



# Report to the Community 2012

## The Jewish Museum of Maryland

At the Herbert Bearman Campus

History, Heritage, and New Horizons

The JMM is a constituent agency of THE ASSOCIATED: Jewish Community Federation of Baltimore and is accredited by the American Association of Museums.





## President's Message



This past year has been a year of reflection, preparation, and transition, as we look ahead to the Museum's continuing transformation and growth.

Reflection about our role in the community has been spurred by completion of our American Association of Museums re-accreditation process and by our search for a new executive to succeed Avi Decter. We have been thinking hard about who we are, what we mean to our thousands of constituents, and where we need to go next. As a public trust, the Museum is dedicated to preserving our memories, promoting understanding, and sharing our stories. I am confident that we will continue to excel at these core functions.

Our success was evidenced in the fall with the opening of *Chosen Food: Cuisine, Culture, and American Jewish Identity*. This landmark exhibition was accompanied by a book-length catalogue, an interpretive brochure, a dedicated project website, and a host of family and public programs. In March, when *Chosen Food* was celebrated at a special event sponsored by the White House and the National Endowment for the Humanities, we knew that we had hit our mark!

Our achievements this year stem from development of four key initiatives. We have been steadily growing and enriching our family programs, making the Museum one of the most family-friendly venues in town. Second, through rigorous staff training,

we have been expanding our storytelling capacity—bringing to life the personal, family and community tales of small children and senior citizens.

Community outreach and engagement has also grown this past year. We have provided direct services to more than 30,000 individuals, and more than 40,000 others have "visited" the Museum via our inviting and content-rich website. Last, but by no means least, our enhanced new media initiative has reached out to thousands through tweets, blogs, eblasts, and other on-line applications.

The year ahead is full of challenge and promise. We will give new emphasis to marketing our nationally important resource to an even wider community of users. We will continue to encourage investment in one of Maryland's great cultural resources, and we will intensify planning for our future growth at the Herbert Bearman Campus.

We welcome Marvin Pinkert as our new executive director and bid a fond farewell to Avi Decter, who has done so much to build our staff and programs over the past thirteen years. With the leadership of our outstanding Board and staff, and with the support of our many donors, benefactors, and volunteers, we look ahead to a year of achievement, joy, and excellence.

Larry Caplan  
President

Left: Actor Grant Cloyd poses as artist Saul Bernstein, part of the Leo V. Berger Living History program. Photo by Will Kirk.

Cover: Children enjoy a touch-screen interactive in the *Chosen Food* exhibit. Photo by Will Kirk.

# The Year at the JMM

## History

In fall 2011, we opened up our newest interpretive exhibition, *Chosen Food: Cuisine, Culture, and American Jewish Identity*. The exhibition explores some of the many ways that Jews use food to maintain tradition, establish diverse identities, and build community. The project features a book-length catalog, an interpretive brochure, hands-on discovery activities, and a wealth of audio-visual media.

In addition to publishing the *Chosen Food* catalog, with essays by leading scholars, the Museum will co-publish (with The History Press) a book of Gil Sandler's *Jewish Times* essays titled *Glimpses of Jewish Baltimore*. In his inimitable style, Gil reflects on aspects of Jewish life in the 20<sup>th</sup> century, laced with dry humor and perceptive insights.

We are also proud of the new *JMM at Levindale* exhibition, which opened this year—a physical expression of our partnerships. Other collaborations this year included a Salon Series at the Myerberg Senior Center, the Museums and Society Program at Johns Hopkins University (where we taught a practicum), story circles at Tudor Heights Assisted Living, and Museum-School Partnerships with five Baltimore City public schools.

Jewish history in Maryland is manifest throughout the Museum and our two National Register synagogues. Programs like the *Attman's Deli Speakers Bureau*, the *Leo V. Berger Immigrant's Trunk Program*, and our traveling exhibitions brought our history to more than 20,000 people this past year in venues all across the State.



Clockwise from top

A young museum guest playing dreidel at a family program. Photo by Will Kirk.

Intern Ginevra Shay and Program Manager Rachel Cylus assist with a large object. Photo by Elena Rosemond-Hoerr.

Food maven Michael Twitty demonstrates "Kosher Soul" at a Museum program. Photo by Shiv Gendhi.

