

20 THE ASSOCIATED'S 18 ANNUAL REPORT



OUR COMMUNITY

It has been an extraordinary year. Together with our donors and volunteers, The Associated: Jewish Community Federation of Baltimore worked to bring positive change to our community.

Through the tireless efforts of our agencies and programs, we touched the lives of those who needed it most. Our unwavering commitment to our older adults, individuals with disabilities, survivors of abuse and trauma, Holocaust survivors and those suffering unexpected challenges, was at the heart of our work. Our belief in our community's future was central to our efforts to inspire our teens, families and young adults as they traveled on their Jewish journeys.

This year, with the support of the community and our partners, including area synagogues, our Associated system **responded to worldwide disasters ... we built personal connections with Israel and Odessa ... we strengthened our community institutions through investments in security infrastructure ... we expanded our programming for older adults ... and, we worked hard to build bridges with dialogues across ethnic, religious and racial lines.**

Yet **we could not have done all this without you – our committed donors** – who gave generously to ensure a **stronger community**. Thanks to you, we raised \$31 million for our Annual Campaign.

Throughout these pages, you will see how together, we changed lives. And we **thank all of you who have contributed to our efforts making our world a better place today and in the future.**





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LIFE BRINGS UNEXPECTED CHALLENGES

The Associated is There with a Helping Hand

Every day, The Associated is committed to providing the resources and funds to help those who are struggling. Whether it is the abused woman hoping to start a new life, the student with a learning difference who is struggling in school, the older adult who wants to live independently in a safe environment or the family who needs help putting food on the table, The Associated provides the safety net that helps them navigate life's challenges.





PREVENTION EDUCATION IS A KEY TO ADDRESSING THE OPIOID EPIDEMIC

Steve Seidel will never forget that winter day in early February as simply as he will never forget the phone call.

"I remember answering the phone and it was the sheriff's department calling me from Alameda County, California," says Seidel. "They asked me if I knew Corey Seidel?' I remember saying, 'yes, that's my son. Is he okay?' And then they told me he was dead."

Cause of death: an opioid overdose.

"That day," says Seidel, "I made a promise to spend the rest of my life trying to save somebody else."

True to his word, Seidel began talking about opioid abuse while sharing his son's story. He has spoken for Jewish Community Services, including a community forum they sponsored last year, and participated in a podcast for the agency's *ifknew* program, a health initiative for young adults to address issues that impact their well-being.

"Prevention education is one of the most important ways we will be able to get in front of this issue," Seidel says. "And I want to thank The Associated for making it possible. Without their funding, we could not do what we are doing and saving future lives."

Through Jewish Community Services, The Associated conducted **275 PREVENTION PROGRAMS LAST YEAR**, reaching approximately **4,500 INDIVIDUALS** in public schools, community forums, adult education programs and synagogues.

TECHNOLOGY: IMPROVING THE LIVES OF OLDER ADULTS

Janet Kotelchuck has a strong support network, filled with family and friends.

However, since her husband died three years ago, she sometimes wishes there was more music and noise when alone in her apartment.

Luckily as a resident of Weinberg Woods, Kotelchuck was asked to test the Amazon Echo as part of a pilot between The Associated agency, CHAI: Comprehensive Housing Assistance, Inc. and the AARP Foundation.

Since then she has found a new friend who is there when she needs it. The Echo wishes her good morning and good night and often has an interesting “tidbit” to tell her.

Like on a recent American holiday, Janet was asked if she wished to hear a patriotic song. “I said ‘yes’ and she played one for me.”

She also uses the Echo to check the weather and access the news, keeping up-to-date on what is happening.

Studies indicate that technology combats loneliness among older adults so CHAI also launched the Myerberg Tech-Hub this year to teach other older adults how to use technology to stay connected to family and friends.

As for Kotelchuck, she finds that the Echo is “like having another person to talk with. I never really feel lonely.”

In its first six months, the Myerberg **TECH-HUB** helped more than **150 OLDER ADULTS BUILD TECHNOLOGY SKILLS** in order to increase connections and prevent social isolation.





Ensuring A Better Future

Through Jewish Community Services Career Center, hundreds of community members found jobs that better support their families. Working in partnership with **more than 300 employers**, last year the organization secured employment for job seekers, ultimately **generating more than \$3 million in salaries**.



