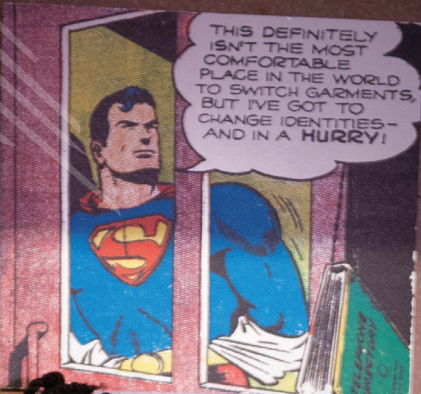




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Report to the Community 2013
The Jewish Museum of Maryland
At the Herbert Bearman Campus



A young visitor responds to a call for help in ZAP! POW! BAM! Photo by Will Kirk.



PRESIDENT'S MESSAGE

This annual report reflects on our incredible year of change in FY '13. The year brought us a new director, a new vision, new hours and programs and a new sense of priorities. In fact, change at the JMM happened so rapidly that this annual report, which normally appears at the end of the fiscal year, was pushed to the end of the calendar year. Additional time for reflection gives us the perspective to know that even our toughest decisions have formed a foundation for future success.



The biggest change this year has been the incorporation of our new director, Marvin Pinkert, into the daily life of the JMM. Marvin came to us from the National Archives in Washington, DC. He brings to the JMM a deep knowledge of historical scholarship, skills necessary to run a specialized museum and the ability to energize staff and board members to perform at a high level. With Marvin's assistance, we are looking forward to a future of historical growth and service to the Maryland community.

I am especially pleased that FY '13 was a year of increased commitment for the entire JMM Board. We committed by giving our passion to the process of visioning, by increasing our financial support – growing the Board Leadership Campaign by 12 percent – and by spreading the word of our success in the community with renewed vigor. At the top of my own thank you list is my predecessor, Larry Caplan. Larry served as President of the JMM throughout FY '13 and his leadership is reflected in all of this year's achievements.

But it wasn't just the Board that made change possible. The final pages of this annual report are filled with names – the names of people who donate their money and those who entrust us with their precious family legacy; the names of people who lend us their time and skills as volunteers and the names of our talented staff who have made us a professional organization; the names of interns, advisors and consultants who both learn, teach and ensure that we're building a culture of creativity and innovation.

I value every name on that list and the contribution they have made to this year's success. I hope you will find your name there. If not, let me assure you that we have room for more pages and I look forward to seeing your name on the FY '14 list.



Ira Papel, MD
President

Cover: Batman and friend celebrate a SUPER YEAR at the JMM! Photo by Will Kirk.



FROM THE DIRECTOR

I have truly enjoyed my first year in Baltimore. There couldn't be a more welcoming community. I want to thank our board, staff and volunteers for their continued willingness to commit themselves to JMM and their openness to innovation and change.

Let me review the highlights of fiscal year '13:

In first quarter of the fiscal year, the Board Futures Committee, led by Manuele Wasserman, developed a new vision statement for the museum. Our vision focuses on four priorities:

- **Destination:** By increasing our museum's profile and visibility, we aim to create a vibrant museum campus that attracts large and diverse audiences.
- **Documentation:** As the only site devoted to the collection and preservation of Maryland's Jewish history, the JMM strives to serve as a valuable resource for research.
- **Discourse:** Through dynamic exhibit and program offerings, we seek to foster dialogue that links the past to our present and future.
- **Discovery:** Our goal is to create experiences that motivate visitors – young and old – to ask new questions and inspire an interest in learning more.

Also in July, we launched a series of monthly newsletters: *Museum Matters* for our entire membership and *Performance Counts* and *JMM Insights* for our board and volunteers. Over the course of the year, we explored topics ranging from marketing to intern training. In addition, staff, interns and guest writers placed more than one hundred blog posts on our website and our use of Facebook and Twitter also climbed.

Throughout the summer and fall, our focus was on the *Chosen Food* exhibit as it completed its run in Baltimore. In January, this



outstanding JMM production travelled to the Breman Museum in Atlanta.

At the end of July we conducted our annual Summer Teachers' Institute for teachers interested in bringing Holocaust studies into their classroom. Participants included teachers from public, independent and parochial schools from across the state who teach a wide variety of subjects and grade levels.

Although our primary focus was on developing 15 Lloyd Street as a destination, there was one project that was just meant to travel. *Jews on the Move: Baltimore and the Suburban Exodus, 1945-1968*, a joint project with the Program in Museums and Society at Johns Hopkins University opened on Johns Hopkins University Homewood Campus on Oct 17 and has subsequently been displayed at seven other venues.

October was also the month when we launched our change in hours, moving from just 16 public hours each week to 35 and more than doubling the number of our synagogue tours. To mark this momentous occasion, we held Gefiltefest – featuring a gefilte fish throwdown with the best gefilte fish corn dogs you've ever eaten! The expanded hours have helped us realize our goal of increasing attendance and I am proud to report that our attendance increased by 40 percent for the second half of the year (as compared to the previous year). Our walk-in attendance grew by 144 percent.

