



The Report to the Community 2015
AMAZING
JMM

The Jewish Museum of Maryland
At the Herbert Bearman Campus

The A-Mazing



You!

Solving the puzzle of identity in
The A-Mazing Mendes Cohen,
photo by Will Kirk.

PRESIDENT'S MESSAGE

THIS YEAR WE **CELEBRATED** the real life adventures of a man who navigated both the Jewish and American experience in his commitment to make a better world. What an apt metaphor for our whole organization. In this FY '15 annual report we share the story of "The Amazing Jewish Museum of Maryland." I am pleased by the extensive progress we have made on every front in our efforts to fulfill our vision.



As a **Destination**, we kept our changing exhibit gallery lively and experimental. First with a Jewish twist on a "maker's fair" — the *Electrified Pickle...* linking together Jews and technology — past, present and future. This was followed by *The A-Mazing Mendes Cohen* — the world's first biographical maze — an incredible project that transformed the story of an unknown 18th century soldier, banker, adventurer and politician into an exploration of the formation of American Jewish identity. This exhibit was recently selected for an Award of Merit by the American Association for State and Local History. As a place of **Documentation**, this year our collection passed the milestone of 10,000 objects. With the help of volunteers we were able to make thousands of our photos accessible to the public and increased the ease of use of our archives with new finding aids and folder lists. **Discourse** at JMM took many forms — We initiated a conversation on the future of Historic Jonestown. Working together with area cultural sites, religious sites, businesses and residents, we are well on our way towards developing a new identity for our neighborhood. Simultaneously, we expanded our partnerships with Jewish communal organizations, working on joint projects with Macks Center for Jewish Education (CJE), CHAI, the JCC and many synagogues. Both the quantity (59) and quality of public programs exceeded all previous years. And we were equally successful in promoting **Discovery**. Thousands of young people, from diverse backgrounds experienced JMM this year. They took the Mendes Cohen scavenger hunt and uncovered the puzzle of his complex identity — and in the process learned about similarities and differences between his world and theirs. Teachers continued to rate us an outstanding field trip experience.

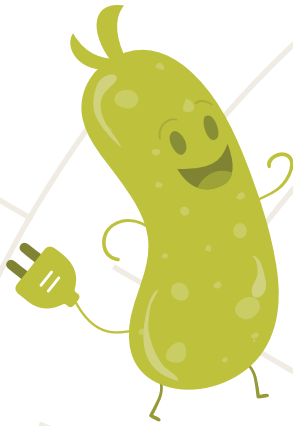
FY '15 was also impressive for what was accomplished behind the scenes. JMM achieved a balanced budget for the second year in a row. We restructured our budget to make it easier to assess progress. We built a new level of camaraderie at our March Board retreat. And, due in no small measure to that Board engagement, we had a spectacular year in fundraising. We are finishing the year having received more than \$935,000 in new commitments from both public and private sources.

As incoming president Duke Zimmerman's message suggests at the end of this report, the future looks even stronger. I invite you to join us in continuing the voyage that Mendes began more than 200 years ago towards an enduring Jewish American identity.

A handwritten signature in black ink, appearing to read "Ira Papel". The signature is fluid and cursive, written over a white background.

Ira Papel, MD
President

FROM THE DIRECTOR



An Experimental Summer: *The Electrified Pickle* was a community tech fair designed to appeal to budding scientists, DIY-ers and anyone curious to learn about how things work. From planes to codebreaking, from lacto-fermentation to mosaic making, we spent five glorious weeks getting our hands dirty and our brains sparking!

Characters Welcome: The Museum was thrilled to add the newest living history character to our Immigrants Trunk program: Mendes I. Cohen himself! Representing the early Maryland Jewish experience, Mendes shares tales from his life with audiences young and old. From fighting at the Battle of Baltimore to his many travels through Europe and the Middle East and all the way up to his civic accomplishments in state government, Mendes (performed by actor Grant Cloyd) has proven a true delight.

The Most Interesting Baltimorean: Did someone say award-winning original exhibit? That's right! *The A-Mazing Mendes Cohen* is a 2015 winner of the American Association for State and Local History's Award of Merit! With hands-on interpretive activities, original artifacts and a fun and engaging design, we're as proud as we can be of *The A-Mazing Mendes Cohen*.

Creating Community: Thanks to the generous support of the France-Merrick and Goldseker foundations we were able to kick off a Historic Jonestown Community Planning Initiative, bringing together residents, businesses, cultural organizations and others to start creating a vision of what our neighborhood could become. This has also resulted in the resurrection of Historic Jonestown Inc., which is dedicated to the neighborhood and its health and wellbeing.

