

The Next Century Begins with You



A CENTURY *of*
growth, change
& resilience

Past



The Beginning of our Story:

Since 1920, great things have happened in our community. For the past 100 years, The Associated and our network of agencies have been the cornerstone of building a vibrant community that cares for one another and inspires many 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 unfolds, so does the story of The Associated. This is the story of us – our family, our friends, our neighbors – all who have come before us, and all who will come after us.

Our Challenge:

Today we are at a crossroads. Many Jews are approaching Judaism differently than past generations.

They are looking for connection, meaning and inspiration. 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 juncture, it is more important than ever for the community to have the long-term resources and strategies to meet the dynamic needs of Jewish Baltimore in order to provide the warm, welcoming and caring community that has always set Baltimore apart.

Our Next Chapter:

Now is our opportunity to chart the course for the next 100 years, making history and a lasting difference. It is time to create our legacy and plan for tomorrow, so future generations will have the same opportunity to experience a vibrant Jewish Baltimore.

Present



Future





Help us write
the story for the next

100 YEARS of Jewish life in Baltimore and beyond.





The Next 100 Years

As we move towards a bold vision, The Associated, with your support, ideas and resources, will be able to meet the challenges and opportunities that we see and those we have yet to confront. A thriving Jewish community will be our greatest legacy.



Providing for People in Need

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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.

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The projections are striking. The number of people in need will increase by thousands in the next decades. We will employ creativity, expertise and pragmatism to enhance current programs and will need to design new solutions for added challenges.

In the next century, we must make sure that our commitment to aiding those in need is unwavering. We will always be there – for the issues of today and the evolving realities of a future we do not yet know.





Generosity Gala



Now




impactbaltimore

Baltimore, MD



1,114,015

...ancing the night away and celebrating my
...with some incredible people!
...more #BMoreGenerous




Ensuring 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 14 percent say they feel it is important to be part of the Jewish community.




By connecting teenagers and young adults to leadership, volunteerism, spiritual and educational opportunities, The Associated lays a foundation for a 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 with our young people 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.



Growing Connections to Israel


Israel is integral to our identity as a Jewish people. A strong connection and appreciation for Israel helps us maintain our Jewish identity and sense of community. Currently less than half of the Baltimore Jewish community feels that connection to our homeland.

We hope that every Jewish Baltimorean will have a powerful relationship with *Eretz Yisrael* (Land of Israel). Whether it is through travel to Tel Aviv, or by engaging in immersive Israel programs here in Baltimore, we will bridge the distance.









Mobilizing Jewish Values into Action

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

By turning 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 aspires to create meaningful opportunities to improve our community in Baltimore and around the world.

Securing our Future

The Associated's financial future
and the future of Jewish Baltimore
are forever linked.

Our resources must expand to meet evolving realities and forecasted changes. By growing our endowment and legacy funds, together, we will transform The Associated's financial sustainability, thereby ensuring our ability to nimbly respond to the needs of the Baltimore Jewish community.





Creating the Future Together

The Centennial Campaign is a historic opportunity. It is a once-in-a-lifetime milestone – one that offers a visionary roadmap for where our community will be tomorrow.

With this unprecedented campaign, you have the opportunity to make a statement about what is important to you – to leave your legacy and your family's legacy.

With your support you ensure that our best days are yet to come and The Associated can boldly continue to lead our Baltimore Jewish community for future generations.

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 proceed us are relying on us.

Together, we will make everything possible.





Local Agencies and Programs

Baltimore Hebrew Institute
at Towson University
410-704-7120
towson.edu/bhi

Baltimore Jewish Council
410-542-4850
baltjc.org

CHAI: Comprehensive Housing
Assistance, Inc.
410-500-5300
chaibaltimore.org

CHANA
410-234-0030
chanabaltimore.org

The Darrell D. Friedman Institute
for Professional Development at
the Weinberg Center
410-843-7560
thedfi.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
jcsbaltimore.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. & Morton J. Macks
Center For Jewish Education
410-735-5000
cjebaltimore.org

Maryland/Israel
Development Center
410-767-0681
marylandisrael.org

Pearlstone Center
410-429-4400
pearlstonecenter.org

SHEMESH
410-843-7524
shemeshbaltimore.org

Primary National and 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 Annual Campaign; however,
they do receive funding from endowments
managed by The Associated.