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# A Century TOGETHER

5 POST-PANDEMIC TRENDS

BALTIMORE: A CITY OF NEIGHBORHOODS

BUILDING BRIDGES ACROSS COMMUNITIES







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# THE ASSOCIATED THEN <sup>AND</sup> NOW

Although the world may have changed, the mission of The Associated has stayed the same. For 100 years, the organization has taken care of those who are struggling, while striving for a more just world. Learn more about The Associated's Centennial at [associated.org/centennial](https://associated.org/centennial).

**1920**

A cup of coffee averaged \$.05 (\$.68 today), a loaf of bread was \$.07 (\$.96) and The Associated's first Annual Campaign had a goal of \$500,000 (or \$6.5 million in today's dollars).



**NOW**

A cup of coffee is \$2.70 (plus tip), bread averages \$2.07 and The Associated's Annual Campaign raises more than \$30 million to address the increasing needs of the community.



**1930**

During the Depression, coal heated many homes and buildings, and The Associated raised money so people wouldn't freeze.

**NOW**

Today's homes and businesses rely on gas and electricity, yet during COVID-19, many people couldn't pay those bills. The Associated provided assistance.



**1934**

Local children attended the Jewish Educational Alliance (JEA) Home Camp, held at their building on Baltimore Street. Here they enjoy the playground on the roof of the JEA building.



**NOW**

Children attend J Camp at the Rosenbloom Owings Mills and Weinberg Park Heights JCC, where they enjoy swimming, sports, arts and more.



**1949**

During one of the major fundraising days known as G-day, over 1,200 women went door-to-door asking for donations. Many more wanted to volunteer, but their husbands didn't agree to drive them to the meetup destination.

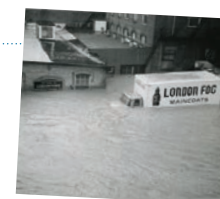
**NOW**

Today women play a vital role at The Associated. They are not only our dedicated volunteers, they lead the charge. The past three Chairs of the Board have been women, including the current Chair of the Board Beth Goldsmith.



**1972**

Hurricane Agnes devastated parts of Northwest Baltimore with some of the worst flooding ever seen in Baltimore at that time. The Associated Jewish Charities and Welfare Fund and the Jewish Family and Children's Service dispatched workers to disaster points to help families recover.



**NOW**

The Associated continues to be there for the Baltimore community when unexpected crises arise. This year, Associated professionals and volunteers provided meals for those facing food insecurity from the COVID-19 pandemic.





# POST-PANDEMIC TRENDS

In many ways, COVID-19 changed us, and some of the effects may last for years. Other concerns like climate change will dominate our conversations as our society looks for solutions.

Here are five trends that will define 2021 and beyond.

## OLDER ADULTS WILL OUTNUMBER CHILDREN

The older adult population is growing, and a study released by the U.S. Census Bureau two years ago found that by 2030, one in five residents will be at retirement age. By 2034, in fact, the older population will outnumber children under 18.

That means that the community must be committed to developing solutions for everything from independent and assisted living options to additional technology support — in order to make life easier for older adults.

As part of this effort, The Associated launched AgeWell Baltimore, a one-stop resource to help older adults live safe, healthy and meaningful lives. A collaboration between The Associated and its agencies, CHAI, CHANA and Jewish Community Services, AgeWell Baltimore will offer older adults and their caregivers resources that support independence and promote healthy aging.

Funded by the Russel family, AgeWell Baltimore includes an easy-to-navigate website featuring health and wellness resources and support services as well as volunteer and social opportunities. An AgeWell Specialist will help older adults connect to whatever they need.



## MENTAL HEALTH MUST BE ADDRESSED

Since the start of COVID-19, the world has seen an increase in the number of people struggling with their mental health. According to the Pew Research Center, roughly three out of every 14 U.S. adults are experiencing high levels of emotional distress since the pandemic, further demonstrated by increases in depression, substance abuse, post-traumatic stress disorder (PTSD) and re-entry anxiety.

With the demand for mental health services far

exceeding the availability of providers, the future depends on continued access and flexibility in how care is delivered as well as the way society approaches mental health as a whole. COVID-19 has illustrated that ensuring better health outcomes requires greater focus on mental wellness, prevention, attention to environmental factors and health inequities and integration of mental and physical health care. In addition, communities

must reduce barriers in accessing much-needed clinical treatment for mental health conditions.

The Associated's Jewish Community Services (JCS) is responding to these trends by building new prevention education and community programs. Topics include a focus on re-entry anxiety and the challenges faced by individuals and families struggling with substance use disorders.

Similarly, by rapidly initiating telehealth to safely provide needed services without interruption, JCS responded to the growing demand for access and flexibility in delivering mental health services. In tandem, JCS applied for a grant to provide technology to clients who would benefit from continuing telehealth post-pandemic and is monitoring telehealth regulations closely to inform implementation. This hybrid model of telehealth and in-person visits is designed to eliminate access barriers in mental health care, delivering services via video or in-person, as per clients' unique needs.



## THE WORLD WILL GO GREENER

As climate change becomes one of the most pressing concerns for our future, businesses are finding ways to reduce their carbon footprint. Sustainability is at the forefront of many organizations' missions, and The Associated made a conscious effort to go green more than a decade ago.

That decision aligns with The Associated's mission which is deeply rooted in Jewish values of *Tikkun Olam*, repairing the world. It drives the organization's commitment to be good stewards of the environment.

As part of these efforts, The Associated entered into an agreement at the end of 2020 to have a solar farm constructed on a warehouse complex in Baltimore

City. When operational this year, it will offset 50% of the electrical needs for the entire Associated system, which includes its headquarters on Mt. Royal Avenue, two Jewish Community Centers (JCC) and other owned buildings that house its many agencies.

The Associated also extended its sustainability efforts to the greater community. Its Green Loan Fund provides up to \$500,000 to other local nonprofits looking to improve their energy efficiency. And Pearlstone, an Associated agency committed to sustainability, is partnering with Neighborhood Sun to offer homeowners the opportunity to invest in solar without adding rooftop panels to their houses.





