



The Global Voice of the Jewish Community

# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

**170** years  
CELEBRATING  
FOUNDED IN 1843



Messages from the President and  
Executive Vice President



At Our Core



Human Rights and  
Public Policy



Supporting and  
Defending Israel



Remembering and  
Honoring the Past



Senior Advocacy and Housing



Reaching out to Young People  
and Families



Helping Communities and  
Disaster Relief



Young Leadership in Action



Connected



Financial



Executive Board of Directors  
and Board of Governors

B'nai B'rith International has advocated for global Jewry and championed the cause of human rights since 1843. B'nai B'rith is recognized as a vital voice in promoting Jewish unity and continuity, a staunch defender of the State of Israel, a tireless advocate on behalf of senior citizens and a leader in disaster relief. With a presence in more than 50 countries, we are the Global Voice of the Jewish Community.

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The Global Voice of the Jewish Community

# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

## FROM THE PRESIDENT



Dear friend,

To go "from strength to strength" aptly describes B'nai B'rith's 170 years.

Our link to our founders is indelible. Though we have grown, adapted and evolved, we still relentlessly advocate for global Jewry and champion the cause of human rights. We still promote Jewish unity and continuity. We are still in disaster relief. We still tirelessly advocate on behalf of senior citizens. And we strongly and proudly defend the State of Israel.

In the fall of 2013, when we celebrated 17 decades of service to the Jewish community and the world, we looked back at some key accomplishments, and also looked ahead to continuing our global mission.

2013 saw our Young Leadership Network take the mission of community service and run with it.

From sandwich-distribution for the homeless to helping clean up a cemetery, building a barn destroyed by a tornado and helping rebuild homes after a hurricane, our young leaders have performed hundreds upon hundreds of hours of community service. This spirit links our past, present and future, and I am immensely proud of that continuity.

I always enjoy the opportunity to reflect that the annual report provides. We can sit back (but not for long!) and marvel at our reach. But we also see how we can build upon our successes.

For me, this report reflects vigilance and passion. And for that, I thank our volunteers and our dedicated staff for their efforts. B'nai B'rith is a collaboration. We recognize and thank our donors and supporters who believe in our mission and help us every day to accomplish our goals.

Sincerely,

**Allan J. Jacobs**  
President



The Global Voice of the Jewish Community

# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

## FROM THE EXECUTIVE VICE PRESIDENT



Dear friend,

In our society, we have a tendency to look forward, focusing on a finish line. But having spent most of my adult life working at B'nai B'rith and for Jewish causes, I know it's just as important to see where you've come from. Our 2013 annual report allows us to do both.

In 2013, B'nai B'rith celebrated its 170th anniversary. This milestone was recognized globally through governmental proclamations, including one from U.S. President Barack Obama. Other world leaders sent their congratulations. The U.S. Congress and various states and cities dedicated proclamations recognizing B'nai B'rith's 17 decades of service around the world. Our top leaders accepted warm wishes on the anniversary from U.S. Congressional leadership and lawmakers from both parties.

We take seriously the faith and trust you place in us to be your voice in so many arenas. And we work to ensure your voice is heard. We speak out at the United Nations, where Israel is a constant target of rebuke. We speak up for seniors, to ensure a lifelong access to medical care and safe and affordable housing. We step up to aid victims of disasters, to help them rebuild. We work with other religions to promote tolerance and acceptance.

Through the combined efforts of a dedicated volunteer corps and our professional staff, B'nai B'rith takes action each day on the issues that matter to you.

We are glad that you have joined us on our journey.

Sincerely,

**Daniel S. Mariaschin**  
Executive Vice President and CEO





The Global Voice of the Jewish Community

## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### AT OUR CORE

At our core, B'nai B'rith has always been dedicated to making the world a better place. At our core, we focus on doing good work in our communities and in the world at large. It's the common thread of our organization, even as we have grown, evolved and adapted over more than 170 years. Building libraries, hospitals, homes for orphaned children, standing with Israel, supporting seniors, helping victims of disaster, speaking out against intolerance—these are all paths we have undertaken, and fields where we make a difference. Today we continue to speak to those in need around the world.

### Much of our work falls into four major areas of concentration:

**Human Rights and Public Policy:** We monitor and combat anti-Semitism and other human rights abuses around the world. We play an active role cultivating religious tolerance and cooperation internationally.

**Supporting and Defending Israel:** We are a staunch supporter and defender of Israel at the United Nations and its affiliated agencies, in world capitals and in a variety of international organizations. Our World Center in Jerusalem is our connection to a wide range of Israeli governmental, academic and cultural institutions.

