

2019 Annual Report

THE ASSOCIATED: JEWISH FEDERATION OF BALTIMORE



Our Community

THIS YEAR, we have accomplished so much to strengthen our Jewish community. Through the work of The Associated and our family of agencies, we were there to help those struggling, inspire Jewish engagement among teens, young adults and families, connect with Jews in Israel and build a strong global Jewish community.

Thanks to our dedicated volunteers and the hard-working professionals, we invested in programs so that older adults would no longer be socially isolated, while creating solutions to ensure our community members would remain financially stable.

We partnered with area synagogues, day schools and camps, working together to engage the next generation of committed Jews. And, we looked outside the box at new ways to reach families, investing in programs that provided meaningful Jewish experiences outside traditional walls.

We responded to the rising tide of Antisemitism, securing increased funds for our security needs. And, we implemented

security and Antisemitism initiatives, bringing together our synagogues, day schools and local organizations to look at ways to protect our community and build relationships throughout Baltimore.

We expanded our *Shinshinim* (Israeli emissaries) program, piloting a new hub that provided more Baltimoreans with a chance to experience Israel by building personal relationships. And, we worked with our overseas partners to address the needs of Jews around the world, from South America to the former Soviet Union.

Your generosity made this all happen. Thank you for your annual gift and for the change you contributed to our Make Change Campaign. And, thank you to our corporate sponsors who supported our mission.

Throughout these pages, you will read about how, together, we made a real difference in Baltimore and across the globe. We could not have done it without you.



Give With Confidence.

Ninety cents of every dollar (90%) directly benefits the agencies and programs that are part of our family.

Changing Lives

LIFE IS FULL OF CHALLENGES and at the heart of The Associated's work is making sure that all members of our community have the resources to reach their full potential. Whether it is providing career services to the recently unemployed, delivering additional educational support for the child with a learning difference or offering home repairs and transportation to the older adults who want to remain in the community they love, The Associated is there to help everyone succeed.

"I was in a verbally abusive marriage, and CHANA worked with me and empowered me to be able to stand up and say, 'I'm not a victim. I'm a survivor.' They gave me the support I needed to help myself."

Heidi Schloss
Domestic Abuse Survivor
CHANA Recipient




CHANGING LIVES DID YOU KNOW?

 **CHAI provided 1,600 older adults** with affordable housing so they will have a safe and comfortable place to live as they age.

 **95% of individuals** who met with a Jewish Community Services therapist to address their emotional well-being found they achieved their goals – improving their functioning and their independence.

 **957 older adults** participated in the Myerberg Center's fitness, arts, technology and social programs, enhancing their emotional well-being and decreasing social isolation.

 **600 students** at 10 Baltimore Jewish day schools received reading intervention, as well as speech, language and other services through SHEMESH, ensuring they will succeed in the classroom.



Building Hope

This year, The Associated expanded its support services to new venues, working closely with community partners around Baltimore to offer access to a wide range of programs that ensure our community's strength.

THIS YEAR:

- **SHEMESH celebrated its 10th anniversary**, knowing it had changed the narrative on how to help students with learning differences reach their potential. This year, as SHEMESH entered its second decade, it **expanded its reach**, providing academic readiness and behavioral intervention in two congregational preschools.
- In a win-win for employees and employers, **Jewish Community Services (JCS)** launched a Cooperative Work Experience program, offering entry and high-level internships to the unemployed as well as individuals seeking mid-career changes. Many of these internships were paid, allowing community members to explore work opportunities and find the right fit.
- Recognizing that the opioid crisis is far from over, **JCS** brought its prevention programming —addressing substance abuse and risky behaviors—to public and private schools, synagogues, community forums and other organizations.
- **CHANA** became the **recognized leader in Baltimore in the area of elder abuse**, partnering with area hospitals, law enforcement agencies and other organizations to educate, offer resources and provide justice for victims.
- **CHAI expanded its Senior Home Repair** program to Pikesville, helping residents remain in their homes, and **introduced CHAIway**, a new volunteer network of drivers to provide older adults with transportation to medical appointments, food shopping and social engagements.