### ABUSE CASES WILL CONTINUE TO SURGE

In the past year, cases of domestic abuse soared. CHANA, an Associated agency that provides a Jewish response to people experiencing abuse, saw a 131% increase in client contacts.

At the same time, older adults who were abused, often by family members, felt they had nowhere to turn. Dependent on their abusers to take them to doctors' appointments or to make sure they had food and medicine, they kept quiet.

During the pandemic, CHANA's advocates worked around the clock to provide legal advice, counseling and safety measures to help individuals leave their abusers.

As the pandemic lifts, CHANA anticipates a surge in cases that will continue to be felt years to come.

With an eye to the future, CHANA introduced a live, online, secure and confidential CHAT for victims of abuse who cannot call for help or who are afraid that their calls are monitored. Finally, they are expanding their prevention education programming to make sure teens, young adults and older individuals recognize the signs before they become involved in an abusive relationship.



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### A NEED FOR MORE HUMAN CONNECTION

After more than a year in quarantine, many are feeling the need for connection more than ever. As individuals begin to venture out, they will reestablish community connections.

For some, this will be a slow transition. Yet, as time goes on, expect individuals to crave new opportunities as they strive to do more and meet new people.

Nothing builds community like volunteer work. Jewish Volunteer Connection\* (JVC) and its volunteers have been working throughout the pandemic to assist individuals inside and outside the Jewish community. As more people become vaccinated and are able to gather in groups, they will once again look for new ways to help others through hands-on service opportunities.

At the same time, for those with young children, there is a desire to meet

other families with similar interests. Connectors, a program of the Macks Center for Jewish Education\* (CJE), is designed to connect Jewish families in and around Baltimore. Connectors hold playdates, meetups, holiday celebrations and more to create community for local families — or even just parents — in their neighborhoods.

Since 1854, the JCC\* has been committed to forming connections between community members. During the pandemic, many JCC programs went virtual. While the JCC will continue enforcing strict health and safety policies, the staff are excited to welcome you back to its Park Heights and Owings Mills locations.

\* JVC, CJE and the JCC are Associated agencies.

■ Learn about our work at [associated.org](http://associated.org).





# BEAUTIFUL DAYS IN OUR NEIGHBORHOODS

For those of us who live in Charm City know that despite Baltimore's real challenges, there is so much to celebrate here.

A city of neighborhoods — each with its own unique history and distinct character — Baltimore is full of promise! And, The Associated: Jewish Federation of Baltimore is committed to its future.



## HISTORIC JONESTOWN:

### *A Bright Future*

#### **Jonestown is home to The Jewish Museum of Maryland's (JMM)**

campus, including Baltimore's oldest standing synagogues — the Lloyd Street Synagogue built in 1845 and B'nai Israel, which has had a continuous presence in the neighborhood since it was built in 1876. Baltimore's first Hebrew school, Talmud Torah, started in the Lloyd Street Synagogue's basement and the Jewish Educational Alliance (JEA) on nearby Baltimore Street was the progenitor of what would later become the Jewish Community Center (JCC).

"The deep Jewish communal roots of Jews in Jonestown provide a meaningful generational link that the JMM draws on its work within the neighborhood," says Solomon Davis, executive director of the museum, an agency of The Associated: Jewish Federation of Baltimore. "It's not only a connection to the past, it provides an opportunity to deepen Jewish engagement and community relations with residents, businesses and other community partners in the present."

When Davis's predecessor Marvin Pinkert came to the JMM eight years ago, there were plans for a museum expansion. But before the expansion, Pinkert felt it was necessary to become better acquainted with the surrounding community.

Pinkert attended meetings of the Jonestown Planning Council and Historic Jonestown, Inc. to get the lay of the land. He also recognized that it would be critical to collaborate with other neighborhood stakeholders.

In 2015, the JMM helped raise money for the Jonestown Vision Plan. As part of the fundraising campaign, they interviewed residents, business and religious leaders and cultural institutions, and prepared a plan for future expansion.

In recent years, Jonestown has seen significant growth and development. With the construction of the 60,000 square-foot Ronald McDonald House, the National Aquarium's new Animal Care and Rescue Center and the expansion of the Helping Up Mission in Jonestown, the neighborhood is enjoying a major

resurgence and drawing visitors from across the country.

Bob Gehman sits on the boards of Historic Jonestown, Inc. and the JMM. As executive director of Jonestown's Helping Up Mission, a faith-based addiction recovery agency, he sees the importance of ensuring the health and growth of both organizations. "It's in the interest of Helping Up and the JMM that Jonestown is safe and clean," says Gehman.

He adds that men at Helping Up Mission, who are all in "spiritual recovery" from addiction, benefit from visiting the museum. "We take regular tours to expose them to community life and to broaden their perspectives. While we're Christian and the museum is Jewish, we want them to be thinking of how other people practice their religion and live their lives. The idea of being good neighbors and appreciating different faiths and cultures contributes to our work. We have every reason to be positive about Historic Jonestown."



## PARK HEIGHTS AND PIKESVILLE:

### *Expanded Service Area*

**In the mid-20th century, many Jews settled in Park Heights.** The Associated founded CHAI in 1984, with the mission of providing safe and affordable housing for older adults; promoting home ownership, and strengthening the Northwest Baltimore neighborhoods of Glen, Fallstaff, Cross Country, Cheswolde and Mount Washington.

“Over time, we’ve extended our work into neighboring communities like Central Park Heights and Pikesville,” says CHAI CEO Lisa Budlow.

In Central Park Heights, CHAI works in partnership with Park Heights Renaissance (PHR), a nonprofit community development organization that represents the area’s residents, businesses, schools and social service agencies with the goal of making Central Park Heights a great place to live and work.

A prime example is in the realm of

housing development, Budlow says. “We partnered with PHR to open the Jean Yarbrough Renaissance Gardens in 2014, and we own and operate Weinberg Place (formerly Concord House) across the street from Sinai Hospital. Both buildings are affordable, HUD-funded housing for seniors 62 and older.”

