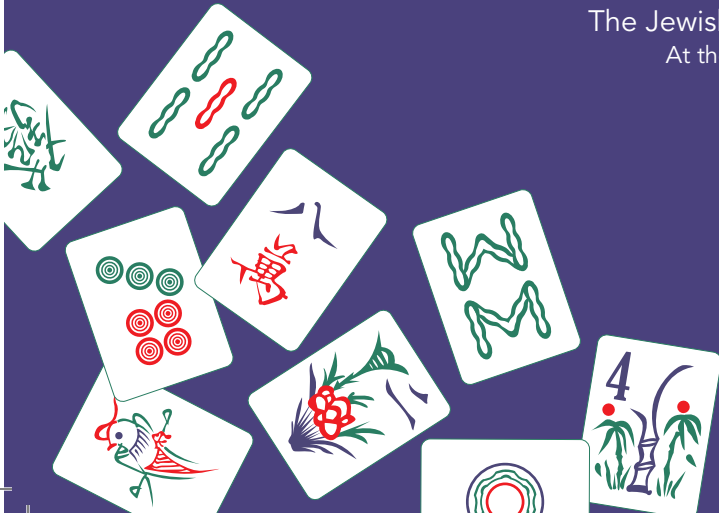




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Report to the Community 2014

The Jewish Museum of Maryland
At the Herbert Bearman Campus





Exploring our stereograph interactive in the *Passages Through the Fire: Jews and the Civil War* exhibit.

PRESIDENT'S MESSAGE

In FY '14 the Jewish Museum of Maryland truly upped its game. While we are not quite ready to call "mahj," we have a lot of progress to report. In the last 12 months we demonstrated our ability to raise the JMM's visibility, dramatically increase walk-in attendance and achieve a balanced budget.

Our two major exhibit projects, *Passages through the Fire: Jews and the Civil War* and *Project Mah Jongg* both received well-deserved praise from the media and our own visitors.

Both exhibits were accompanied by a full slate of public programs that further boosted attendance (calendar year '13 was 32% higher than calendar year '12). And both exhibitions served as platforms for the creation of innovative educational activities and tools. Even our old synagogue became part of the story as a special "1861 tour" brought new perspectives to that historic site.

While our public programs enjoyed unprecedented success, equally dramatic developments were occurring behind the scenes. With the help of the Herbert Bearman Foundation and The Associated: Jewish Community Federation of Baltimore, JMM acquired the 5 Lloyd Street property immediately adjacent to our Lloyd Street Synagogue. The acquisition opens up exciting new opportunities for development of our campus, improving access to the Lloyd Street Synagogue itself. We also launched an effort, in conjunction with The Associated and the Jonestown Planning Council, to examine the future of the campus and its surrounding environment from the perspectives of the neighborhood as well as the wider Jewish community.

It has also been a year when we have made new friends, recruiting both new project partners and new sources of support. Several major contributors to the Civil War exhibit were first time donors to the museum. We were successful in approaching foundations and government agencies outside of Baltimore to underwrite future exhibits and inspire local donors. We also realized the potential for corporations to get behind our education agenda and enlisted their support for the upcoming *Jews, Health and Healing* project. We conducted our first experiment in inviting our own members to make specific contributions beyond their base membership, which surpassed our expectations. In small gifts of \$50 or \$100, we raised nearly \$20,000 from the three special appeals.

We appreciate the outpouring of support we have received from all quarters: the hours donated by our volunteers, the expertise shared by our museum colleagues, the dedicated energy of our staff, the strengthened partnership with The Associated and the generosity of my fellow Board members and an ever growing group of individuals and Foundations. Yet I have one more favor to ask for FY '15 – tell your friends to get in the game. There is still room at the table and they can help us build a winning hand for the generations to follow.



A handwritten signature in black ink, appearing to read "Ira Papel". The signature is fluid and cursive, written over a large, faint, stylized graphic of a hand holding a pen.

Ira Papel, MD
President

Cover: Exhibit curator Melissa Martens Yaverbaum explains the rules of the game at the *Project Mah Jongg* opening. Photo by Will Kirk.

