

# BUILDING FUTURES, TRANSFORMING LIVES

# JCCA'S CAMPUS RENEWAL



**JCCA** | Repair the world  
child by child

PROUD PARTNER  
**UJA** Federation  
NEW YORK

# OUR CAMPUS, OUR VISION

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*JCCA has provided service and leadership to New York's most vulnerable children for more than 200 years.*

## OUR CAMPUS

Every year, more than 300 young people with behavioral, intellectual, and developmental disabilities come to call our sprawling Pleasantville Campus home. While they heal from trauma and build self-reliance, youth attend school, participate in extracurricular activities, and some hold internships or part-time jobs—just like any other child. Counseling, tutoring, and therapeutic recreation are all integrated into each child's daily schedule.

Spread over 150+ acres, the campus's 40 buildings include residential cottages, two schools, two recreation centers, staff housing, and administrative offices. While we have adjusted our programs and services to meet the increasingly complex needs of the children who arrive at our doors, some of our campus facilities have not kept pace.

After a thoughtful planning process, we have developed a campus plan that prioritizes centralized healthcare, dignified living space, and campus walkability. JCCA's facilities should allow us to be flexible and responsive, while also continuing to provide a safe, nurturing, and enriching environment.

**JCCA'S CAMPUS RENEWAL CAMPAIGN will allow us to continue to build futures and transform lives** through our work on JCCA's Pleasantville Campus.



# A HISTORY OF INNOVATION

*JCCA operates one of the most respected residential treatment programs in the United States.*

**JCCA's Pleasantville Campus has consistently evolved to meet the changing needs of the children who call it home. Our ability to be responsive is fundamental to our success. Among today's programs, the campus currently houses:**

- **Edenwald Center** serves children who have been dually diagnosed with an emotional disturbance as well as an intellectual or developmental disability, including autism-spectrum and neurodevelopmental disorders.
- **Pleasantville Cottage School** helps children in foster care who have long-term emotional, behavioral, and/or educational challenges.
- **Pleasantville START (Short Term Assessment and Rapid Treatment)** is a short-term, comprehensive diagnostic and treatment program for boys and girls aged 5–17.



*Aerial view looking at new residential quad*

*When it opened on July 1, 1912, the JCCA's Pleasantville Campus was widely acknowledged as a pioneering endeavor in the field of child welfare: moving children from overcrowded city orphanages to home-like 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.*



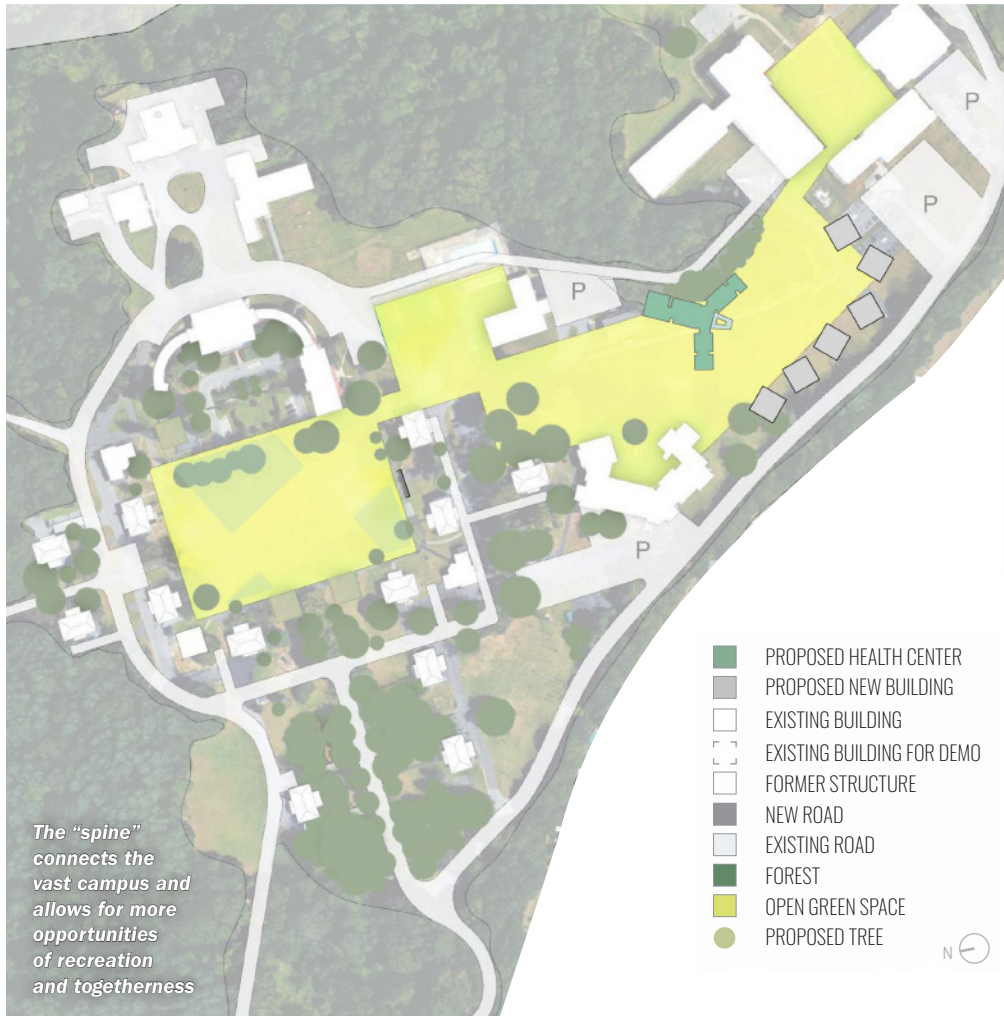
*Pleasantville Cottage School in the 1940s*