In addition, says Budlow, “We just received an award from HUD to build a new senior housing project in Central Park Heights and a 63-unit multi-family housing project.” CHAI is also working on a program to renovate vacant homes to be sold for homeownership.

CHAI, LifeBridge Health and PHR are all founding members of the Northwest Baltimore Partnership, an organization created to “implement housing-related strategies that positively impact residents,” says Yolanda Jiggetts, executive director of PHR. “Partnerships such as PHR and



CHAI set the example of what can be accomplished when we align towards shared goals.”

Situated just north of Park Heights, Pikesville also benefits from CHAI’s efforts.

“Pikesville’s needs are like Park Heights’ — housing, additional recreational facilities, safety and green space,” says Budlow. CHAI hired a dedicated staff person to work with the community’s schools and neighborhood associations and has brought its popular home repair programs to Pikesville’s older adults.



## PIMLICO REDEVELOPMENT PROJECT:

### *A Boon for All of Park Heights*

**In the fall of 2019, The Stronach Group** — which owns Pimlico and Laurel Park racetracks — struck a deal with the city of Baltimore. The Pimlico Redevelopment Project would keep the Preakness Stakes in Baltimore, where it has been for 145 years. The act would also enable the redevelopment of the racetrack and the surrounding area.

“What happens with Pimlico is so important for all of Northwest Baltimore,” says Howard Libit, executive director of the Baltimore Jewish Council (BJC). This deal offers the opportunity to encourage development all around Park Heights and makes it a draw for the community.”

The legislation turns over 50 acres of land to private developers for the construction of residential and commercial buildings in the Pimlico neighborhood. Pimlico’s infield would be used for multiple

purposes including, athletic fields, farmer’s markets, concerts and festivals. It is estimated that the project will create as many as 1,500 new jobs.

CHAI and partners PHR and LifeBridge Health played an important role in convening neighborhood associations to support the legislation says Budlow. “There has been this imaginary line between the neighborhoods on either side of Northern Parkway. We’re trying to erase that line. Support for the Pimlico Redevelopment [Plan] has been one discussion.”

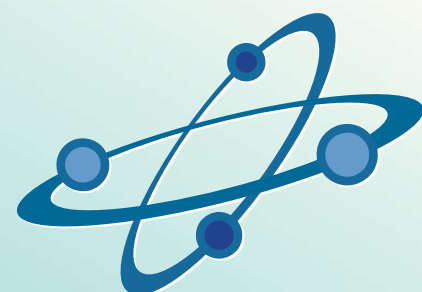
Adds Libit: “What happens in any part of Park Heights impacts all of Park Heights. We’re working with CHAI to get neighbors to dialogue and to break down barriers.”

■ Learn about some of our neighborhood work at [chaibaltimore.org](https://chaibaltimore.org).






# BUILDING OUR FUTURE TOGETHER



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# LESSONS IN HATE: COMBATTING ANTISEMITISM

**ELLIE HOLLIN, A SENIOR** at The John Carroll School, knew a lot about the Holocaust from her social studies classes and a class trip to the United States Holocaust Memorial Museum. But nothing left an impression on her quite like hearing directly from survivors at her school's annual *Lessons of the Shoah* (Holocaust) program, held each year around Holocaust Remembrance Day.

The personal accounts from Holocaust survivors and their children made the stories Ellie had heard come to life, and inspired her to be more empathetic.

"Sometimes the sheer number of people dead or who escaped from events like the Holocaust can be difficult to process, but when you put a face to the event, it becomes a lot more personal and touching," she says. "The program gave me personal knowledge and called for personal responsibility."

The day also reframed history for her — she was shocked to learn that genocide was still occurring in parts of the world and that it wasn't a closed chapter of the past.

The program, which brings hundreds of students from all over Maryland to The John Carroll School, a Catholic school in Harford County, and the school's annual Holocaust Remembrance Day, are just two of the numerous efforts of The Associated: Jewish Federation of Baltimore to spread Holocaust awareness and combat antisemitism.

But on the heels of deadly shootings at synagogues and prominent public displays of antisemitism and white supremacy, from Charlottesville to this year's attack on the Capitol, the Baltimore Jewish Council (BJC), an agency of The Associated, is elevating the work of fighting antisemitism.

"There have been a number of national incidents that really focused our attention," says Howard Libit, executive director of the BJC. "But in our day-to-day lives, I regularly hear reports of swastikas found spray-painted on neighborhood signs, or comments made on social media against Jewish leaders or Jewish journalists."

The Anti-Defamation League, a leading anti-hate organization, recorded 2,107

antisemitic incidents in the United States in 2019, the highest number on record since the organization began tracking such incidents in 1979.

These troubling incidents and statistics, combined with growing gaps in Americans' knowledge about the Holocaust, inspired the BJC and The Associated to convene a group of Jewish community leaders to form the Baltimore Jewish Community Task Force on Antisemitism.

The recommendations include training for law enforcement, enhanced Holocaust education in schools, interfaith community activities and developing a system for local institutions and community members to report antisemitic incidents.

"We're not saying we need to start fighting antisemitism now, we've always been trying to combat it," says Emily Goodman, director of Holocaust and countering antisemitism programming at the BJC. "Now it's becoming more pressing,



unfortunately, as we see antisemitism on the rise."

Goodman is working with The Associated and other community organizations to develop a training curriculum for chief diversity officers at all kinds of institutions — from schools to government agencies to corporations — to help them identify antisemitism and respond to it.

These redoubled efforts build on years of educational and advocacy work from The Associated and its agencies — from lobbying in Annapolis for stronger hate crime laws or more robust Holocaust education requirements to programming for teachers and students.

Two such programs, which date back nearly 20 years, are the summer and winter teachers' institutes, co-sponsored by the Jewish Museum of Maryland (JMM) and the BJC. The two-day programs allow Maryland teachers to learn best practices for teaching about the Holocaust and genocide while increasing their own knowledge of the Holocaust. Past themes include women and the Holocaust, propaganda, and rescue and resistance.