FROM THE DIRECTOR



In the game of Mah Jongg, a winning hand is comprised of the right combination of 14 tiles. Here are 14 JMM highlights from the period from July 2013 to June 2014:



This fall the JMM was the recipient of a prestigious federal grant award in support of the *Jews, Health and Healing* exhibit from the Institute of Museum and Library Services. IMLS funded only 30% of the grant requests that were submitted, and we are thrilled to be a part of this select group.



In October we opened *Passages Through the Fire: Jews and the Civil War*, a groundbreaking exhibit developed by Yeshiva University Museum and the American Jewish Historical Society that we enhanced to explore Maryland stories in more depth. The exhibit proved to be a success and attracted more than 4,700 visitors during its run.



After a lot of hard work and self-reflection, we were elated to receive our re-accreditation from the American Alliance of Museums. We are privileged to be one of only three Baltimore museums to have earned this distinction, which affirms our commitment to the highest standards of museum practice.



Our very first “specialty tour” of the Lloyd Street Synagogue was unveiled in conjunction with the opening of *Passages Through the Fire*. Focusing on the Baltimore Jewish community in 1861 and how the community was split on the rabbinic debate over slavery, visitors were treated to new interpretations of a familiar landmark.



With generous support from the William G. Baker, Jr. Fund, we produced dynamic new promotional materials in which we launched our new tagline *Find Yourself Here!*



In September we marked an important milestone as our collections topped 10,000 three-dimensional objects. The humble pottery shard that helped us cross this threshold is a valuable part of our Lloyd Street Synagogue archeological collection.



Thanks to our generous donors and hardworking board members this year’s fundraising campaign got off to a great start. Through individual and corporate donations, government funds and foundation grants, we reached our campaign goal for FY2014 in January, an unprecedented accomplishment!



From left to right: Educators work hard at our *Facing History* professional development workshop. *The Voices of Lombard Street* scavenger hunt engages students. Volunteer Robyn Hughes won best costume at our Civil War Cotillion.



This was a record breaking year for programs – we offered 52 different events from July 1, 2013 to June 29, 2014. With programs relating to comics, Civil War, Mah Jongg and more, and featuring performances, book talks, lectures, family days, re-enactors – and even a visit from Honest Abe himself – there was truly something for everyone at the JMM this year!



The JMM is growing. In April, with the support of the Herbert Bearman Foundation and The Associated, we purchased 5 Lloyd Street, the building next to the Lloyd Street Synagogue. Plans are in the works for how best to incorporate this new addition into our campus.



The Council of American Jewish Museums hosted its annual conference in March in Marriottsville, MD where close to 100 museum professionals and volunteers from across the county came together to learn and network. The JMM hosted a lively Sunday brunch to kick off the conference.



On March 30 we opened *Project Mah Jongg*, developed by the Museum of Jewish Heritage, and have been delighted by the influx of Mah Jongg playing mavens who have animated the JMM lobby with the sounds of clicking tiles and their enthusiasm for this traditional pastime.



Our annual Herbert H. and Irma B. Risch Memorial Program on Immigration took place at Baltimore Hebrew Congregation on May 18. Rabbi Marvin Tokayer delighted an audience of nearly 200 people with his fascinating talk on the Jews of Shanghai.



Our education team rose to the challenge of creating hands-on, engaging activities for school groups visiting *Project Mah Jongg*. Their innovative approach emphasized STEM educational goals while teaching students the joy of learning how to play Mah Jongg.



The JMM welcomed a record number of new volunteers this year. We are so grateful for their dedication, passion and support for the Museum and its mission. We couldn't succeed without them.

Marvin Pinkert

Marvin Pinkert
Executive Director

PARTNERSHIPS

The JMM is grateful to the many organizations with whom we have partnered with this year. By partnering with a wide array of communal institutions, we are able to leverage resources and promote our programs and exhibits to new audiences. A review of this past year's activities highlights the value we place on collaboration.

Of all our partners the one that plays the largest role in our ongoing success is our relationship with The Associated. As an Associated agency, the JMM receives an annual allocation that provides much needed support for our operations. JMM staff and trustees meet regularly with our Associated counterparts to discuss pertinent issues relating to finances, fundraising and long term strategic planning. We value the counsel we receive at these meetings and look forward to continuing to strengthen our partnership in the year ahead. We also work closely with many Associated agencies including the JCC, Pearlstone Center, CHAI: Comprehensive Housing Assistance, Inc., the Baltimore Jewish Council and the Macks Center for Jewish Education on joint programs and other initiatives, and the JMM serves as a repository for archival records from many of these organizations.

