

THE ASSOCIATED'S ANNUAL REPORT

Together, we make miracles happen.



2017



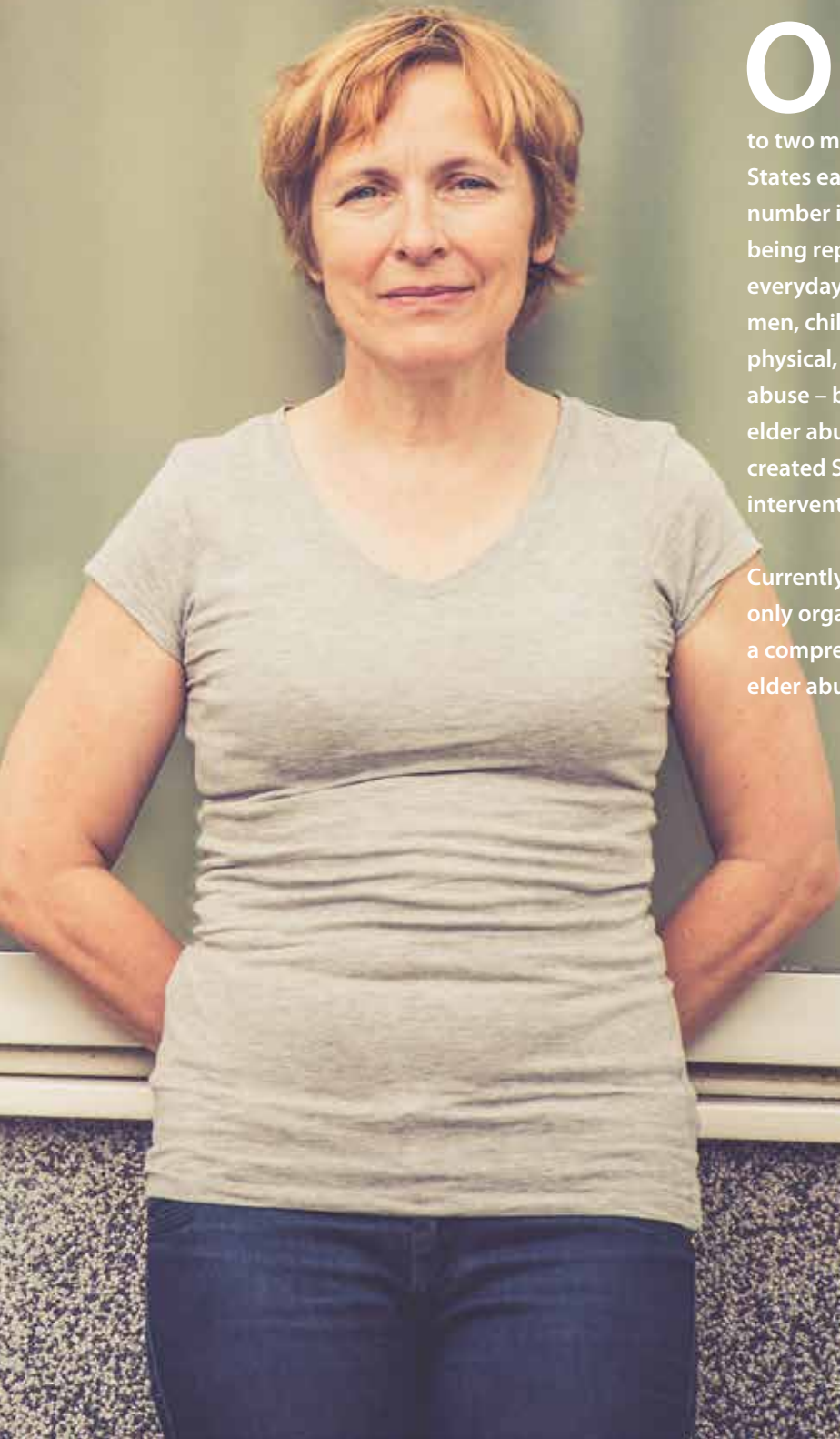
OUR YEAR

At The Associated: Jewish Community Federation of Baltimore, our biggest priority is you.

We want everyone to feel at home in Jewish Baltimore, so we strive to create a welcoming, safe and engaging environment.