**Senior Advocacy and Housing:** We are proud to be the largest national Jewish sponsor of federally subsidized housing for the elderly in the United States with 42 buildings in 26 communities. Working in partnership with the Department of Housing and Urban Development (HUD), B'nai B'rith makes rental apartments available for senior citizens with limited incomes. B'nai B'rith senior housing is open to all qualified individuals as defined by HUD, without regard to race, color, religion, sex, handicap or national origin. This unparalleled expertise in protecting seniors and advocating on aging issues gives us the ability to also serve as a respected voice on a wide variety of issues affecting seniors, including—but not limited to—Social Security and Medicare.

**Helping Communities:** B'nai B'rith has raised funds to help the victims of disasters around the world for 150 years. Our commitment to helping communities lasts long after the first-responders have done their vital work. Our volunteers also provide “boots on the ground” assistance—putting in people-power to help rebuild devastated communities—from clean-up programs such as debris-removal after Hurricane Sandy in the New York City area, to our Alpha Epsilon Pi fraternity partners barn-building in Oklahoma for regions decimated by tornadoes. Additionally, B'nai B'rith volunteers are active in their local communities with a wide variety of local projects. They range from distributing holiday-appropriate food for elderly Jewish residents who would not otherwise be able to celebrate the holiday to collecting and distributing day-old baked goods to shelters and schools to feed the hungry and much more.





The Global Voice of the Jewish Community

# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

## AT OUR CORE

### OUR ANNIVERSARY YEAR

2013 marked B'nai B'rith's 170th anniversary. Think about the world 17 decades ago. The New York Times had not begun to publish, there was no Major League Baseball and even the American Red Cross had not yet been formed (though it was eventually co-founded by a B'nai B'rith leader).



The link to our founders is indelible. Though we have changed with the times, we still relentlessly advocate for global Jewry and champion the cause of human rights. We still promote Jewish unity and continuity. We are still dedicated to disaster relief. We continue to tirelessly advocate on behalf of senior citizens. And we strongly and proudly defend the State of Israel.

Anniversary celebrations included B'nai B'rith Shabbat receptions, tribute dinners and community service projects in various localities. A special tribute, held at the German Consulate in New York, featured honoree Dr. Ruth Westheimer saluting the German-Jewish roots of the organization.

B'nai B'rith's 170th milestone was recognized globally through governmental proclamations, including one from President Barack Obama. The U.S. Congress and various states and cities issued proclamations recognizing B'nai B'rith's 170 years of service to the community. Our top leaders accepted congratulations on the anniversary from Congressional leadership and lawmakers from both parties.

Remembering our roots in disaster assistance, B'nai B'rith members and supporters took part in a community service project to pack disaster relief kits that were distributed to areas impacted by Midwest flooding.

An inaugural webinar in partnership with the American Jewish Archives at Hebrew Union College in Cincinnati, Ohio, spotlighted the historic relevance of the B'nai B'rith archives.

B'nai B'rith has been actively promoting the collection of community service hours by volunteers. This tribute began on Oct. 13—the anniversary of our founding—and will continue for 170 days. The hours of service and volunteers are promoted via Facebook with a campaign called B.B.R.A.Vo—B'nai B'rith Recognition and Appreciation of Volunteers.

We also promoted our Enlighten America program for Thanksgiving/Chanukah 2013 and provided a venue for people to share their holiday memories throughout the year as well as explore Jewish identity issues.





The Global Voice of the Jewish Community

## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### HUMAN RIGHTS AND PUBLIC POLICY



B'nai B'rith continues to monitor global human rights issues and work through interfaith coalitions to ensure tolerance and respect for all religions.

A delegation of leaders from B'nai B'rith International—including members of the Young Leadership Committee—met with U.N. Secretary-General Ban Ki-moon on March 20, 2013, to discuss such pressing issues as Israel's treatment at the United Nations, the growing nuclear threat Iran poses to the world and the situation in Syria, among other subjects. Later in the year, our leaders met with presidents, prime ministers, foreign ministers and other senior officials attending the opening of the 68th United Nations General Assembly, where we discussed the urgent challenge posed by Iran, the civil war in Syria, a resumption of Israeli-Palestinian peace talks and continued bias against Israel within agencies of the United Nations, not least its Human Rights Council (UNHRC). While B'nai B'rith leaders were meeting government officials in New York, our representative in Geneva delivered a formal statement at the council condemning the body for its unabated fixation on Israel, even as Arab civilians suffer grievously in Syria and other countries in the Middle East.