The institutes, which are usually attended by about 40 teachers, include

**As time marches further from World War II, this work becomes even more crucial as awareness drops. Two-thirds of American millennials can't identify Auschwitz, one of the most infamous Nazi concentration camps, according to a 2018 report from the Conference on Jewish Material Claims Against Germany. The same report found that 22% of millennials either hadn't heard of the Holocaust or were not sure if they had.**

visits to sites such as the Holocaust Museum in Washington, D.C., or the Museum of Jewish Heritage in New York.

Ilene Dackman-Alon, education director at the JMM, says it's important for teachers to be armed with knowledge to be able to help their students connect with history.

"We need to teach kids how to stand up — there were too many people during the

Holocaust that couldn't stand up," she said. "Teachers can teach younger children how to be upstanders in a developmentally appropriate way just the same as they can high schoolers."

Louise Géczy, coordinator of external Holocaust programs at The John Carroll School, is one of the driving forces behind the school's *Lessons of the Shoah* program and annual Holocaust Remembrance Day. She worries about what will happen when there are no longer any survivors around to tell their stories.

"I've been teaching since the late '60s, and there's nothing I've ever taught that's had a greater impact on students than the Holocaust," she says.

In 2019, the last time both programs were held in-person due to the COVID-19 pandemic, Géczy was able to bring 24 survivors or children of survivors to the school for Holocaust Remembrance Day. She recalls a survivor telling students about hearing his mother being murdered and another showing students the number tattooed on her forearm from Auschwitz.

For *Lessons of the Shoah*, students attended workshops where they discussed topics such as the psychology of hatred and perpetrators of the Holocaust. The mix of students from public and private schools also get a chance to have lunch with survivors and each other.

"The whole idea is to raise awareness, not just about the Holocaust, but about what happens when hatred and divisiveness are allowed to drive people's actions, as opposed to finding ways to come together," she says. "The goal is to convey to students that they can be upstanders."

Visit [baltjc.org](https://baltjc.org) to learn more about the programs.







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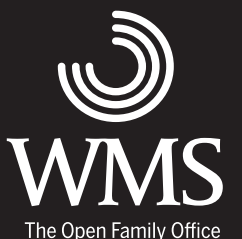
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# A Century *of* Change

**F**rom the very beginning, The Associated: Jewish Federation of Baltimore, formerly the Associated Jewish Charities, has been intertwined in the fabric of the community. Its story has been the story of the last century — responding to its tragedies and triumphs.

As the community grew, so did The Associated. As the world changed, The Associated changed with it. From the Great Depression to the Great Recession, The Associated made sure that the community had the resources they needed to succeed.

At the same time, it stood against discriminatory practices at home and abroad. And through it all, the organization recognized that its ability to do good was intertwined in the success of the greater Baltimore community — thriving only if the city was flourishing as well.



**1920**

The Federated Jewish Charities and the United Hebrew Charities merged to form the Associated Jewish Charities (AJC).

**1924**

The AJC's second fundraising campaign, "You Give, They Live," had a goal of more than \$610,000, equivalent to more than \$7.8 million today. It would support 19 organizations.

**1931**

Baltimore was in the throes of the Depression when AJC launched "Justice Not Charity," raising \$627,000, or more than \$8 million in today's dollars, in one week to help those struggling.

**1937**

With the rise of antisemitism in Europe, Jewish families fled. The AJC helped them start over with financial support, job placement assistance and social services.

**1949**

The Women's Division began G-Day, an annual citywide, door-to-door solicitation for the Annual Campaign.

**1951**

The Jewish Educational Alliance (JEA), Camp Woodlands and the YM & YWHA merged to form the JCC.

**1953**

Camp Milldale opened in Stevenson at Stevenson and Keyser Roads.

**1960**

The JCC opened a new building on Park Heights Avenue.

The Jewish Historical Society of Maryland was formed to buy and restore Lloyd Street Synagogue, the third oldest standing synagogue in the United States.

**IN THE BEGINNING**

In the early 20th century, East Baltimore served as the hub of Jewish life. Many newly-arrived immigrants and their families settled in the neighborhoods bordered by the Jones Falls River, Patterson Park, Orleans Street and Eastern Avenue — part of a bustling community anchored with small kosher grocery stores, markets and synagogues.

In 1920, The Associated Jewish Charities was born, a merger of the German Jewish Federated Jewish Charities and the Eastern European United Hebrew Charities. The new organization was charged with providing for the entire Jewish community, with the ability to adapt quickly to new and pressing needs.

On November 14, The Associated launched its first campaign with a dinner at the Lyric and a fundraising goal of \$500,000, or approximately \$6.5 million in today's dollars. This campaign, one of the first of many, would enable the organization to serve as a lifeline to these new immigrants, providing financial assistance and employment skills, even English classes, to help the new Americans integrate into their new land.

When the Great Depression hit Baltimore, unemployment soared and small business owners struggled to survive. In 1930 alone, it was estimated that 77 percent of the people who came

to the Jewish Social Service Bureau had never asked for help before. The organization provided shelter, clothing and food as well as vocational advice and training. Meanwhile, the Hebrew Free Loan Association (HFLA) offered interest-free loans to help families pay their bills.

**DARK DAYS IN EUROPE**

The Depression wasn't the only thing weighing on the minds of Jewish Baltimoreans during the 1930s. Antisemitism was spreading in Europe, and many Baltimoreans had family and friends desperate to emigrate.

The Hebrew Immigrant Aid Society (HIAS), an Associated agency, worked 24/7 to locate relatives, handle applications for citizenship papers, interpret immigration laws and bring over as many people as possible, despite the quotas.

In 1939, as antisemitism spread in this country as well, the Baltimore Jewish Council (BJC) formed. Over the years, this Associated agency would fight discriminatory practices, that ranged from banning Jews from public swimming



**The first fundraising campaign had a goal of \$500,000, or approximately \$6.5 million in today's dollars. The money raised would provide a lifeline to Jewish Baltimore.**



pools to quotas in medical schools.