This year, we provided relief for the abused and the hungry. We generated new, innovative programs for the future of the Jewish community. We ensured the security of our institutions. We worked with community partners to develop better neighborhoods for Greater Baltimore. What you will read in the coming pages is simply a glimpse of what we accomplished.

Everything we achieved is thanks to the donors who gave generously this year. Your thoughtfulness, kindness and charity ensures that we are able to sustain a thriving Baltimore Jewish community – right now and for years to come.



Older adults deserve to age with dignity and with respect. Elder abuse is a growing crisis – with one to two million reports made in the United States each year. It is estimated the real number is higher – with only one in 14 cases being reported. As CHANA – which works everyday to address the needs of women, men, children and elders who experience physical, psychological, sexual or financial abuse – began to see rising instances of elder abuse in the Jewish community, it created SAFE, a program to provide a crisis intervention approach for older adults.

Currently, our partner CHANA is the only organization in Baltimore offering a comprehensive response to the elder abuse crisis.

OUR VULNERABLE

In Jewish Baltimore, no one stands alone – whether someone needs an escape from an abusive relationship, the tools to advance their career or assistance in studying at school. Our help extends to one in three Jews in Baltimore – ensuring a safe, healthy, caring environment that everyone deserves.



▲ We provide housing and sustenance.

MORE THAN 1,830 PEOPLE receive food, housing and cash assistance through Jewish Community Services – totaling more than \$2.6 million in services.

▲ Our children can learn and grow – no matter their ability.

MORE THAN 1,350 CHILDREN in Baltimore get special help in school through SHEMESH, a program for children with learning differences. This includes direct services – for reading, speech-language, social skills, behavioral skills and executive function coaching – as well as consultations.

▲ We all live and grow together.

MORE THAN 700 FAMILIES are able to live, work and grow at the Jewish Community Center of Greater Baltimore due to financial assistance.

OUR HOME

Jewish Baltimore – it is the place we call home. It is the place where we read a Jewish storybook to our children. It is the place where we learn about our heritage and history. It is the place where we share meals, love and laughter with our friends and neighbors.

Who says that life slows down as you get older? With the revitalization of the Edward A. Myerberg Center, we are ensuring that older adults can stay active for life, nurture their talents and never stop learning. Since CHAI, our community stabilizing partner, took over operations of the Myerberg Center this year, the facility has seen tremendous growth in both membership and depth of programs.

With programs that range from balance and stability training to art classes, the Myerberg is a gathering place for hundreds. These programs reinforce camaraderie and help to develop strong friendships later in life.

We take care of our Earth.

MORE THAN 10,000 PEOPLE in our community were educated on community sustainability efforts, like the Community Sustainability Agriculture (CSA) program, through Pearlstone Center, which partners with local farmers to provide fresh, pesticide-free produce for our community.



We talk it out together.

We live in neighborhoods with people of many different backgrounds, which is why the Baltimore Jewish Council (BJC) **HOSTED MORE THAN 30 INTERFAITH AND INTERETHNIC DIALOGUES** – all to promote strong intergroup relations.

We ensure our history stays intact.

Try some old-fashioned chicken soup. Honor those we lost in the Holocaust. Understand the intricacies of having a Jewish wedding. **MORE THAN 17,000 PEOPLE** learned all of this and more at the Jewish Museum of Maryland at the Herbert Bearman Campus (JMM).

Teens can now spark their Jewish future thanks to 4Front, an innovative and comprehensive teen initiative housed and managed at the Jewish Community Center of Greater Baltimore (JCC). Featuring a signature Social Innovation Fellowship, leadership programs and social opportunities, 4Front encourages teens to explore their Judaism in ways that are meaningful to them.

We give Jewish teens the opportunity to take charge of their future. These teens will connect with their peers, collaborate on innovative projects, create new opportunities for fellow teens, educate themselves on the global community and learn how to advocate for change.

Our teens are empowered to change the future. They immerse themselves in the importance of *tzedakah*, while becoming leaders of which our whole community can be proud.