We continue to be a vocal supporter of tough sanctions against Iran as a means to stop the Tehran-based regime from advancing its nuclear weapons program. In direct meetings and official letters, we have called on nations around the world to enact the strongest possible sanctions against Iran, the largest state-sponsor of global terrorism. B'nai B'rith has called on the United States and its allies to ramp up all forms of pressure on Iran as the regime continues to delay and dissemble.

As we have done almost from our founding, B'nai B'rith tirelessly battles anti-Semitism. Through regular exchanges with the U.S. State Department and foreign governments, along with our cooperation with the Organization for Security and Co-operation in Europe and the Organization of American States, we fight to ensure anti-Semitism is brought into public view and deemed unacceptable. B'nai B'rith participated this year in international conferences on anti-Semitism in Poland, Germany and Israel.



Our vigilance and our long term view of global situations paid off big in June, when the Inter-American Convention against All Forms of Discrimination and Intolerance, and the Inter-American Convention Against Racism, Racial Discrimination and Related Forms of Intolerance were approved by the Organization of American States' (OAS) General Assembly in Antigua, Guatemala.

B'nai B'rith staff in Latin America and the United States pressed political leaders across Latin America for nearly a decade to adopt these clear guidelines for combating hate speech and





## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### HUMAN RIGHTS AND PUBLIC POLICY

racial discrimination. And it was through our efforts that anti-Semitism is specifically acknowledged as a form of discrimination. B'nai B'rith was able to bring our depth and breadth of knowledge to get these important tools passed.

We have long been concerned over the plight of the nearly one million Jews displaced from their homes in Arab and Muslim nations as a result of Middle East conflict. There is often discussion about whether or not Arabs were displaced when Israel was formed, but no acknowledgment of Jewish displacement from Arab nations. B'nai B'rith International played a pivotal role in drafting a bipartisan measure before Congress that would recognize the injustice to Jews who lost their homes in the Arab world. Under the bill, the State Department would be required to report to Congress on measures it has undertaken to advance the rights of these refugee populations, who have been largely abandoned by the international community.



As the UNHRC in Geneva continues to single out Israel for condemnation, B'nai B'rith speaks out forcefully with the facts. Our representative to the United Nations in Geneva spoke before the UNHRC addressing the anti-Israel bias that has consumed the council, its latest reports and resolutions. During the spring council session in Geneva, B'nai B'rith International sent its annual leadership delegation—including several young leaders—to address key issues, including the council's continued obsessive negative focus on Israel, Iran's appalling domestic human rights record and its repeated threats against Israel, and the devastating fighting in Syria.

Our long-standing commitment to interfaith dialogue and understanding was again on display in June when B'nai B'rith leaders attended the first official audience Pope Francis held for international Jewish community leaders. The B'nai B'rith leaders were part of a group from the International Jewish Committee for Interreligious Consultations (IJCIC), the long-standing Jewish representative group for Catholic-Jewish relations. In March, B'nai B'rith took part in an interfaith meeting at the Vatican with Pope Francis, one day after his formal installation.



## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### SUPPORTING AND DEFENDING ISRAEL

As our permanent presence in Israel, our World Center in Jerusalem keeps us well connected to events and leaders in Israel.

B'nai B'rith leaders met with Prime Minister Benjamin Netanyahu and various Members of Knesset in December to discuss such issues as the Iranian nuclear threat, the peace process and Israel's mistreatment at such global venues as the United Nations.

This year, we took part in the inaugural meeting of the Knesset Lobby for Combating Anti-Semitism. And we continued to recognize and encourage Israel-Diaspora relations.

For the 21st year, the World Center hosted its award for Journalism Recognizing Excellence in Diaspora Reportage. This coveted award has had an impressive array of judges and winners over the last two decades, encompassing a "who's who" of the Israeli journalism community.

Since 1985, the World Center has attracted major speakers to deliver the "Jerusalem Address"—established as a forum to address fundamental challenges facing Israel and the Jewish people. This year's speaker, noted British novelist and columnist Howard Jacobson, received attention from countless media outlets in Israel for his presentation.



