



Making it Real

LILLIAN & ALBERT SMALL
CAPITAL JEWISH MUSEUM
2019 ANNUAL REPORT



Letter from the Leadership

Dear CJM Friends and Supporters,

We entered 2019 with the rallying cry to “Make it Real!” After a year of strategic planning and re-branding, we’ve shifted into a new phase. This year, the programming, exhibitions and experiences for the new museum moved from the theoretical to the very specific and real. We piloted new programs with key audiences, tested our detailed exhibition approaches, broadened our reach through social media, and MOVED A 143-YEAR-OLD SYNAGOGUE.

MAJOR 2019 ACCOMPLISHMENTS

- Relocated historic 1876 synagogue to its new home at the corner of 3rd & F Streets, NW (site of new Capital Jewish Museum)
- Completed architectural design for new museum
- Completed Concept Design and launched Design Development for inaugural exhibitions
- Reached milestone of \$27.3M in commitments toward our \$34M capital campaign
- Crafted a communications strategy to engage new audiences, particularly via social media and our expanded website
- Migrated all of our membership and donor data (more than 5,000 records!) to a cloud-based system to help us streamline our work and reporting
- Prototyped exhibition experiences with key audiences to inform our exhibition plans
- Piloted programming for teen and family audiences
- Launched our new Teen Council with 17 amazing teen advisors
- Explored new partnerships with organizations across the region and beyond

Join us at this exciting moment by supporting the Capital Jewish Museum. Take a look inside for highlights from 2019 and learn what comes next as we build the museum!



A handwritten signature in cursive script that reads "K. Blond".

Kara Blond
Executive Director



A handwritten signature in cursive script that reads "H. Howard Morse".

Howard Morse
President



ABOUT THE NEW CAPITAL JEWISH MUSEUM

CONNECT. REFLECT. ACT.

The new Capital Jewish Museum will inspire audiences to *connect*, *reflect* and *act*: connect across families and diverse communities, reflect on the relevance of history to today, and act on behalf of their communities and values. Given our nation's current political and social climate, the mission and message of CJM have never been more important.

MUSEUM FEATURES

- New site at 3rd & F Streets, NW
- Historic 1876 synagogue
- Core and changing exhibition galleries
- Program and event spaces
- Community Action Lab
- Two-story, light-filled lobby
- Multi-purpose auditorium



Building Move

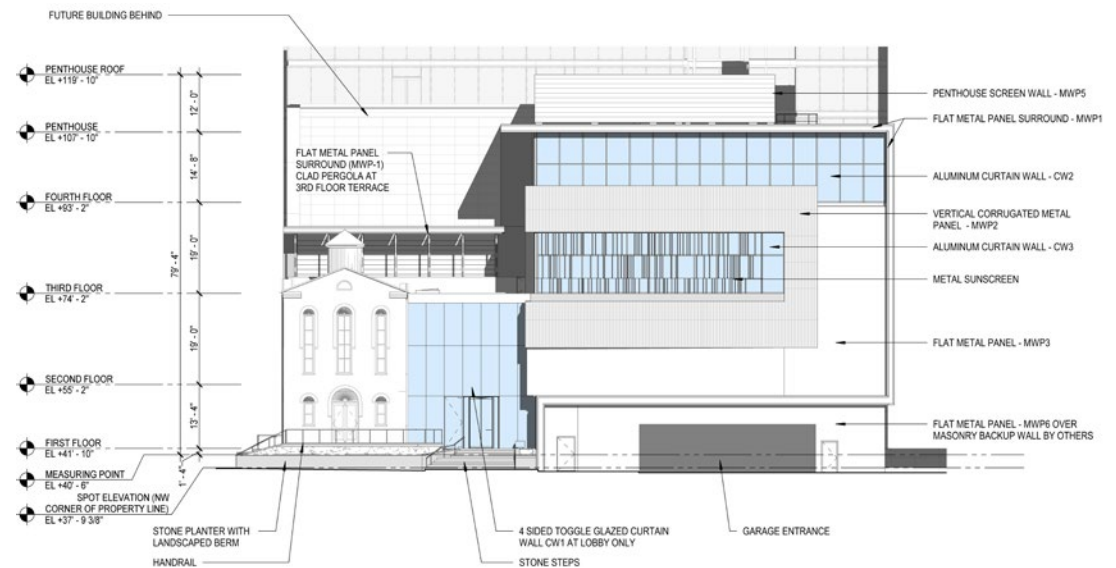
We lost no bricks but gained many new friends on January 9, when the synagogue was moved — for the last time — to the site of the new museum. Hundreds gathered to help us celebrate with klezmer, cappuccinos, and selfies, and we were honored to be joined by Rabbis Hannah Spiro, Aaron Alexander, and Lauren Holtzblatt, DC Delegate Eleanor Holmes Norton, NEH Chairman Jon Peede, and DC Councilmembers Jack Evans and Elissa Silverman. Local radio and TV covered the move extensively, as well as AP and UPI, the *Wall Street Journal*, Israeli TV, and the *New York Post* (with the unforgettable headline “Temple of Vroom”). We even appeared on C-SPAN!





