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A CENTURY of growth, change gresilience

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The First MEETING of the members of the ASSOCIATED JE WISH CHARITIES Sunday afternoon, Jan. Koth, 3 o'clock at 1112 Madison Ave. Ji3th Veteran Carpa Has





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.







Future





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The Next 100 Years

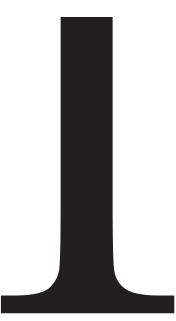
As we move towards a bold vision, The Associated, with your support, ideas and resources, will be able to meet the challenges and opportunities that we see and those we have yet to confront. A thriving Jewish community will be our greatest legacy.

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Providing 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 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.





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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 volunteerism, to leadership, 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 highquality, 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.

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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.



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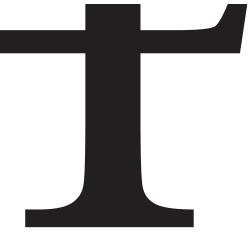
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Mobilizing Jewish Values into Action

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

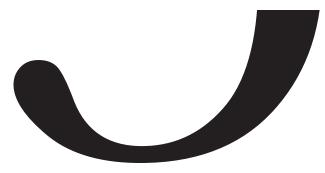


By turning our passion into action, The Associated offers thousands of volunteers the opportunity to address the needs facing our wider Baltimore community. At the same time, there are a number of social issues around the world where we are making a tangible difference. As we approach our centennial 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.



DOING

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.