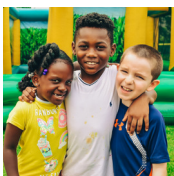




A CENTURY OF COMMUNITY





100 YEARS: A CENTURY OF CARING

This year, as we set out to launch our Centennial, none of us could have foreseen where we would be 12 months later. And yet, here we are in the middle of a pandemic that has wreaked havoc on the economic and physical health of our community and our world.

This is not the first time in our 100-year history that we faced unforeseen challenges. When we established The Associated in 1920, our founders had the foresight to create an organizational structure to address the concerns of the time, yet nimble enough to pivot as new priorities emerged.

Over the decades, the centralized organization that we built made it easier for us to respond to the unexpected changes in our world. From the 1929 stock market crash that led to the Great Depression to the housing crisis and the Great Recession – from the Holocaust to the support of Soviet Jews as they immigrated to our community – we adapted to help those who needed it most.

That has never been more apparent than this past March. As our entire system of agencies closed its doors, and when community

members stayed home, some losing their jobs and their livelihoods, we came together, creating solutions and providing funding to tackle financial difficulties, food insecurity, social isolation, a rise in the number of victims of abuse and more.

This year also brought to the forefront an awareness of the systemic racism in our country, following the deaths of George Floyd, Breonna Taylor and so many others. Once again, guided by our Jewish values, we continued our work with our partners to encourage dialogue and build a stronger community.

Throughout the decades, The Associated solved problems, created solutions and built a network of agencies and partnerships, with organizations like synagogues and day schools, and worked with dedicated leaders and donors who cared enough to make a difference.

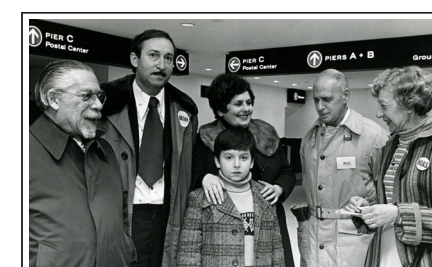
Although Jewish Baltimore may look different than it did in 1920, the underlying principles of a century ago remain relevant today. And, on behalf of our community, we thank you for guiding us and supporting us along the way.

Debra S. Weinberg
Chair of the Board 2018-2020

Beth H. Goldsmith
Chair of the Board 2020-2022

Marc B. Terrill
President





LOOKING BACK: BUILDING A RESILIENT, ENGAGED AND THRIVING COMMUNITY

From the very beginning, when the Federated Jewish Charities and United Hebrew Charities merged to form the Associated Jewish Charities, now The Associated: Jewish Federation of Baltimore, our organization was intertwined in the fabric of our community. Our story has been the story of the last century – responding to its tragedies and triumphs – while maintaining our focus of creating a secure and thriving Jewish Baltimore.

As our community grew, so did we. As the world changed, we changed with it, our work paralleling its seminal events.

Together we struggled and supported one another through the Great Depression; we fought the scourge of antisemitism; we cheered when Israel received its independence. We galvanized to help the Jews from the former Soviet Union escape persecution; we continuously created new programs to address the growing problems of the day, from domestic abuse to mental illness.

From the Holocaust survivor to the Soviet immigrant to the father who was laid off during the Great Recession, we were there to help them find employment, financial security

and hope. From the preschooler celebrating Shabbat in her classroom to the preteen playing gaga at Jewish camp to the family striding down Park Heights Avenue in a Walk for Israel, we provided meaningful ways to connect to Judaism and our Jewish heritage, while encouraging friendships that would last a lifetime.

Guided by our Jewish values of *tikkun olam* (repair the world) and *tzedakah* (justice), we always responded to our challenges, supporting our neighbors, our city and our world. Thanks to the men and women who led the charge, and

the community who stood by us for the past 100 years, we were able to help write Baltimore's Jewish history.

We are stronger because of what we built over the decades. Our resilience and the collective spirit of our system of agencies and our donors are in place so that we will be there now, and in the future, to tackle any challenges we face.

