

Inside JEVS

JEVS Human Services • Helping individuals from all walks of life overcome quality of life challenges

Public Policy: Why and How?

Combining Direct Service With Systemic Advocacy

JEVS Human Services' primary mission as one of the Philadelphia area's largest human service agencies is to provide direct service to individuals, helping them address personal and economic barriers to self-sufficiency. Through job training, vocational rehabilitation, and recovery services, people are able to create better lives for themselves and their families. Efforts to resolve individual challenges, however, are often hindered by broader social and political factors; addressing these factors requires more systemic public policy advocacy.

Non-profit social service agencies characteristically work on behalf of their clients by providing assistance with day-to-day issues and problems. Increasingly, however, they are participating in the public policy process, coupling direct service with attempts to influence the decisions of



government officials. Policy advocacy encompasses many activities, including: issue identification and research, public education, testimony before governmental bodies, participation in coalitions, and direct lobbying of government officials. Despite the challenges involved in integrating advocacy with program efforts, there are important reasons for service agencies to advocate, and important contributions they can make to the discussion around public policy and human services.

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Mapping a Future with CareerScope

JEVS Human Services' research and development division, **Vocational Research Institute (VRI)**, released CareerScope 8.0, a world-class aptitude and interest assessment program, in spring 2007. Introduced in 1997, CareerScope provides career recommendations based upon the overlap of the test-taker's high interest and high ability areas, and its reports directly correspond with both the U.S. Department of Labor and U.S. Department of Education standards.

Three new reports in CareerScope 8.0 address requirements in the Carl D. Perkins Career and Technical Education Improvement Act of 2006 (Perkins). Perkins provides an increased focus on the academic achievement of career and technical education (CTE) students and holds the state and local school districts accountable for placing CTE students into a career pathway. The Career Cluster and Pathway reports in

CareerScope 8.0 serve as an effective model for educational and career planning for CTE students and their counselors. "Utilizing these new reports will enable students to choose a course of study that aligns with their strengths and provides the greatest chance of academic success. In turn, schools benefit because CareerScope will help them achieve the benchmarks that the new Perkins legislation requires," according to Eric David, president of VRI.

Additional new features in CareerScope 8.0 include multi-user capabilities, a more user-friendly installation routine, updated information from the Department of Labor's O*NET career information database, and the ability to save and exit from the Internet Inventory at any point during testing.

For more information

Vocational Research Institute • 215.875.7387

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- Women Celebrate Overcoming Life's Obstacles

Community Calendar

June 27

JEVS' Orleans Technical Institute open house for court reporting training
• 215.854.1853

Save the Date • November 1

JEVS Strictly Business annual fund-raising event
• 215.854.1800

Cover Story: Public Policy: Why and How?

(Continued from p. 1)

Why Policy Advocacy?

Non-profit human service organizations have important incentives for working to impact public policy. Government decisions are critical to their ability to effectively serve their communities. Virtually every major human service issue they face is affected by public sector funding and regulatory activity.

In addition, community-based service providers have the unique knowledge and the mission to advocate on behalf of those they serve. Few other institutions understand both the concerns most important to their constituents and the everyday realities of how government programs function and impact those constituents. Their expertise is a valuable resource to policymakers looking for a well-developed analysis of specific issues.

JEVS' Policy Work: Focus, Integration, Impact

JEVS Human Services engages in public policy activities in order to speak out for the needs of our clients and for the needs of our organization. Policy efforts involve all levels of the organization, including board members, volunteers, executive staff, program staff, and clients.

To effectively employ our advocacy resources, JEVS has developed a vision and framework for its policy work. Its primary characteristics are focus, integration, and impact.

FOCUS The Public Policy Committee (PPC) of the JEVS board of directors provides a vehicle for education, debate, engagement, and action. The committee works with the executive team and public policy director each year to identify two or three priority issues that will have an expansive and long-term impact on our clients and our organization. Presently, these issues include preserving consumer choice in home and community-based services, and responding to state and federal changes to the TANF program.