In January, we opened *Zap! Pow! Bam! The Superhero: The Golden Age of Comic Books, 1938-1959*. Our opening festivities included our first ever members' preview, part of the new membership program we launched that month. We welcomed the arrival of Batman, Superman, Wonder Woman and friends with many super hero-sized programs including Clark Kent's Bar Mitzvah celebration, and the wild and wacky Super Art Fight competition.

To accomplish our goal of becoming a destination, we have spent much of this past year focusing on marketing. In addition to the traditional venues where we have advertised in the past, we have also explored new publications and media including our first ever TV spots. Topping off a wonderful year of media coverage was a March article about our historic synagogues in a Sunday edition of *The New York Times'* travel section.

Programs expanded our reach. We held our annual Herbert H. and Irma B. Risch Memorial Program on Immigration, this year featuring musical performances from the traditions of Columbia, West Africa, and Turkey, as well as the historic songs of Yiddish newcomers.

We hosted our colleagues from the American Alliance of Museums in Baltimore for its annual convention with a hero-themed evening event co-sponsored with the Lewis Museum. Our Brews and Schmooze and Late Night on Lloyd Street programs continued to attract young adults to our campus.

Perhaps this year's most difficult but important achievement is on the financial front. After several years of running deficits, we took the actions needed to bring our budget into balance for FY '14. While this involved painful decisions, including the elimination of three staff positions, we are now in a stronger position to meet the future.

As we are now several months into FY '14, I already know that I will be able to report more good news in next year's annual report. I don't want to spoil the surprise though, you will just have to pick up a copy of next year's report when it comes out this summer.

Marvin Pinkert

Marvin Pinkert
Executive Director



Enjoying family crafts at Dragons & Dreidels, our 2012 Christmas Day program. Photo by Larry Canner.



Bessie Bluefield entertains visitors during the American Alliance of Museums' conference event. Photo by Will Kirk.



Old Bay meets the Chesapeake Bay with our spice-decorated fishbowls at GefilteFest. Photo by Will Kirk.



Curator Karen Falk gives a special fish-themed tour of Chosen Food during GefilteFest! Photo by Will Kirk.



Enthusiastic dancing at this year's Purim Prom-demonium! Photo by Will Kirk.



Moravia Park students create their own superheroes on a visit to Zap! Pow! Bam!
Photo by Staff.



Two happy attendees enjoy classic movies and paper flower making at March's Late Night on Lloyd Street program. Photo by Staff.



Cartoonists delight the crowd at the very first museum-edition of Super Art Fight!
Photo by Will Kirk.



Esther Weiner is joined by her granddaughters for EstherFest 2012.
Photo by Will Kirk.

STATEMENT OF FINANCIAL POSITION

Year ended June 30, 2012



<i>Assets</i>	
Cash	\$123,533
Investments	5,959,141
Receivables & Promises to Pay	208,921
Shop Inventory	42,956
Property & Equipment	4,218,782
	<hr/>
	\$10,553,333

Liabilities and Net Assets

Total Liabilities	\$101,568
Net Assets	10,451,765
	<hr/>
	\$10,553,333

STATEMENT OF FINANCIAL ACTIVITIES

Income

Associated Allocation	\$193,000
Membership Dues	79,098
Draw on Investment Income	340,337
Gifts & Grants – Unrestricted	813,034
Earned Income & Other	225,216
	<hr/>
Total Income	\$1,650,685

Expenses

Public Interpretation & Exhibitions	\$816,144
Education & Community Services	431,253
Collections, Sites & Research	292,089
Fundraising	143,170
Administration	250,552
Museum Shop	70,970
	<hr/>
Total Expenses	\$2,004,178

Operating Results	\$(353,493)
Net Loss on Investments	\$(509,686)
Change in Temporarily Restricted	\$(51,331)
Change in Net Assets	\$(914,510)

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BAM!

ZAP!

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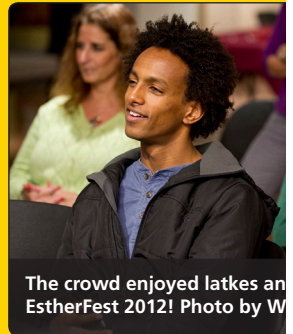
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This year we were pleased to introduce our newest Living History Character: Bessie Bluefeld! Photo by Will Kirk.



A Baltimore Hebrew Day School student explores the world of comics in Zap! Pow! Bam! Photo by Staff.



The crowd enjoyed latkes at EstherFest 2012! Photo by W

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es and lots of laughter at
by Will Kirk.



Visitors enjoy Zap! Pow! Bam! at the exclusive
members preview night. Photo by Shiv Ghendi.



A City Springs student
shows off his work
in our Chosen Food
exhibit. Photo by Staff.

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POW!



Our PreK @ Play visitors had a great time in our Synagogue Speaks exhibit. Photo by Staff.



Some great results at our "Create Your Own Comicbook" workshop! Photo by Staff.



Members of the Bluefeld family take a trip down memory lane at the debut of our Living History Character Bessie Bluefeld. Photo by Will Kirk.



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