OUR FUTURE

In Jewish Baltimore, we create opportunities to meet the next leaders where they gather – downtown in the cobblestone streets of Fell’s Point, in homes celebrating Shabbat their way and through avant-garde, hands-on service programs. By investing in community members of all ages, we can ensure a strong and bright community for generations to come.



▲ Jewish education can happen anywhere.

The Macks Center for Jewish Education (CJE) hosted **MORE THAN 12,000 TOUCHPOINTS** with families raising young children through meaningful informal Jewish educational experiences, such as reading PJ Library books.



▲ We make lifelong memories.

MORE THAN 1,300 CHILDREN participate in Jewish camp at the Jewish Community Center of Greater Baltimore – where they immerse themselves in Jewish values, learn new skills and forge deep friendships.

OUR GLOBAL COMMUNITY

Kol Yisrael arevim zeh la-zeh – all Jews are responsible for each other. Though miles may separate us, we are still connected to Jewish people around the world. We create and strengthen connections between our global communities because we know that these partnerships matter – to our children, our community and our future.

This year, we celebrated the personal connections we have made between Baltimore and two distinct Jewish communities – our sister cities of Ashkelon, Israel and Odessa, Ukraine. Through the Baltimore-Ashkelon Partnership and the Baltimore-Odessa Partnership, we create a living bridge between our communities.

For the past 25 years, we have nurtured Jewish life in Odessa by creating community in the Beit Migdal and Beit Grand JCCs. In addition, we work with our global partners to provide critical social services to the elderly, Jewish family programming and support for Jewish teens and young adults.

Anyone who has been to Ashkelon – or who has hosted an Ashkelonian here in Baltimore – will say our Ashkelon friends are our family. Over the last 13 years, we have watched each other's youth grow, developed a culture of volunteerism and created everlasting bonds through school twinning, Diller teens, Birthright Israel, Onward Israel internships and Associated missions.

We bring Israel to our home.

Each year, two *shinshinim* (Israeli emissaries) come to Baltimore to share their love of Israel with our community. This year, they interacted with **MORE THAN 2,000 INDIVIDUALS** and deepened connections to our homelands through informal Israel education programming.



Our businesses do not see borders.

The Maryland/Israel Development Center, which celebrated its 25th anniversary this year, connected with **391 ISRAELI COMPANIES** in the fields of cyber security, information technology and life sciences.

Our impact is felt around the world.

Through our partners at the American Jewish Joint Distribution Committee (JDC), we are able to positively affect the lives of Jews in **MORE THAN 70 COUNTRIES**. The programs we support include: Jewish camp experiences for youngsters from 25 countries; an increased Jewish presence for Jewish girls in Djerba in North Africa; and more. JDC also supports vulnerable Jewish communities in areas of the world that are experiencing increased anti-Semitism such as Venezuela and France.

OUR RESILIENCY

Our community members are our most important asset; therefore, their safety and security remains a top priority for us. When life seems alarming or uncertain, we are here to safeguard each and every person in our community.

In the spring of 2017, the Jewish Community Center of Greater Baltimore – as well as JCCs across the country – received bomb threats for months. These threats were relentless, trying and draining. However, we persevered and worked with our security team to keep our doors open.

Over the last decade, we have invested in security infrastructure. Since 2014, we increased our allocation for security improvements – from \$120,000 to \$600,000 – all to ensure our community's safety. From federal grants to renovate the lobby of the Weinberg Park Heights JCC to participation in a pilot program with Secure Community Network (SCN), a program of JFNA to ensure safety coordination with the Department of Homeland Security, we continue to update our facilities and technologies. In addition, local law enforcement partners with our community during some of our most challenging times.

Together, we got through a difficult time and we are stronger because of it.



▲ We will never forget the horrors of our past.

We ensure that the lessons of the Holocaust are not forgotten by working with BJC to facilitate survivors' speaking engagements – reaching **MORE THAN 7,000 PEOPLE**. Furthermore, we work to repel anti-Semitism by offering programming like BJC's new Social Justice Teen Fellowship, the Jewish Museum's educational efforts with Baltimore City public school children and Hillel's inter-cultural programming on college campuses to build relationships between different communities.

▲ Secure Jewish facilities are of the utmost importance.

This year, security professionals at Baltimore Jewish Council conducted security reviews at **MORE THAN 20 FACILITIES ACROSS JEWISH BALTIMORE** and responded to more than 150 security concerns.