On Holocaust Remembrance Day, the B'nai B'rith World Center in Jerusalem and the Keren Kayemeth Lelsrael-Jewish National Fund (KKL-JNF) held a unique, joint Holocaust commemoration ceremony dedicated to the heroism of Jews who rescued fellow Jews during the Holocaust. The event took place at the Scroll of Fire Plaza in the B'nai B'rith Martyrs' Forest with about 900 people in attendance. Twenty-nine rescuers citations were awarded to Jews or their descendants who assisted other Jews in escaping to a safe haven or employed subterfuge, forgery, smuggling, concealment and other methods to ensure the survival of Jews from the Holocaust in Europe.

In 2013 the World Center continued a 25-year partnership with B'nai B'rith Uruguay for the "Light and Truth Award," presented every other year to outstanding Uruguayan experts in the fields of science and technology. Professor Virginia Echinope, head of the electronic energy department in the National Directorate of Energy at Uruguay's Ministry of Industry, Energy and Mining received an all-expenses paid trip to Israel as part of her award. The visit combined tourism with professional interchange and helped foster professional ties between Israel and Uruguay.





## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### SENIOR ADVOCACY AND HOUSING

Housing is one of our main advocacy priorities, and what we have learned from more than 40 years in that field has shaped the rest of our "aging policy" agenda.

B'nai B'rith is the largest national Jewish sponsor of low-income housing for seniors in the United States, with 42 buildings in 26 communities. We also sponsor seniors' residences in Toronto, Montreal and Vancouver, Canada, as well as additional facilities around the world. In the United States, we provide safe, affordable housing for more than 8,000 seniors of limited income without regard to race, national origin or religion. In order to fulfill our mission and standards of operations for each building, B'nai B'rith staff provides ongoing training, troubleshooting, programming and advocacy outreach for the entire housing network.



Training, for both professional staff and volunteer leaders in buildings, is a crucial component of our work. In June, the managers and service coordinators of the U.S. buildings met for three days of intensive training with the Department of Housing and Urban Development (HUD) housing experts and social workers. As part of the program, they took part in a B'nai B'rith disaster relief service project with the New York Young Leadership Network by stuffing disaster preparedness kits for low-income seniors affected by Hurricane Sandy. Additionally, they were briefed on the role that the "fiscal cliff" and deficit negotiations play in not only housing policy, but a myriad of other programs that affect their residents' day-to-day lives.



In July, 35 resident leaders from across the B'nai B'rith Housing Network attended the bi-annual B'nai B'rith Resident Leadership Retreat. Held at B'nai B'rith Perlman Camp in Starlight, Penn., while the camp is in session, this week-long retreat of workshops run by B'nai B'rith staff is designed to give the residents the tools to be leaders in their community, and to effectively run their buildings' tenants' associations. Residents return to their buildings energized and excited. As a result of this training, two buildings that do not have a tenants' association are now organizing them. Since Perlman Camp is in session during the retreat, there is also an opportunity for intergenerational programming, which is a benefit not just to the seniors but to the campers as well. HUD gives high praise to this innovative program, and

this past year staff presented papers on the program at large, industry-leading housing conferences including LeadingAge and the American Association of Service Coordinators, helping other organizations to train their resident leaders.



## **B'NAI B'RITH INTERNATIONAL**

# **2013 ANNUAL REPORT**

### **SENIOR ADVOCACY AND HOUSING**

The annual B'nai B'rith International Conference on Senior Housing, which brings together the Boards of Directors and management of the buildings for three days of training, was held this year in Montreal, Quebec, Canada, in October. After hearing from experts on the state of funding for affordable senior housing in the United States, participants focused on creative ways to raise funds, including grant writing training, as well as networking with their United States and Canadian colleagues. A highlight of the conference was a visit to the B'nai B'rith House, as well as a program on "green" building design features along with a drum circle program that can be replicated in all of the buildings.

Staff continues to work with the housing network to provide informative programming for the residents. B'nai B'rith was awarded a grant from Bank of the West to create an elder fraud presentation for the buildings located in Arizona and California. The program focuses on some of the most common threats against the elderly: how to identify a scam, what to do if you are a victim and what you can do if you suspect a friend or neighbor is a victim. Efforts are underway to obtain grants to provide this programming nationwide.

We have partnered with the Columbia Lighthouse for the Blind in Washington, D.C., to provide information and screenings for seniors at risk for low vision because of diabetes or glaucoma.

Working directly with seniors for more than four decades has expanded our understanding of their needs. As a recognized expert on affordable housing for seniors, B'nai B'rith speaks out against cutting programs that are the lifeline for many of our vulnerable elderly. As members of various coalitions, including the Leadership Council of Aging Organizations (LCAO) and the Elderly Housing Coalition (EHC), we continue to make our voice heard in Congress, that programs affecting the lives of low-income seniors cannot continue to be cut. Prior to the sequestration cuts in March, we organized a congressional outreach and media campaign to get the word out that the federal spending cuts would hurt programs that benefit low-income elderly. B'nai B'rith will continue this holistic approach to blending our housing and advocacy with both programs and issues.