(l-r): Beth Tfiloh student shares her project in the *My Family Story* exhibit. Learning how things work in *The Electrified Pickle*. Having fun in *The A-Mazing Mendes Cohen*. Photos by Will Kirk.



A Full Calendar: This year the JMM offered a record 59 public programs, many related to our Amazing Mendes Cohen exhibit. However, our two most popular programs were Dr. Arnold Blumberg's "The Golem: A Horrific Hero with Feet of Clay" talk and our Chanukah concert featuring Joanie Leeds and the Nightlights.



Bright Lights in the Big City (or: Everything Old is New Again):

The Lloyd Street Synagogue may be one of our oldest artifacts but that doesn't mean we can't keep learning new things about it! We created a brand new tour of the LSS this year called "Technology in the Temple," which explored inventions and innovations in Baltimore — including the introduction of gas lighting to the city!

A Lively Lobby: In addition to our regular excellent exhibit fare we were pleased to host a series of community art displays in our lobby. Students explored their personal histories in "My Family Story" project and relationships with Israel in the "Puzzle Project." "Learning Your Letters: Braille Art" brought a wonderfully tactile experience often missing in art and the "Girls Photography Project" brought two communities together to see each other in a different lens.

#MuseumsRespond: The events of this spring had a deep impact on our city and continue to have strong effects. To respond, in addition to offering free admission for a week, JMM staff created "In Every Generation," a small display highlighting Maryland Jewish involvement in social activism, past and present. We hope to continue conversations within the community and serve as a place of resource and respite for our neighborhood in the days to come.

Educators In Action: The Museum's education team is always ready for anything and this winter they really proved it! While most school visits are scheduled weeks in advance, one snow-threatening day started with a phone call to Education Director Ilene Dackman-Alon. A high school field trip to a DC museum had been cancelled but the school still wanted students to have a museum experience — could we possibly host 84 kids with only an hour's notice? Of course! Ilene and her team provided a dynamic learning experience that could be replicated nowhere else.

A Future in Medicine: Progress on our next original exhibit, *Beyond Chicken Soup: Jews and Medicine in America*, has been phenomenal. A competitive grant from the National Endowment for the Humanities and generous gifts from a slew of community partners, have rocketed us to our fundraising goals. We can't wait to unveil all our hard work at the opening this coming March.



Marvin Pinkert

Marvin Pinkert
Executive Director

NOT FOR OURSELVES ALONE

WHAT MAKES A GREAT MUSEUM?

Your first thought might be innovative exhibits, or maybe fascinating collections, or perhaps effective educational programs. Some museums set themselves apart in magnificent architectural structures or fill their halls with the latest tech gadgets.

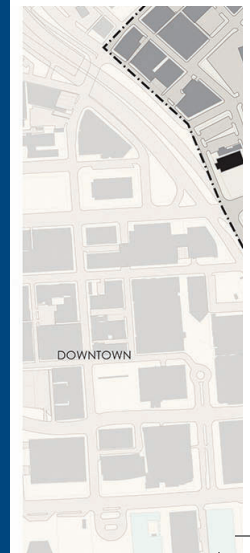
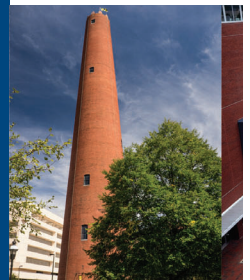
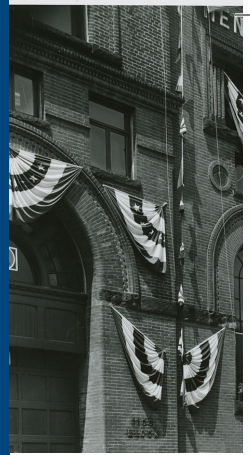
At JMM, our efforts to be a great museum are premised on the idea that we don't just sit in isolation from our environment. We are part of communities (both geographic and cultural) — and we can't be great, or even healthy, if those communities aren't healthy. No matter how beautiful our buildings become, no matter how meaningful our education work, no matter how exciting our exhibits, our success cannot be fully realized without the success of Historic Jonestown and our larger neighborhood — the city of Baltimore.