Living Jewishly

IT MAY HAPPEN in our vibrant synagogues, in the classroom, at home on Shabbat or at the neighborhood mall. Engaging Jewish Baltimoreans in ways that are personally meaningful is core to our Jewish future. Whether it is sending a PJ Library book about Shabbat that is shared at bedtime, hosting a Chanukah celebration for young adults at a downtown bar or learning about sustainability and Jewish values through Pearlstone's Tiylul Adventure program, The Associated and its agencies are providing diverse experiences that promote Jewish identity and connect individuals to Jewish community.

"As a connector, I am exposing families to Jewish experiences that resonate with them, like a Havdalah swim party or a Tu B'Shevat tasting. I know I am inspiring them to make Judaism a part of their family's life."

Kate Cohen

Macks Center for Jewish Education Connector
Mother of one and expecting her second child



LIVING JEWISHLY DID YOU KNOW?



Over **9,000** youth, family members, young adults and others participated in Pearlstone's hands-on Jewish learning experiences this year.



More than **4,500** children participated in PJ Library, PJ Our Way and Connector programs through the Macks Center for Jewish Education.



4Front at the JCC created **more than 500 opportunities** for teens, offering social justice, leadership, community service and philanthropic programs to help them discover their Jewish identity in ways meaningful to them.



More than **2,000** children, parents and grandparents received high-quality, Jewish education through JCC programs held in neighborhood libraries, shopping centers and bookstores. By offering these gatherings throughout Baltimore, it made it easier for families to explore their Jewish journeys.



Our Future is Now

Working with our agencies, The Associated inspired the next generation to engage in Jewish life, in ways that are creative, meaningful and enduring.

THIS YEAR:

- The **JCC** unveiled its **new strategic visioning plan** creating three central hubs—The Center for Sports and Wellness, The Center for Arts and Culture and The Tent: The Center for Children and Families—to meet the diverse interests of today's Jewish community.
- Kol Echad, a **multi-sensory, inclusive Shabbat service** for individuals with disabilities, was held monthly at area synagogues. Coordinated by the **Macks Center for Jewish Education**, these hands-on, sensory-friendly services, featuring music and movement, ensured that children with disabilities felt connected to their Jewish roots.
- **Pearlstone** specialists combined hands-on nature and farm-to-table projects that integrated Jewish

themes with the outdoors in a **new program at J Camps** that fostered unique opportunities for the youngest campers to connect to their heritage.

- **Hillels** on five college campuses—Goucher College, Johns Hopkins University, Towson University, University of Maryland, College Park and UMBC—**engaged Jewish students** through Shabbat and holiday programs, leadership fellowships and social justice and volunteer opportunities.
- The Associated convened a commission with **area synagogues** to address the **ever-changing landscape of Jewish life** and to increase community engagement in Jewish Baltimore.

Building Strong and Connected Communities

IN LIGHT OF TRAGIC, national events involving Antisemitism and violence, The Associated dedicated much of its efforts this past year to changing the narrative locally. Whether advocating for security funds for our local organizations, bridging the gap between diverse individuals through dialogue or convening synagogues and other Jewish institutions to search for community solutions, The Associated remains committed to providing a safe and strong community.

“As a participant in 4Front’s programs, I had the opportunity to learn about the needs of so many individuals in Baltimore and advocate for change that will be long-lasting and meaningful. There are so many people in the world who need help, and I would like to feel I did my part.”

Matthew Bailowitz
Students Taking Action for Change (STAC)
FUN(d): A Teen Giving Circle
Peer Leadership Fellows



BUILDING STRONG AND CONNECTED COMMUNITIES

DID YOU KNOW?