We call on Congress to support and expand existing housing, but we also address other federal policies that affect the lives of older adults.

This year we have focused on Older Americans Act programs that fund everything from Meals on Wheels to adult day care services, as well as on protecting Social Security and Medicare benefits. These programs all work together to provide the safeguards that allow low-income elders to age in place and safeguard the future of all the nation's retirees. We continue to find new ways to extend the reach of our housing and advocacy programs through new social media, while also using new workplace technology to make communicating within the housing network easier and more effective in advancing our shared goals.



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### HELPING COMMUNITIES AND DISASTER RELIEF

Helping those in need after a disaster is a mainstay of B'nai B'rith's agenda. This work began in the mid-1800s and hasn't stopped. Our disaster relief efforts have positively impacted individuals and communities in countless ways.

When terrorists detonated bombs at the Boston Marathon in April, B'nai B'rith opened its Disaster Relief Fund to aid the victims and their families. When a powerful tornado devastated Moore, Okla., we opened our Flood, Tornado and Hurricane Relief fund to help the town get back on its feet. The fund has also been opened for Colorado flooding and Midwest tornados. We opened a fund to aid with the devastation in the Philippines after Typhoon Haiyan. Our work continues through monetary donations as well as hands-on helping.

Emergency and rebuilding projects are continuing such as supporting disaster response teams from our partners IsraAID and NECHAMA.

In New York, our Young Leadership Network continued to focus on Hurricane Sandy Relief efforts. Since the storm hit in October 2012 young leaders have performed 325 hours of community service and raised more than \$2,200 for the B'nai B'rith Disaster Relief Fund.



B'nai B'rith and our partner Alpha Epsilon Pi (AEPi), the Jewish fraternity, organized a clean-up in Oklahoma—dismantling a damaged barn—basically providing a week's worth of work in just one day, thanks to the enthusiasm and energy of 35 AEPi brothers.

Our Communities in Crisis program, which aids the citizens of impoverished communities in Latin America, entered its second decade this year. Since our partnership with the Brother's Brother Foundation began in 2002, B'nai B'rith has brought tens of millions of dollars worth of prescription medicines and supplies to Latin America. Pharmaceutical companies donate supplies and medicines to Brother's Brother and B'nai B'rith provides the shipping and logistical fees required to move the items to these countries.

B'nai B'rith members and supporters throughout Latin American provide boots on the ground throughout the process.

Towns and cities in Argentina, Bolivia, Paraguay, Peru, Uruguay and Venezuela have all received assistance. We are proud to note 127 hospitals and clinics across Latin America received needed medicines in 2013.





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## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### YOUNG LEADERSHIP IN ACTION

#### The Peanut Butter Plan, ...it's simple!

We'll make PBJ's and pass them out to people in need in the downtown Denver area.

Join Denver B'nai B'rith and the Denver Peanut Butter Plan as we make sandwiches and donate them to Denver's homeless.

January 6th at 1:00pm  
Get the details at [facebook.com/bnaibrith](https://facebook.com/bnaibrith)



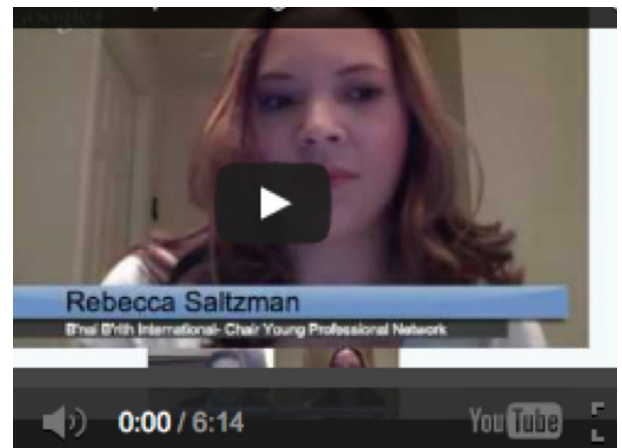
In 2013 the Young Professional Network changed its name to the Young Leadership Network, with a theme of Local Action. Global Impact. Groups are very active in Chicago, Denver, New York and Washington D.C. We added a new group in New Jersey and are expanding into Detroit and Los Angeles.

