

Here for Good



Here For Good

This was a year filled with hope, recovery and challenges. However, no one could have predicted that COVID-19 cases would continue to soar, mental health concerns would grow and Russia would invade Ukraine.

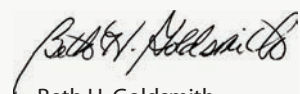
Despite the many obstacles The Associated faced, we remained steadfast in our commitment to our community. This past year, through our collective network of agencies, overseas partners and community organizations — including day schools and synagogues — we have been *Here for Good*.

We helped many Baltimoreans overcome their struggles, investing in programs that tackled mental health, domestic abuse, rising rent and more. We engaged our next generation in Jewish life by creating a welcoming environment for all who wished to participate. We protected our community through investments in security. And we supported our global communities in times of crisis, providing humanitarian aid for

Ukrainian citizens and refugees, along with supporting Israel and Jews throughout the world.

This was a year when the world began to gather in-person once again, and we were *Here for Good*, providing opportunities for us to connect. Whether through Jewish camp that sparked the imaginations of our children, fitness or arts programs that built community among our older adults or experiences that inspired conversations across generations, we embraced the chance to gather, make friends and combat the loneliness of the past two years.

Through these pages, we share how you, our generous donors, have helped us change lives. Your contributions to our Annual Campaign have been the driving force, allowing us to accomplish so much for so many. Thanks to you and our corporate sponsors, we will remain *Here for Good* now and for generations to come.



Beth H. Goldsmith
Associated Chair of the
Board (FY22)



Yehuda Neuberger
Associated Chair of the
Board (FY23)



Marc B. Terrill
President, The Associated

YEAR IN REVIEW

Responding to a Mental Health Crisis

For more than a decade, we have seen steadily rising cases of anxiety, depression and suicide. And this year, after two years of navigating COVID-19 — and the loneliness and instability it entailed — we faced a mental health crisis of incredible proportions. In particular, an unprecedented number of young adults faced mental health challenges.

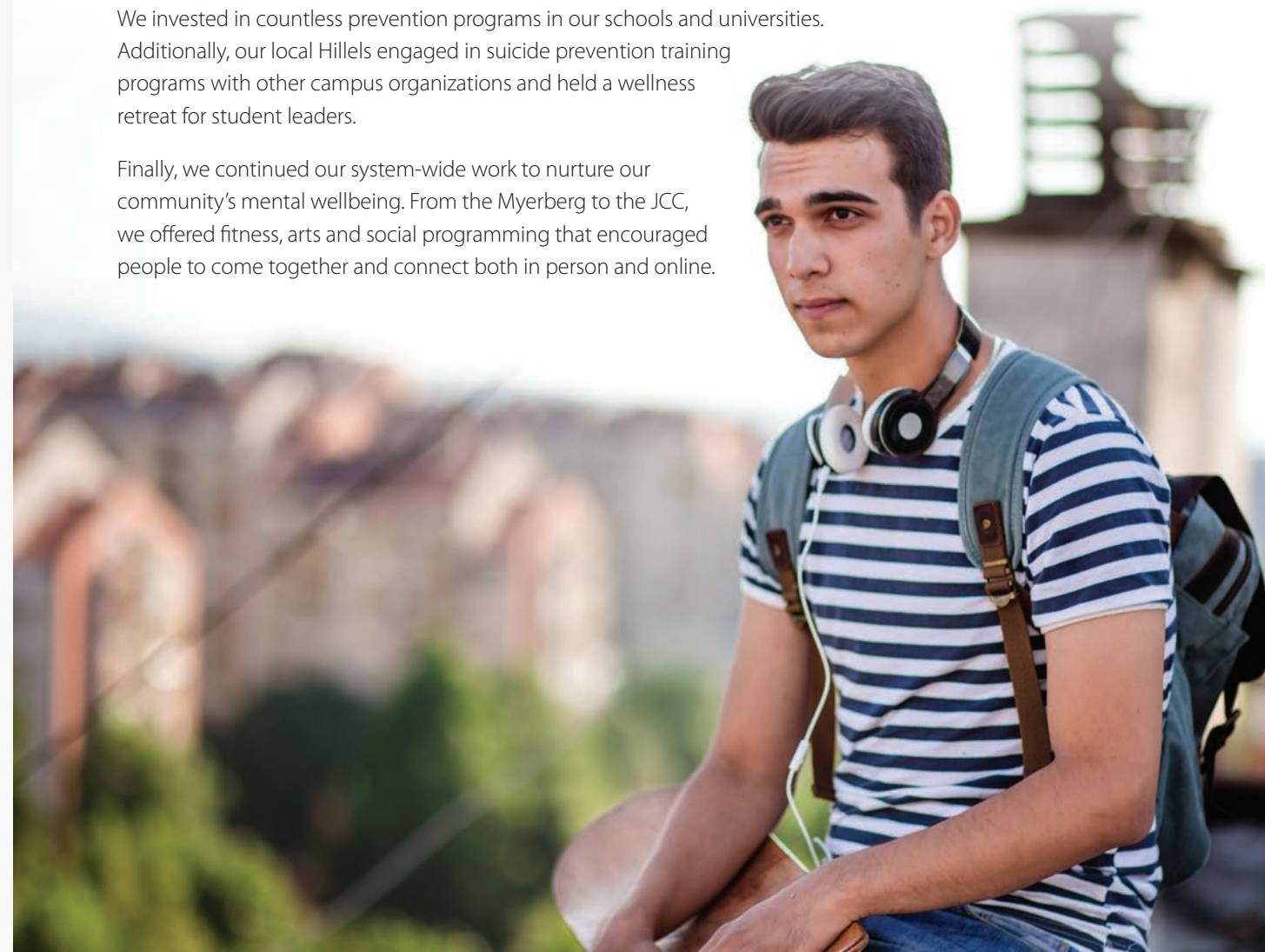
We responded with unwavering commitment to help our community cope during these emotionally difficult times.