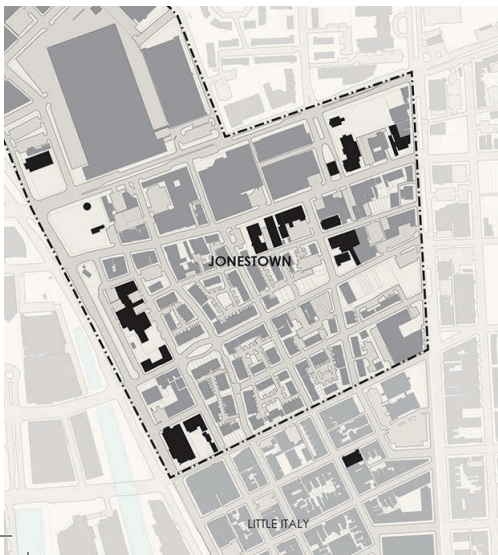
In FY '15, we took several steps to put this philosophy into action. Working closely with The Associated (our most important community partner), and with input from the Jonestown Planning Council, we recruited the firm of Mahan Rykiel to conduct a study of neighborhood assets and challenges, leading towards a new vision for Historic Jonestown and, ultimately, a new neighborhood identity and a plan for balanced and thoughtful development. Our intent was to spread the word that Historic Jonestown is a great place to live, work, play and visit and to prepare the infrastructure to support that promise.

This 18-month intensive effort began last summer as Mahan Rykiel interviewed dozens of our neighboring cultural and educational institutions, businesses and religious organizations. They spoke with JMM Board members and local elected officials, with real estate experts and residents, in an effort to identify the pieces of the neighborhood's history and character people most wanted to preserve and the pieces they felt most needed to change.

A second phase of work began this April and May, as Mahan Rykiel shared ideas about how our diverse institutions and points of view might find common ground and offered examples of other communities that had used this type of coordinated planning as a way to attract new investment aligned with community needs.

The process will continue into the fall, but one tangible result has already been achieved. The once dormant organization, Historic Jonestown Inc., has been revived and charged with great energy from community organizers Lindsay Thompson, president, and Joe Cronyn, vice president. The organization is actively preparing to lead the implementation process for the vision now being developed. As much as any exhibit or artifact, this critical piece of human infrastructure is part of what will make JMM an even greater museum.





STATEMENT OF FINANCIAL POSITION

Year ended June 30, 2014

<i>Assets</i>	
Cash	\$300,874
Investments	6,893,086
Receivables & Promises to Pay	44,855
Shop Inventory	33,277
Property & Equipment	4,038,104
	\$11,310,196

Liabilities and Net Assets

Total Liabilities	\$69,611
Net Assets	11,240,585
	\$11,310,196

STATEMENT OF FINANCIAL ACTIVITIES

<i>Income</i>	
Associated Allocation	\$250,000
Membership Dues	79,697
Draw on Investment Income	346,282
Gifts & Grants – Unrestricted	908,570
Earned Income & Other	132,767
Total Income	\$1,717,316

<i>Expenses</i>	
Public Interpretation & Exhibitions	\$587,387
Education & Community Services	400,871
Collections, Sites & Research	215,497
Fundraising	165,299
Administration	201,046
Museum Shop	82,524
Total Expenses	\$1,652,624

Operating Results	\$(64,692)
Investment Income	923,496
Change in Board Designated & Temporarily Restricted	(248,428)
Change in Net Assets	\$739,760

(top down) Celebrating the "Golden Anniversary" of the Hendler's Creamery Company, located on the 1100 block of Baltimore Street, JMM 1998.47.21.1. Historic Jonestown landmarks include the Phoenix Shot Tower and the Star-Spangled Banner Flag House. The Jewish Museum of Maryland, photo by Will Kirk. The Historic Jonestown Neighborhood map.

CONTRIBUTORS 2014 – 2015

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(l-r): Rabbi Gary Zola speaks at the 50th Anniversary of the re-dedication of the Lloyd Street Synagogue, photo by staff. Monument building in *The A-Mazing Mendes Cohen*, photo by Will Kirk. Author Harry Ezratty speaks during the JMM's Jewish book festival, photo by staff.

Rochelle "Rikki" Spector
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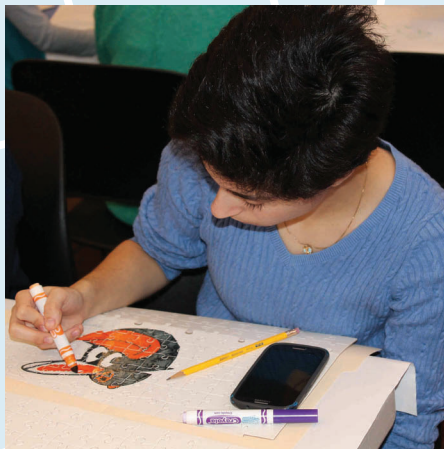
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(l-r): Making olive oil at Late Night on Lloyd Street. Puzzle making on Mitzvah Day. Photos by staff.