100 YEARS: BUILDING A STRONG JEWISH BALTIMORE

Although Jewish Baltimore in 2020 may look markedly different than 1920 — the core mission of The Associated — creating a thriving Jewish community — has never wavered. From caring for one another to shaping Jewish journeys, we have always allocated our resources to meet the urgent needs of the day.

This year, we continued to help those struggling, lifting them up and helping them become stronger. From the older adult who wanted to live safely and independently to the high school student struggling with mental illness to the child who simply needed extra help to overcome a learning difference, we were there for individuals who otherwise might be left behind.

Throughout our history, our commitment to Jewish life also has been a cornerstone of our work. This year, through our partnerships with local Jewish day schools, congregational schools, preschools and synagogues, as well as innovative, creative programming held outside traditional walls, we created meaningful Jewish experiences for an increasingly diverse Jewish Baltimore.

“When I got my depression under control, JCS helped me find a job. My resume needed a complete overhaul, and a career coach helped me showcase my strengths, prepare for my interview and navigate difficult questions. Today I am an assistant front manager at a local grocery store, and I told a friend, when I come into money, I want to give back with a big fat donation.”

Zina, Jewish Community Services client

HOW WE HELPED

Taking Care of Our Older Adults

CHAI ensured that low-income older adults remained safe and connected, as it responded to more than **1,000 calls** on its Intake Line, completed **804 repairs** and modifications on older adult homes and provided affordable senior housing to more than **1,600 residents**.



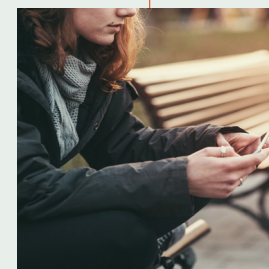
Preventing Risky Behaviors

In the first eight and a half months of the fiscal year, more than **3,940 children, teens and adults** participated in **148 face-to-face** prevention education programs through Jewish Community Services to help them gain the skills to safely navigate challenges to their physical, mental and emotional wellbeing.



Connecting Our College Students

The five area Hillels – University of Maryland, College Park, Goucher College, Towson University, Johns Hopkins University and UMBC – engaged more than **4,000 students** through community service, Israel programming, virtual Jewish education and Shabbat and holiday celebrations.



Expanding Disability Offerings

This year, SHEMESH brought its expertise to Jewish early childhood centers through a new initiative that provided on-site expertise and training for preschool teachers to help them better manage difficult behaviors. In total, SHEMESH supported **869 children** struggling with learning and behavioral differences in both early childhood and Jewish day schools.

Building Jewish Identity

In the six months prior to the coronavirus outbreak, close to **1,000 families** explored Jewish identity and found Jewish meaning in J Around Town events through the JCC. In addition, more than **4,000 children** received a Jewish book from PJ Library and PJ Our Way through the Macks Center for Jewish Education.

CORONAVIRUS: A GLOBAL PANDEMIC

In March, as the coronavirus spread to Baltimore, daily life changed. Fears about getting the deadly disease brought about quarantines and business closures.

Unemployment soared, causing financial insecurity. Social isolation brought about increased mental illness and domestic violence. Online schooling found parents balancing the difficult task of working from home while navigating their children's education.

Like we have for 100 years, we met the new challenges, successfully pivoting to put resources in place to help the community navigate this new reality. From increasing financial assistance for those who lost their jobs to developing creative virtual offerings to prevent social isolation — from introducing food initiatives to combat hunger to providing educational supports for our children — we brought hope to the tens of thousands who were struggling.



Supporting Educators and Students

As schools transitioned to distance education, we ensured seamless learning in this new virtual environment. The Macks Center for Jewish Education helped over **800 day, congregational and early childhood educators** transition online, while SHEMESH provided remote learning sessions for **close to 100% of its students**.



Preventing Social Isolation

With Baltimoreans quarantining in their homes, the JCC, Pearlstone, the Jewish Museum of Maryland and the Myerberg Center immediately revamped its offerings. Together, more than **10,000 participants** engaged in new virtual wellness, educational and arts and cultural programming to counter social isolation.



Providing Digital Support to Older Adults

The Myerberg Center's Tech-Knowledge Hub saw a **66% increase in usage**, as it helped older adults adjust to a digital lifestyle to stay connected and active during the pandemic.