Through programs such as the Peanut Butter and Jelly Project and Leadville Cemetery clean-up, young leaders in Denver performed 400 hours of service to their community.

We are also proud that Alpha Epsilon Pi (AEPi) has instituted its inaugural B'nai B'rith International Day of Service, which was held in November. Chapters were encouraged to partner with our senior housing buildings for their service project.

Our Google+ International Roundtables continued this year with discussions on the United Nations, disaster relief and community service. Young B'nai B'rith members and supporters around the world engaged in vibrant conversation about some of the most pressing issues of the day and discussed things they could do in their own communities to bring attention to these topics.

At the 2013 B'nai B'rith International Policy Forum the Young Leadership Network hosted an exclusive conversation with Eliav Benjamin, the Israeli embassy's counselor for political affairs.





## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### REMEMBERING AND HONORING THE PAST



At 170 years old, B'nai B'rith is a reliable voice on continuity. We recognize and respect the link we can provide on so many issues vital to the Jewish community.

In commemoration of the United Nations' Holocaust Remembrance Day in January, B'nai B'rith International held a discussion titled "60 Years of Material Restitution: History and Challenges," in New York City. One of the leading experts in the field of material restitution, Arie Bucheister, chief of staff at the Conference on Jewish Material Claims Against Germany, explained the daunting challenges facing survivors and their heirs to have property returned or material compensation made to them.

This program preceded the official U.N. Holocaust Remembrance Day ceremony, which B'nai B'rith representatives also attended. Ever since 2005, when B'nai B'rith played an active role in the United Nations' adoption of Holocaust Remembrance Day, there has been a significant organizational involvement in the program.

We also commemorated the Holocaust with our annual program "Unto Every Person There is a Name," now in its 24th year. B'nai B'rith is the official North American sponsor of the program under the auspices of Yad Vashem, Israel's official Holocaust museum and research center in Jerusalem. Participants read the names of the victims of the Shoah. This year's Yom HaShoah theme was "Defiance and Rebellion During the Holocaust: 70 Years Since the Warsaw Ghetto Uprising." B'nai B'rith provided lists of names and other assistance to local programs.

The natural and progressive dwindling of the population of Holocaust survivors makes it imperative to educate today's youth about the horrors of the Holocaust.

To help ensure that education, B'nai B'rith partners with the Alpha Epsilon Pi (AEPi) fraternity for the "We Walk to Remember" program. On 110 college campuses throughout the United States, Canada, Israel and the United Kingdom members of AEPi participated in both the walk and "Unto Every Person There is a Name" programming.

This is the fifth year B'nai B'rith and AEPi have worked together on Holocaust Remembrance Day programming. The combination of the two powerful programs has created a lasting impact on campuses across the globe. It demonstrates that young people on college campuses understand the importance of remembering and have taken on the responsibility to tell the story of the victims of the Holocaust. B'nai B'rith provides the materials created by the international committee as well as "Never Forget" stickers that the walkers wear on black t-shirts.





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## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### REACHING OUT TO YOUNG PEOPLE AND FAMILIES

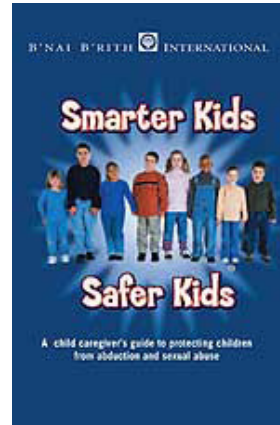
In its seventh year, the Diverse Minds Youth Writing Challenge was offered to high school students in New York City, as well as in the Washington, D.C., metro area (in partnership with new program sponsor, Pepco). The two winning books, *We Are All Atoms* (NYC) and *Pepper the Porcupine and the Big Parade!* (D.C.), are unique and engaging vehicles for sharing concepts of diversity and stories of tolerance. 3,000 copies of the books have been donated to public libraries, school libraries and community organizations. For the fourth year, B'nai B'rith donated several hundred books to the NBC TODAY Show Holiday Toy Drive for distribution across the TODAY Show's charity network. To date, the Diverse Minds contest has published 20 books and awarded more than \$165,000 in college scholarships and grants. The 2013 Washington-area winners did a book reading and signed copies of their book at B'nai B'rith Homecrest House, one of the properties in the B'nai B'rith Senior Housing Network.



B'nai B'rith took the start of school summer breaks to remind families to download the free "Smarter Kids - Safer Kids" booklet from the B'nai B'rith International website in an easy-to-read format which is also available in Spanish.