INTEGRATION JEVS employs advocacy in service to our core mission by tying policy work to the needs and experiences of our programs. Marrying policy and practice allows us to address systemic issues and promote sound policy based on day-to-day experience. Information is a powerful advocacy tool; it can convince policymakers to take action as well as offering them support for their positions. It also provides access to the policymaking arena: JEVS' program and executive staff sit on numerous state and local advisory committees and regularly provide input for government officials on how proposed policy changes will impact human service organizations.

IMPACT JEVS often works in partnership with other organizations to enhance our ability to impact the political process. Membership in trade associations and informal advocacy networks provides opportunities to share information and pool essential advocacy resources. In addition, coalitions and networks add visibility and a greater voice when competing for policymakers' attention. The local United Way Public Policy Network, the Pennsylvania Welfare Coalition, and the Pennsylvania Association of Rehab Facilities are examples of JEVS' public policy partnerships.

Non-profit human service organizations have enormous potential to affect public policy, and, by doing so, to improve the lives of the people they serve. Public policy advocacy can yield far greater returns for beneficiary communities than direct service alone. Ultimately, the measure of our policy work at JEVS Human Services comes from answering the following questions: 1) Has it promoted personal and economic self-sufficiency for our clients? and, 2) Has it improved our ability to help people reach those goals?

In short, did it *make hope happen*?

For more information

JEVS Public Policy Department • 215.854.1869

New Pathways to Recovery

JEVS Embraces Mental Health Transformation

Five-and-a-half years ago, Miriam “Mimi” Dorff was looking for services that would help her get a job. She came to JEVS Partial Hospital Program, where she participated in various therapy and socialization groups to help her learn coping skills to manage her anxiety and stress. Mimi worked in JEVS’ sheltered workshop for more than a year, but when she found out about the new culinary arts training program she began to build her confidence to enroll and build a future for herself. Her disability presented some challenges in the kitchen, but Mimi succeeded and today she’s working five days a week prepping for the lunch hour at the Stephen Starr restaurant, Jones, in Center City Philadelphia.

More and more individuals throughout Philadelphia will experience similar employment outcomes thanks to a city-wide process of “aligning attitudes, practices, and policies” to ensure that residents receiving behavioral health services have

access to the treatment and supports needed to live a meaningful life. JEVS Human Services, a provider of mental health services for 40 years, has embraced this new challenge with a recovery-focused transformation that promotes self-sufficiency and re-integrates people into their communities.

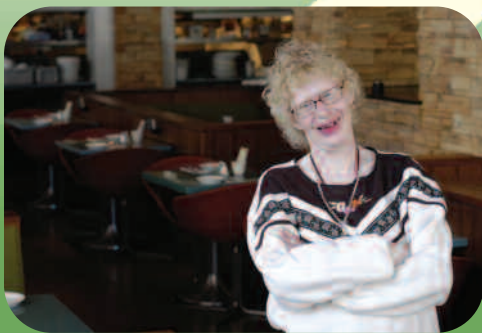
Those who once participated in JEVS Partial Hospital Program and sheltered workshop (previously known as Orleans Industries) will now access site- and community-based treatment and rehabilitation services under the umbrella of **JEVS Work and Recovery Programs**. This program is operating at a new location in Northeast Philadelphia that promotes the new recovery focus and allows for access to an array of services that provide individuals with choice and lead them toward community integration and employment. For instance, individuals may opt for skills training in designated areas or assistance with direct placement and support in competitive employment either in combination with or separate from mental health recovery services.

In response to national trends and grounded in evidence-based practices, JEVS’ new strategies for recovery-oriented services include treatment, psycho-education, family psycho-education, skill building groups, and vocational rehabilitation. In addition, a classroom-based pre-vocational curriculum is paired with community learning experiences to provide opportunities for career exploration such as job shadowing, volunteering, internships, and unpaid work experiences. Another major component of the program model is peer-directed services, which help individuals learn to ask for help and to support each other as they develop coping skills for relapse prevention and illness management techniques.

