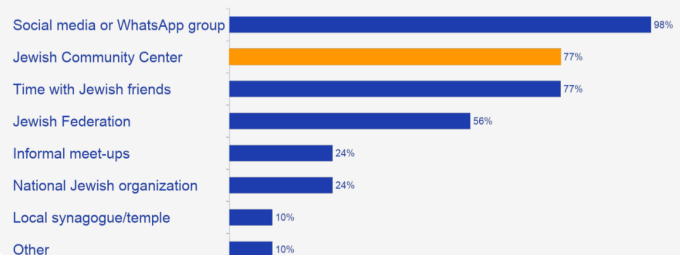
2025 Surge — by Age and Household Status

Mid-Life and Young Adults Are the Power Centers of This Moment



Among Jews newly engaging at a high level, JCCs are the leading institutional destination

Informal & Interpersonal connections also remain dominant



OUR PROGRAMS

PRESCHOOL

For the first time since we opened, our school experienced 100% staff retention, with no departures for the entire school year!



Preschool Staff at the Kehillah and Kavod Conference, Oshman Family JCC, Palo Alto

"The staff and leadership [at our Preschool] are committed to bringing meaningful experiences to the children. The atmosphere is permeated with caring and kindness. Every child is seen for their true individual nature. They are treated with respect for the growing, learning little person they are. At JCC SoCo we are helping to lay the foundation for the future by helping to raise children with a positive sense of self."

- Morah Celia, Educator/Fall 2024 - Present
(40 years experience in the ECE field)

STAFF

SCHOOL DIRECTOR

Sarah Welton

TEACHERS

Ari Tamar-Mattis
Celia Mayo

Kate Taylor-Brennan
Makayla Smith
Natalia Yaeger
Sophie Flores



SUBSTITUTE TEACHERS

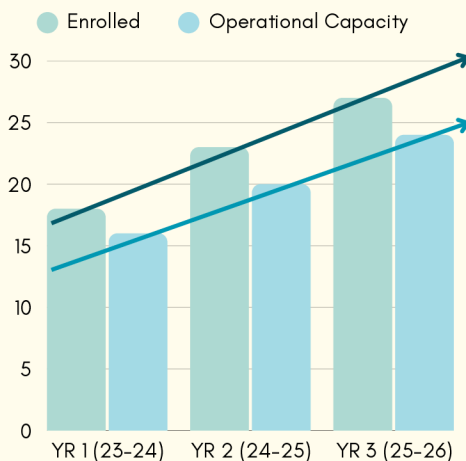
Amanda Burwasser
Iris Greenberg-Smith
Jordana Green

ADVISORY COMMITTEE

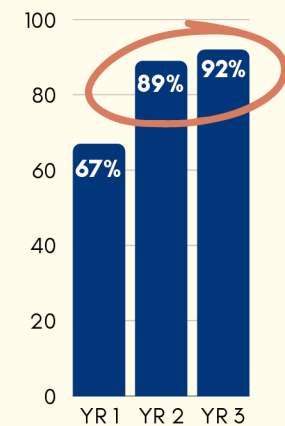
Carolyn Metz
Deborah Burg-Schnirman
Des Shapiro
Elisette Weiss
Jacob Bockelmann
Heather Muntzer
Makayla Smith
Sarah Welton



ENROLLMENT



RETENTION*



*percentage of eligible students who re-enrolled for the next school year.

Thank you to our 2025-26 Partners



EarlyJ

Jewish Learning Works



ANNUAL CAMPAIGN COMMITTEE

Barbara Tomin, Carolyn Metz (Chair), Charlene Bornstein, Deborah Perel, Desmond Shapiro, Judi Hyman, Michelle Zygielbaum, Sherree Fogel

FILM FESTIVAL

*"Every time I go to a movie, it's magic,
no matter what the movie's about."*

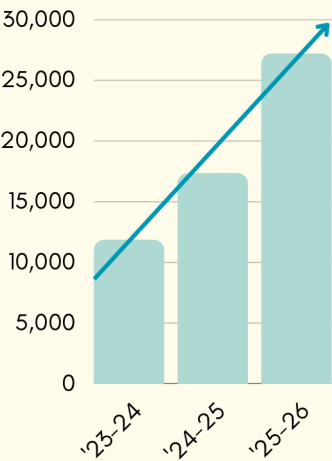
—Steven Spielberg

Our Film Festival continues to find a new stride. Last year we shifted to a nearly year-round festival with monthly films — and it has proven to be the right call. Built on now over 25 years of partnership with Ky Boyd of Rialto Cinemas, this program has become an anticipated part of Sonoma County's cultural life.