Providing Opportunities for Individuals with Disabilities

Recognizing that **more than 3,200 families** in Jewish Baltimore rely on community services for a family member with physical, developmental or learning disabilities, The Macks Center for Jewish Education and SHEMESH provided opportunities for them to participate in Jewish life. Last year, they supported Kol Echad, an experiential Shabbat program at synagogues, featuring movement and music. It was offered to school-aged children with disabilities and their families.



Combating Abuse

Domestic abuse and trauma dramatically affects families. Last year, CHANA provided information, crisis intervention and supportive services to close to **300 individuals**.

OUR FUTURE DEPENDS ON THE NEXT GENERATION

The Associated Inspires Jewish Journeys

The Associated is looking at innovative approaches

to encourage the younger generation to connect with Judaism in ways that resonate with them. Whether it is a teen entrepreneurship program that connects Jewish values with social justice, intimate Shabbat dinners with new friends in a downtown home or a group of dads getting together for a night of Torah and bonding through exercise, The Associated system is meeting the next generation where they are, in ways that inspire Jewish learning, pride in Jewish identity and connection to Jewish ideals.





ENTREPRENEURSHIP MEETS JEWISH VALUES IN NEW TEEN INITIATIVE

High school student **Ellie Hoch** never realized there could be a connection between entrepreneurship, social responsibility and Jewish values.

Until, that is, she was looking for a program to engage with other Jewish teens and discovered 4Front's new Social Innovation Fellowship. 4Front, a hub for Jewish teen engagement, is housed at the Rosenbloom Owings Mills JCC.

In the program's inaugural year, the teens developed a prototype product to address a community need. They were charged with relating their ideas to Jewish values.

For Hoch and her group, that translated into a product to prevent drowsy driving. They based it on the Jewish values of *Pikuach Nefesh* (save a life) and *Achrayut* (social responsibility).

"There are many programs that encourage innovation," says Hoch. "The Social Innovation Fellowship allows you to look at entrepreneurship from a different perspective. It connects us to our Jewish values and promotes Jewish identity while enabling us to fulfill our social responsibility."

As part of the project, the group also visited Israel, meeting with start-ups and connecting to their Ashkelon and Odessa counterparts, who also participated in the program.

"I love that our Jewish community brings people in Baltimore and all over the world together," Hoch adds.

In its inaugural year, 4Front **ENGAGED 400 TEENS** through its Jewish teen initiatives.

Growing Jewish Camp

J Camps at the JCC boasted a record-breaking year, **enrolling 1,300 campers last summer**. Whether it was a traditional day camp or specialty arts, sports or STEM (science, technology, engineering, math) program, campers pursued their passion while exploring their Jewish identity through programming like Israel Day, camp-wide Shabbat celebrations and Maccabiah sports competitions.



Reaching Families Where They Are

The Macks Center for Jewish Education created **more than 1,600 touchpoints for families** last year — in homes and on playgrounds, from neighborhood pools to local museums — through programs like PJ Library and Community Connectors, a group of young parents who hold informal Jewish programming across town.



Increasing Jewish Connections at College

Last year, **more than 4,500 college students participated in Hillel's social, cultural, religious or educational programs** on one of five Maryland college campuses — University of Maryland, College Park, Towson University, UMBC, Johns Hopkins University and Goucher College. They engaged in meaningful Jewish experiences and learned from Israeli Campus Fellows, who strengthened their knowledge of and commitment to Israel.





NEW PROGRAM INSPIRES LEARNING: CONNECTS JUDAISM TO NATURE

Last summer, when **Micah Loveland** was looking for an overnight camp, he jumped at the chance to spend a week at The Associated's Pearlstone Center. Pearlstone was offering Tiyul Adventure Overnight Camp, a weeklong experience that combined outdoor adventures with innovative Jewish experiences, like Shabbat in the Forest.

Imagine how excited Micah was when he learned that although camp ended, Pearlstone was expanding its Tiyul program to the school year.

Meeting once a month in the fall and spring, participants engaged in nature and farm-based activities, zip lines and rock climbing, which were connected to larger themes around Judaism and the Jewish year.

From picking grapes and crushing them to turning them into grape juice, they learned what it meant to make a blessing over food. They built a *sukkah* out of logs and in the eighth month, when there are no holidays, youngsters learned to find magic in the ordinary while tackling physical challenges and linking the experience to our forefathers who were wanderers.