In 1948, Israel gained its independence, and many Holocaust survivors began to emigrate to the new country. Baltimoreans raised money to support the hundreds of thousands of Jewish refugees relocating to Israel from the DP (displaced person) camps.

**BUILDING A COMMUNITY**

Despite the hardships shaped by world events, the community still found time to relax. Friendships formed over basketball games and love bloomed at dances held by the YM & YWHA (Young Men's and Young Women's Hebrew Association) located on West Monument Street. Friends and neighbors flocked to the Jewish Educational Alliance (JEA) for sports, drama and classes. The JEA later merged with the YM & YWHA to become the JCC.

To escape the summer heat, JEA Camp brought children by streetcar to Clifton

Park for swimming, ball games and picnics. Over the years, camp became a summer tradition for generations of children.

**THE CHANGING ROLE OF WOMEN**

In 1949, 1,200 women fanned out across Baltimore, driven by male volunteer chauffeurs, to knock on doors and raise money for The Associated. In one day, they succeeded in raising \$45,000 for G-Day, which would become an annual tradition.

Yet, as Baltimore entered the '60s, the world was changing, and women demanded more of a voice. As women's roles in the workforce changed, The Associated became a place where they could connect and network. The Young Matrons Committee gave way to the Business and Professional Council, which transitioned into the Young Women's Leadership Council. Women's voices were heard on community issues,





## 1969

The AJC and the Jewish Welfare Fund of Baltimore merged, becoming The Associated: Jewish Community Federation of Baltimore.

Concord House, a 231-unit residence for low-income seniors opened, one of the first facilities built for low-income seniors.

## 1978

The JCC opened in Owings Mills.

## 1980

The Baltimore Jewish Council dedicated the Holocaust Memorial in downtown Baltimore.

The Associated moved to its current headquarters at 101 West Mt. Royal Avenue.

## 1987

On Sunday, December 6, 250,000 gathered on the Mall in Washington, D.C. to advocate for the release of Soviet Jews.

## 1995

CHANA was established by the Women's Division as a Jewish response to domestic abuse.

## 2008

The economic downturn from the Great Recession hit the community hard. Jewish Community Services disbursed millions in financial assistance.

## 2018

The shooting at the Tree of Life Synagogue in Pittsburgh brought antisemitism in this country to the forefront. The Associated held an Antisemitism Summit and created an Antisemitism Task Force to address this issue.

## 2020

The Associated celebrated 100 years of helping the community.

In March, the pandemic hit and The Associated and its agencies tackled critical needs in Baltimore, like food insecurity and mental and financial wellbeing.



with the Women's Division establishing CHANA, the only Baltimore Jewish organization to address domestic violence.

### THE FIGHT FOR FREEDOM

"Let my people go" became the rallying cry for Soviet Jews from the 1970s to early 1990s. As they faced increasing discrimination, The Associated advocated for their release.

In 1971, between 1,200 and 1,500 Baltimoreans marched from Mt. Vernon Place to Hopkins to protest the treatment of Soviet Jews. This march would be replicated in a big way on December 6, 1987, when an estimated 250,000 participants gathered on the National Mall in Washington, D.C. in solidarity of Soviet Jews. The Associated provided funds so thousands of Baltimoreans could attend.

### A NEW CENTURY

As the world changed, The Associated stayed true to its mission of helping others.

In fact, following the stock market crash



in 2008, Jewish Community Services provided millions in financial assistance to help families meet basic needs and prevent foreclosure.

And, this past year, when the pandemic forced business closures and brought hardship to many, The Associated quickly pivoted to address the community's financial and mental wellbeing. At the same time, it continued its efforts to bridge the gap between ethnic, racial and religious groups (see page 32) and build strong neighborhoods (see page 12).

Learn more at [associated.org](https://associated.org).



# Thank you for a Century of making a difference.



For 100 years, in innumerable ways, The Associated has made a profound difference in the lives of people throughout our community. As a proud supporter of The Associated, the Len Stoler Family congratulates you on reaching this milestone of extraordinary service.

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Barbara Scott

# Building Bridges

**B**arbara Scott, a former federal employee and business owner, has lived in Baltimore most of her life. As past president of her neighborhood association and board member for several other local organizations, Scott, 82, has always had an interest in “knowing everyone” and embracing differences.

So, when she was approached eight years ago to participate in Diversity Dialogue, a program of CHAI’s Northwest Neighbors Connecting village, she was eager to be a part of this diverse group. CHAI, part of The Associated: Jewish Federation of Baltimore system, works to strengthen northwest Baltimore neighborhoods.

“Prior to becoming a member of the Diversity Dialogue group, I was a co-worker and friend of many Jewish people. But it’s been through my participation in this program over the years that I have learned more about the Jewish faith, Jewish holidays and overall achievements by Jewish people,” Scott says.

Each month, the group of largely Jewish and Black women meets to discuss a wide range of topics that allow people to engage in open and honest conversation. The outbreak of the COVID-19 pandemic this past spring did not deter this group from getting together.

When the CHAI building closed, the group leaders, Rev. Arnold Howard and Susan Russell,

quickly alerted members that discussions would initially be held via email, eventually moving to Zoom. Online topics included inspirational women, the 2020 Presidential election, the Black Lives Matter movement, antisemitism and housing segregation.

“During some of our in-person sessions, we have exchanged the injustices and hate acts toward African American and Jewish people,” says Scott. “We have learned that we are not very different after all. We have shared interests, values and perspectives.”

Scott says that talking and learning from one another is necessary in order to break down cultural barriers and misconceptions.

Shoshana Harris couldn’t agree more. At age 77, Harris has lived a full life heavily immersed in the Baltimore Jewish community. She regularly attends services at her synagogue, sings in the synagogue choir and participates in exercise classes and other programs at the Edward A. Myerberg Center.

Harris readily admits that she has lived a sheltered life within her own Jewish community, so when the opportunity presented itself more than six years ago to participate in the Diversity Dialogue program, she jumped at the chance to expand her horizons.