A Student Immigration Story session at Patterson high School. Photo by Elena Rosemond-Hoerr.

## Heritage

Just recently, the Museum completed preservation and restoration work in the Mikveh area of our landmark Lloyd Street Synagogue. After excavating and documenting the 1845 mikveh, the Museum installed interpretive signage that will help visitors to understand the long, rich history of a nationally important historic site.

At the same time, we have been working with staff and docents to incorporate new information and new techniques into our guided tour program. As a story-telling institution, we have been training our staff in how to engage our audiences in telling their own stories, both at our campus and off-site. Storytelling is our oldest and perhaps most

important tradition—one that is finding new life in the Museum's programs and events.

As the keeper of Jewish communal memory in Maryland, we emphasize the importance of preserving our heritage, both the stories of individuals and families and institutions and their material culture. Our nationally important collections range from objects of everyday life to nearly 800 oral histories, from works of art to more than 40,000 cataloged photographs—and many of these riches are available on-line at our content-rich website.

## New Horizons

This year we offered an exciting array of family, public, and school programs. Especially notable were our popular *First Thursday* programs for young adults and the development of learning and discovery kits for family visitors to the Museum. This year, with support from the federal Institute of Museum and Library Services, we have greatly expanded our professional development programs for teachers, reaching out to educators in Cecil, Harford, and Howard Counties with new on-site workshops.

Throughout the past year, we have been looking ahead to the next steps in our growth. Intensified use of new media and an emphasis on community engagement have grown our audiences substantially. At the same time, we have been planning for facilities development at our Herbert Bearman Campus in collaboration with The Associated.

These forward-looking ventures, coupled with the process of re-accreditation and our search for a new executive director, have offered us special opportunities for reflection and re-visioning. As we enter a new era, we are confident in our role as a center that engages the public in discourse about past, present, and future issues of Jewish life. And we look forward to adventures in the year to come.



# Statement of Financial Position

## Year Ended June 30, 2011

|                               |           |
|-------------------------------|-----------|
| <b>Assets</b>                 |           |
| Cash                          | \$268,384 |
| Investments                   | 6,518,004 |
| Receivables & Promises to Pay | 211,507   |
| Shop Inventory                | 34,249    |
| Property & Equipment          | 4,430,318 |

\$11,462,462

### Liabilities and Net Assets

|                   |            |
|-------------------|------------|
| Total Liabilities | 96,187     |
| Net Assets        | 11,366,275 |

\$11,462,462

## Statement of Financial Activities

|                               |           |
|-------------------------------|-----------|
| <b>Income</b>                 |           |
| ASSOCIATED Allocation         | \$190,000 |
| Membership Dues               | 87,185    |
| Draw on Investment Income     | 368,484   |
| Gifts & Grants - Unrestricted | 529,049   |
| Gifts & Grants - Restricted   | 272,541   |
| Earned Income & Other         | 214,700   |

Total Income \$1,661,959

|                                     |           |
|-------------------------------------|-----------|
| <b>Expenses</b>                     |           |
| Public Interpretation & Exhibitions | \$681,970 |
| Education & Community Services      | 404,084   |
| Collections, Sites & Research       | 278,579   |
| Fundraising                         | 129,859   |
| Administration                      | 222,749   |
| Museum Shop                         | 74,815    |

Total Expenses \$1,792,056

Operating Results \$(130,097)

Net Gain on Investments \$889,176

Change in Net Assets \$759,079



## Contributors 2011-12

**\$100,000 and up**  
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Maryland State Arts Council  
The Leonard & Helen R. Stulman Charitable Foundation

**From top:**  
Trying out some advanced paper folding at our Christmas Day program. Photo by Shiv Gendhi.

**JMM volunteer Lois Fekete with students from Sacred Heart of Glyndon in the Voices of Lombard Street exhibition. Photo by Elena Rosemond-Hoerr.**

**Douglas Hauer and Susan Berrin speak at the annual Herbert H. and Irma B. Risch Memorial Program on Immigration. Photo by Will Kirk.**

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Opposite: Esther Weiner delights students with her latkes at Commodore John Rogers Middle School. Photo by Elena Rosemond-Hoerr.

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