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For Immediate Release

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## **Associated's Annual Campaign A Success Meets \$30.5 Million Fundraising Goal**

(Baltimore, Maryland) The Associated: Jewish Community Federation of Baltimore announced today that it has reached its fundraising goal of \$30.5 million for Fiscal Year 2015. In addition, the organization raised an additional 17.1 million from endowments, special grants for innovative programming and state and government grants for a total of \$47.6 million dollars available to the community.

The funds will be invested in programs that feed, shelter, counsel, engage and inspire Jews in Baltimore, Israel and around the world. The Associated also supports organizations that share its commitment to caring for families in crisis, combatting anti-Semitism and fostering meaningful connections to the global community.

The Annual Campaign was launched in September 2014, during The Associated's annual Super Sunday phone-a-thon. Under the leadership of J.M. Schapiro, 2015 Campaign Chair, and Shelly Malis, 2015 Women's Campaign Chair, the organization issued a 100 Day Challenge to the community, encouraging them to give during the first 100 days.

"The 100 Day Challenge gave us the opportunity early in the campaign to talk to members of our community about the impact of their gift and the importance of securing a large percentage of the resources we needed before we began budgeting. Our community was challenged, and overwhelmingly met the challenge, responding with a five percent increase over the same period the previous year," said Marc. B. Terrill, executive director of The Associated.

Terrill credited Schapiro and Malis for leading the successful campaign, and also thanked donors, campaigners and Associated professional staff.

"We all played an important role in helping our community meet this goal and ensuring that the urgent needs of today are addressed and our aspirations for tomorrow can be realized," Terrill added.

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