Baltimore Jewish Council's advocacy resulted in **\$8 million** for security to organizations who may be the target of hate crime.



The Jewish Museum of Maryland saw a **40% increase** in attendance this year, reaching more than 9,300 school children through programs that inspired a greater understanding of Jewish history and culture among Baltimore City and County residents.



More than **6,000 meals** were provided to families through the Jewish Volunteer Connection's Live With Purpose Casserole Challenge.



CHAI is **1 of 3 founding partners** of the new Northwest Baltimore Partnership working to spark investment, engage community members and revitalize the neighborhood of Central Park Heights.



Coming Together

The Associated served as convener for Baltimore organizations to come together to ensure lasting relationships across the community creating a safe place in which to live.

THIS YEAR:

- Fueled by a surge in Antisemitic and racist incidents, the **Baltimore Jewish Council (BJC)** successfully **advocated for a hate crime bill**, which passed overwhelmingly in the Maryland General Assembly. The bill expanded penalties to all individuals who threaten to commit a hate crime.
- In the wake of the tragic synagogue shooting in Pittsburgh, The Associated and the **BJC**, convened a **Security Summit** with local synagogues, day schools and Jewish organizations, as well as an **Antisemitism Summit** in the spring.
- The Jewish Community Critical Incident Response Team, funded by The Associated and spearheaded by **Jewish Community Services (JCS)**, offered

a session for adults who wanted to discuss their reactions to the Pittsburgh shooting.

- JVC expanded its Martin Luther King Jr. Day programming**, engaging a diverse community of volunteers and families who met with Baltimore organizations. They held child-friendly discussions about equality, justice and the importance of standing up for what is right.
- In its continued commitment to bring individuals together, **CHAI** introduced **ongoing community dialogues for Women of Color and Orthodox Jewish women**. They engaged in open and respective discussions, leading to a better understanding of the other's perspectives, ensuring better neighborhood relations.

Nurturing Global Jewish Community

IN KEEPING WITH OUR VALUES of *Kol Yisrael arevim zeh la-zeh*, all Jews are responsible for each other, The Associated is strengthening Jewish life around the world, including Israel. Whether working with our overseas partners to provide food, medicine and clothing to Latin American Jews, providing immersive Israel experiences for young adults that help them form a life-long connection to our Jewish homeland or engaging Ashkelon and Israeli students through a school partnership, The Associated is empowering Jewish communities worldwide.

“Efrat (our shinshinit) became one of our kids, fully integrated into our family. Our girls learned quickly how similar we all are.”

Amanda Levine
Shinshinim Host Family

“In our home, she spoke Hebrew, listened to Israeli pop music and went through the Army selection process, while our daughter was going through the college application process. It brought Israel home to us in a way that classroom learning, by itself, cannot do.”

Stu Levine
Shinshinim Host Family



NURTURING GLOBAL JEWISH COMMUNITY

DID YOU KNOW?



More than 900 Baltimore teens and young adults had life-changing experiences through Israel travel, education and work programs like Birthright Israel, MASA and Onward Israel.



Over 350 families received Jewish books in Russian through P.J. Library Ukraine, as part of a partnership with the Harold Grinspoon Foundation, creating the opportunity for Odessa families to strengthen their Jewish identity.



More than 110,000 Jews living outside of the United States and Israel received basic lifesaving support (food, medicine and shelter) to help them survive.



Over 6,000 young adults had a meaningful interaction with a *shaliach* (Israeli emissary) living and working in Baltimore.



Connecting to the World

Both home and abroad – in communities from Ashkelon to Odessa, Cuba to Hungary – The Associated revitalized Jewish life, creating connections and supporting Jews in need around the world.

