

The Next Century Begins with You



*If I am not for myself,
who is for me?
But if I am (only) for myself,
what am I?
And if not now, when?*

Hillel, Ethics of the Fathers, 1:14

The Beginning of our Story:

Since 1920, The Associated and our network of agencies have been the cornerstone of building a vibrant community that cares for one another and inspires us to work together to create a world of good. The generosity, dedication and leadership of many before us have led our community through ordinary and extraordinary times.

As the story of Jewish Baltimore continues to unfold, so does The Associated's story.

Built on the foundations laid by those early leaders, we have created a strong, effective and efficient system of *tikkun olam* (repairing the world). Yet, without all of our participation, there is much at stake. If we do not continue to take care of our community now, our Jewish future will be far different in just one or two generations.

Our Challenge:

Today, many Jews are approaching Judaism differently than past generations. They are looking for deeper connection, meaning and inspiration in alternative ways. We are in an age of rapid technological change, mobility and choice, and the social and economic challenges are considerably different than even a decade ago. At this critical point in time, it is more important than ever for our community to have the long-term resources and strategies to adapt and meet the dynamic needs of Jewish Baltimore today and tomorrow.

We are privileged to be able to write the next chapter together. By giving to The Associated we continue to build on our ancestors' legacies and are making a lasting difference. We are ensuring that future generations have the same opportunity to live in a vibrant Jewish Baltimore.

**Be part of writing the next chapter of our Jewish
Baltimore and beyond.**

Past



Present



Future

YOUR GIFT

REFLECTS OUR CORE VALUES

Our community's future depends on our collective generosity. Every dollar given to The Associated is used to make a positive impact on people in Baltimore, Israel and around the world. We are committed **to providing for people in need, ensuring a vibrant Jewish future, supporting our global Jewish family, making a connection to Israel and mobilizing Jewish values into action.**

Several Jewish values guide The Associated's and its partners' work, including ***am echad*** (one people), ***tikkun olam*** (repairing the world), ***kavod*** (respect), ***chinuch*** (education), ***hizuk hakasher*** (engagement), ***chadashnut*** (innovation), and ***shituf peulah*** (collaboration), to make our experience as individuals, families and a community as meaningful, connected and caring as possible.

*Happy is he who
performs a good deed:
for he may tip the scales
for himself and the world.*

Talmud, Kiddushin



YOUR GIFT

PROVIDES FOR PEOPLE IN NEED

At the core of The Associated's mission is lifting up those living in vulnerable situations.

We ensure that all Jews have a place to turn when life gets difficult, when circumstances change or when health becomes a challenge.

The projections are striking. **The number of people in need continues to increase by thousands in our community.**

Even among the middle class, many

people are one illness or job loss away from spiraling into poverty. Added to this, government funding faces dire cuts, potentially affecting millions of poor, elderly and disabled people.

We must employ creativity, expertise and pragmatism to enhance current programs and design new solutions for added challenges.

Do not cast me off in old age; when my strength fails, do not forsake me!

Psalms 71:9



YOUR GIFT

BUILDS A VIBRANT JEWISH FUTURE & ENSURES JEWISH CONTINUITY

**The next generation of Jews
begins with the children of today.**

Young people in Jewish Baltimore are proud of their ancestry and are looking for ways to find meaning and make a difference. **Our challenge, however, is that only a small percentage say they feel it is very important to be part of the Jewish community.**

By connecting teenagers and young adults to leadership, volunteer, spiritual and educational opportunities, The Associated lays a

foundation for lifelong commitment to the Jewish community and to the values we hold dear. **Together we must create and sustain high-quality, impactful opportunities to attract our young adults, emerging leaders and families.** We must co-create programs that infuse Judaism and communal connection in a meaningful way in order to build a lifelong love of being Jewish. And, we must promote continued learning that links people to Jewish tradition, thought and heritage.

*As my ancestors planted for me before I was born, so
do I plant for those who will come after me.*

Talmud



*CREATES A GLOBAL
COMMUNITY & A
GROWING CONNECTION
TO ISRAEL*

Helping Jews in need at home
and abroad is our responsibility

**Our strength lies in our
perseverance – our survival relies
on our ability to sustain Jewish
life wherever we reside.**

All Jews are responsible for each other.