The beginning of 2026 brought another encouraging sign as we prepared to launch this season: sponsorship grew again, more than doubling over the past two years.

Community is showing up, and we are looking forward to welcoming even more people — with more pre-film lunches, Q&As with special guests, and social events in the Rialto's wonderful space.

RECENT FILM SPONSORSHIPS



JOAN TABB-WAISBEIN
& DAVID WAISBEIN



Canine
Companions®

GERRY LIPTON



DEBORAH & GEOFF PEREL



MARLENE &
MARTIN STEIN



RICK BURG &
DEBORAH
BURG-SCHNIRMAN



RICK, HEATHER CONCOFF
& JONATHAN
MARMELZAT



NORMAN
EISELY



HG Advisors



INTEREST-FREE LENDING SINCE 1897



JOHN & HEIDI
WEINSTEIN

ANONYMOUS

JUDI HYMAN

JOEL & PAM NEUBERG

RANDALL & KATHE SPOUSE

SUSAN MARANTZ

THE MCBRIDE GROUP, LLC

REUBEN & PADI WEINZVEG

HOWARD BALFOUR

EVELYN GUREVITCH

SANDY SMITH & JERRY TERHUNE

REED MAIDENBERG

ADREA MOSS

FRIENDSHIP CIRCLE



This fiscal year coincides with a significant transition for our longest-running program: Friendship Circle. Earlier this year, we accepted Sandy Andresen's resignation after five years as Program Director. We thank her for her care, dedication and passion for this community, and program.

For the June 2026 Advisory Committee, Sandy led a reflection on the importance of the program — filling the room with decades of warm memories, some laughter, and hopes for the future. The themes that emerged speak to the heart of our commitment to this community through the transition ahead.

THE ADVISORY COMMITTEE



Left to Right:

Leslie Kline
Shirley Schwartz
Carol Jarvis
Sheila Hirsch
Ethel Snarski
Liz Hagen
Edee Sternfield-Squires
Ruth Levy
Sandy Andresen
Evelyn Howard
Naomi Eisley
Vicki Kalish
Randi Hulce
Not Pictured
Rozalia Dague
Karen Palmiotti
Jim Snarski

THEMES

CONNECTION

The web of human ties — rediscovering old friends, finding new ones across every gathering.

REBUILDING

Providing support and community through life's biggest transitions and losses

DISCOVERY

Unexpected joy — through travel, culture, and the people you find along the way.

BELONGING

Feeling known and included through the consistency of shared experience.

"People walk through the door and found someone they knew 20 years earlier ... The thing I love about Friendship Circle is just the interconnections between people. That's what it's all about — those connections."

"As we get older we end up losing people, so it creates a void ... Friendship Circle has provided some of the activities for that void. I hope that it continues."

"I just wanted to see Hamilton — that was my only motivation to join this group. But when I went, I realized: 'Wow, this is a nice group of people.' Since then I've probably been to every musical they've gone to."

"I've found [this group] very inclusive to get to know people — not just saying 'hi, how are you?' — because of the consistency of what we do. I am happy to be a part of it."

EVENTS

YOM HASHOAH

Yom Hashoah holds a special place among our programs for many reasons — not least because it offers people across our region, regardless of affiliation or social circles, the opportunity to come together in solemnity and reverence.

This year, we weren't sure what to expect. With added security considerations and logistical layers to navigate, there were real unknowns heading in. What we found was that our community showed up anyway — registrations exceeded last year's, and we had a packed house.