THIS YEAR:

- The **Maryland/Israel Development Center (MIDC)** brought in Israel's medical device and digital health technology startups through Market Reach America, a **pilot bi-national accelerator project**. The program helped them gain access to the U.S. market, ultimately creating jobs and partnerships for Israeli and Baltimore businesses.
- A group of professionals and lay volunteers traveled to Odessa through the **Baltimore-Odessa Partnership**. While learning about the work funded by The Associated, the group **collaborated on projects** to benefit Holocaust survivors and tweens.
- Expanding on the success of the *shinshinim* (Israeli emissaries) program, The Associated, through the **Macks Center for Jewish Education**, launched a **Shinshinim Hub**. Eight, 18-year-old Israelis spent the year volunteering in schools, camps and other locations, establishing personal relationships with their Baltimore peers and deepening the community's connection to Israel.
- In a partnership between the nonprofit, IsraelConnect, and the **Myerberg Center**, retirees in Baltimore **communicated with high school students in Ashkelon** by video conference. Not only did it help the Israelis improve their English and provide a forum for learning together about Israel and Jewish heritage, it tackled social isolation among older adults.
- Working with our overseas partners, the **Joint Distribution Committee (JDC)** and **The Jewish Agency for Israel (JAFI)**, The Associated supported Jewish communities worldwide. JDC provided Argentinian families struggling with unemployment and soaring inflation with financial support for food, medicine and shelter. And, JAFI provided training in high tech and employment for new Israeli immigrants, 25 to 40 years old.

Looking Ahead

OUR FUTURE IS IN OUR HANDS – and through thoughtful planning and programs, The Associated is making a powerful impact on our global community. Several new initiatives were launched this year that will ensure continuity, innovation and strong leadership for decades to come.

Center for Leadership

The Associated’s new Center for Leadership will engage lay and professional leaders across Baltimore’s Jewish organizations, providing opportunities to learn, collaborate and emerge as Jewish leaders who will inspire and guide the community’s agenda. The Center will bring together, and build upon, our community’s current successful Jewish leadership programs, ACHARAI: The Shoshana S. Cardin Jewish Learning Institute, The Darrell D. Friedman Institute for Professional Development and The Associated’s Center for Community Engagement and Leadership.

Through the Center, leaders at all levels will embark on a transformational journey that will develop them for organizations and boards, ensuring a vibrant and philanthropic greater Baltimore Jewish community.



Community Study

This spring, The Associated launched the 2020 Greater Baltimore Jewish Community Study, the first look in a decade at the characteristics, attitudes and behaviors of the Baltimore Jewish community.

The results will help The Associated and its agencies, as well as synagogues, camps, day schools and other local Jewish organizations, identify trends and emerging needs that will inform our current planning and policy decisions.



Insight Israel Forum

Israel is deeply linked to our Jewish identity. Yet, less than half of Baltimore’s Jewish community feels that connection to our homeland—and many who do, find it challenging to discuss their perspective on Israel.

Insight Israel Forum was formed to educate our Jewish leaders with facts surrounding the issues relating to the Jewish State, while encouraging diverse viewpoints and respective civil discourse among participants. Through small group education and dialogue sessions, as well as experiential learning, Baltimore’s leaders will gain knowledge, understanding and connection to Israel.