JEVS Work and Recovery Programs is committed to the ongoing transformation of its services and to working with individuals and their families to develop an array of opportunities to enhance each individual’s recovery, dreams, and life in the community.

For more information

[Work and Recovery Programs • 267.350.8600](tel:267.350.8600)



Continuum of Support

Upon taking advantage of the many work-readiness services provided by JEVS Work and Recovery Programs, 47-year-old Mimi Dorff is now managing her disability and enjoying her first job since 1991. “I’ve come so far. I feel like I’m actually doing something.”



Individualized Training

JEVS’ new site for its Work and Recovery Programs includes a full-scale model apartment, providing opportunities for self-sufficiency training and equipping individuals like Greg Davis with the skills to work in the janitorial and hospitality fields.



Peer-Directed Services

As part of its Work and Recovery Programs transformation, JEVS is building a culture of peer-directed services both on-site and in the community. This allows Vincent Smith and Cherie Harris, and other program participants to practice social skills and plan together toward recovery.

Donor Profile: Paul Walker



In 1999, JEVS Human Services began actively fund raising and turned to our family and friends for support. In May of that year, JEVS hosted its first annual fund-raising event, Strictly Business. One of our first supporters was Paul Walker of Paul J. Walker & Associates, a local insurance brokerage firm. Paul's annual support and his willingness to support the agency in perpetuity has helped the thousands served by JEVS each year overcome the greatest of life's challenges.

"I choose to support JEVS because they are making a difference in the lives of the people

they work with while also providing good reliable help to area businesses. Throughout the years of working as a consultant for the agency, I have been inspired by the stories and the people they honor at the annual luncheon. I feel fortunate to contribute to an organization that does so much for the community. I have also decided to put a bequest in my will to ensure that the organization continues to thrive when I am no longer able to contribute, and I encourage colleagues and friends to support JEVS as well."

Donor List

JEVS Human Services is fortunate to have many generous friends. The following is a list of individual, corporate, and foundation donors who supported our programs from January 1, 2007 to April 15, 2007. The campaigns that these individual donors supported include: The Friends Campaign, Board of Directors Campaign, JEVS Scholarship Fund, Facilities Improvement Fund, The Franklin C. Ash Scholarship Fund, and the Isabelle Schneider Life Enrichment Fund. This list does not include sponsors of Strictly Business 2006 or JEVS Human Services Campaign for Orleans Technical Institute.

List may be incomplete. JEVS apologizes for any inadvertent errors or omissions. If you have a correction, please contact Katie Shinholster at 215.854.1827 or by email at shinhk@jevs.org.

Individual, Corporate, Foundation and Other Support

A & J Builders Inc.	Samuel First, Esq.	Jill Golde & Associates	Paul J. Walker & Associates	J. Brett Studner
Robert Austrian, M.D. *	Joseph Freedman	William and Adonna S. Kaplan Fund	Lori-An and Marc Penchansky	Tuttleman Family Foundation
Alice Bayersdorfer	Gable Peritz Mishkin, LLP	Seymour Katz	Plotkin-Katz Foundation	Francis Warren
Niles Benn	Susan Garber	Ronald Krancer	Essie Reed	Rachel Ziring
Edwin Berkowitz	Gladys and Walter Gershenfeld, Ph.D.	Lasko Foundations, Inc.	Peter Rothberg	Benjamin Zuckerman, Esq.
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Eugene Coben	Marvin Greenbaum	Maxwell Consulting Group, LLC	Howard Scher, Esq.	
Mark Deitcher		Gail Newman	Jay Spector	*Deceased

The following individuals designated JEVS as the recipient of their fall 2006 United Way Campaign gift:

Alan Adler	Jeffrey Chiffens	Jamie Herring	Greg Manz	Sandra Rushin	Neil Sklaroff
Stephen Applebaum	Marty Cohen	Brett Huberman	Bernard McKiernan	Robin Schatz	Constance and Joseph Smukler
Thomas Baier	Rhonda Cohen	Leslie Jones	Bruce Miller	Ruth Schick	Janet Stanley
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Krista Biesecker	Joan English	Mary Koronkiewicz	Sondra Moore	Mohamed Sesay	James Thomas
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Donna Boyer	Jeffrey Harris	Steven Lieblein	Arthur Ross	Milton Silver	
Marilyn Burstein	Paul Heal	William Lynch	Sheryl Rothberg	Jayne Siniari	

Grant Award

JEVS Achievement through Counseling and Treatment program recently received a three-year, \$240,000 award from the Pew Fund for Health and Human Services. The award, "Extending the Family Program," will allow JEVS to include families with young children in its Family Project. The program responds to the Pew Fund objective to "increase prevention efforts that reduce the risk and severity of behavioral health problems among children and youth."

The Family Project is a federally funded four-year substance abuse and HIV/AIDS prevention program combining family therapy and case management for families in methadone maintenance treatment. The current program is designed to reduce the high risk for drug abuse and exposure to HIV among adolescents growing up in poverty in families affected by a parent's drug dependence.

However, the federal program restricts participation to the families with adolescent children. Realizing the critical gap in service, Achievement through Counseling and Treatment sought additional funding to allow families with young children to enroll. The award from the Pew Fund will do just that, hiring new staff to implement the program and conducting an evaluation on the effectiveness of family based/home-based prevention projects.

The award allows Achievement through Counseling and Treatment to help more vulnerable families, and has become a catalyst with Philadelphia Behavioral Health System and Community Behavioral Health (CBH), which will increase funding so the Family Project can be complemented by on-site family therapists for other patients.



Now in recovery, Barbara Drake has the energy and focus for the simple (and most important) things in life...like making sure her children get off to school each day on the right foot.

JEVS Achievement through Counseling and Treatment received further recognition from an international accrediting agency, Commission on Accreditation of Rehabilitation Facilities (CARF), in the form of a three-year accreditation. This outcome represents the highest level of accreditation that can be awarded to such a program and shows that JEVS' services are of the highest quality, measurable, accountable, and conform to the standards established by CARF.

For more information

Achievement through Counseling and Treatment • 215.236.0100

Ways to Give

It is that that time of year – Wedding and Graduation season! Need to give a gift to the person who has everything? A donation to JEVS Human Services in honor of a loved one is a special and lasting tribute to those cherished and respected. Your gift not only expresses your deep regard for your loved one or friend, it also helps JEVS advance our mission of creating an environment where those who can work; each who will achieves; all who care, serve.

One of the most thoughtful ways to honor a person is to link his or her name to a gift that will help JEVS continue to provide vital services to our clients. JEVS has created coupons that you can use when making a gift. If you would like a coupon book mailed to you please contact the development department at 215-854-1827.

An appropriate acknowledgement will be sent as directed without disclosing the amount unless otherwise requested.

The official registration and financial information of the Jewish Employment and Vocational Service may be obtained from the Pennsylvania Department of State by calling 1-800-732-0999. Registration does not imply endorsement.

JEVS partners with the Jewish Federation of Greater Philadelphia & the United Way of Southeastern PA.

United Way Donor Choice Number: 75



Making Hope Happen for...

Oksana

Determination Led Her to a New Life in a New Land

Oksana Chubok lived in a small town in the Ukraine, dreaming of the day she and her family could live in a free country. She arrived in the United States in May 2006, and eight months later was working in the office of a prominent dermatologist in Northeast Philadelphia

Oksana, 34, is married to Ihor and they have a young son, Illya. They reside in Northeast Philadelphia. In her native country Oksana was a Russian language teacher. After arriving in Philadelphia, the County Assistance Office referred her to **JEVS Center for New Americans**. Staff there helped Oksana find employment, improve her English language skills, and upgrade her computer skills.