More than 94% of JCS therapy clients made clinical progress toward their treatment goals.

Jewish Community Services' (JCS) therapists provided more than 14,000 telehealth and in-person therapy sessions. JCS also offered numerous support groups that ranged from spouses navigating the loss of a loved one to parents coping with a child's suicide and young adults finding comfort as they talked about their challenges.

We invested in countless prevention programs in our schools and universities. Additionally, our local Hillels engaged in suicide prevention training programs with other campus organizations and held a wellness retreat for student leaders.

Finally, we continued our system-wide work to nurture our community's mental wellbeing. From the Myerberg to the JCC, we offered fitness, arts and social programming that encouraged people to come together and connect both in person and online.



Combating Antisemitism

In a year marked by increased antisemitic incidents worldwide, Baltimore was not immune. Several Jewish cemeteries were vandalized, their gravestones spray-painted with antisemitic graffiti.

Our Jewish Cemetery Association responded immediately, removing all evidence of hate. At the same time, public officials — as well as community and faith-based leaders and organizations — joined us in a rally against antisemitism that also promoted unity.

We are incredibly fortunate to have built this diverse coalition of organizations and individuals who stand with us against hate. It is a cornerstone of our work, as we focus on collaboration and education.

As part of these efforts, the Jewish Museum of Maryland (JMM) and the Baltimore Jewish Council (BJC) continued to convene Holocaust workshops for Maryland's public and private school educators. And the BJC, along with our five area Hillels — Goucher College, Johns Hopkins University, Towson University, UMBC and the University of Maryland, College Park — met with campus administrators to include antisemitism into conversations on diversity and racism.

Finally, we remained committed to the safety of our community, securing more than \$4 million in federal grants for Jewish institutions in the Greater Baltimore area and \$7 million in state grants for religious institutions, schools and childcare centers at risk of hate crimes.

The Baltimore Jewish Council provided nearly **200 security consultations** with synagogues, schools and other Jewish organizations across the state.



Supporting Ukraine

In late February, when Russia invaded Ukraine, we created the Ukrainian Emergency Fund, raising more than \$2 million from our generous community. These funds helped support on-the-ground work of our global partners, including the American Jewish Joint Distribution Committee and the Jewish Agency for Israel.