LIFE & LEGACY™

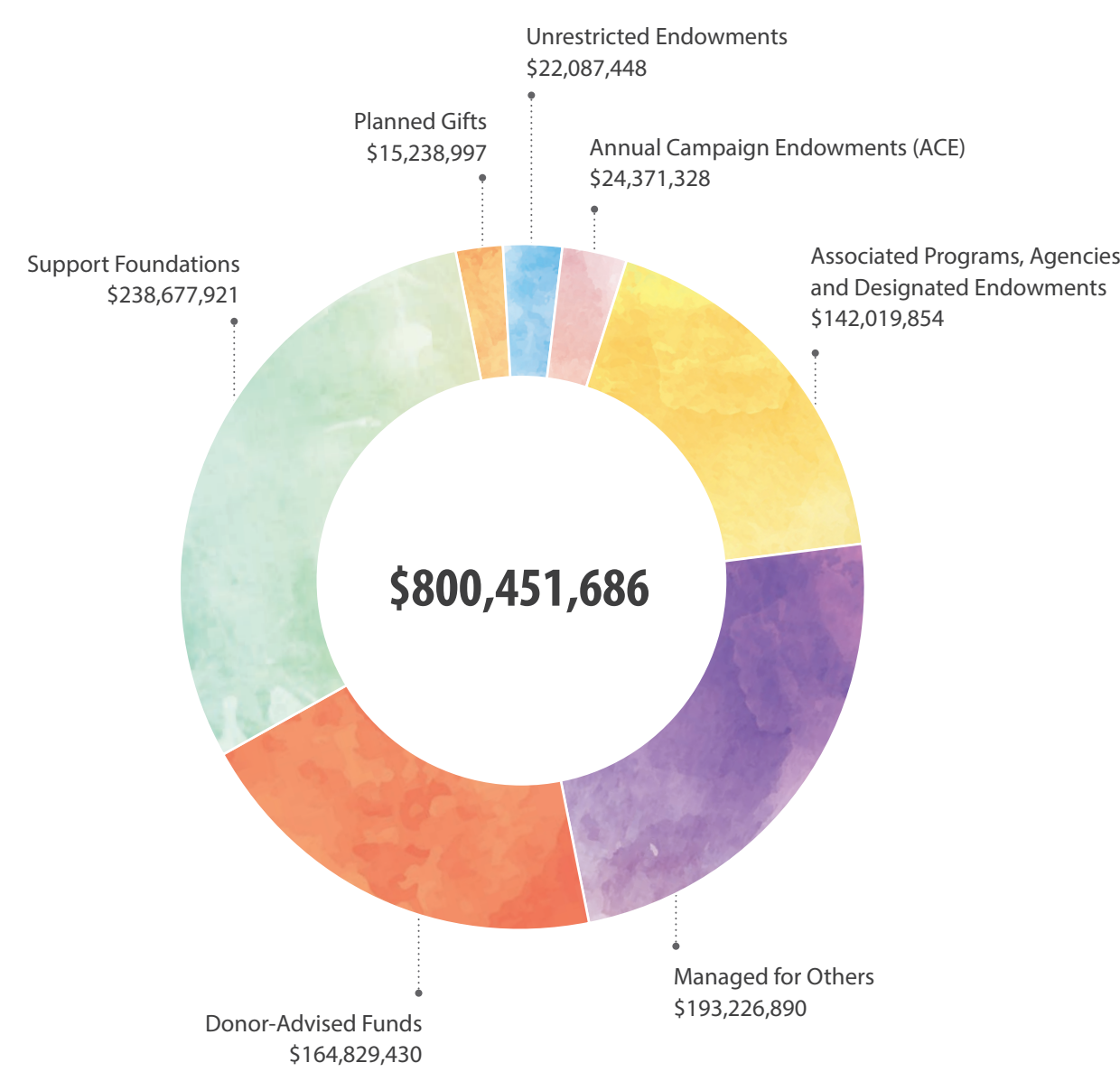
To ensure that we create a strong and vibrant Jewish community for generations to come, The Associated introduced a new LIFE & LEGACY™ program. By planning for tomorrow through legacy giving, we will ensure that resources will be available to assist those in need, allow our children and children’s children the opportunity to live meaningful Jewish lives and strengthen Jewish Baltimore for the next 100 years.

LIFE & LEGACY™ is a four-year partnership program with the Harold Grinspoon Foundation, which is providing financial incentives for this initiative.