“I thought it would be a great opportunity



to do some growing beyond my own community,” Harris says. “That has definitely happened...far from anything I could have imagined. I attend the meetings as a listener and learner. It’s been really great and eye-opening to share experiences with members of both the African American and Jewish communities.”

Harris says that hearing first-hand from group members about their experiences of racism and segregation has “impelled her to consider new ways to look at community problems.”

“We cannot solve all of the problems that have been around for way too long,” she adds. “But we can begin to take action by listening, learning and sensitizing ourselves to some harsh realities.”

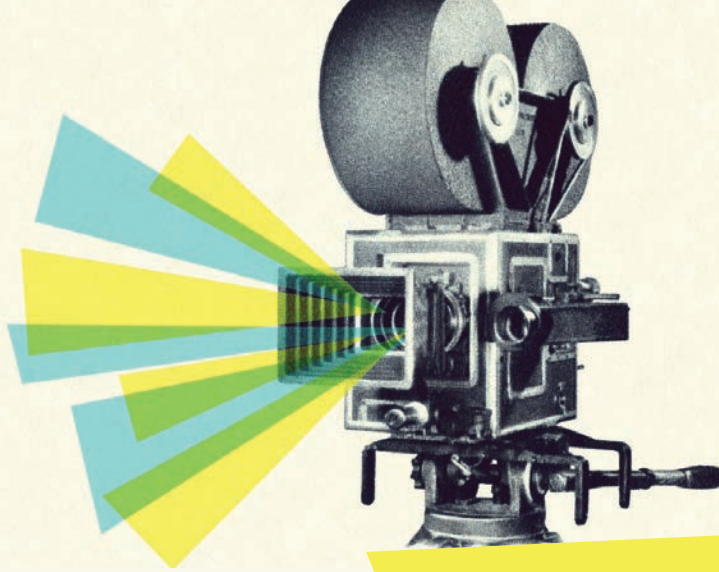
“Over the years, we have attended theaters, museums, restaurants and even birthday parties together. I appreciate my friendships with both the Jewish and African American members,” Harris says.

Sharing personal and cultural stories helps build bridges between diverse groups and is the key to successfully growing and developing our city’s neighborhoods.

■ Learn about our work at [associated.org](https://www.associated.org).



Shoshana Harris



**Connecting city students with their own histories, identity and the communities around them.**

The Jewish Museum of Maryland (JMM), an agency of The Associated, has invested in Baltimore City youth through educational programming around immigration. One of those, *Personal Stories: PROJECTED*, looks to create memories and build understanding between diverse communities.

In the past, the JMM has collaborated with city schools such as Morrell Park and Graceland Park-O'Donnell Elementary/Middle School on this long-term film project. Students learn the art of storytelling through personal interviews and film production using their smartphones. The project also provides an opportunity for students to learn more about their own family history and historical immigration to Baltimore.

Amy Rosenkranz, a middle school social studies teacher at Graceland Park, worked with her seventh-graders on this project.

“Every student decided how they were going to share their family history. Some told stories about coming to the United States, some interviewed family members and some used graphics such as cartoons to tell their story,” Rosenkranz explains.

The student-created short films were then screened at a red-carpet premiere held at the museum for family and community members.

“Working with the JMM helped to foster a greater sense of community among my students. All of them come from very different backgrounds. Listening to each other’s stories helped them empathize with one another and embrace the cultural diversity in our own neighborhood,” Rosenkranz shares. “We learned a lot about the Jewish community and by listening to each other’s stories, discovered that we all have challenges. We all can persevere.”

Plans to partner with Fallstaff Middle for the *PROJECTED* project this school year were put on hold in the wake of the global pandemic.

“We quickly pivoted all of our educational programs to the digital age so that we can meet teachers and students virtually in their classrooms,” says Ilene Dackman-Alon, director of education at the JMM. “Through the help of PowerPoint and Zoom, we are able to offer students an interactive and educational experience.”

Students learn about Baltimore’s role in historical immigration, specifically Jewish immigration, in a relevant, personal manner and examine the three immigrant communities who worshiped in the Lloyd Street Synagogue building.

“Partnering with the JMM is a great example of community building. These one-to-one connections with each other are the very foundation needed for change,” Rosenkranz says.



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## BRINGING HIGH TECH BUSINESS TO MARYLAND

**B**arry Bogage had a crystal-clear idea of how to link Israeli and Maryland businesses when he took the helm of the Baltimore-based Maryland/Israel Development Center (MIDC) as executive director 29 years ago.

"Stay focused," Bogage says about his strategy at the organization that is known around Baltimore as the "economic matchmaker."

The nonprofit, in partnership with the Maryland Department of Commerce, The Associated: Jewish Federation of Baltimore and Israel's Ministry of Economy and Trade, guides Israeli businesses in putting down roots and growing and thriving in the region. In turn, it sparks economic development and jobs, while elevating the profile of the Baltimore-metro area and beyond as an energetic hub for high-tech, forward-leaning industries such as biotech, medtech, cybersecurity and more.

This year has been a challenge, Bogage says, with travel and economies impacted by COVID-19. Nevertheless, the MIDC continues its mission

pairing Israeli companies with U.S. business development entities. Today, the mission continues mostly virtually through its BizRepUSA program, until pandemic restrictions ease.

"It's entirely about trade and economic development," Bogage says of the MIDC's focus. "It's who can you sign a deal with."

In recent years, the MIDC has worked with 30-50 companies on average at any given time. Frequent trade missions to Israel, such as those in 2016 with Gov. Larry Hogan and in January 2020 with Lt. Gov. Boyd Rutherford, get Israeli businesses in front of a Maryland delegation that includes Bogage and the MIDC staffers, state business agencies, business owners, public relations specialists, academics, researchers and others.

"It's very competitive," Bogage says. "Israel has become really famous for high-tech, and there are a lot of states going after them."