HOW WE HELPED

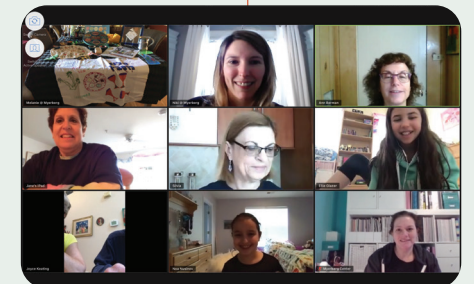
Offering Online Mental Health Services

To ensure the continuation of mental health services, Jewish Community Services shifted its in-person support groups and therapy sessions to online and telehealth models, holding **2,345 sessions** during this period.



Responding to Domestic Violence

In the first months of the pandemic, CHANA responded to **40% more crisis calls** and provided **25% more nights of shelter** to domestic violence victims. During this period, CHANA launched CHAT, one of the nation's first digital crisis response platforms.



GOING BEYOND OUR BORDERS: A COMMITMENT TO WORLDWIDE JEWS

Our Jewish story is linked to the wellbeing of Jews around the world, and this year was no exception. As global Jewish communities faced increasing antisemitism, and vulnerable Jews in Odessa, Ukraine, as well as countries such as Tunisia and Venezuela, faced deteriorating economic conditions, we worked with our overseas partners, the Jewish Agency for Israel and the American Jewish Joint Distribution Committee, to provide a lifeline.

In Israel, we committed resources to encourage self-sufficiency and we focused on building strong personal relationships through the Baltimore-Ashkelon Partnership. From the Partnership visit to Baltimore, led by Ashkelon’s Mayor Tomar Glam, to the *shinshinim* and *shlichim* (Israeli emissaries) in our schools and on campuses, we gained a greater understanding of Israeli life and forged unforgettable bonds and friendships.

At home, we also introduced a brand-new initiative, Insight Israel Forum, to educate Baltimore’s Jewish leaders about the complex issues of the Jewish state, providing a forum for candid discussion, honest reflection and diverse viewpoints.

“In terms of high-level buy-in and investment –
The Associated’s initiative [Insight Israel Forum] has been one
of the most robust and effective of its kind in the country.”

Melissa Weintraub, program participant and founder
and executive director of Resetting the Table



**Building Bonds Between
Israel and Baltimore**
Over **8,500 community members** connected with our **13 shinshinim** (Israeli emissaries) in schools, synagogues, youth movement meetings, leadership programs and more, forming life-long friendships and a love for Israel.



**Understanding
the Complicated
Narratives of Israel**
90% of the participants of Insight Israel Forum PODS (Personal Opinion Dialogue Seminars), said they learned something new about Israel, while **84% found that they discovered new skills** to analyze the complexities of the Jewish state.

HOW WE HELPED



**Overcoming
Economic Hardship**
In conjunction with our overseas partners, **126,000 Jews** in need in the former Soviet Union – including 110,000 elderly and 15,000 children – received vital food, medicine, winter relief, homecare and emergency support that helped them survive.



Bringing Jobs to Maryland
Thanks to the work of the Maryland/Israel Development Center, Israeli company RADA Technologies opened its U.S. subsidiary in Maryland, expecting to add **90, high-paying, high-tech jobs** in the state.

JEWISH VALUES AND SOCIAL JUSTICE: CREATING A STRONGER COMMUNITY

Rooted in the belief that we have a shared responsibility to *Tikkun Olam* (repair the world), our Jewish values have always guided our work. Not only do we recognize our commitment to care for our Jewish community, but we understand that we are inextricably linked to the success of the larger community in which we live.

In a year that made us aware of racial inequities, and in the wake of mass protests against police brutality, we recommitted to fighting the scourge of hate and educated ourselves about structural racism. We turned to our work building bridges between interracial, ethnic and religious groups, convening dialogues that focused on understanding and mutual respect, while beginning our work of training and discussing our biases as a prelude to dialogue.