*Vintage postcard artwork of a Pleasantville cottage*

# A CONNECTED CAMPUS

The new health center and cottage quad will unify the grounds and replace outdated facilities.



The campus is envisioned with a “spine” of green that makes it more walkable, with beautiful paths, a bike trail, and a dramatic reduction in paving.

New cottages will be clustered like residence halls on a college campus around two quads, with plenty of common space for recreation and relaxation and better proximity to the architectural centerpiece of the campus, the new health center. The campus design will also allow JCCA more flexibility in the allocation of its facilities to its programs as enrollment numbers and populations served shift over time.

Over its 150+ acres, JCCA's Pleasantville Campus includes expansive lawns, athletic fields, and wooded areas—and an extensive paved road system that makes navigation from one building to another sometimes forbidding for our children. The current configuration, with Edenwald Cottages at a distance, makes the landscape feel disconnected, not to mention inefficient, for our employees and for security purposes.

Conversations between our architects, kids, and staff shaped our approach. Our architects' plans are modeled on the campuses of independent schools and colleges that enhance access and circulation and unify the many disparate parts of the campus landscape.

The “spine” connects the vast campus and allows for more opportunities of recreation and togetherness

# OUR CAMPUS CAN BE AN OASIS OF BEAUTY AND CALM

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*Our campus is a safe, nurturing, and enriching living and learning environment where young people have every opportunity to thrive.*



**“THE SAFETY OF OUR YOUNG PEOPLE IS PARAMOUNT.**

*So is their physical and mental health. The changes we’ve discussed with the architects will improve so many aspects of their experience, including therapy, education, and recreation.”*

*—Trevor John, Senior VP,  
Campus Services*



# A HEALTH CENTER FOR TODAY AND TOMORROW

*JCCA sees young people arrive at our campus with trauma more complex than ever before.*

Through the supportive relationships they build on campus, hundreds of young people find a space to heal. Their complex challenges include a wide range of **intellectual and developmental disabilities and histories of trauma**. For many of the children JCCA serves, there is no one else.

Our new health center replaces an antiquated facility woefully out of sync with the care JCCA provides. The planned **10,000 sq. ft. state-of-the-art** health center will provide an integrated strengths-based approach to health involving each young person's mental, physical, social, and emotional well-being with a **comprehensive team of healthcare professionals**. The facility will include **individual counseling and treatment rooms, group therapy rooms, sensory and calm spaces, and a modern infirmary**.