Making matzah with Chabad of Downtown Baltimore, photo by staff.

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Like most major cultural organizations, the Jewish Museum of Maryland relies on community support to sustain its programs, activities, and operations. We need your help to maintain and grow our schedule of exhibitions, programs, educational resources and community projects. Contributions are welcome at any level.

Benefactors at the \$500-level and above are recognized in our annual Report to the Community and in the Museum lobby for a period of one year. Sponsors of programs, events, publications and initiatives are acknowledged in publicity and print materials relating to those events.

Corporate sponsors and patrons are offered special donor fulfillment including free admissions for employees and their families, use of the Museum facilities for events and prominent mention in paid ads, print materials and Museum publications.

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Checks payable to The Jewish Museum of Maryland.

Donate online at jewishmuseummd.org/donations-memberships/donations/

Plan Ahead to Help

Many friends want to ensure their commitment to the Jewish Museum of Maryland carries on after they are gone, so that we can continue to offer vital programs for the community at large and their families. Consider remembering JMM through a direct bequest in your will or through a planned financial vehicle arranged during your lifetime. For more information on planned giving, contact Sue Foard, sfoard@jewishmuseummd.org /410-732-6400 x220.

THE YEAR AHEAD

AS WE **REFLECT** on this past year's accomplishments under the leadership of Board President, Ira Papel, and with the support of our dedicated trustees, it is clear that we have a strong foundation in place for future growth. Thanks to the success of our recent fundraising efforts, the JMM is poised to move forward with several exciting initiatives. We plan to strengthen our position on each of our four D's: Destination, Documentation, Discourse and Discovery through an ambitious schedule of programs, exhibits and educational activities. To help sustain these efforts we will soon launch a campaign to raise funds to expand our endowment.



The past few months has seen a flurry of activity in our community planning efforts. As the Historic Jonestown community vision nears completion this fall, we will soon be ready to launch our own plans for the development of the Herbert Bearman campus. The investment we have made in reaching out to our neighbors to gain their feedback about community priorities will inform these plans and help us establish the necessary partnerships to bring this project to fruition.

As we work on these long-term changes in our capacity, we will continue to provide one of the most fascinating menus of special exhibits in the city. In the space of just one year we will be offering three terrific new exhibits exploring the worlds of film, music and medicine. *Cinema Judaica* highlights the many connections between Jews and Hollywood particularly during the World War II era. *Paul Simon: Words and Music* brings together more than 80 documents and artifacts from the performer's long career — including his guitars, costumes and song lyrics. *Beyond Chicken Soup: Jews and Medicine in America*, the JMM's next full-scale original exhibition, explores the intersection of culture and science through a groundbreaking display of artifacts and interactive educational activities. We also will soon begin plans for a new core exhibit that will capture the full scope of the history of Maryland's Jewish community, drawing on our fabulous collection and the latest innovations in interpretive technologies. Our staff is busy planning a lively schedule of programs to accompany these exhibits that will inspire conversation and dialog and help our visitors make connections between the past, present and future.

Creating an inclusive museum environment remains a priority and we are working on several fronts to meet this goal. Our education team is working to strengthen partnerships with schools and develop new innovative resources that tie in with social studies and science standards. We continue to seek support from foundations, corporations and individuals so we can subsidize field trips for Maryland public school students so all students can benefit from cultural enrichment. In addition, we plan on conducting a study in the next few months so we can take concrete steps to improve Museum accessibility.

Thank you for your continued support. We look forward to seeing you at the Museum in the months ahead.

A handwritten signature in black ink that reads "Duke Zimmerman". The signature is written in a cursive, flowing style.

Duke Zimmerman
Incoming Board President

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Karen Falk
Curator

Sue Foard
Administrative Assistant

Tracie Guy-Decker
*Associate Director of
Projects, Planning and
Finance*

Graham Humphrey
Visitor Services Coordinator

Rachel L. Kassman
*Development and
Marketing Manager*

Darrell Monteagudo
Custodian

Jeannette Parmagiani
*Director of Holocaust
Programs*

Sean Schumacher
Sunday Floor Manager

Esther Weiner
*Museum Shop Manager and
Administrative Assistant*

Joanna Church
Collections Manager

*deceased

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