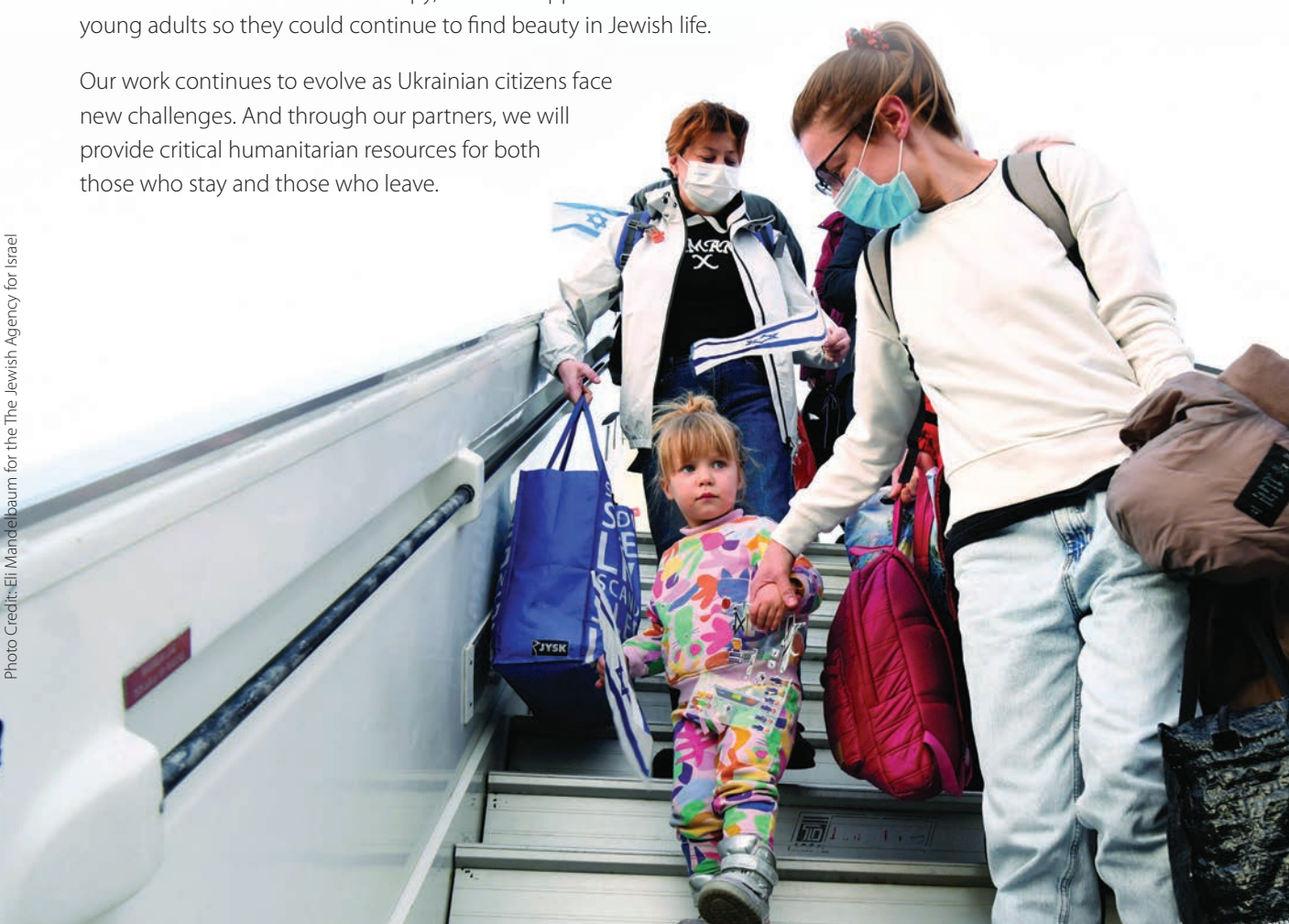
Having worked in Ukraine for decades, our partners responded immediately, providing aid as the humanitarian crisis grew. Through their networks, we distributed food, medicine and more for women, children, Holocaust survivors and homebound seniors. Together, we also helped provide safe passage to the border for fleeing families and assistance to refugees who made *aliyah*.

At the same time, the friendships created through our Baltimore-Odesa Partnership — now 30 years strong — brought hope to the many Odesa residents living through these unsettled times. We communicated daily with messages of caring and concern while providing direct aid to local organizations that offered trauma-focused therapy, medical support and resources for young adults so they could continue to find beauty in Jewish life.

Our work continues to evolve as Ukrainian citizens face new challenges. And through our partners, we will provide critical humanitarian resources for both those who stay and those who leave.

Through our partners, we delivered more than **585 tons of humanitarian aid** to Jews in Ukraine and those who fled to Moldova.

Photo Credit: Eli Mandelbaum for the The Jewish Agency for Israel



Taking Care of Our Community

AS COVID-19 CONTINUED TO SURGE, inflation grew and many pandemic safety nets were lifted, we remained steadfast in our commitment to help our community cope during these increasingly difficult times.

This year, many struggled as prices soared and COVID-19 emergency protections expired. Our agencies worked together to help families secure financial assistance while providing training and support so that workers could find better-paying jobs.

We also addressed the growing number of children experiencing learning difficulties, ensuring all students reached their full academic and emotional potential. At the same time, we added new support groups so that parents could better understand their children's educational and social needs and help them navigate the road to success.

We tackled the soaring number of domestic violence cases, offering legal advocacy, crisis counseling, intensive safety planning and shelter.

And through our newest initiative, AgeWell Baltimore — a collaboration between our agencies, CHAI, CHANA and Jewish Community Services — we helped older adults and their families plan for the future, find housing and pursue their interests, connecting them to a vast array of volunteer and social programs available through our system.



► AgeWell Baltimore Turns One

In its inaugural year, AgeWell Baltimore — a Centennial initiative supported by Irene and Robert Russel and Family and the Leonard and Helen R. Stulman Charitable Foundation — boasted a number of success stories. One heartwarming example of collaboration occurred when an 80-year-old man, concerned for his safety, contacted the AgeWell Baltimore coordinator, who connected him to our agencies. He immediately received counseling and legal advice from CHANA, housing assistance from CHAI and financial support from Jewish Community Services.



► George*: A Life Saved

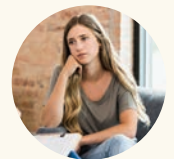
It was the lowest point in his life, and George sometimes wonders where he would be if it wasn't for Jewish Community Services (JCS). Struggling with severe depression exacerbated by isolation from the pandemic, George felt suicide was his only option.