And in a year in which the coronavirus only increased economic disparities, our volunteers, working with our local partners, provided meals and educational support, offering hope and a sense of a future for the vulnerable in our Baltimore community.

“We wanted to build bridges, yet we knew we had to begin by breaking down the barriers ... and after journeying together, we found that we have a lot of commonalities. We will be such a force as we work together.”

Tikvah Womack participated in CHAI’s “Community Conversations: Creating a Diverse Mosaic,” which brought together Orthodox Jews and Black women to build understanding and overcome misconceptions.



Addressing Antisemitism
This year, the Baltimore Jewish Council facilitated survivor’s speaking engagements, community observances and teacher trainings, reaching more than **7,500 people**, ensuring that the lessons of the Holocaust are not forgotten. We also created a community-wide roadmap for combating antisemitism.



Revitalizing Neighborhoods
32 neighborhood groups and elected officials, convened by CHAI, signed on to the Pimlico Community Compact, lifting the community’s voice in the redevelopment of Pimlico Race Course.

HOW WE HELPED

Fighting Food Insecurity During a Pandemic
During the first four months of the pandemic, Jewish Volunteer Connection collected **11,170 bagged lunches**, which were donated to local shelters as part of Bunches of Lunches, a partnership with Krieger Schechter Day School. Pearlstone also provided more than **5,000 healthy meals** to Baltimore City organizations.



Supporting Those in Need
Volunteers made close to **36,000 items for donation**, including food, hygiene kits and individualized gifts for children and adults as part of Jewish Volunteer Connection’s programs (Live With Purpose, VolunTeams and Annual Days of Service) and community partnerships with synagogues and day schools.



THE NEXT CHAPTER: WHAT TOMORROW HOLDS

As we embark on our second century, we are well-positioned to address the challenges and opportunities of an increasingly diverse community. Guided by the results of the 2020 Jewish Community Study, combined with the findings of a second study to learn the impact Covid-19 had on families, we are building a roadmap for a stronger tomorrow.



Jewish Baltimore is Becoming Increasingly Diverse

Our 2020 Community Study, the first in 10 years, revealed that we are changing — from where we live to what we look like to how we engage. In the past few decades, we have moved beyond Northwest Baltimore to communities throughout the metropolitan area. We are raising families that are increasingly diverse and constantly evolving, as we search for meaningful opportunities to participate in Jewish life.

With 21% of Jewish Baltimore identifying as Orthodox and 39% of Jewish adults in Baltimore considering themselves Secular or “Just Jewish,” we are creating multiple paths of engagement to inspire all who are interested in becoming involved in Jewish life discover a personal and meaningful Jewish journey.

In addition, with 8% of our community identifying as Jews of Color, 45% of married couples in Jewish households saying they are intermarried and 10% of Jewish households having someone who identifies as LGBTQ+, we are building a big tent to ensure that all have a voice in our Jewish community.



Our People are Our Strength

Throughout our 100-year history, our leaders guided us through good times and bad, providing the professional and personal expertise to help us carry out our vision.

This year, we launched Na’aleh: The Hub for Leadership Learning, a Centennial initiative to support these caring and committed individuals on their leadership journey. Na’aleh represents the coming together of three successful Jewish leadership programs – ACHARAI: The Shoshana S. Cardin Jewish Leadership Institute, The Darrell D. Friedman Institute for Professional Development and The Associated’s Center for Community Engagement and Leadership.

Through inspired programming, Na’aleh will support our dedicated leaders with the tools to develop new insights and innovative ways of thinking, as they share their collective wisdom to help us chart our future.



Caring for Our Older Adults

They were there for us all our lives – now we need to be there for them.