The booklet includes information about online security and practical information about what to do when alone at home, what to do if a child is lost or when he or she is faced with a situation that involves improper actions by someone they know.

The guide has been used in communities across the United States at school assemblies as well as by parent groups. It is a tool that every parent should have about subjects that can be difficult and uncomfortable to discuss. Sometimes parents, who have been sure their children would never do something unsafe, are surprised to learn that their children can be easily manipulated by offenders.







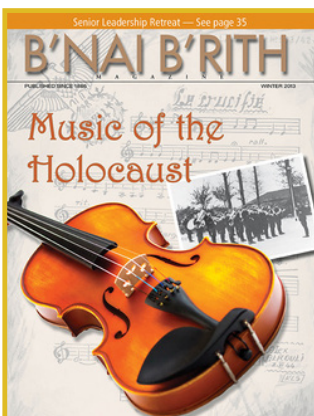
## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### CONNECTED

Our social media campaign has exploded this year, with more than 21,000 people from all over the world “liking” us on Facebook. Nearly 3,000 people are following us on Twitter. We have more than 300 videos on our YouTube channel. There are so many ways now for the public to connect with us. For many, local community events are still the way they learn about B’nai B’rith, our reach and our strength. And that’s a great nod to our tradition and the power of face-to-face connections. But social

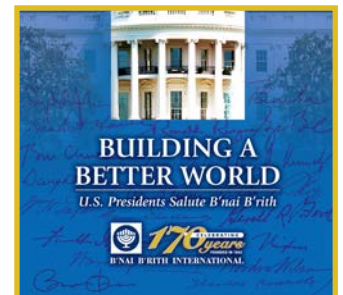


media has allowed us to exponentially grow—bringing into the fold new people who now know us and what we do.



B’nai B’rith Magazine continues to offer in-depth, insightful articles you can’t find any place else. And once again, we were recognized for our efforts. B’nai B’rith won a first place Rockower Award from the American Jewish Press Association for a cover story on Jews in the civil rights movement. Our story on the Jews of Berlin won a bronze award in the cultural tourism category from the American Society of Travel Writers.

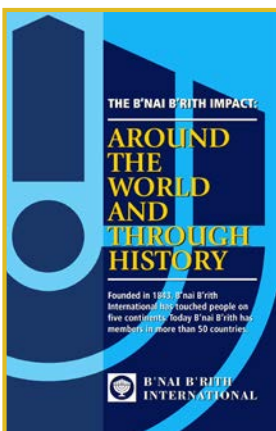
It’s easier than ever to see the scope of B’nai B’rith’s 17 decades of work: two new impressive print pieces developed in 2013 demonstrate B’nai B’rith’s impact since our founding.



Our new map and timeline, “The B’nai B’rith Impact: Around the World and Through History,” chronicles B’nai B’rith’s achievements since 1843. We also published a commemorative book—“U.S. Presidents Salute B’nai B’rith: Building a Better World.” We have compiled accolades from U.S. presidents from Grover Cleveland to Barack Obama—meaning presidents spanning the 19th, 20th and 21st centuries have recognized and noted the B’nai B’rith spirit.

We were pleased to unveil a new tribute video this year—a reminder of all B’nai B’rith has done over the last 170 years to make the world a better place.

Op-eds and letters in such publications as The Washington Post, The Times of Israel, EUobserver, Fox News.com and JTA help get our name and message out to a broad audience. Reporters on all beats continue to seek us out for our in-depth knowledge on a wide range of topics.



B’nai B’rith was built at the local level and we are still proud that our local regions host vibrant programs. From parlor receptions to Project H.O.P.E. (Help Our People Everywhere), which provides holiday foods to impoverished elderly citizens, and from golf fundraisers to tribute brunches, our local communities are active. Local B’nai B’rith communities and regions held weekly lunch events with inspiring speakers as well as a Day of Learning, where a scholar presents an issue and participants then discuss it. New college scholarship programs have been launched to help local high school students pay some college costs. B’nai B’rith Shabbat dinners were held as well as cooperative programs with other ethnic and religious groups.



The Global Voice of the Jewish Community

## B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

### CONNECTED

#### Tribute Dinners and Awards

B'nai B'rith recognized the accomplishments of key community and corporate leaders from around the world in tributes and award ceremonies designed to highlight their good works at the community and global levels. These exceptional individuals and companies are honored for their community service, dedicated leadership and commitment to improving the lives of the individuals they serve. They have made their mark in the areas of health care, pharmaceuticals, business and real estate. Awards this year went to Major League Baseball Commissioner Allan H. "Bud" Selig and Michael Shepherd, chairman and CEO of Bank of the West and of BancWest Corporation, among others.