Luckily, George reached out to JCS for help. Through therapy, he explored his anxieties, learned coping skills and discovered techniques to work through his challenges. Since his treatment began, he has found meaning in living, is happily working a full-time job and even mentors young tennis players, sharing the love of his favorite sport.

**Name has been changed to protect the identity of the individual.*



98% of individuals receiving aging services through JCS were able to continue living in their homes.



CHANA provided workshops on healthy relationships and sexual abuse prevention to over **2,500 students** in the Baltimore Jewish community.



Jewish Community Services distributed over **\$1.2 million in emergency financial assistance** to help individuals and families with housing and food expenses.

Finding Meaning in Jewish Life

THIS YEAR, TAKING GUIDANCE FROM OUR 2020 GREATER BALTIMORE JEWISH COMMUNITY STUDY, we built upon the successes of our existing Jewish programming and created new and innovative approaches to Jewish engagement.

We continued our support of Jewish day schools, preschools, congregational schools and camps, encouraging our next generation to pursue a lifetime of Jewish learning and experiences. We also invested in new opportunities that allowed our community to build Jewish connections while exploring Jewish identity in ways that are personally meaningful to them.

This included the launch of the OneTable Baltimore Shabbat initiative, bringing young adults together over Shabbat dinner, as well as Shalom Baltimore, offering newcomers and those entering the next stage of life a chance to get involved, meet friends and enrich their Jewish heritage.

This investment also meant broadening our offerings to be more welcoming and inclusive through programs like the Jews of Color Shabbaton and our new LGBTQ+ Connector, who engaged young LGBTQ+ Jewish families in downtown Baltimore.



Through The Associated's partnership with OneTable, a national initiative, we saw a **116% increase** in young adults hosting Shabbat meals and building Jewish community.



This year, **2,344** volunteers and professionals participated in leadership learning programming through Na'aleh: The Hub for Leadership Learning.

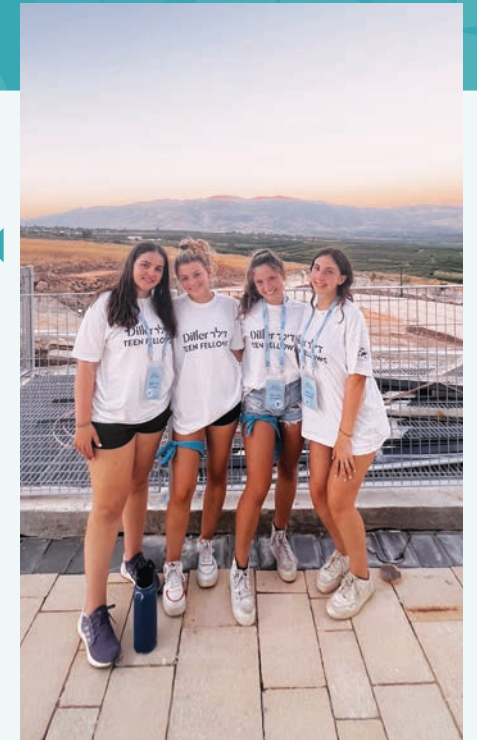


Now in its 13th year, PJ Library provided free Jewish books to more than **3,800** local families. PJ Library is often the entry point for tens of thousands of Baltimore Jewish families.

Sara: A New Perspective on Judaism

Sara Silverman grew up with a solid Jewish background. But she will never forget how being a Diller Teen Fellow, a program run through 4Front at the JCC, strengthened her Jewish identity.

Whether through meaningful conversations with Baltimore teens of varying Jewish backgrounds or through her week in Ashkelon with Israeli peers, Sara realized that learning and growing Jewishly is an ongoing journey that will last a lifetime. While participating in Diller's International Shabbat in Israel, having lunch with Jewish teens from around the world, she recalls that "Singing Shabbat songs together made me understand that although we lived in different countries and cities, we are all Jews — part of a larger community that shares a common bond, traditions and history. It was a defining moment for me."



Leading the Way in the Jewish Environmental Education Movement

Pearlstone merged with Hazon, the largest faith-based environmental organization in the world, reinforcing its position as a national leader in the Jewish outdoor food, farming and environmental education movement. Through its work, Pearlstone provides novel approaches of integrating Jewish wisdom with the earth.

Building Stronger Communities

ROOTED IN OUR VALUES OF TZEDEKAH AND TIKKUN OLAM, we worked toward making our community a better place to live.

Whether through programs that supported area schoolchildren, the development of affordable housing or engagement in conversations that built mutual respect, we remained committed to creating a just and thriving Baltimore.

This year, we continued our investment in Central Park Heights as CHAI — partnering with public officials, businesses and community organizations — began transforming a vacant lot into affordable intergenerational living. Through Jewish Volunteer Connection (JVC), we engaged a cadre of volunteers, who put tens of thousands of service hours into making lunches for those facing food insecurity, tutoring students who were struggling in school, beautifying Baltimore’s neighborhoods and more.