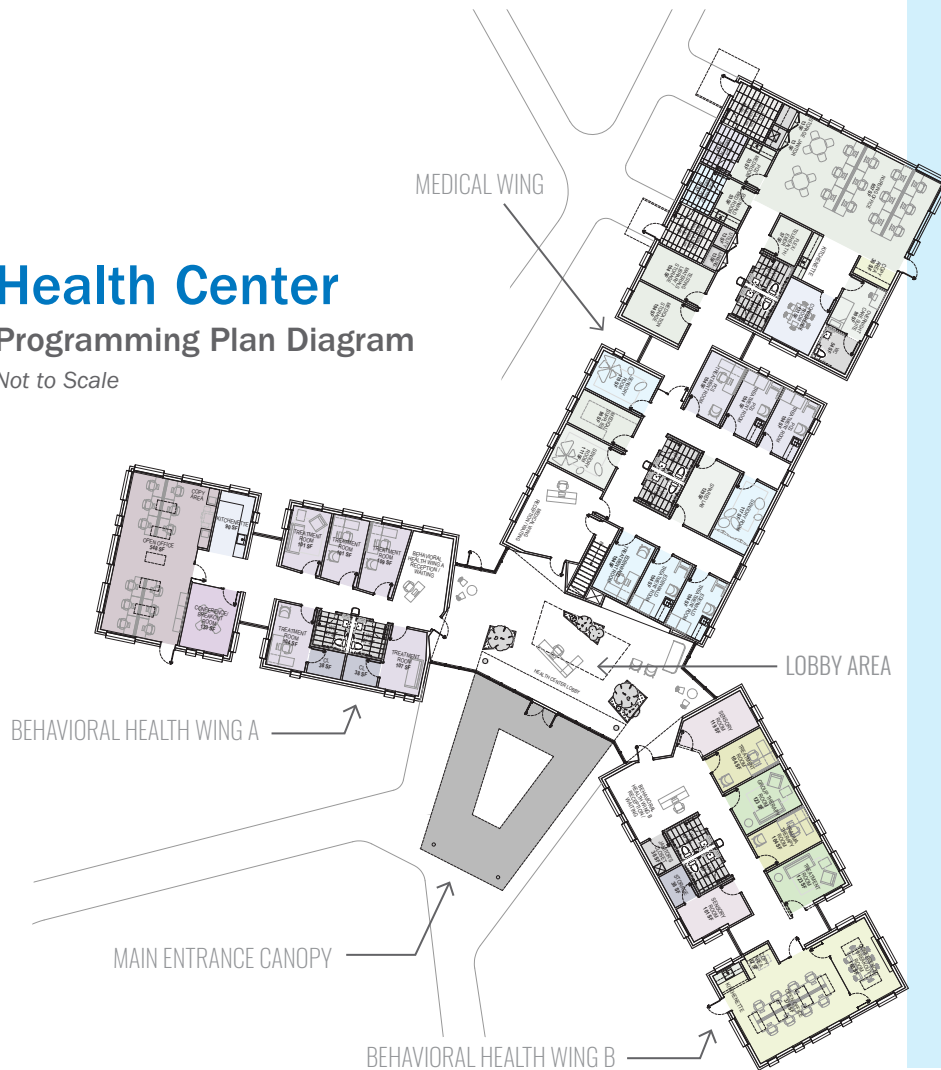
# A COMMITMENT TO HEALING & WELLNESS

*Our model changes the course of young lives that have seen almost unimaginable challenges—along with chronic medical conditions like diabetes and asthma.*

## Health Center

### Programming Plan Diagram

Not to Scale



**As new residents come to us with increasingly complex physical and mental health challenges, we need a new, comprehensive facility that will:**

- **Flexibly adapt** to our growing clinical service offerings, facilitating the thousands of therapeutic and medical appointments that occur each month
- **Ensure ADA-compliance** for inclusivity and accessibility
- **Optimize comfort, privacy, and safety** in exam and treatment rooms, conference spaces, and waiting areas
- **Streamline treatment and administrative efficiency** with a central location that is easy to walk to and from anywhere on campus
- **Allow for an integrated approach to healthcare** in a centralized location