The JEVS Center for New Americans helps refugees, asylees, and victims of trafficking prepare to enter the workforce, find satisfying jobs ranging from labor to professional positions, and become self-sufficient members of society. Participants benefit from attending Vocational English Language Training (VELT) classes, acculturation workshops

and computer literacy classes. They also receive case management services and attend interviewing, resume-writing, and job readiness and retention workshops.

Oksana used every opportunity that the Center for New Americans offered to learn how to find a job that would connect her with the Russian-speaking community. She wanted to help others from her home country in the same way she was helped by the program. Oksana's employment counselor, Yana Kanevsky, says, "Oksana worked hard in class and was one of the best students in both her vocational English and computer classes. She was tenacious and very proactive in her job search, and always encouraged her classmates to follow her example."

With Yana's help, Oksana began work on her résumé after living in Philadelphia for less than two months. She never wavered from her goal, which was for her family to be self-sufficient and productive members of the Northeast Philadelphia community. She never refused to go on a job interview or to fill out a job application.

In January 2007, Oksana received a call from the office of Dr. Goldman, a well-respected dermatologist. He needed

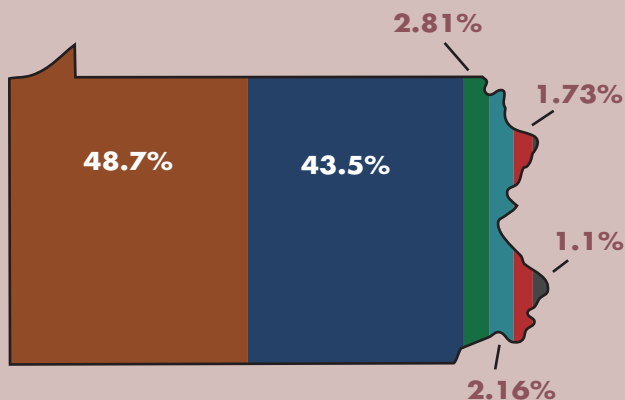


an administrative assistant and an interpreter who could help with Russian speaking patients. Oksana was offered the job after the first interview. When she called Yana to inform her about this great opportunity, her voice was trembling from joy. She enjoys working in the office and feels good about helping Russian patients better understand prescriptions and directions from the doctor. Not only had her dream come true, but her success helped her decide to further her education and attend classes at the Community College of Philadelphia.

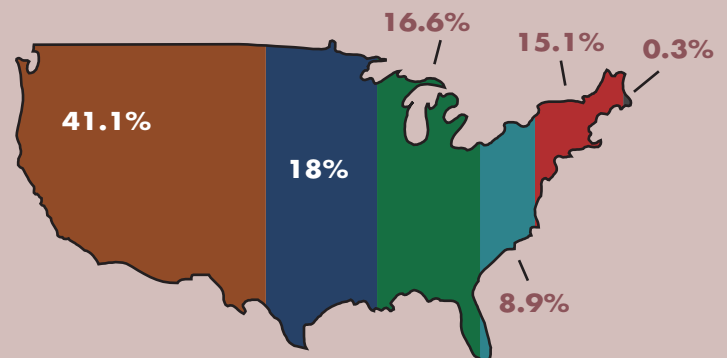
For more information
Center for New Americans • 215.728.4210

Individuals Seeking Refuge in the United States

Center for New Americans' Clients, 2006-2007
serving Philadelphia, Bucks, Chester, Delaware, and Montgomery counties



Refugee Stats for the United States 2007



Africa
 Former USSR
 Middle East
 Caribbean
 Asia
 Other

High School Students Explore Careers



The Delaware Valley High School-Bustleton (DVHS) and JEVS' **Orleans Technical Institute**, recently created the Senior Career Explorations and Vocational Education Alliance Program, a partnership which allows DVHS students to explore programs offered by the vocational school. Beginning this spring, DVHS seniors from Philadelphia, Bucks, and Montgomery counties traveled to Orleans Tech two days per week for seven weeks to gain exposure to a range of career options including: plumbing; air conditioning, heating and refrigeration; carpentry; building maintenance; electricity; court reporting; and human services. DVHS is counting participation in this program as an elective credit toward graduation requirements. Following graduation, students who are interested and meet the admissions requirements can enroll directly into one of Orleans' training programs.