We built bridges and worked toward a culture of understanding, convening conversations across religious, ethnic and racial lines. And thanks to a Centennial gift from Suzanne F. Cohen, of blessed memory, we created *Changing the Conversation*. During the first phase of this program, Baltimore leaders engaged in dialogue to explore diversity, inclusion and racial equity in a collaborative manner.

Improving the Lives of Women

This year, Associated Women launched the local chapter of Dignity Grows, a program that removes obstacles to self-esteem and health by providing women with personal hygiene products each month. The Associated joins other federations nationwide in addressing this issue.



Karla: Tackling Food Insecurity

When Karla Yaroshevich from Charm City Care Connection speaks on behalf of her organization, she speaks of how thankful she is for the weekly Bunches of Lunches she receives from Jewish Volunteer Connection (JVC).

These lunches are delivered to East Baltimore community members affected by poverty and drug use. Included as part of Charm City’s outreach efforts, these are often the only meals these individuals eat each day.

The partnership with JVC has been so crucial to the organization that Karla admits that “if it weren’t for these lunches, we would have to work hours upon hours making these meals. Instead, we now have more time to provide other services that are so important in improving the lives of people in the community.”



3 Associated agencies — the Baltimore Jewish Council, CHAI and the Jewish Museum of Maryland — are working in Jonestown, Reservoir Hill and Park Heights to build strong communities in Baltimore City.



The Jewish Museum of Maryland engaged **1,009 public and private school children** through programs that encouraged students to explore the themes of the Holocaust, Jewish history and immigration.



57,046 meals and boxes of food were provided through CHAI, JVC and Pearlstone to alleviate food insecurity.

Supporting Jewish Communities Worldwide

BEYOND UKRAINE, we remained committed to the health of Jewish communities worldwide, working in more than 70 countries. Through our global partners, we supported at-risk Jews by providing financial assistance, food and medicine and invested in Jewish life.

This year, we helped many Jews make *aliyah* to Israel. This included fulfilling the lifelong dreams of Ethiopian Jews as we flew them to Israel and reunited them with their families. Through the work of our partners, we provided new immigrants with services such as Hebrew language classes and

employment training to ensure social and economic success in their new homes.

In Baltimore, we continued to engage in meaningful programming to connect us to Israel and the global Jewish community through the Insight Israel Forum and our six *shinshinim* (Israeli emissaries). And although we remained virtual, our Baltimore-Ashkelon Partnership flourished as we fostered friendships with and provided assistance to at-risk Ashkelonian residents.

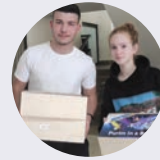


14,800 youth and young adults engaged with Israel campus educators, *shlichim* and *shinshinim* throughout Baltimore this past year, building a closer connection with our Jewish homeland.



Over **80,000** older Jewish adults in the former Soviet Union received life-saving aid from The Associated through our partnership with the American Jewish Joint Distribution Committee.

Photo Credit: Ramin Mazur for the The Jewish Agency for Israel

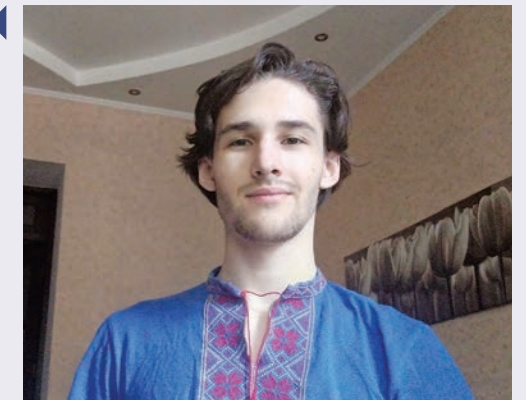


Through the Baltimore-Ashkelon Partnership, **7,786** teens from our partner city participated in a wide range of programs to help them succeed, from leadership development to educational enrichment or therapy.

Konstanine: Finding Refuge In Jewish Life During War

For several years, Konstanine Simonenko participated in Moishe House, a program partially funded by The Associated's Baltimore-Odesa Partnership — a home that provides Jewish experiences and community for young adults. Little did he know that this program would become his refuge when Russia invaded Ukraine.

Before long, this young graphic designer was organizing Shabbat and Jewish holiday activities for Odesa's young adults. Along with his fellow Moishe House residents, he also began volunteering to help his community. And through it all, as the crisis continued, he found he was building a stronger connection with his Jewish identity. Now, he plans to take his grandmother's Jewish name and learn more about his family's Jewish history.



Creating Economic Opportunities for Israeli and Maryland Businesses

This year, we celebrated the 30th anniversary of the MIDC, creating jobs, building entrepreneurial bridges and generating economic growth for three decades in Maryland and in Israel. With shared strengths in life sciences, cybersecurity and other high-tech industries, Maryland and Israel thrived through international trade and business opportunities.