They even invited the parents for a special program that included lessons of renewal and a Tu B'Shevat tree planting.

"It's beautiful how Tiyul infuses these outdoor adventures with Jewish meaning," says Micah's mother Carol Berkower. "We are so lucky to have this place that offers our children enriching experiences while building spiritual beings."

8,000 INDIVIDUALS OF ALL AGES participated in Pearlstone's **HANDS-ON EDUCATIONAL PROGRAMMING** last year.

MAKING COMMUNITIES STRONGER

The Associated Is Committed to Repairing the World

Rooted in a belief that individuals have a shared responsibility to repair the world, **The Associated recognizes the importance of making our world a better place to live.** Whether it is a group of young volunteers revitalizing a neighborhood on Good Deeds Day, a community partnership in which students in a West Baltimore neighborhood discover nature, while improving both their self-esteem and school attendance, or an inter-ethnic dialogue that inspires mutual understanding between diverse groups, The Associated is committed to strengthening the larger community in which we live.





STRENGTHENING BALTIMORE THROUGH ACTS OF SERVICE

Giving back has always been part of **Michele Hayunga's** DNA from her earliest days growing up in Ohio.

That's why when she moved to Carroll County with her family, she wanted to ensure she ingrained these values in her two young children. One of her first efforts was connecting with Jewish Volunteer Connection (JVC) and starting Play Date Together, bringing young families to nursing homes to share songs and stories.

Today, volunteerism is still going strong in the Hayunga family. This year, through JVC, the family sorted baby clothes during Good Deeds Day, an international day of service. They also participated in JVC's newest initiative, Live with Purpose, monthly volunteer acts that can be done in the home or workplace.

"My husband and I work, and my girls have busy lives," says Hayunga. "Live with Purpose allows us to volunteer when we have time."

One of those projects was the Casserole Challenge, and the Hayungas family joined friends to prepare casseroles. Overall, JVC was able to feed more than 1,600 people.

JVC's volunteer program has many benefits for the Hayunga family. For one, Hayunga says, it provides her family with a chance to connect to the Baltimore Jewish community.

And second, she says, "Volunteering connects my family to Judaism and the Jewish values of making the world a better place to live."

Last year, Baltimoreans participated in **7,539 ACTS OF SERVICE** through **LIVE WITH PURPOSE**.

COMING TOGETHER WHEN THE WORLD NEEDS US

In a year fraught with catastrophic disasters, when floods and earthquakes ravaged communities from **Houston to Puerto Rico, Mexico to Ellicott City**, Baltimore Jews came together as one to provide a lifeline to those who lost homes and businesses.

In keeping with our Jewish values of *Tikkun Olam* (repair the world), The Associated established disaster relief funds to support those in need. Working with the Jewish Federations of North America, the American Jewish Joint Distribution Committee and other organizations on the ground, The Associated provided much needed support, distributing 100 percent of the funds raised to help those who were hit hardest begin to reconstruct their communities.

In addition, Jewish Volunteer Connection, The Associated's volunteer arm, led a cohort of Baltimoreans to Houston, one of the hardest hit communities which saw significant devastation to the Jewish community. Together, they helped those on the ground with the re-building efforts.





Engaging City School Children

The Jewish Museum of Maryland engaged **more than 3,600 students last year through its educational outreach programming.** One of those highlights was Morrell Park: PROJECTED, a year-long storytelling and film project in which city middle schoolers gain insight into their personal family stories to help them become more resilient.



Making Our Voices Heard

Advocating is a central component of The Associated's work and this year, the Baltimore Jewish Council (BJC) **secured approximately \$7.5 million for the community during the Maryland General Assembly session.** The BJC also led a group of Associated leadership, professionals and area rabbis to Capitol Hill to meet with U.S. Senators and Congressmen. Together, they discussed the rising tide of anti-Semitism as well as issues impacting our community from housing policy to security to policies affecting the elderly.

FROM ISRAEL TO ODESSA, EUROPE TO SOUTH AMERICA

The Associated Strengthens Our Global Connections

The Associated's impact goes well beyond local borders, stretching across the globe to Jews in more than 70 countries, including Israel. Whether it is a Venezuelan teen who travels to Baltimore to deepen his Jewish identity, an Ashkelon *shinshin* (Israeli emissary) who spends a year in Baltimore sharing her passion for Israel or an elderly Holocaust survivor in Odessa with financial assistance to pay for food, The Associated provides the resources to connect and create a vibrant global Jewish community.