**60**

weekly visits for primary care

**50+**

medical professionals

Up to  
**200**

weekly urgent care nurse visits

**150**

daily visitors for medication

# A HOME THAT IS SAFE AND WELCOMING

*Young people need a caring, home-like environment that supports their development according to their ages, cognitive abilities, and behavioral challenges.*

## The new model of residential cottages will:

- **Feature open, modern common areas** that promote tranquility and comfort along with supervision and safety
- **Offer private bedrooms and other spaces that young people can make their own**, instead of feeling like they are in an institutional setting
- **Integrate multi-purpose spaces** for therapy, fitness, small group activities, remote learning, and quiet places for homework and reflection
- **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 – and access for those who are mobility impaired



Cottage section-perspective view



View of residence entry courtyard



# A NEW MODEL FOR CONGREGATE LIVING— AND HEALING

*Our plans reflect best residential practices and include what our residents and staff value most.*



1ST FLOOR PLAN

2ND FLOOR PLAN

## New Cottages

### Floor Plan

Not to Scale

**Stakeholders agreed that the new residences should feel welcoming and home-like, with ample common space** for gathering and “hanging out.” For many of our kids, **a room of one’s own is something** they long for, both for privacy and the opportunity to personalize their spaces.

**Both kitchens and laundry rooms will be easy to use, preparing young people for the independent lives they’ll soon live.** Structurally, the new cottages will be defined by natural light, improved sight lines for staff, and LEED certification\*.

*\*LEED or Leadership in Energy and Environmental Design is the most commonly-used green building rating system.*

# A CAMPAIGN TO MAKE IT ALL POSSIBLE

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*This historic Campus Renewal will improve the JCCA's Pleasantville Campus for today and tomorrow.*



## \$35M CAMPAIGN

The project will be undertaken with a mix of philanthropic support, government funding, and an allocation of JCCA reserves that have been purposely set aside by the Board for capital purposes over the past five years.

We have repainted, replastered, and repurposed our historic buildings for far too long. With the support and guidance of JCCA's Board of Trustees, **JCCA'S CAMPUS RENEWAL** will allow us to carry our urgent, groundbreaking work into a third century.

Our project is estimated to cost **\$35 Million**. Architectural plans are currently in advanced development with **ground breaking expected early 2025**.



# DONOR RECOGNITION

*JCCA is proud to recognize the support that will enable our campus transformation.*

NAMING OPPORTUNITIES	
Health Center	\$5,000,000
Upper Campus Quad	COMMITTED
Lower Campus Quad	\$3,000,000
Health Center Medical Wing	\$2,000,000
Behavioral Health Wings (2)	\$1,500,000
Cottages (each)	\$1,000,000
Health Center Lobby	\$750,000
Health Center Entrance Portico	\$500,000
Health Center Nursing Office	COMMITTED
Medical Wing Reception & Waiting	COMMITTED
Health Center Overnight Care Suite	\$250,000
Cottage Living Space Sponsors (15)	\$180,000
Health Center Sensory Rooms (15)	\$150,000
Health Center Treatment Rooms (15)	\$100,000
Health Center Nature Vistas (6)	\$75,000
Cottage Bedroom Sponsors (30)	\$50,000



We encourage everyone who contributes to **JCCA'S CAMPUS RENEWAL** to accept public recognition so we can proudly demonstrate the community of support that makes our work possible.

In gratitude, we will acknowledge your gift with a naming opportunity of your choice.

*An example of a donor naming opportunity inside the new campus health center*

# WAYS OF GIVING

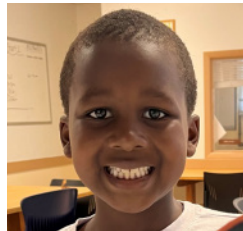
*Your gift will make a world of difference to the children who call the JCCA's Pleasantville Campus home.*

**JCCA** has been identified by Crain's as one of the **25 largest healthcare providers** in New York City, with a **\$120 million operating budget** that is largely supported by government contracts and service reimbursements.

**Public dollars have never been sufficient to underwrite JCCA's complex operations** nor to maintain quality care and facilities. Philanthropy has been central to JCCA's financial equation from its founding, and now so more than ever.