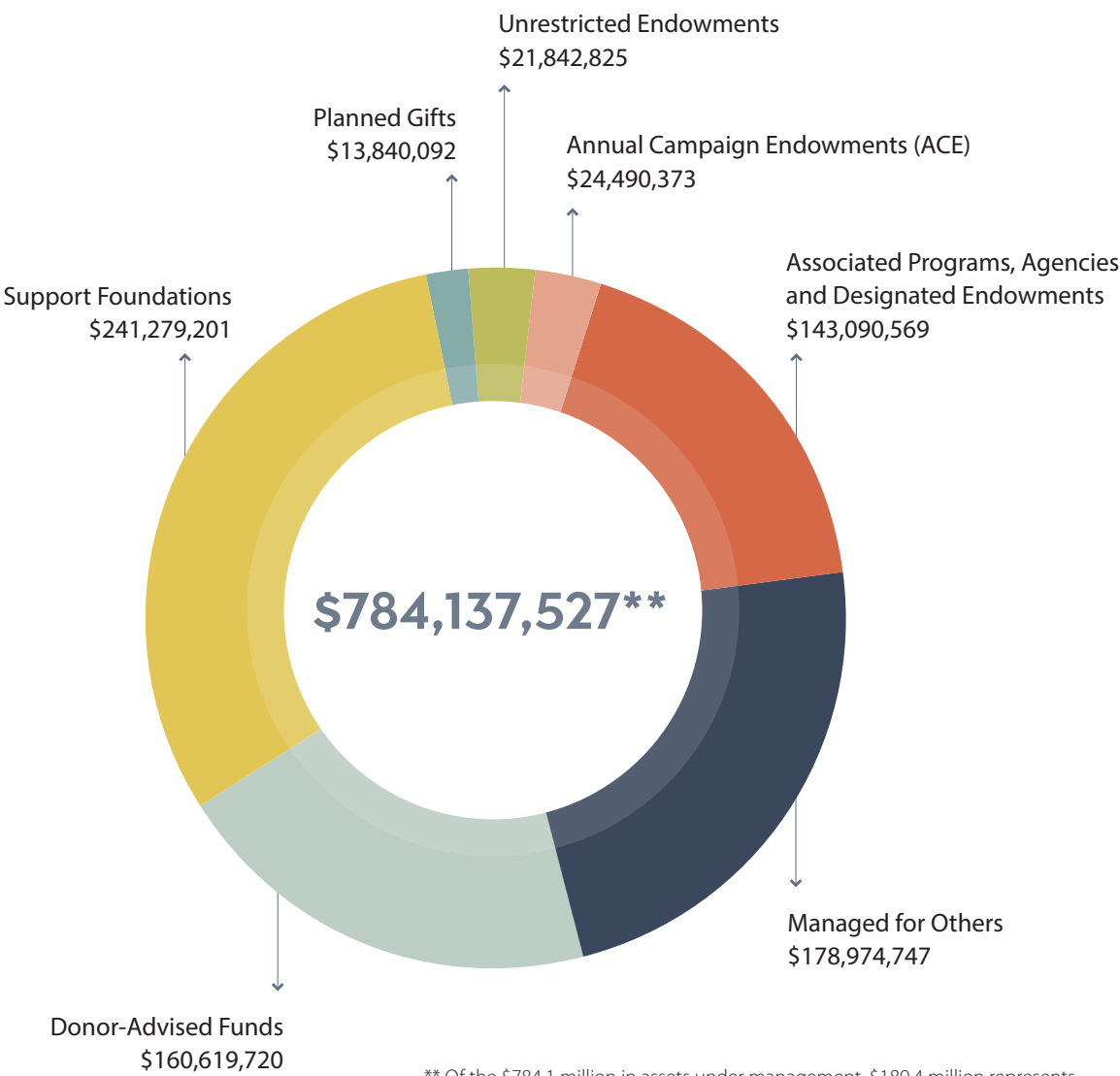
As our older adult population ages, we are committed to ensuring they enjoy safe, independent and connected lives.

As part of that effort, we will introduce a brand-new initiative, AgeWell Baltimore, that will provide easy access to critical resources, support services and programming in the community. Spearheaded by our agencies, CHAI, Jewish Community Services and CHANA, and generously supported by the Russel family, AgeWell Baltimore will feature a comprehensive and easy-to-navigate approach that will allow our parents and grandparents to live their best lives.

SECURING OUR FUTURE

The Associated maintains its investments through its business arm, Associated Jewish Charities, and manages the Jewish Community Investment Fund (JCIF), a diverse investment fund for managing The Associated’s endowments, foundations and donor-advised funds, as well as investments of numerous organizations and foundations throughout Baltimore.