OUR NEXT STEPS



Building Our Future



For more than 100 years, The Associated has been a trusted part of our community. It's where you can turn when life gets difficult, a place that provides imaginative and meaningful programs that build Jewish identity and connection and an organization that is committed to helping Jews at home and around the world.

As we move into the next century, we are planning ahead with bold new ideas and a commitment to financial security so we can continue to inspire and care for our children and grandchildren.

Building for the Next Century

Thanks to our Centennial Campaign and our generous donors, we have raised \$171 million. The Centennial Campaign will ensure our future through endowments and investments, allowing us to meet our community's ongoing needs.

Through the Centennial Campaign, we have invested in innovative solutions like AgeWell Baltimore — a collaboration between our agencies, CHANA, CHAI and Jewish Community Services — to better serve our older adult population. We established Na'aleh: The Hub for Leadership Learning, which is creating a cadre of knowledgeable and committed Jewish leaders. We also launched the Insight Israel Forum to engage our community in powerful and meaningful conversations about our Jewish State. And we are investing in Jewish futures through an array of visionary programs that will inspire our next generation to participate in Jewish life.

As we move forward, our Centennial Campaign will allow us to dream big and create groundbreaking solutions while responding quickly to any new challenges we may face.



Reimagining Jewish Life

Recognizing changes in Jewish engagement, as outlined in The Associated's 2020 Greater Baltimore Community Study, we have created three new organizations to help us create a strong Jewish future.

By building upon our successes and scaling up our programming, these new organizations aim to offer a lifetime of Jewish experiences that will engage and connect our community with Jewish life and learning.

The Macks Center for Jewish Connections will create meaningful opportunities for involvement and discovery in Jewish Baltimore. Jewish Educational Services will support Jewish day schools, congregational schools and Jewish preschools, as well as their educators, so that children of all abilities can reach their full potential. And the Jewish Library of Baltimore will connect community members with educational resources to support them in their Jewish journeys.

Ensuring Our Fiscal Future

The Associated is committed to being around for generations, and as part of that effort, we have looked at ways to remain fiscally responsible and leverage our assets to serve the community's needs in the long term.

To serve this purpose, we plan to move our headquarters to our Park Heights campus. This new Associated campus will provide multiple opportunities for us to foster collaboration and efficiency. It will also ensure that we remain in Baltimore City — where we have built a long and committed history for over 100 years.

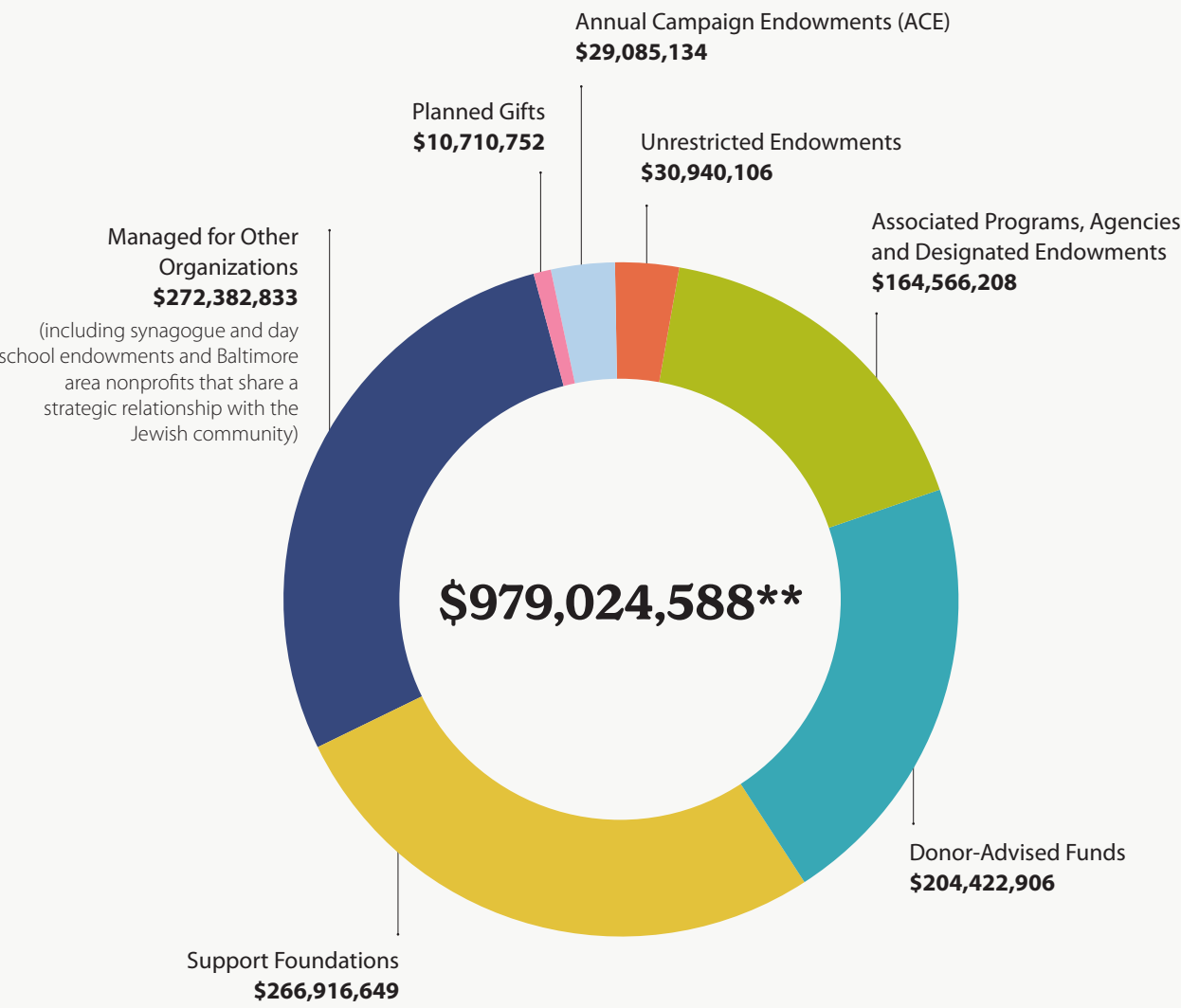
In addition, we are shoring up our financial future through the LIFE & LEGACY program, a partnership with the Harold Grinspoon Foundation that provides The Associated with financial incentives. As we enter our final year of this four-year commitment, in which we have secured hundreds of legacy commitments, we are working to ensure that the Jewish future in Baltimore is engaged, vibrant and thriving.