For more information • 215.728.4700

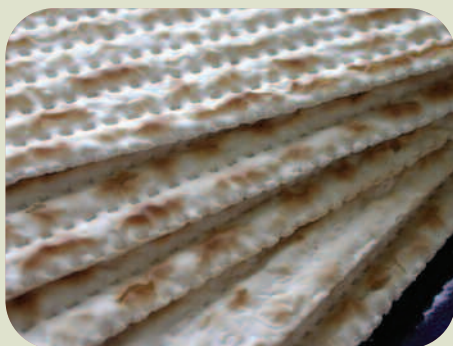
New EARN Center Gets Artistic



JEVS staff and clients collaborated on an exciting mural project at the **Northeast EARN Center**, a new welfare-to-work program operated by JEVS Human Services. Designed by the JEVS communications department, the nine mural panels reflect abstract, yet instantly recognizable, Philadelphia scenes. Several JEVS employees worked together to sketch the mural in preparation for painting. Painters included EARN Center staff and clients, JEVS administrative and executive staff, and individuals from **JEVS Employment Network** and **JEVS Community Collaborative**. By collaborating on the project, people from all walks of life learned how to work together to achieve a common goal while fostering a feeling of community.

For more information • 267.350.8500

Women Celebrate Overcoming Life's Obstacles



The second annual **JEVS Career Strategies** Women's Seder was held on March 28 to celebrate Passover. The seder participants included JEVS clients and staff, and distinguished leaders from the community. NBC 10 investigative news reporter Lu Ann Cahn was the keynote speaker, discussing how she overcame obstacles in her own life. Officiated by Rabbi Sandra R. Berliner, the Women's Seder is part of Career Strategies' **Working for Success** program, which helps unemployed or underemployed Jewish women develop the skills needed to gain employment, or improve their current employment situation. The seder provided an opportunity for clients to further develop a sense of empowerment and connection to the Jewish community.

For more information • 215.854.1874

Inside JEVS

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Printing • Southwest Graphics 0507

Inside JEVS has been honored by the Apex Awards for Publication Excellence and the Communicator Awards



Headquarters:
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- Adult Residential and Day Services
- In-home Personal Assistance

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On the Cover



Public Policy: Why and How?
Combining Direct Service with Systemic Advocacy

RETURN SERVICE REQUESTED

From the Inside Out



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If you are a regular reader of *Inside JEVS*, I hope that you have noticed that in each issue we tackle a public policy issue in our cover story. Whether it is the need for more resources to staff community-based care options for the elderly or the impact of new TANF regulations on programs to move the poorest from welfare-to-work, we believe that it is no longer enough to operate effective human services programs. We must also be vocal advocates for those we serve and champions for our employees who do the hard work in our programs every day. Moreover, we have to keep an eye on legislative and regulatory

changes that impact who we serve and how we serve them.

At JEVS Human Services, we take this responsibility seriously. We draw on the collective experience and expertise of our clients, staff, board and others in the community. We marry this expertise with information and resources from industry organizations, advocacy coalitions, and other partners in the community. We have committed resources to educate and inform decision-makers about the issues that most affect those we serve.

Human service providers have the knowledge and the mission to advocate on behalf of those they serve. We have a unique vantage point from which we both understand the challenges facing the most vulnerable in our community and the reality of how publicly funded programs designed to help really do...or don't. Experience and information are powerful tools that we must continue to use to *make hope happen*.

Jay Spector • JEVS President & CEO