Tikkun olam. Repair the world. We hold this Jewish value deep within our hearts, and we know that repairing the world goes beyond just the Jewish community. Through our volunteer arm Jewish Volunteer Connection (JVC), we are committed to improving the city in which we reside. Overall, JVC coordinates the efforts of thousands of volunteers who perform more than 8,000 acts of service yearly.

These acts of service extend to the most vulnerable in Baltimore City – the youth. Working with city schools and other programs, 129 volunteers have tutored, mentored and engaged with students all year long.

In addition, many kids in our city live in economically depressed areas. With few career role models, they do not see a future beyond the blocks on which they live. Knowing this, JVC created a VolunTeam – a volunteer team – that works with Kids Safe Zone, an organization in West Baltimore, to expose the youngsters in the Sandtown-Winchester neighborhood to the many career opportunities that exist. For example, through mentoring and a mock trial project, these middle- and high-school-aged students now can envision a future that they deserve.

OUR NEIGHBORHOODS

Every day, we work to transform Baltimore. From taking a leadership role in revitalizing and stabilizing city neighborhoods to working with local schools and other nonprofit partners to foster educational success, we are committed to ensuring that Baltimore – the place where we live, work and play – thrives.



▲ We keep our neighborhoods vibrant.

THIRTY-THREE PERCENT OF BALTIMORE'S JEWISH POPULATION RESIDES IN PIKESVILLE, making it our geographic and communal core. To strengthen this neighborhood, CHAI: Comprehensive Housing Assistance, Inc. launched the Pikesville Schools Coalition, which is committed to securing resources and advocating for the area's schools.

▲ We create community all throughout the city.

Jewish Baltimore extends to various neighborhoods throughout the city. At the Downtown Baltimore JCC, we are able to connect *MORE THAN 500 FAMILIES* to Jewish life through various outreach programs.

OUR SUCCESS

This year we made history.

Our Annual Campaign goal of \$31,000,000 was ambitious, but we had to respond to the growing needs of our community. Thankfully, our donors answered that call, providing the financial resources we need to build a vibrant Jewish community for our friends, our family and our future.

Hundreds of people – our volunteers, our lay leaders and our professionals – work tirelessly every year to achieve our goal. Why? Because \$31,000,000 is more than just a number – it is the fuel that enables countless programs, projects, learning experiences and Jewish content that makes our community tick.

Together, we made positive change and became stronger.

YOUR PHILANTHROPY

Our Annual Campaign is the primary engine that fuels our work.

Yet, in order to provide for our community, we also rely significantly on the generosity of donors who have set up endowments, donor-advised funds and supporting foundations. Thanks to those who came before us, this year's first \$1.5 million raised for our 2017 Annual Campaign came from those who left a legacy through endowments.

Our community also benefits from our donors who have created donor-advised funds and supporting foundations. This year, more than \$35.7 million were distributed within both the Jewish and secular community to support a number of new, innovative projects and programs.

At our first Community Impact Investment Summit, more than \$800,000 was raised for projects that reached far beyond our everyday work – helping to build important community partnerships in Pikesville, expand critical services to seniors in the Park Heights corridor and expand the innovative approaches to experiential Jewish learning at Pearlstone.

OUR THANKS

Because of you, we were able to accomplish amazing things this year.

We ensured that our nonprofit partners were able to provide around-the-clock service for our vulnerable, our children, our elders, our teens and more.

Because of you, we made Jewish Baltimore a safe, cohesive, thriving place.

We know that our work is not done. But, because of you, we know we will be able to address growing needs and ensure a vibrant community for years to come.

From the bottom of our hearts, thank you. Together, we make miracles happen.



Community does not just happen - **WE CREATE IT** at our events.



#GIVINGTUESDAY



THE MAJOR GIFTS EVENT

There's **AN EVENT AT THE ASSOCIATED FOR EVERYONE**

- whether you're making hamantaschen, discovering new ties to Judaism and more.