Architectural Design

Our architects at SmithGroup put the finishing touches on the drawings and plans for our new building, and we are on track to begin construction in Spring 2020. Since the historic synagogue was relocated to the new site in January, it has been reinforced and the first floor rebuilt as it is readied to become the heart of the new museum.



Exhibition Planning

We've completed the initial phases of exhibition design in partnership with our design team of Evidence Design and Potion and our amazing academic advisors and museum experience experts. Our next step is to detail the specific stories and objects to feature!



The core exhibition will be a series of interactive experiences examining the intersection of American Jewish life and American democracy through immersive storytelling, hands-on activities, and our favorite collections on display. Here are a few experiences in the works!

INTERACTIVE MAPPING

An interactive map examines urban change, explores the establishment of the Jewish community in the nation's capital and looks at issues of restrictive covenants and mobility.



MODES OF PARTICIPATION

Protest, march, lobby, vote, negotiate, debate, teach, serve.... Hands-on activities will explore stories about Jews in Washington who have made change through collaboration, adaptation and disrupting the status quo.



IDENTITY CUBES

Visitors will explore their own complex identities by stacking large-format cubes covered with expressive words and profiles of people who are part of Washington's Jewish community.



COMMUNITY ACTION LAB

Designed for families and school groups, this flexible space will invite visitors to activate their museum experience through projects that affect change on behalf of their communities and others.



Our next step in the exhibition design process is to create prototypes — paper and cardboard versions of these experiences — and test them with various audiences. Stay tuned for upcoming prototyping events near you!

Programming

In addition to our core programs, we began to experiment this year with new ways of engaging family and teen audiences. These pilot programs mark the first steps toward developing and refining a suite of signature programs for the new museum!



KIDS TAKING A STAND

In partnership with PJ Library, we invited families with children to answer the question “What do I stand for?” by reading *I Dissent*, a children’s book inspired by the life of Justice Ruth Bader Ginsburg. Families crafted tools to help them make their voices heard and got a close look at a real lace collar worn by Justice Ginsburg from CJM’s collection.

COMMUNITY STORYTELLING WITH STORYCORPS

We partnered with StoryCorps to collect stories from our community through recorded conversations around identity, antisemitism, and what it’s like to be Jewish in the nation’s capital. In addition to our own oral history collection, these recordings are featured at archive.storycorps.org.



TEEN COUNCIL

This fall, we launched our new Teen Council to help us program and design the new museum's exhibitions and Community Action Lab. Jewish and non-Jewish teenagers grades 8–12 from across the DMV are participating in this year-long program, which also includes mentorship and behind-the-scenes experiences such as hard hat tours of the new museum construction site.



2019 ANNUAL MEETING: DEMOCRACY AT WORK

This year's annual meeting at the Jewish Federation of Greater Washington featured a lively conversation with Rep. Jamie Raskin (MD-8th District) and CJM's Teen Council around the complex intersection of American Jewish life and American democracy.



FREEDOM SEDER

We commemorated the 50th anniversary of the 1969 Freedom Seder with a multigenerational conversation with teen leaders from Operation Understanding DC and their families.