Yom Hashoah Committee:

Sanders Feldhorn, Ellen Van Den Berg, Blair Pleasant,
Jill Cohen-Sandler, Sofia Fichera, Andrew Sniderman, Susy Starr, Miriam Wald,



Survivors we lost this year:

Edith Newman (z'l)

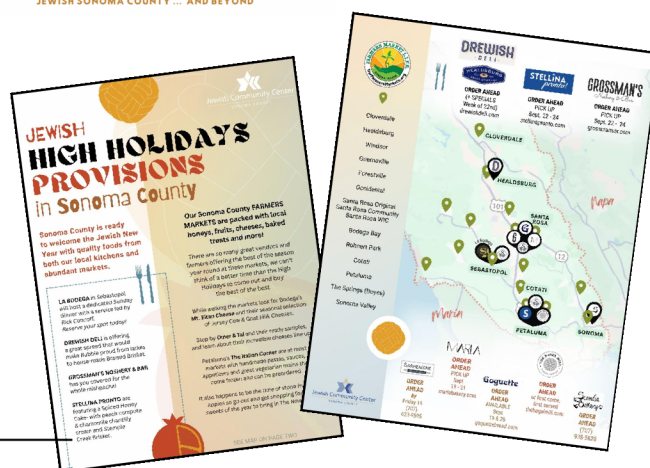
Taub Weiss (z'l)

ENEWS

JCC SoCo
WEEKLY ENEWS
EVENTS AND SPECIAL INTEREST STORIES FROM AROUND
JEWISH SONOMA COUNTY ... AND BEYOND

Our weekly eNews was born out of necessity during the COVID shutdowns — and it never stopped. Every week, we send out an edition capturing the events, moments, and buzz of Jewish life happening throughout Sonoma County and the region.

While the format is simple, the reach is real — and the eNews has become more than a newsletter. It has been a creative platform for us to try out new ideas and imagine new offerings, like this past Fall's Jewish High Holidays Provisions guide.



52

total
weekly
editions sent



1,586

average
unique
readers
per week



82,438

annual
total
opens



3,915

annual
total
clicks

OUR FINANCES

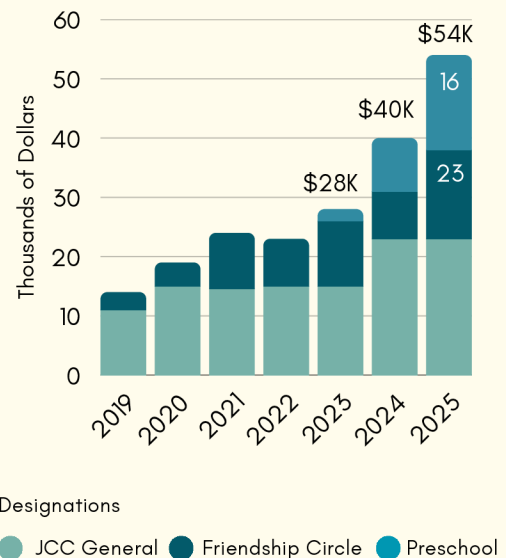
Fiscal Year 2025–2026 exceeded expectations. We budgeted conservatively — anticipating a possible deficit as we invested in staffing and preschool capacity — and instead closed the year in a strong financial for a second year in row.

Our fundraising performance and receipt of ERTC funds were key drivers. The preschool filled mid-year and will enter next year in Fall 2026 at full enrollment, supported by a newly secured apprenticeship grant.

Looking ahead, this year we also soft-launched the JCCSoCo Generations Fund through the Community Foundation of Sonoma County — a foundational step toward long-term sustainability, with donor growth as our next priority.

This conservative planning and thoughtful execution has meant we've come out COVID years, the launch of a new preschool with rebuilt reserves and a healthy trajectory.

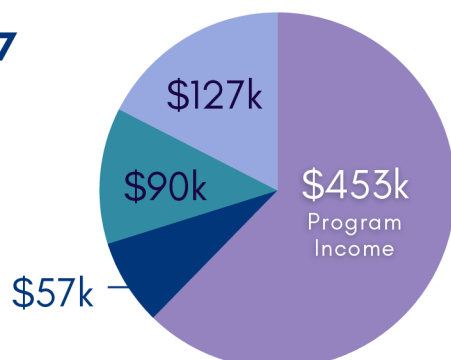
END OF YEAR GIVING



INCOME

- Program Income
- Sponsorships & Other Income
- Grants
- Individual Donations

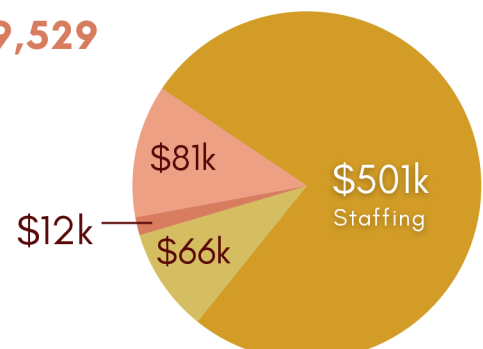
\$727,717



EXPENSES

- Staffing
- Programming
- Operating
- Occupancy

\$659,529



THE GENERATIONS FUND

For 30 years, the JCC of Sonoma County has built Jewish community here — now it's time to build for the next 30. Our greatest limitation is simple: without predictable, multi-year funding, we cannot make the commitments our strategic plan requires.