CHARLES BAUM INAUGURAL LEADERSHIP SYMPOSIUM



KEYNOTE



SUPERWEEK'S END-OF-SUMMER SOIREE



REAL ESTATE INDUSTRY GROUP ANNUAL EVENT



IMPACT'S GENEROSITY GALA



ASSOCIATED WOMEN ANNUAL MEETING



MAKE & TAKE HAMANTASCHEN EVENT

This year, we brought together **PROFESSIONALS ACROSS 20** different networking and leadership development events.

FY 2018 FUNDING PLAN

Each year, we assess the needs of our community before we allocate our Annual Campaign dollars.

This year, we addressed the growing needs of our community and were able to assist our numerous partners and programs.

For more details, visit associated.org/ouragencies.

LOCAL AGENCIES, PROGRAMS AND PARTNERS

Baltimore Hebrew Institute at Towson University (BHI)	\$330,167
Baltimore Jewish Council (BJC)	\$736,469
BBYO	\$55,000
CHAI: Comprehensive Housing Assistance, Inc.	\$759,407
CHANA	\$275,826
Darrell D. Friedman Institute for Professional Development at the Weinberg Center (DFI)	\$101,913
Edward A. Myerberg Center	\$120,000
Hebrew Burial Society (HBS)	\$1,000
Hebrew Free Loan (HFL)	\$15,981
Hillel-Goucher College	\$120,344
Hillel-Johns Hopkins University	\$241,560
Hillel-Towson University	\$201,091
Hillel-University of Maryland Baltimore County (UMBC)	\$161,500
Hillel-University of Maryland College Park	\$254,445
Jewish Cemetery Association	\$18,000
Jewish Community Center (JCC)	\$5,815,374

Jewish Community Services (JCS)	\$6,449,268
Financial Assistance	\$500,000
Jewish Day School Scholarships	\$3,280,000
Jewish Federation of Howard County (JFHC)	\$489,051
Jewish Museum of Maryland at the Herbert Bearman Campus (JMM)	\$372,535
Jewish Volunteer Connection (JVC)	\$415,417
Macks Center for Jewish Education (CJE)	\$1,267,786
Jewish Education Enhancement Projects (JEEP)	\$110,500
PJ Library	\$130,000
Meals on Wheels	\$120,000
Miscellaneous Community Programs	\$71,522
Moishe House	\$48,890
Pearlstone Center	\$909,844
SHEMESH	\$391,000
TOTAL LOCAL ALLOCATIONS	\$23,763,890

ISRAEL & OVERSEAS

The Jewish Agency for Israel (JAFI)	\$2,300,000
American Jewish Joint Distribution Committee (JDC)	\$1,200,600
Baltimore-Ashkelon Partnership	\$950,000
Israel Engagement Center	\$750,000
Baltimore-Odesa Partnership	\$385,000
JDC Hunger	\$300,000

Israel Engagement Local Programs	\$260,000
Birthright Israel	\$214,020
Global Peoplehood	\$200,000
Missions Subsidies	\$153,445
Community Fund for Israel Experiences (CJE)	\$118,000
Israel Advocacy (BJC)	\$90,000
Maryland Israel Development Center (MIDC)	\$161,935
JFHC/JAFI Shaliach	\$47,000
TOTAL ISRAEL & OVERSEAS ALLOCATIONS	\$7,130,000

NATIONAL

Jewish Federations of North America (JFNA)	\$949,535
National Funding Council Dues	\$8,500
Jewish Communal Service Assoc.	\$2,200
JFNA Israel Action Network	\$36,007
JFNA National Agencies Alliance	\$231,300
TOTAL NATIONAL ALLOCATIONS	\$1,227,542

FY2018 TOTAL ALLOCATIONS

\$32,121,432

MISSION

The Associated: Jewish Community 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.

VALUES

One People/Am Ehad – A commitment to *Klal Yisrael*, the link between Jewish people in Baltimore, Israel and around the world

Repair the World/ Tikkun Olam – Making a positive difference in the world through the pursuit of social justice

Respect – A diverse Jewish community that is respectful, accessible and welcoming

Education – Life-long Jewish learning and experiences

Engagement – Active participation of people in the many facets of Jewish life

Innovation – Creative approaches to solving community issues

Collaboration – A network of strong local and overseas partners that provide for the social service, cultural, health and educational needs of Jews in Baltimore, Israel and throughout the world.