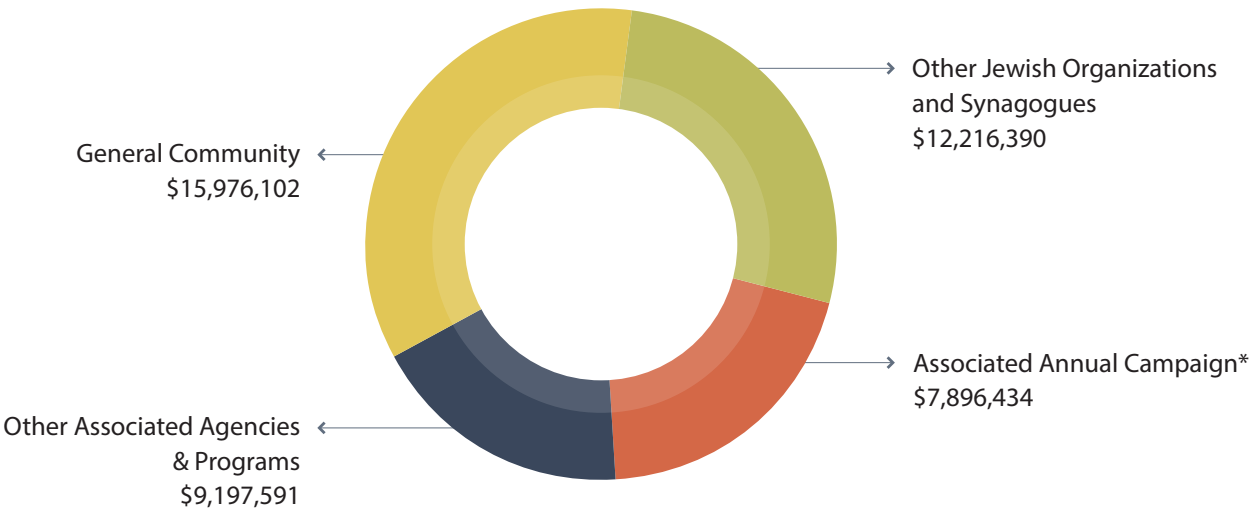
Community Assets Under Management*



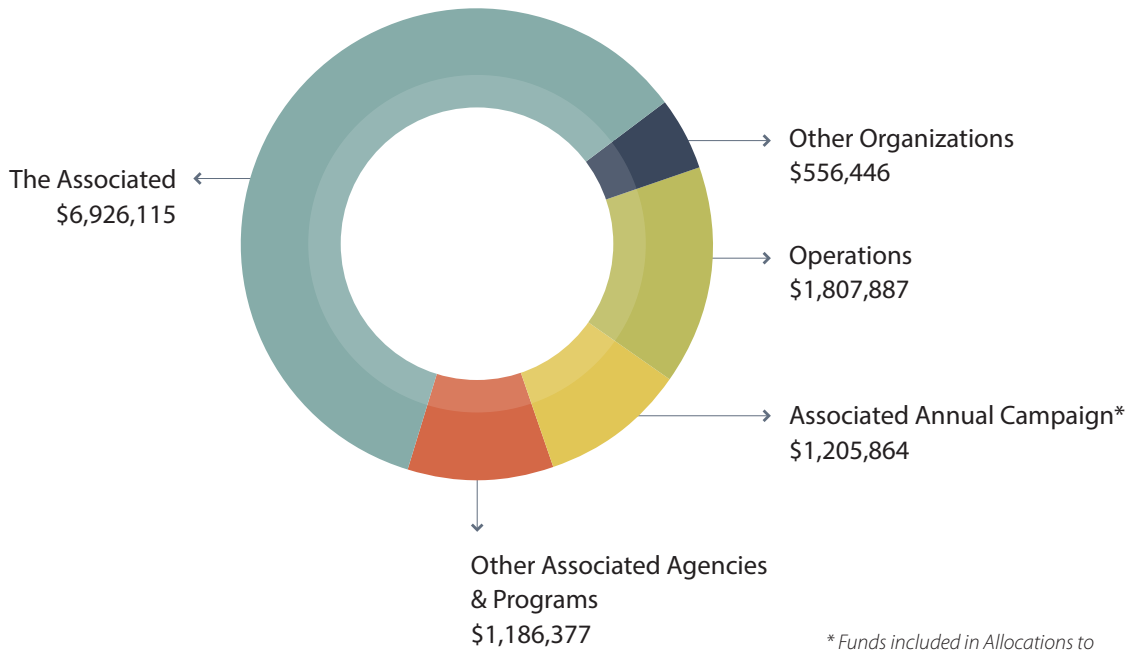
** Of the \$784.1 million in assets under management, \$189.4 million represents Associated-owned endowments that help fund agencies and programs, as shown on the distributions chart on the lower right. The \$401.9 million in Donor-Advised Funds and Support Foundations provide significant additional support, as shown on the distributions chart on the upper right.