The economic impact of Maryland/Israel trade and investments totaled \$469.6 million in 2017,

**"Our Jewish community is one of the oldest in the United States and has shown impressive leadership both among the Jewish people globally as well as on behalf of all the people of Baltimore and Maryland."**

GOVERNOR **LARRY HOGAN**



according to the MIDC, including \$221 million in exports, \$63 million in imports and more than \$185 million in economic impacts from Israeli companies operating in Maryland. Top exports include computer and electronic products, chemicals and transportation and equipment. Top imports include computer and electronic products, machinery and chemicals.

"The MIDC has been a great partner to the Maryland Department of Commerce in promoting international trade with Israel," Hogan says. "A key achievement of our 2016 trade mission was Elta's announcement that they were going to expand their North American headquarters in Maryland. Elta develops advanced radar systems."

"Lt. Gov. Boyd Rutherford got back from Israel in February, where he spoke at the Cybertech Conference," Hogan adds. "Israel is one of the world leaders in cybersecurity technology, and Maryland is the cyber capital of America. During my trip, I met with the leadership of Israel's cybersecurity hub in Be'er Sheva. There's a lot we can do together in cybersecurity."

Jay A. Perman, chancellor of the University System of Maryland (USM) and former president of University of Maryland, Baltimore (UMB), went on two trade missions with the MIDC and Govs. Larry Hogan and Martin O'Malley.

"Apart from start-ups and businesses

which excited me, those missions gave us the opportunity to develop and strengthen educational and academic relationships with Hebrew University, Tel Aviv University, University of Haifa and Hadassah Hospital, which have mutually enriched the education opportunities for students from each side," he says. "Baltimore and Maryland have benefited from these exchanges."

At UMB's BioPark, three high-tech Israeli companies were awarded one year of free office space to establish themselves here through the MIDC's holistic recruitment, training and business accelerator program, MarketReach America. Ten companies went through the program in May 2019, with the three top companies offered space in UMB's BioPark for one year.

"Two out of the three companies are moving pretty quickly and have hired local business development executives in Maryland and they're going to house them at the BioPark," Bogage says.

The three companies are DermaDetect, a developer of digital-analysis technology that helps patients get accurate online skin-disorder diagnoses and GaitBetter with its fall-prevention technology. The third is Tiktalk, a speech-language therapy technology using artificial intelligence.

At GaitBetter, CEO Hilik Harari says the MIDC's accelerator program focusing on "customer discovery" was crucial to their understanding of the U.S. market and healthcare system.

"The program pushed us into interviewing all stakeholders related to our product and offering," he says from Israel. "In addition to establishing and supporting the program, the MIDC did well to expose

us to investors, collaborators and future early-adaptors."

"While COVID-19 slowed down our plans, we are taking first steps of commercialization in the U.S.," Harari says.

He has already established a team based in Maryland to help drive expansion in the U.S. and expects rapid growth in 2021, especially as the cognitive and physical ramifications of COVID-19 on the elderly become apparent.

"We're looking to engage with early adaptors in the U.S. during 2020," he says. "We will manage our engagements and obtain product feedback from the U.S. office, possibly at the BioPark."

Harari sees the Baltimore-metro region as highly desirable for a company looking to establish its presence in the U.S.

"The ecosystem in and around Baltimore that includes universities, leading hospitals, the Centers for Medicare & Medicaid Services (CMS), the Food & Drug Administration (FDA) and national organizations such as the National Council on Aging (NCOA) makes it attractive for start-ups in life sciences," he adds.

Hogan touted the MIDC as "one of the oldest U.S.-Israel trade development organizations in the country."

"They have an impressive network in Israel and have greatly raised the profile of Maryland among Israeli high-tech companies," he says.

**Visit [marylandisrael.org](http://marylandisrael.org) to learn more.**







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## Mazel Tov to The Associated on 100 Years Serving the Baltimore Jewish Community!

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# THE FUTURE OF PRESERVING THE PAST

In today's lightning-fast world of smartphone photography and social media, news and entertainment, *who* is saving *what* for future generations? When was the last time you archived your smartphone photos for posterity?

"The average computer or smartphone user often finds that she has neither the time to separate important and valuable photos from among the innumerable pictures taken nor the patience to sort emails and provisional versions of visual and text files," wrote Ivan Szekely in "Do Archives Have a Future in the Digital Age?" (*Journal of Contemporary Archival Studies*, 2017).

As The Associated: Jewish Federation of Baltimore celebrates its 100th anniversary, there has been much mining of historical records, giving perspective on where the organization has been and where it might be headed.

But how do we preserve today, so our artifacts can serve the community tomorrow? A question made even more important by the history-making coronavirus pandemic.

"From the first camera to the hand-held camera, to our digital camera phones, the way we document our lives has evolved with the latest technology. From typewriters to computers, storytelling has also evolved," says Joanna Church, the Jewish Museum of Maryland director of collections. "With our cell phones, we now have so much ease 'in

the moment' to capture a story from our loved ones."

But as an archivist and collections expert, Church is painfully aware of what happens when we don't store our photos, writings and other savable items correctly. Although, even for the amateur, it is possible to be a future-looking archiver with the help of current tech.

Yet, Church notes that "nothing can replace the photo albums for preservation of family memories and stories; having something to physically hold onto and pass down through the generations."

With help from The Associated, Debora Feinberg and her dad, Paul T. Reamer, decided to produce a video about his life and family.

Feinberg and her dad, who died in 2018, worked on the script together. "We met with The Associated and filmed the video at the JCC," she says. "After recording the video, he was so excited to share the production with his daughters as the gift it was intended to be...his legacy, and something concrete that they can then share with their children and grandchildren."

After her dad died, the family was able to show the video to family and friends as a special tribute. Stories Feinberg remembered fondly from the video included her father talking about his father's general store, where outside pumps sold gasoline for 15 cents a gallon and chicken coops from which live chickens were sold



out back.

"They had the only phone in the area and his father let his neighbors use the phone in emergencies and also helped them get to the doctors or hospitals when there were emergencies," Feinberg remembers.