Even one or two additional staff members would dramatically expand what's possible — driving excellent programming, pursuing grants and partnerships, and executing on the goals we've set for our organization. By securing three-year giving commitments from our donors, the JCCSoCo Generations Fund creates the stable foundation needed to grow strategically — and builds a growth reserve to deploy toward the JCC's long-term future.

Beyond staffing, we envision a future with a physical home — a place that can house our programs, welcome other Jewish organizations, generate its own revenue and serve as a gathering place.

The Generations Fund, held at Community Foundation of Sonoma County (CFSC), operates through two expendable pools:

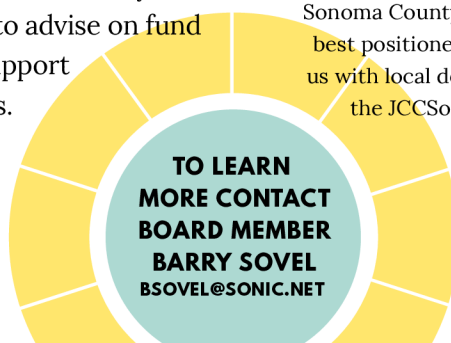
- **Short-term** investment pool for current annual operations
- **Long-term** pool for planning and growth, overseen by the JCC Board.

GOALS		IMPACT	COMMITMENT		DESIGNATIONS	
#	LEVEL	TOTAL	YRS	ANNUALLY	SHORT TERM	LONG TERM
1	L'Dor V'Dor	\$54,000	3	\$18,000	\$9,000	\$9,000
2		\$36,000	3	\$12,000	\$6,000	\$6,000
2		\$25,000	3	\$8,333	\$4,167	\$4,167
10	Founding	\$18,000	3	\$6,000	\$3,000	\$3,000
15	Thriving	\$10,000	3	\$3,333	\$1,667	\$1,667
2	Sustaining	\$5,000	3	\$1,667	\$833	\$833
20	Bronze Anniversary	\$3,600	3	\$1,200	\$600	\$600

At the May 20, 2026 Board Meeting, the Board also approved a new Standing Committee — the Generations Fund Advisory Committee — to advise on fund matters and support donor relations.

How'd we got here?

Last November, the Board formed an Ad Hoc Committee to explore a donor advised fund that could house funds for both immediate operations and long-term planning. After conferring with the SF Jewish Federation and the Community Foundation of Sonoma County (CFSC), the committee recommended CFSC as the stronger partner — best positioned to hold our funds, provide a local philanthropic advisor, and connect us with local donors and nonprofits. On January 21, 2026, the Board voted to establish the JCCSoCo Generations Fund and the first deposits were made this Spring.





Rabbi Irwin Keller joins JCC SoCo Preschool Staff (Ari Tamar-Mattis and Makayla Smith) in Shabbat celebration.

JCC SoCo Preschool "founding family" members Lev and Elisette celebrate in the Sukkukh



Volunteer Shelley Bauer during "Bubbe Hour" to read stories Friday morning before our weekly Shabbat

Thank you to our community, our partners and volunteers for a special year!

Board President Deborah Burg-Schnirman and Preschool Director, Sarah Welton gather on stage to lighting our big menorah at the Windsor Holiday Celebration + Tree Lighting



Board Member Tink Moss demonstrates how to decorate and play driedel under the JCC tent at the Windsor Holiday Celebration + Tree Lighting



Friendship Circle Advisory Committee Members and guests celebrate Hannukah together