Distributions at a Glance*

Impact of Donor-Advised Funds' & Supporting Foundations' Distributions \$45.2 Million



Impact of Endowment Funds Distributions \$10.37 Million



* Funds included in Allocations to The Associated on next page.

ALLOCATIONS TO ASSOCIATED PARTNERS

FY 2021

Local*

Baltimore City Partnerships Commission	\$20,000
Baltimore Hebrew Institute (BHI) at Towson	\$290,479
Baltimore Jewish Council (BJC)	\$757,955
BBYO	\$49,500
Comprehensive Housing Assistance, Inc. (CHAI)	\$778,420
CHANA	\$297,008
Edward A. Myerberg Center	\$267,912
Hebrew Burial Society (HBS)	\$1,000
Hebrew Free Loan (HFL)	\$20,006
Hillel-Goucher	\$108,000
Hillel-Johns Hopkins University	\$216,000
Hillel-Towson	\$194,400
Hillel-UMBC	\$144,450
Hillel-College Park (HCP)	\$225,000
Jewish Cemetery Association (JCA)	\$20,000
Jewish Community Center (JCC)	\$5,417,596
Jewish Community Services (JCS)	\$7,549,262
Jewish Day School Scholarships	\$3,000,000

Jewish Museum of Maryland (JMM)	\$393,981
Jewish Volunteer Connection (JVC)	\$514,653
Macks Center for Jewish Education (CJE)	\$1,055,686
Jewish Education Enhancement Projects (JEEP)	\$110,500
PJ Library	\$130,000
Meals on Wheels	\$120,000
Miscellaneous Community Programs	\$48,000
Moishe House	\$49,500
Na'aleh: Hub for Leadership Learning	\$228,377
Pearlstone	\$957,440
SHEMESH	\$345,501
TOTAL LOCAL ALLOCATIONS	\$23,310,626

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)	\$124,142
Insight Israel Forum	\$6,500
Global Responsibility	\$270,500
Baltimore Connections Strategy	
Baltimore-Ashkelon Partnership	\$640,000
Baltimore-Odesa Partnership	\$205,500
Shlichim	\$464,401
Other Baltimore Connections	\$162,000
Israel Education and Travel	
Israel & Overseas Travel	\$244,000
Israel Education	\$217,000
Emergency Grants	\$141,257
Community Fund Israel Experience (CJE)	\$118,000
Israel Advocacy (BJC)	\$81,000
TOTAL ISRAEL AND OVERSEAS	\$6,310,800

National**

Jewish Federations of North America	\$810,000
JPRO	\$5,000
JFNA Israel Action Network	\$36,000
Hillel (national)	\$36,000
Jewish Council on Public Affairs (JCPA)	\$9,000
70 Faces Media/JTA	\$18,000
BBYO	\$3,000
Network of Jewish Human Service Agencies	\$3,000
TOTAL NATIONAL ALLOCATIONS	\$920,000

**TOTAL FISCAL
YEAR 2021
ALLOCATIONS**

\$30,541,426*



Give with confidence. An organization you can trust.

The Associated consistently receives the highest 4-star rating from Charity Navigator for program efficiency and excellence. 90% of your donation goes to our programs and services.

* 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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