The Associated advises families to keep an eye on family gatherings as a great way to collect personal histories that should be preserved. Storytelling passes down family traditions and values. Even more important, according to research, children who know their family stories and are connected are more resilient.

However, there really is no time like the present. Available and easy-to-use video chat technology are easy ways to get together and share stories.

As Kelly Newcom writes in *Grandparenting in the Digital Age*, ([braveparenting.net](http://braveparenting.net)) having actual face-to-face time with grandchildren is the best way to pass down family knowledge.

Learn more at [jewishmuseummd.org](http://jewishmuseummd.org).

## THE JMM'S JOANNA CHURCH SUGGESTS THE FOLLOWING FOR PRESERVING FAMILY MEMORIES.



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### StoryCorps

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### Snapfish

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Video chat technology are easy ways children and families can get together and share stories across miles.



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# THE NEXT GEN



They are Gen Z, born between 1997 and 2012. Digital natives, these teens and young adults are coming of age in a time of upheaval ... from a once-in-a-century pandemic and economic uncertainty to global warming and an increased commitment to social justice. What issues are important to them? We asked six local Gen Zers for their thoughts. Here are a few of their answers. Go to [associated.org/future](https://www.associated.org/future) for the full conversations.

## WHAT DO WE NEED TO FOCUS ON IN BALTIMORE?

Ensuring safety in our Baltimore community needs to be a top priority. Baltimoreans should also be able to have access to a good education as it is a right, not a luxury. In school, [students] should feel supported, challenged and given the right resources to succeed. And there needs to be dependable transportation. To have stable employment, individuals need to have transportation they can rely on. Without this transportation, [people] are unable to hold a stable job, provide for themselves and contribute to the community.

TALIA LUNKIN  
4FRONT TEEN PARTICIPANT, JCC OF GREATER BALTIMORE

## HOW DO WE BUILD BRIDGES ACROSS COMMUNITIES?

It begins with in-person meetings between the various segments of our community. Participants must be able to openly discuss their issues and concerns and know they are being heard.

While each group will be able to maintain their own identity and philosophies, there are always common goals that can be achieved when all the factions come together for a common cause that benefits all. No matter your race, religion or gender, these meetings should be predicated on the health and wellbeing of the society.

MATT SACHS  
FORMER PARTICIPANT IN THE ASSOCIATED'S BEYACHAD YOUNG ADULT PROGRAM

## WHAT IS THE MOST IMPORTANT ISSUE YOUR GENERATION WILL HAVE TO FOCUS ON?

I don't think there is just one issue that is more important than others; I think there are many issues like climate change, systemic racism and antisemitism that directly impact the way we are living in negative ways. My generation will need to be able to see the importance of intersectionality because we cannot create change for some and not others. I also believe we need to focus not only on equality but equity in order to have a society that truly embraces differences and celebrates them, instead of one that alienates them.

HANNAH PALIATH  
4FRONT TEEN PARTICIPANT, JCC OF GREATER BALTIMORE



## WHAT IS THE MOST IMPORTANT ISSUE YOUR GENERATION WILL HAVE TO TACKLE?

*I think our generation needs to be the generation that eliminates intolerance of individuals based on race, sexuality, mental ability, physical ability or any other characteristic that makes up the ever-diversifying population in Baltimore and America. If my generation tackles this now, our kids will grow up in a world where they can be unconditionally loved and accepted by all those around them.*

EMMA PAIGE  
4FRONT TEEN PARTICIPANT, JCC OF GREATER BALTIMORE



“

### WHAT DOES BALTIMORE NEED TO FOCUS ON?

We need to focus on creating an environment where everyone feels included and welcome in the community. Baltimore is unique in that it is a very diverse city with many different backgrounds. No matter how you identify, every person in this community should be able to live in safety with respect and pride. Anyone familiar with the city of Baltimore knows each neighborhood contributes to the dynamic demographics. Because of this, the leaders of my generation need to work together to spearhead change. This would entail mutual respect across multiple communities and a shared passion for bettering the city of Baltimore.

ANDREW KASNER  
UNIVERSITY OF MARYLAND HILLEL

### MOST IMPORTANT ISSUE FOR YOUR GENERATION?

Pre-pandemic, if you were to ask me if cell phone addiction negatively impacts us, I would agree with you, because more often than not, we are glued to our screens and avoiding real human interaction. When the pandemic began in March, my opinion flipped in a sense. We have more or less adapted to a virtual environment. Zoom classes started to become the new norm. Information began to flow faster on social media sites like Twitter and Instagram, and our interactions with other peers transitioned to Facetimes and text messages. I can proudly say that this helped my self-esteem, as well as strengthened my friendships and connections with my friends and family. However, I am more worried about what will happen when we are back to normal. What will non-tech jobs look like? How will we respond to sudden changes like we experienced when the pandemic hit us faster than a baseball being thrown at 90 mph? These are still unanswered questions, but I am confident that young people will be the catalyst of positive change in the near future.

JEREMY FRANKS  
TOWSON UNIVERSITY HILLEL



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## Join a Professional Affinity

Connect and network with other professionals and industry leaders in your field. Go to [associated.org/professionals](https://associated.org/professionals).



## Connect with Young Adults

Check out our IMPACT programs and events that include educational and leadership development as well as social opportunities. Visit [associated.org/20s30s](https://associated.org/20s30s).



## Find Your Niche through Associated Women

Serve with purpose and support the community through hands-on volunteering, leadership opportunities and educational, engagement programs that inspire personal growth, social action and women's philanthropy. Go to [associated.org/women](https://associated.org/women).



## Attend an Event

Learn, grow and become inspired. Events range from guest speakers on a host of topics, as well as social and networking opportunities. See what's happening at [associated.org/calendar](https://associated.org/calendar).



## Volunteer with Us

Make a difference today! We offer countless opportunities to give back to your community. Whether it is on your own or as a group, once a week, once a month or throughout the year, you can make a difference in someone's life. Go to [associated.org/volunteer](https://associated.org/volunteer) to learn more.

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 Sinai Hospital of Baltimore\*

\* 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.



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