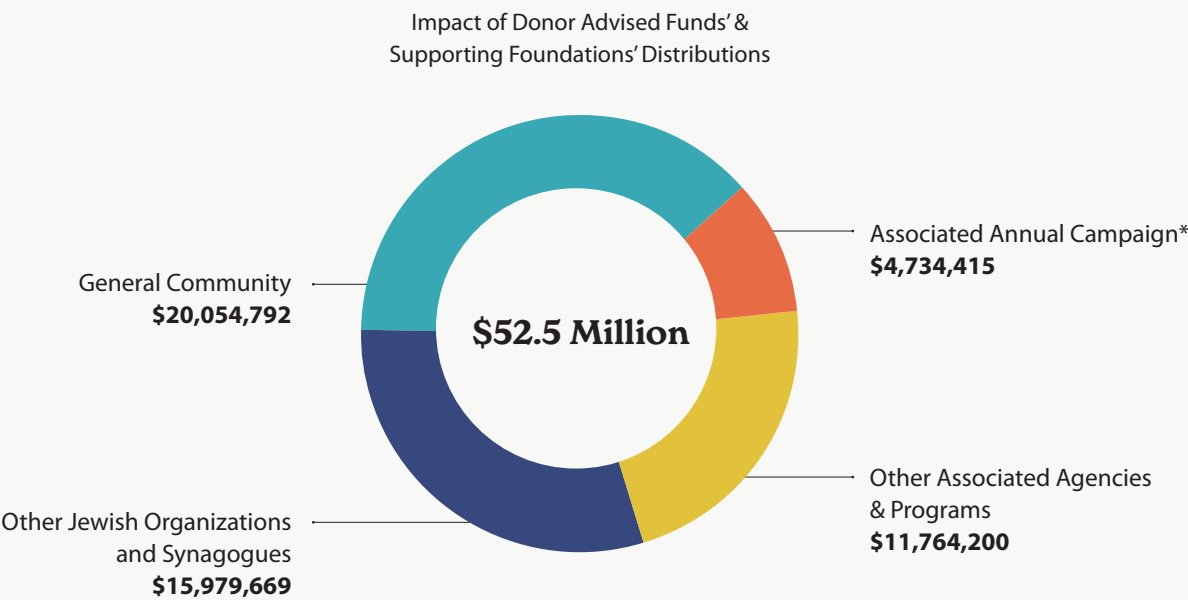
Securing Our Future

The Associated maintains community investments through the Associated Jewish Charities, a nonprofit entity that manages the Jewish Community Investment Fund (JCIF). This diverse investment fund stewards The Associated's endowments, foundations and donor advised funds, as well as the investments of numerous organizations and foundations throughout Baltimore. This collective strategy empowers the totality of our Baltimore Jewish community to access world-class investment options for our present and future.