GUARDIAN LUNCHEON

Our Guardian Luncheon at the National Press Club featured a conversation between CJM senior consulting curator Dr. Eric Yellin and Jonathan Weisman of the *New York Times* about antisemitism past, present, and future.



WALKING TOURS

As our new museum takes shape, we are experimenting with various approaches for sharing stories in our decades-old walking tour program — the tours' themes of identity, immigration, community, and justice are now more important than ever. This year, we led 22 tours for 600 youth and adults, including Jewish Downtown Washington, Jewish H Street, NE, Jewish Sites at Arlington National Cemetery, and Jewish Old Town Alexandria.

For more information about booking a tour for your school or organization, contact info@capitaljewishmuseum.org.

Capital Campaign Donors

2019 was a HUGE year for our capital campaign, with nearly 100 new gifts and dozens of synagogues and individuals inviting us into their homes to speak about the meaning of the new museum for our community. We have received \$27.3M in commitments to the campaign toward our goal of \$34M. We are deeply grateful for support from the following generous donors:

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The Founders Society honors the Museum's most generous donors, who have made exceptional contributions of \$250,000 or more.

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GOAL**

For more information about the Capital Campaign, contact Director of Development Michelle Malet at (202) 290-2593 or MMalet@CapitalJewishMuseum.org.

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GIFT SPOTLIGHT: Barbara E. Burtoff

We were honored to receive a \$1 million bequest from the estate of Barbara Burtoff, late sister of Constance Burtoff. We're inspired by this generous gift from the Burtoff family, and deeply moved by this important contribution to the new museum.

Constance Burtoff (center) with CJM staff



COLLECTIONS ACQUISITIONS SPOTLIGHT: Portfolio used by Justice Louis D. Brandeis

This beautifully embroidered linen portfolio will help us share Brandeis's story in the new core exhibition alongside other materials related to Brandeis and other Supreme Court Justices.

Thank you to Frank & Ann Gilbert for this special addition to our collections!





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*We are infinitely grateful to our team
of volunteers who helped us in 2019:*

Stanton Abramson

Les Bergen

Shelly Buring

Janice Goldblum

Elsie Klumpner

Merrill Lavine

Ted Leibovitz

Mark Livingston

Rachel Rosenfeld

Marlene Singer

STAFF

Kara Blond, Executive Director

Samantha Abramson, Museum Educator

Stephany Fry, Museum Educator

Jaclyn Kimball, Program Associate

Michelle Malet, Director of Development

Rebekah Sobel, PhD, Director of
Interpretation

Wendy Turman, Deputy Director

IN MEMORIAM: Dr. Michael Goldstein

In June 2019 we lost our friend and colleague Dr. Michael Goldstein, who served as president of the Jewish Historical Society from 1991–93 and most recently served on the Governance Committee and the Executive Director Search Committee. Michael's strategic thinking and guidance as the Society continued to grow and evolve, his scholarly historian approach and his expansive thinking still resonates within the work we are doing now to create the Capital Jewish Museum.



Financial Statements

STATEMENT OF ACTIVITIES

for the Year Ended December 31, 2018

Operating Revenue and Support

Contributions & Grants	\$ 3,232,473
Program Fees & Other Income	79,225
Interest & Dividends	377,646
In-Kind Contributions	149,893
Total Operating Revenue and Support	\$ 3,839,237

Expenses

Program	\$ 697,601
Administrative Services	139,686
Fundraising	167,265
Total Expenses	\$ 1,004,552