Securing Our Future

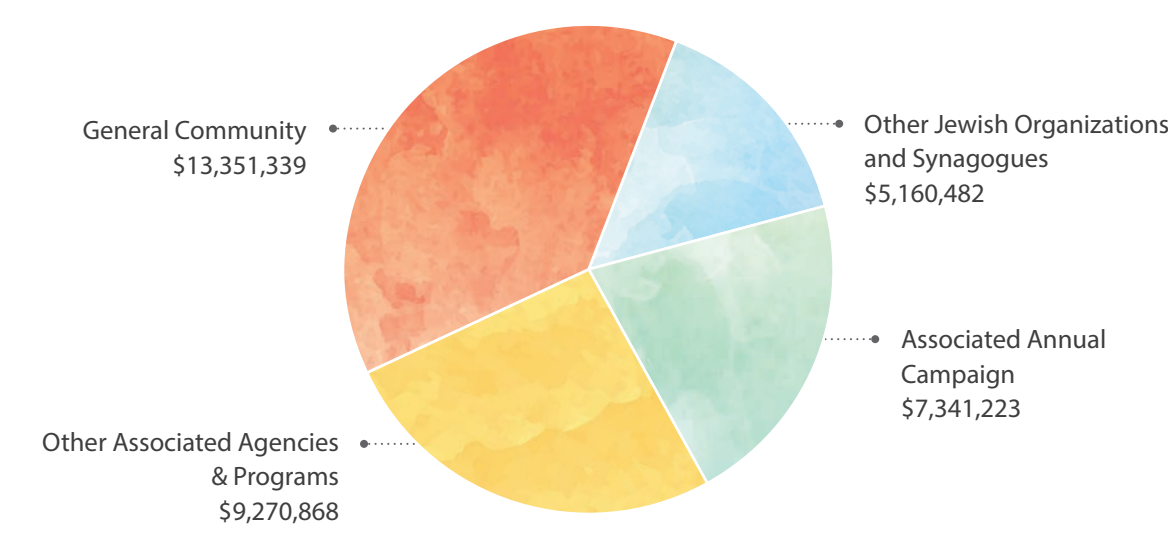
THE ASSOCIATED MAINTAINS ITS INVESTMENTS through its business arm, Associated Jewish Charities, and manages the Jewish Community Investment Fund (JCIF), a commingled investment fund for managing The Associated's endowments, foundations and donor-advised funds, as well as investments of numerous organizations and foundations throughout Baltimore.