Talmud



YOUR GIFT

MOBILIZES JEWISH VALUES INTO ACTION

***Tikkun olam* (repairing the world) and *gemilut hasadim* (acts of loving-kindness) are deeply rooted Jewish values.** We are obligated to care for the community around us – where we live, work and play.

To turn our passion into action, The Associated offers thousands of volunteers the opportunity to address the needs facing our wider

Baltimore community. At the same time, there are a number of social issues around the world where we are making a tangible difference.

As we approach our centennial anniversary, The Associated must continue to create meaningful opportunities to improve our community in Baltimore and around the world.

Hillel said, “do not separate yourself from the community.”

Pirke Avot 2:5



YOUR GIFT

PROTECTS OUR FUTURE

With your support, The Associated will boldly continue to lead our Baltimore Jewish community and ensure that our people and places are strong and thriving.

What is your dream for the future?
What can we achieve together?
How can we make that dream a reality?

Those who preceded us are counting on us.
Those who succeed us are relying on us.

**Let's begin our next century together.
Give today.**

How You Can Give Your Gift

- Speak to an Associated development volunteer or professional.
- Give a monthly or one-time gift at associated.org/give or call 410-369-9300.
- Mail a check to: 101 W. Mt. Royal Avenue
Baltimore, MD 21201.
- Explore planned giving opportunities by calling 410-369-9288.



The Associated Agencies & Programs

Listing as of July 1, 2019

Funded by The Associated

**Baltimore Hebrew Institute
at Towson University**

410-704-7120
towson.edu/bhi

Baltimore Jewish Council

410-542-4850
baltjc.org

Center for Leadership

410-843-7560
associated.org/leadership

**CHAI: Comprehensive
Housing Assistance, Inc.**

410-500-5300
chaibaltimore.org

CHANA

410-234-0030
chanabaltimore.org

Edward A. Myerberg Center

410-358-6856
myerberg.org

**Hebrew Burial and
Social Services Society**

443-977-4500

**Hebrew Free
Loan Association**

410-843-7536
hebrewfreeloan.org

Hillel-Goucher College

410-337-6545
goucher.edu/hillel

**Hillel-Johns Hopkins
University**

410-516-0333
hopkinshillel.org

Hillel-Towson University

410-704-4671
towson.hillel.org

**Hillel-University of
Maryland Baltimore County**

410-455-1329
umbchillel.org

**Hillel-University of
Maryland College Park**

301-422-6200
hillelmd.org

Jewish Cemetery Association

410-486-8666

**Jewish Community Center
of Greater Baltimore**

Downtown JCC

410-559-3618
dbjcc.org

Rosenbloom Owings Mills

410-559-3500
jcc.org

Weinberg Park Heights

410-500-5900
jcc.org

Jewish Community Services

410-466-9200
jcsbalt.org

**Jewish Day School
Scholarship Fund**

410-727-4828

**Jewish Museum of
Maryland at the Herbert
Bearman Campus**

410-732-6400
jewishmuseummd.org

Jewish Volunteer Connection

410-843-7490
jvcbaltimore.org

**The Louise D. and
Morton J. Macks
Center for Jewish Education**

410-735-5000
cjebaltimore.org

**Maryland/Israel
Development Center**

410-767-0681
marylandisrael.org

Pearlstone

410-429-4400
pearlstonecenter.org

SHEMESH

410-843-7524
shemeshbaltimore.org

Primary National & International Partners

**American Jewish Joint
Distribution Committee**

212-687-6200
jdc.org

Jewish Agency for Israel

866-835-0430
jewishagency.org

**Jewish Federations
of North America**

212-284-6500
jewishfederations.org

World ORT

212-519-9839
ort.org

Constituent Partner Agencies

**Levindale Hebrew Geriatric
Center and Hospital***

410-601-2400
levindale.com

Sinai Hospital of Baltimore*

410-601-9000
lifebridgehealth.org

* Levindale Hebrew Geriatric Center and Hospital and Sinai Hospital are constituent partner agencies that do not receive an allocation from The Associated; however, they do receive funding from endowments managed by The Associated.

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.



Give With Confidence.

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