Change in Net Assets from Operations \$ 2,834,685

Non-Operating Activities

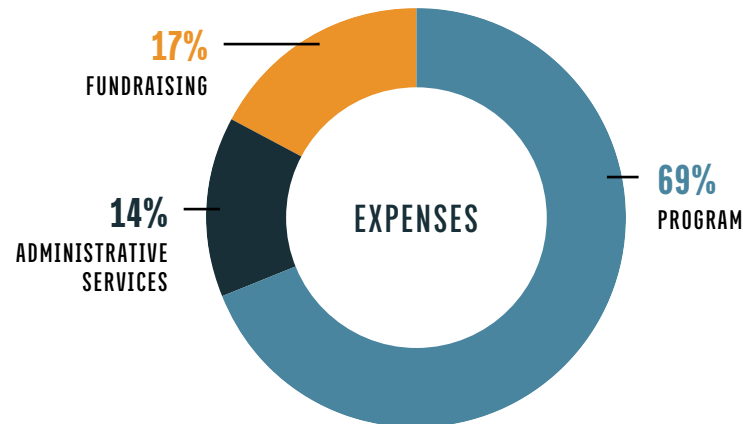
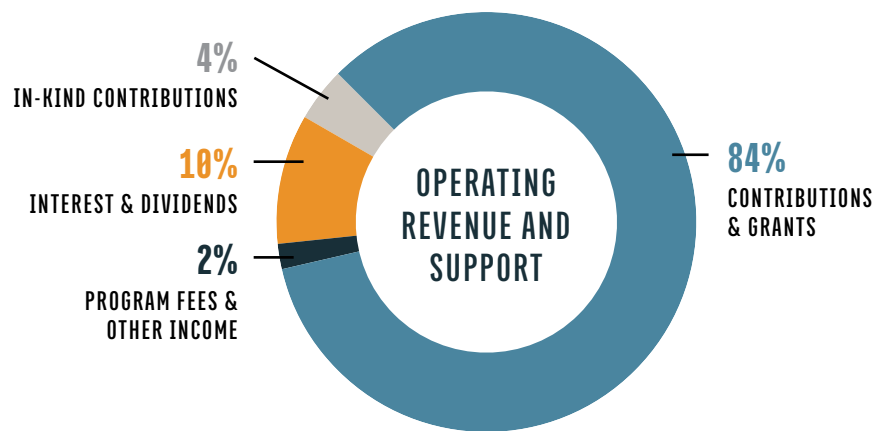
Realized and unrealized gain on investments	\$ -700,685
Depreciation and amortization	-12,525

Total non-operating activities -713,210

Change in Net Assets \$ 2,121,475

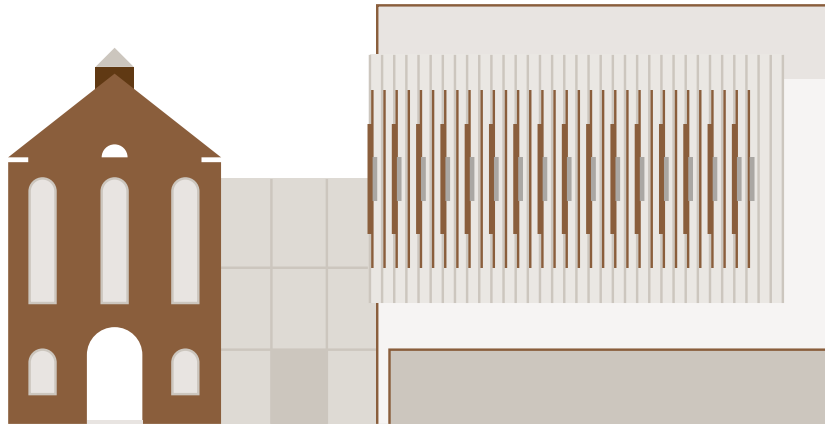
Net Assets, beginning of year 21,485,311

Net Assets, end of year 23,606,786



The complete financial statements, including the audit report of our independent accountants, Rogers & Co., are available by contacting our office at (202) 789-0900.

CJM By the Numbers



30,000
SQUARE-FOOT
FACILITY
ACROSS 4 FLOORS



45 TOURS AND PROGRAMS
OFFERED IN 2019

PROGRAMMING FOR
2,276 ADULTS
AND **367** YOUTH



17 FOUNDING TEEN
COUNCIL MEMBERS



1,789
FACEBOOK FOLLOWERS

MOVED **273-TON** HISTORIC
SYNAGOGUE FOR 3RD TIME

\$4.9M CAMPAIGN
DOLLARS RAISED IN 2019

32,873
VIEWS OF HISTORIC
SYNAGOGUE'S MOVE AS
TIME-LAPSE VIDEO



Lillian & Albert Small Capital Jewish Museum
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*Formerly the Jewish Historical Society
of Greater Washington*



Partner Agency of
The Jewish Federation
OF GREATER WASHINGTON