COMMUNITY ASSETS UNDER MANAGEMENT*

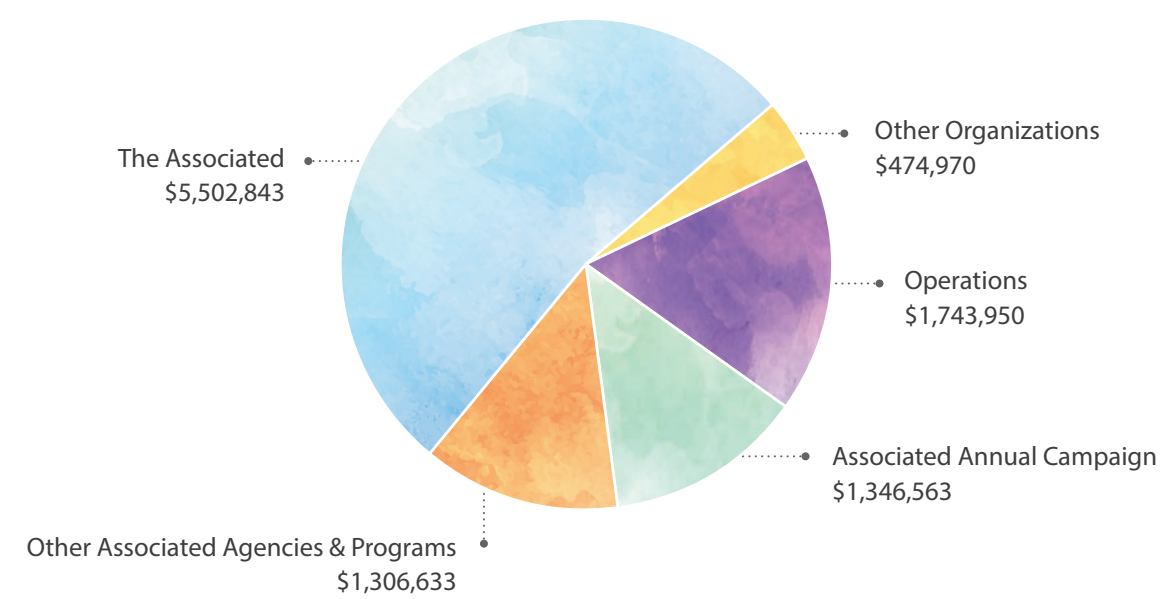


DISTRIBUTIONS AT A GLANCE*

IMPACT OF DONOR-ADVISED FUNDS' & SUPPORTING FOUNDATIONS' DISTRIBUTIONS
\$35 MILLION



IMPACT OF ENDOWMENT FUNDS DISTRIBUTIONS
\$10.37 MILLION



*As of June 30, 2019

*As of June 30, 2019

Impact of Philanthropy

THERE ARE MANY WAYS TO LEAVE A LEGACY to secure the future of our community. These four donors are partnering with The Associated to make an impact, both now and in the future, with their planned gifts.

Harel Turkel

Ensuring their children grow up understanding how fortunate they are and recognizing their obligation to help those in need is what galvanizes Harel and his wife, Randi, to support The Associated.

Harel has endowed a forever gift to The Associated to benefit future generations. He encourages his peers to do the same. "We shouldn't wait until our 50s and 60s to commit to an endowment. Do it while you're young," advises Harel. "It's the best gift you can give to your family and community."



Lowell R. Glazer

While most youngsters used the earnings from their paper routes for toys, snacks or pocket money, then 12-year-old Lowell Glazer saved his earnings in a *tzedakah* box.

"I really think that one thing about being Jewish is that you help not only other Jews, but the whole world. The Associated exemplifies these ideals." And help he will, now and forever, through the grants he recommends from his donor-advised fund.



Ronnie Glaser

"I'm really happy to be able to endow my gift," says Ronnie Glaser. "When someone is blessed with having more than they need and there are people who don't have what they need it's a good feeling to be able to help others."

Since making her first gift to The Associated Women's Campaign many years ago, Ronnie has served as Women's Campaign Chair, participated in The Associated-led missions and became a Lion of Judah.

Recently, Ronnie endowed her Lion of Judah gift through The Associated. This assures that her annual gift will benefit others in perpetuity. "I know my endowed gift will continue to support people here in Baltimore, throughout the world, and Israel—wherever it's needed."



Robert Keehn

Robert Keehn's father inspired him to be philanthropic. "My father was a toy wholesaler. When I went away to camp, every visiting day, he would bring a toy for every kid in the bunk. I witnessed his generosity and wanted to emulate him."

Robert knows the importance of leaving a legacy for future generations. He recently established a forever gift through The Associated's LIFE & LEGACY[™] program.

FY 2020

ALLOCATIONS TO ASSOCIATED PARTNERS

LOCAL

Baltimore City Partnerships Commission	\$20,000
Baltimore Hebrew Institute (BHI) at Towson	\$304,551
Baltimore Jewish Council (BJC)	\$802,367
BBYO	\$55,000
Center for Leadership	\$310,000
Comprehensive Housing Assistance, Inc. (CHAI)	\$836,709
CHANA	\$310,000
Edward A. Myerberg Center	\$206,068
Hebrew Burial Society (HBS)	\$1,000
Hebrew Free Loan (HFL)	\$19,860
Hillel-Goucher	\$120,000
Hillel-Johns Hopkins University	\$240,000
Hillel-Towson	\$216,000
Hillel-UMBC	\$160,500
Hillel-College Park (HCP)	\$250,000
Jewish Camping Initiative	\$35,000
Jewish Cemetery Association (JCA)	\$20,000