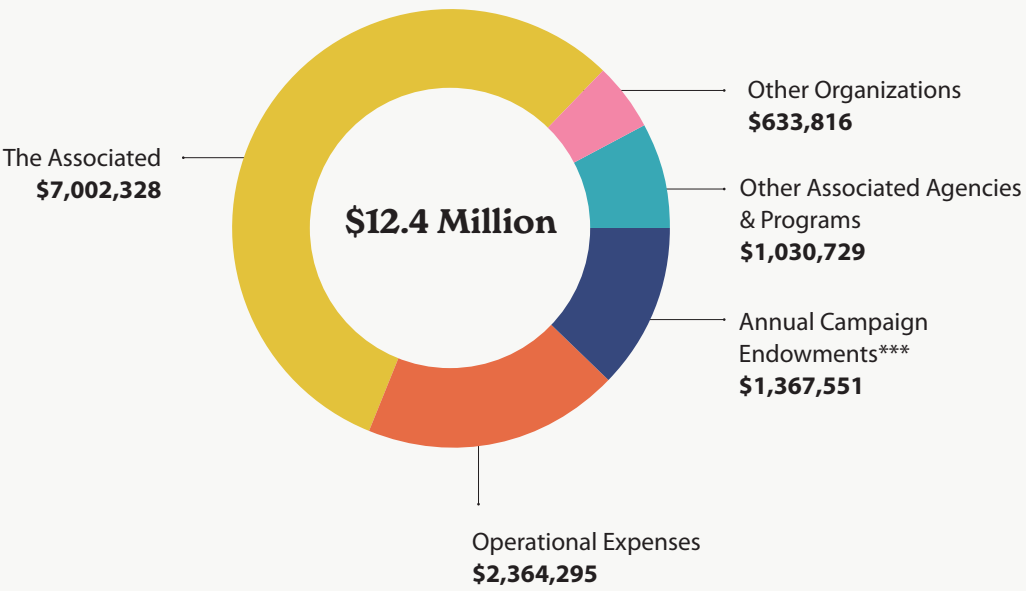
Community Assets Under Management*



Distributions at a Glance



Impact of Endowment Funds' Distributions



*As of June 30, 2022

** Of the \$979 million in total assets under management, \$755.2 million belongs to The Associated and its agencies in endowments, donor advised funds and supporting foundations, which provide significant support to The Associated, its agencies and its programs, as shown on the chart to the right.

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

Allocations to Associated Agencies and Partners

Our Associated Annual Campaign at Work

FY 2023

Baltimore*

Baltimore Hebrew Institute at Towson	\$78,385
Baltimore Jewish Council	\$948,907
BBYO Baltimore	\$50,000
BHI Endowment Draw	\$259,273
CHANA	\$292,525
CHAI: Comprehensive Housing Assistance, Inc.	\$818,362
Edward A. Myerberg Center	\$208,335
Hebrew Burial Society	\$1,000
Hebrew Free Loan	\$20,311
Hillel - College Park	\$270,500
Hillel - Goucher	\$105,840
Hillel - Johns Hopkins University	\$211,680
Hillel - Towson	\$190,512
Hillel - UMBC	\$141,561
Honeymoon Israel	\$53,300
Jewish Cemetery Association	\$27,720
Jewish Community Center	\$5,557,664

Jewish Community Services	\$6,388,883
Jewish Day School Scholarships***	\$3,200,000
Jewish Educational Services	\$783,394
Jewish Library of Baltimore	\$385,510
Jewish Museum of Maryland	\$551,318
Local Hillels	\$30,000
Family at the Center	\$20,000
Jewish Poverty and Financial Fragility	\$20,000
Repair the World Baltimore	\$10,000
Macks Center for Jewish Connections	\$1,606,644
Meals on Wheels	\$120,000
Moishe House	\$50,000
Na'aleh: The Hub for Leadership Learning	\$224,082
Other Community Programs	\$119,891
Pearlstone Retreat and Conference Center	\$1,170,742
TOTAL LOCAL ALLOCATIONS	\$23,916,339

Israel and Overseas*

The Jewish Agency for Israel	\$2,118,106
American Jewish Joint Distribution Committee	\$1,059,054
Birthright Israel Fair Share Allocation	\$196,000
JDC Hunger	\$294,000
Maryland/Israel Development Center	\$121,659
Insight Israel Forum	\$140,000
Global Responsibility	\$5,000
Baltimore Connections Strategy	
Baltimore-Ashkelon Partnership	\$669,770
Baltimore-Odesa Partnership	\$196,000
Shlichim	\$638,000
Other Baltimore Connections	\$123,608
Israel Education and Travel	
I&O Travel	\$219,000
Israel Education	\$296,000
Emergency Grants	\$40,000
Community Fund for Israel Experiences	\$100,000
Israel Advocacy	\$100,000
TOTAL ISRAEL AND OVERSEAS	\$6,316,197

National**

Jewish Federations of North America	\$810,000
JFNA Israel Action Network Assessment	\$36,000
Hillel (National)	\$35,280
OneTable	\$25,000
70 Faces Media/Jewish Telegraphic Agency	\$17,640
JPro	\$5,000
BBYO	\$3,000
Network of Jewish Human Services Agency	\$3,000
TOTAL NATIONAL FUNDING	\$934,920

\$31,167,456*

TOTAL FISCAL YEAR 2023 ALLOCATIONS



Give with confidence. An organization you can trust.
The Associated consistently receives the highest four-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.

*** Includes \$650,000 from the Charles Crane Family Foundation.

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.



Discover more of what we do online
at **associated.org**.



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The Associated
Jewish Federation of Baltimore