ON A MISSION – A TRIP TO ISRAEL INSPIRES JEWISH INVOLVEMENT

For years, **Dovita Lerner** heard her daughter, Megan, rave about Israel. Having traveled and worked there, Megan loved everything about the country from its culture to its people.

So when Lerner heard from friends about The Associated Women's Israel Mission, and the chance to travel to the country for its 70th anniversary, she signed up for her first trip to Israel.

"I watched what my daughter got out of it and what Israel means to her. I knew I had to see what the country was all about."

For seven days, Lerner, along with 70 other women, traveled throughout the country, visiting historical sites and spending time in Ashkelon, Baltimore's sister city, learning where our community's dollars are allocated. They read letters from family members at the Western Wall, and celebrated Yom Ha'Atzmaut in Tel Aviv.

"It's hard to put into words how meaningful the experience was. I particularly remember the joy on the Israeli's faces as they celebrated the country's birthday. It was truly transformational."

Not only did the trip leave Lerner with a better understanding of Israel and its people, but it inspired her to get more involved with The Associated.

"I met such amazing women who want to do amazing things with our Jewish community and I want to be a part of that."

During Israel's 70th anniversary, The Associated held its **FIRST YOUNG MEN'S MISSION TO ISRAEL** while its agencies sponsored programs in Baltimore, including an **ISRAELI FILM FESTIVAL** at the Gordon Center for Performing Arts and MIDC's "**START UP NATION**" series showcasing Israeli companies in Maryland.



Strengthening Israel Connections

The Associated brings young adults to Israel each year, sparking a renewed sense of Jewish identity. This year, more than **140 college students and recent graduates from Baltimore interned and lived in Israel** as participants in Baltimore Onward Israel and Masa Israel, programs supported by the Jewish Agency for Israel (JAFI), and an additional **740 young adults traveled to Israel** on Birthright Israel.



Supporting Jewish Communities Worldwide

Through a grant made by the Global Responsibility Committee to the American Jewish Joint Distribution Committee (JDC), **100 schoolgirls in Djerba, Tunisia received the gift of Jewish education and training** to become active members of their Jewish community.



Helping the Hungry in Israel

The Associated supported the Leket Women's Work Program, which employs a full-time staff of previously exploited agricultural workers who rescue millions of pounds of fruits and vegetables from fields and orchards throughout Israel for distribution to those in need. Last year, gleaners picked **more than four million pounds of produce from fields and orchards** throughout the central and northern regions of the country (representing a pound of produce for 11,718 needy Israelis daily).



EDUCATORS TRAVEL TO ODESSA AND BRING LESSONS HOME TO BALTIMORE

When **Rabbi Moshe Schwartz** embarked on the Macks Center for Jewish Education's Mini Educators Mission to Odessa, Ukraine this past year, he was excited to explore the educational landscape there. Little did he know that the experience would go beyond his expectations as he encountered a community rediscovering its rich Jewish heritage.

Schwartz, head of Krieger Schechter Day School, was one of six Jewish educators traveling to the city on the program funded by The Associated's Baltimore-Odesa Partnership.

While there, they visited classrooms at the World Ort School #94, a public school dedicated to Jewish studies, spoke with Jews across the economic spectrum about daily life and stopped at the Beit Grand and Migdal Jewish Community Centers to experience the revival of Jewish life.

"I was impressed with the pride the Jewish residents took in Judaism as well as the students' commitment to learn despite limited resources," he says.

Schwartz also visited those who depend on overseas dollars to survive. "I saw how much our philanthropy is making an impact on Odessa's Jews."

Moving forward, Schwartz plans to bring what he learned to Baltimore, developing new ways to forge partnerships with Odessa's Jewish community.

Educators on the Odessa mission explored ways to **DEVELOP ONGOING EDUCATIONAL PROGRAMS** that will foster **JEWISH IDENTITY** and **PEOPLE-TO-PEOPLE CONNECTIONS** for hundreds of students and families in Baltimore and Odessa.

OUR PATH TO SUCCESS

Our path to success is dependent upon the hard work of our leaders, volunteers, professionals and donors who work tirelessly day in and day out to make Jewish Baltimore stronger. Through their efforts last year, not only did we raise \$31 million in our Annual Campaign that will allow us to respond to our community's needs, but we also worked together to develop solutions to the challenges we are facing today and in the future.