Jewish Community Center (JCC)	\$5,913,413
Jewish Community Services (JCS)	\$6,593,592
Financial Assistance	\$500,000
Jewish Day School Scholarships	\$3,330,000
Jewish Museum of Maryland (JMM)	\$444,205
Jewish Volunteer Connection	\$530,000
Macks Center for Jewish Education (CJE)	\$1,268,519
Jewish Education Enhancement Projects (JEEP)	\$110,500
PJ Library	\$130,000
Meals on Wheels	\$120,000
Miscellaneous Community Programs	\$31,000
Moishe House	\$55,000
Pearlstone Center	\$1,093,050
SHEMESH	\$380,000
TOTAL LOCAL ALLOCATIONS	\$24,406,334

ISRAEL AND OVERSEAS

The Jewish Agency for Israel (JAFI)	\$2,161,333
American Jewish Joint Distribution Committee (JDC)	\$1,080,667
Birthright Israel Fair Share Allocation	\$200,000
JDC Hunger	\$300,000
Maryland Israel Development Center (MIDC)	\$137,935
Insight Israel Forum	\$165,000
Global Responsibility	\$270,500
Baltimore Connections Strategy	
Baltimore-Ashkelon Partnership	\$712,000
Baltimore-Odessa Partnership	\$374,000
Shlichim	\$665,782
Other Baltimore Connections	\$147,082
Israel Education and Travel	
Israel & Overseas Travel	\$318,000
Israel Education	\$271,701
Community Fund Israel Experience (CJE)	\$118,000
Israel Advocacy (BJC)	\$90,000
TOTAL ISRAEL AND OVERSEAS	\$7,012,000

NATIONAL**

Jewish Federations of North America	\$810,000
Jewish Communal Service Association	\$2,200
JFNA Israel Action Network	\$36,007
Hillel (national)	\$40,000
Jewish Council on Public Affairs (JCPA)	\$10,000
70 Faces Media/JTA	\$20,000
BBYO	\$3,000
Network of Jewish Human Service Agencies	\$3,000
TOTAL NATIONAL ALLOCATIONS	\$924,207

**TOTAL FISCAL YEAR
2020 ALLOCATIONS
\$32,342,541***



Give With Confidence.
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**Primarily funded by The Associated's Annual Campaign*
*** National partners advocate and create programs on behalf of the Baltimore Community.*

Mission

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

Vision

The Associated will secure the resources necessary to address the evolving landscape of Jewish life, ensuring a vibrant community for future generations.

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ASSOCIATED LEADERSHIP

Debra S. Weinberg, *Chair of the Board*
Beth H. Goldsmith, *Chair-Elect*
Steven B. Fader, *Chair, Annual Campaign*
Ronald Attman, *Chair, Community Planning & Allocations*
Linda A. Hurwitz, *Chair, Philanthropic Planning & Services*
Harel Turkel, *Chair, Marketing*
Nina Rosenzweig, *Chair, Associated Women*
Ronnie Footlick, *Chair, Women's Campaign*
Robert Russel, *Chair, Audit*
Louis Thalheimer, *Secretary*
Fritzi K. Hallock, *Treasurer*
Marc B. Terrill, *President*

ASSOCIATED JEWISH CHARITIES LEADERSHIP

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Fritzi K. Hallock, *President-Elect*
Josh E. Fidler, *Vice President*
David Greenberg, *Treasurer*
Marc B. Terrill, *Secretary*
Robert C. Russel, *Chair, The Associated, Audit*
Fred Wolf, *Chair, Administration*
Lynn Sassin, *Vice Chair, Administration*
Ira H. Malis, *Chair, Investment Mgmt.*
Mark Renbaum, *Chair, Real Estate Mgmt.*
Robert A. Manekin, *Vice Chair, Real Estate Mgmt.*



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The Associated

Jewish Federation of Baltimore

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