**You may make an outright gift or pledge, payable over one-to-three years.**

*JCCA is a 501c3 not-for-profit charitable organization.  
Contributions are tax deductible to the extent permitted by law.*



## Gifts and pledge payments may be made using:

- Securities or Mutual Funds
- Donor-Advised Funds
- Qualified Charitable Distributions
- Wire Transfer
- Check



## To discuss your commitment please contact:

**Elizabeth Fine**  
*Chief Development  
& Communications Officer, JCCA*  
212 558 9937 • 914 491 0989  
[finee@jccany.org](mailto:finee@jccany.org)

or

**Hilary Cramer Robinson**  
*Director of Major Gifts, JCCA*  
973 303 2555  
[robinsonh@jccany.org](mailto:robinsonh@jccany.org)

# JCCA AT A GLANCE

JCCA's 37 programs make a difference for children and families throughout New York City and Westchester.

## OUR MISSION

JCCA's mission is to provide the highest quality child welfare and mental health services to New York's neediest and most vulnerable children and families to ensure that their safety, permanency and well-being leads to a life of stability and promise.

We are guided by the Jewish mandate of *tikkun olam* (*repairing of the world*)—the responsibility of every person to make the world a better place. Our highly trained, dedicated staff works in partnership with families to build on their strengths, preserve the family when possible and help create new families when necessary, so that all children may thrive through experiencing the benefits of a healthy family and belonging to a community of support.



### Our Program Areas

- Foster Home Services
- Residential Services
- Behavioral Health & Wellness
- Prevention Services
- Education
- Jewish Community Services

**17,000**

Number of children & families served each year by JCCA

**300**

Number of children served on the Pleasantville Campus

### Operating Budget Sources

- Government **79%**
- Medicaid **16%**
- Private & Reserves **5%**

**\$120M**

FY23 overall JCCA operating budget

**\$35M**

JCCA'S CAMPUS RENEWAL capital cost projection

# OUR LEADERSHIP

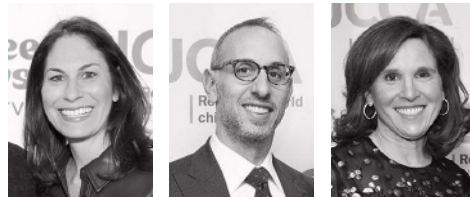
## From our co-chairs:

JCCA is among the brightest of stars in the constellation of Jewish human services organizations founded by New Yorkers who believed deeply in our shared responsibility for all those less fortunate among us. We have inherited their spirit in our embrace of JCCA's legacy. And we commit, anew, to a collective responsibility that is best stated in JCCA's guiding motto: to repair the world, child by child.

We are honored to lead **JCCA'S CAMPUS RENEWAL** campaign. We invite you to join us!

Sincerely,

Wendy Kleinman  
Bryce Markus  
Stephanie Spiegel  
*Campaign Co-Chairs*



## CAMPAIGN COMMITTEE

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Alisa Gershman  
Louis Jaffe  
Sandra Jordan  
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Dean Leavitt  
Bryce Markus, *Co-Chair*  
Dayna Novenstein  
David Peretz  
Alexandra Rosenberg  
Barbara Salmanson  
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Elizabeth Fine, *Chief Development & Communications Officer*  
Trevor John, *Senior Vice President, Campus Services*  
Nilesh Patel, *General Counsel*  
Kenneth Shieh, *Chief Strategy Officer*  
Lorraine Stephens, *Chief Operating Officer*  
Steven Peña, *Director, Facilities & Capital Projects*  
Hilary Cramer Robinson, *Director of Major Gifts*  
Labe Eden, *Senior Development Associate*

## CONSULTING PROJECT TEAM

**Architects:** Gluck+  
**Engineering:** Silman; MEYERS+  
**Construction Management:** The J Companies  
**Fundraising Counsel:** Plan A Advisors

## JCCA BOARD OF TRUSTEES

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# OUR MISSION OUR AIM OUR CAMPUS

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child by child

[www.jccany.org](http://www.jccany.org)

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