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# B'NAI B'RITH INTERNATIONAL

## 2013 ANNUAL REPORT

### FINANCIAL

### SUMMARY OF CONSOLIDATED STATEMENTS OF ACTIVITIES FISCAL YEAR 2013

For the Twelve Months Ending June 30, 2013 (Thousands of Dollars)

#### SUPPORT AND REVENUE

Contributions and other support	\$5,991
Member dues	776
Camp revenues	1,535
Other program revenues	568
Investment income	1,147
Other revenue	267
<b>TOTAL SUPPORT AND REVENUE</b>	<b>10,284</b>

#### EXPENSES

<b>Program Services</b>	
Community involvement	1,340
Public advocacy	1,328
Senior housing and services	549
Humanitarian assistance	249
Jewish continuity	2,479
<b>Total Program Services</b>	<b>5,945</b>
<b>Total Management and General</b>	<b>2,274</b>
<b>Fundraising Expenses</b>	<b>2,144</b>
<b>TOTAL EXPENSES</b>	<b>10,363</b>
<b>CHANGE IN NET ASSETS</b>	<b>(79)</b>

The audited report is available by request from the Department of Donor Development, 2020 K Street, NW, 7th Floor, Washington, DC 20006; e-mail





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# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

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# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

## EXECUTIVE BOARD OF DIRECTORS / BOARD OF GOVERNORS

### B'NAI B'RITH INTERNATIONAL BOARD OF GOVERNORS

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# **B'NAI B'RITH INTERNATIONAL**

# **2013 ANNUAL REPORT**

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# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

## EXECUTIVE BOARD OF DIRECTORS / BOARD OF GOVERNORS

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# B'NAI B'RITH INTERNATIONAL 2013 ANNUAL REPORT

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### **What personal information may we collect, and how is it used?**

We collect two kinds of information: personal information that you choose to supply us, and non-personal information, such as your IP address. We use the personal information you supply to send our users email communications. If you would like to be removed from our email list, you can click the "unsubscribe" button on your B'nai B'rith email. We may also monitor and track information such as customer usage patterns of our website. We compile this information into a statistical aggregate which we use, together with your personal information, for internal business and administrative purposes, including improving our website, our operations, and our client service.

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Names and postal addresses of current and former contributors to B'nai B'rith may be rented or exchanged with other organizations or publications. B'nai B'rith obtains the names of potential new members by renting the membership lists or subscriber lists of similar organizations and publications. Lists may also be exchanged with other organizations. Whether by exchange or rental, strict privacy procedures protect the lists.

B'nai B'rith will always honor a member's request to be removed from mailing lists made available for exchange or rental. If you would like your name withheld from our mailing list rental or exchange, please contact the fundraising department at [fundraising@bnaibrith.org](mailto:fundraising@bnaibrith.org) or call 800-573-9057; please be specific about which address you would like withheld.

Personal information entered on the site is confidential, though we may share aggregate information about website usage and traffic patterns, stripped of any personally identifiable information, to third parties to comply with various reporting obligations and for business or marketing purposes. We may also share limited personally identifiable information with third parties on a confidential basis to enable a third party to perform certain tasks, such as maintain an email list or send email alerts and/or newsletters, on our behalf.

### **Security**

Our website has security measures in place to protect against the loss, misuse and alteration of the information under our control. This includes a firewall and 24-hour monitoring of site activities by our hosting service provider as well as 128-bit SSL encryption (where allowable by law) on all transaction-oriented operations between you and B'nai B'rith via our transaction service provider, Network For Good.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information offline. All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our development and membership staff, a billing clerk, a customer service representative, or database administrator) are granted access to personally identifiable information.

### **Use of Cookies**

Cookies are pieces of information that are stored on your computer and are used for record-keeping purposes. We may use cookies to make visiting and using our website easier. Cookies can help us see which parts of our website are the most or least popular and direct us to improving our customers' online experience.

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This website provides links to several other third-party websites. While we choose our links carefully, we are not responsible for the content of linked websites, or for the privacy policies of these websites. Since we do not control these websites, we encourage you to review the privacy policies posted on these third-party websites.

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We may amend this privacy policy from time to time. We maintain the option to change this privacy statement at any time by electronic notice posted on our website. Your use of our website after the date that such notices are posted will be deemed to be your agreement to the changed terms.