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SOLICITORS

reached out to donors, sharing stories of our incredible impact and inspiring them to be part of The Associated Annual Campaign.



45
COMMITTEES

under the umbrella of our Community Planning and Allocations department met throughout the year, tackling our community's challenges and exploring solutions across a broad range of areas from social justice and aging to young adult engagement.



9,000
VOLUNTEERS

made a difference through hands-on participation in a wide array of acts of service, from providing meals for those who were hungry, offering companionship for older adults who were lonely and supporting those who faced educational challenges.



1,782

COMMUNITY MEMBERS

attended Associated events where they networked, developed leadership skills and were inspired by speakers, who shared their stories about the power of giving back, such as David M. Rubenstein, co-founder and co-executive director of The Carlyle Group and Laura Schroff, *New York Times* best-selling author.



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AGENCIES AND PROGRAMS

across Baltimore, Israel and the world provided the services to support The Associated's mission of helping those in need, enhancing Jewish life and supporting our friends in Israel, Odessa, Ukraine and around the world.



1,397

PROFESSIONALS

across The Associated and its network of agencies who transformed the lives of thousands of individuals globally.

FY 2019

FUNDING PLAN

LOCAL

Baltimore Hebrew Institute (BHI) at Towson	\$324,548
Baltimore Jewish Council (BJC)	\$795,957
BBYO	\$55,000
Center for Leadership	\$282,426
Central Scholarship Bureau	\$33,286
Comprehensive Housing Assistance, Inc. (CHAI)	\$790,643
CHANA	\$305,268
Edward A. Myerberg Center	\$171,190
Hebrew Burial Society (HBS)	\$1,000
Hebrew Free Loan (HFL)	\$16,119
Hillel-Goucher	\$120,344
Hillel-Johns Hopkins University	\$241,560
Hillel-Towson	\$201,091
Hillel-UMBC	\$161,500
Hillel-College Park (HCP)	\$254,445
Jewish Camping Initiative	\$25,000
Jewish Cemetery Association (JCA)	\$18,000
Jewish Community Center (JCC)	\$5,938,981

Jewish Community Services (JCS)	\$6,453,946
Financial Assistance	\$500,000
Jewish Day School Scholarships	\$3,280,000
Jewish Federation of Howard County (JFHC)	\$35,679
Jewish Museum of Maryland (JMM)	\$424,570
Jewish Volunteer Connection	\$486,226
Macks Center for Jewish Education (CJE)	\$1,271,049
Jewish Education Enhancement Projects (JEEP)	\$110,500
PJ Library	\$130,000
Meals on Wheels	\$120,000
Miscellaneous Community Programs	\$31,500
Moishe House	\$53,000
Pearlstone Center	\$959,258
SHEMESH	\$385,000
TOTAL LOCAL ALLOCATIONS	\$23,977,086

ISRAEL AND OVERSEAS

The Jewish Agency for Israel (JAFI)	\$2,200,000
American Jewish Joint Distribution Committee (JDC)	\$1,100,000
Birthright Israel Fair Share Allocation	\$200,000
JDC Hunger	\$300,000
Maryland Israel Development Center (MIDC)	\$161,935
Global Responsibility	\$320,400
Baltimore Connections Strategy	
Baltimore-Ashkelon Partnership	\$712,000
Baltimore-Odesa Partnership	\$366,000
Shlichim	\$707,500
Other Baltimore Connections	\$147,082
Israel Education and Travel	
I&O Travel	\$410,000
Israel Education	\$297,083
Community Fund Israel Experience (CJE)	\$118,000
Israel Advocacy (BJC)	\$90,000
TOTAL ISRAEL AND OVERSEAS	\$7,130,000

NATIONAL

Jewish Federations of North America	\$875,447
Jewish Communal Service Association	\$2,200
JFNA Israel Action Network	\$36,007
Hillel (national)	\$35,000
Jewish Council on Public Affairs (JCPA)	\$8,500
70 Faces Media/JTA	\$20,000
TOTAL NATIONAL ALLOCATIONS	\$977,154

TOTAL FISCAL YEAR 2018 ALLOCATIONS \$32,084,240*

*primarily funded by The Associated's Annual Campaign



Give With Confidence.

Nintety cents of every dollar (90%) directly benefits the agencies and programs that are part of our family.

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 Echad* – 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.

