

For Immediate Release  
December 3, 2014

Contact: Rochelle Eisenberg  
410-369-9306

## **THE ASSOCIATED RAISES MORE THAN \$1.3 MILLION ON #GIVING TUESDAY**

**Baltimore, MD** - Baltimore residents stepped up this #GivingTuesday and showed their support of the Jewish community. At the conclusion of this national day of giving, The Associated: Jewish Community Federation of Baltimore raised \$1.38 million dollars, surpassing last year's #GivingTuesday total of \$1.2 million.

The money raised will go toward The Associated's Annual Campaign, which strengthens Jewish life in Baltimore, Israel and around the world.

"We are so pleased with how the entire Baltimore community has responded to Giving Tuesday," said Marc B. Terrill, president of The Associated. "The past three years have been a testament to the kindness and generosity that Baltimoreans continue to exhibit. We are excited by the conversations we had with our donors and constituents about the importance of both giving back and making a positive difference in the community where we live."

The money was raised through an old-fashioned "phone-a-thon," where hundreds of volunteers committed part of their day to call on donors.

In addition, The Associated spearheaded a community book drive, inviting individuals to donate new books for the Bookworms project at Cross Country Elementary and Middle School in Baltimore City. Boxes were set up in the Weinberg Park Heights JCC and Rosenbloom Owings Mills JCC lobbies. Krieger Schechter Day School and Beth Tfiloh Dahan Community School also collected books for the program.

As part of the #GivingTuesday initiative, The Associated joined #MarylandGivesMore, a state-wide effort to make Maryland the most generous state in the nation. Spearheaded by Maryland Nonprofits, the stakeholders raised more than \$8 million.

Now in its third year, #GivingTuesday was established by New York's 92<sup>nd</sup> Street Y and the United Nations Foundation as a way to create a national day of giving on the Tuesday following Thanksgiving. The goal is to make this effort part of the national consciousness, following the retail "holidays" of Black Friday and Cyber Monday.

# # #

The Associated: Jewish Community Federation of Baltimore  
Krieger Building • 101 West Mount Royal Avenue • Baltimore, Maryland 21201  
410-727-4828 • [associated.org](http://associated.org)

The Associated: Jewish Community Federation of Baltimore strengthens and nurtures Jewish life by engaging and supporting community partners in Greater Baltimore, Israel and around the world.