JMM educational programs exemplify the benefits of collaboration and we are proud of the relationship that our staff has developed with individual schools and districts. Our Museum/School Partnership Initiative was launched several years ago with a goal of deepening the impact of our educational services. We have focused our efforts on working with Baltimore City schools, many of which are located nearby, including Patterson Park Charter School, City Springs Elementary/Middle School and John Ruhrah Elementary/Middle School. JMM educators work closely with school administrators and teachers to develop customized activities that closely align with specific classroom learning objectives. Other key educational partners include the Baltimore Jewish Council, Maryland State Department of Education and the United States Holocaust Memorial Museum.

For many years, the JMM has partnered with its neighbors (including residents, business owners, museums and others) to promote and strengthen community planning and development. As we begin to think about plans for expansion, we will soon launch a comprehensive master planning process that will include interviews and meetings with neighborhood stakeholders so that we can integrate communal priorities into a coherent vision for the future of Historic Jonestown.

The JMM frequently works with other museums to develop and promote programs and we belong to such networks as the Greater Baltimore History Alliance and the Council of American Jewish Museums which foster collaboration among member organizations. Our next major original exhibition, *The A-Mazing Mendes Cohen*, takes the concept of partnerships to new heights and we are developing the exhibition as a joint project with the Maryland Historical Society. As MHS is the custodian of many important artifacts and documents relating to Mendes Cohen, including the dozens of letters he wrote home during his travels, this partnership is truly a win/win for both organizations.

As the above examples demonstrate, the JMM values the partnerships that we have developed with so many different organizations and we look forward to moving forward with these and many others in the year ahead.

Deborah Cardin
Assistant Director





STATEMENT OF FINANCIAL POSITION

Year ended June 30, 2013

<i>Assets</i>	
Cash	\$144,338
Investments	6,379,716
Receivables & Promises to Pay	31,338
Shop Inventory	41,920
Property & Equipment	3,965,275
	\$10,562,587

Liabilities and Net Assets

Total Liabilities	\$61,762
Net Assets	10,500,825
	\$10,562,587

STATEMENT OF FINANCIAL ACTIVITIES

Income

Associated Allocation	\$250,000
Membership Dues	80,062
Draw on Investment Income	340,435
Gifts & Grants – Unrestricted	499,194
Earned Income & Other	136,450
Total Income	\$1,306,141

Expenses

Public Interpretation & Exhibitions	\$361,515
Education & Community Services	410,206
Collections, Sites & Research	329,575
Fundraising	271,196
Administration	252,850
Museum Shop	74,144
Total Expenses	\$1,699,486

Operating Results	\$(393,345)
Investment Income	760,307
Change in Board Designated & Temporarily Restricted	(317,902)
Change in Net Assets	\$49,060

From top to bottom: Visitors examine artifacts and documents in *Passages Through the Fire: Jews and the Civil War*. Photo by Will Kirk. Intern Marissa Walker gets a hands-on lesson in collections handling. Participants enjoyed lively discussion and debate at the *Social Justice Seder*. Learning to write the letters of the Hebrew alphabet was a big hit at the Book Festival this year.

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From left to right: Second graders from City Springs light up the stained glass interactive in *The Synagogue Speaks* exhibit. Party goers revel at this year's Purim Pandemonium: Art Comes Alive! event. Photo by Will Kirk. Director Marvin Pinkert unveils the special 1860s themed tour of the Lloyd Street Synagogue. Educator Sean Schumacher demonstrates our cyanotype activity for a young guest. Photo by Will Kirk.



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From left to right: Speaker Harold Holzer of the Metropolitan Museum of Art delighted his audience with a fascinating talk at our annual *Sadie B. Feldman Family Lecture: Kaddish for Lincoln*. Photo by Will Kirk. Art truly "came alive" at this year's Purim Pandemonium. Photo by Will Kirk.



Little hands build and rebuild the Lloyd Street Synagogue in *The Synagogue Speaks*.



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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.

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Donate online at <http://jewishmuseummd.org/donations-memberships/donations/>

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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.

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