JEWISH
FEDERATION

BAY AREA

THANK YOU TO OUR 2025-26 INDIVIDUAL DONORS

Absolute Music
 Deana Abramowitz
 Karen Adelson
 Les Adler
 Sandy Andresen
 Anonymous (x12)
 Howard Balfour
 Margorie Ballo
 Jon Batzdorff
 Shelley Bauer
 Richard Baum
 Berni Baxter & Lisa Routman
 Lucy Bayer
 Galya Bayreuther
 Jamie Blumenthal
 Rabbi Shalom Bochner
 Jacob Bockelmann & Elisette Weiss
 Charlene Bornstein
 Dr. Herb & Ellen Brosbe
 Paula Fenster Brust
 Rick Burg & Deborah Burg-Schnirman
 Martin Cahill
 Todd Cereghino
 Eleanor Cohen
 Henry Cohn
 Rick & Heather Concoff
 Barbara Corinblit
 Mel Decker
 Rose Diamond
 Jay Dicker
 Mark Dierkhising
 Norman Eisely
 Sanders Feldhorn
 Frieda Ferrick
 Shoshana Fershtman
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 Judi Hyman
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 Marsha Jacobs
 Barbara James
 Carol Jarvis
 Dennis Judd
 Jeffrey Khan
 Ray Kaufman
 Shara Kaufman
 Rabbi Irwin Keller
 Tami Kennedy
 Yevgenia Kirnos-Boccieri
 Vivian Klein
 Charles & Margo Klipp
 Mirka Knaster
 Robert Kosbie
 Edna Kram
 Laurie Lamantia
 Beth Lamb
 Melany Laterman
 Lauryn & Ted Leshner
 Abbey Levine
 James Levy
 Laurie Lippin
 Sid & Gerry Lipton
 Lynn Lobbert
 Marlene Lowenthal
 Anna Luvishis
 Joan MacKenzie
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 David Marcus
 Richard Markoff
 Jonathan Marmelzat
 Pat Marshment
 James McBride
 Edward Merrin
 Carolyn Metz
 Judith Miller
 Joseph & Signe Minuskin
 Ilene Moran
 Elliot Morrison
 Adrea Moss
 Tink Moss
 Michael & Ellen Mundell
 Lisa Munoz-Flores
 Ernest Newbrun
 Bradley Newman
 Carol Newman & Barry Sovel
 Lauren Newman
 Joel & Pam Neuberg
 Bob Nicholas
 Al Niklas

Linda O'Neill
 Debra Olcott
 Carolyn Orlik
 Karen Palmiotti
 Deborah & Geoff Perel
 Daniel Pickar
 Blair Pleasant
 Heather Prather
 Ruth Pritchard
 Susan Richter
 Amy Rodney
 Stan Roodman
 Alan Rosen
 Arnold & Phyllis Rosenfield
 Roberta Rosenthal
 Yarrow Rubin
 Larry & Barbara Scharf
 Marsha Sendar
 Desmond & Margaret Shapiro
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 Ila Sherman
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 Ellen Maremont Silver
 Lorie Silver
 Andrea Silverstein
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 Andrew Sniderman
 Jeffrey & Karen Sommers
 Ruth Souroujon
 Gail Spielman
 Randall & Kathe Sprouse
 Susy & Robert Starr
 Martin & Marlene Stein
 Judy Stern
 Mark Stoelting
 Joan Tabb-Waisbein & David Waisbein
 Nina Talmor
 Leor Thoma
 Barbara Tobin
 Barbara Tomin
 Elisabeth Van Nuys
 Ellen Vandenberg
 Joseph Wand
 Karin Wandrei
 Ernie Weir
 John Weinstein & Heidi Stewart
 Barry Weinzev
 Reuben & Padi Weinzev
 Jane & Sapir Weiss
 Laurie Wesler
 Susan White
 Marie Whitney-Thone
 Helenka Wiscombe
 Donna Wittenstein
 Marilyn Wolf
 Flynn & Daniel Zarate
 Grey Zale
 Gordon Zlot
 Michelle Zygielbaum

Jewish Community Center, Sonoma County
'25-'26 BOARD OF DIRECTORS

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Board President

Jacob Bockelmann
Vice President

Carolyn Orlik
Treasurer

Adrea Moss
Secretary

MEMBERS

Samatha Feld

Sarah Hirschfeld-Sussman

Yevgenia Kirnos-Boccieri

Joshua Katz

Robert Kosbie

Tink Moss

Heather Prather

Barry Sovel



Jewish Community Center

SONOMA COUNTY

Tax ID #68-0381321