Dear Friend,

2014 was a pivotal year for the Forward, a year of strategic thinking, research, design and planning that reaffirmed our unwavering commitment to both serve and reflect a diverse American Jewish community – with unflagging journalistic excellence, provocative cultural exploration and lively Yiddishkeit. At the same time, it resulted in bold changes that will help us deliver on that commitment for generations to come.

In some ways, the year began for us the previous October with the Pew Research Center’s groundbreaking “Portrait of Jewish Americans.” Our insightful coverage of the report and its implications showed exactly what readers expect from the Forward. Beyond that, it prompted us to carefully consider how the Forward itself should respond to Pew’s findings, how our journalism could remain relevant and essential to generations of American Jews whose experiences and challenges are quite different from our parents’ and even our own. >>
We engaged readers, staff and contributors, Forward Association members and outside experts to reflect on our legacy and mission, and to examine how people use and interact with media today. Together, we conceived a new Forward, more effective at connecting Americans of all ages and affiliations (even if that is no affiliation) with their Jewishness, while continuing to fearlessly scrutinize those who represent and claim to represent us as a community.

While the most visible changes – our bold new logo, redesigned website, and reimagined newspaper – wouldn’t be unveiled until early 2015, the ideas behind them increasingly informed our work in 2014. More distinct voices and deeply personal narratives appeared in our pages, like Josh Nathan-Kazis’s account of his quest for Spanish citizenship based on his Sephardic heritage, and Tuvia Tenenbom’s chronicles of Jewish life in all its absurdity. We launched new features to address the challenge of finding meaning and community, and the aspiration to live in a way that reflects our Jewish history, values and tastes: The Seesaw, a contemporary twist on the Forward’s beloved Bintl Brief, offering advice for navigating interfaith relationships, and Wondering Jew, exploring the range of rituals and meaning American Jews find in the annual cycle of holidays.

At the same time, we continued to set the gold standard of Jewish journalism, with unmatched reporting of the Gaza War and its human toll on both sides of the border; enlightening political and diplomatic analysis from editor-at-large J.J. Goldberg; unflinching coverage of dangerous circumcision practices, far-flung Jewish communities and insular Hasidic enclaves; diverse views of culture both controversial and inspirational, from “The Death of Klinghoffer” to a celebration of Leonard Cohen; and vibrant conversations, commentary and videos sustaining the mameloshn in the Forverts newspaper and to a growing audience on yiddish.forward.com.

All this was made possible by the financial support of our members. The Forward is a nonprofit, public media organization; it remains truly independent, unbeholden to powerful individuals or institutions, only because it can rely on those, like you, who cherish a uniquely welcoming home for our many Jewish voices.

The Forward made unprecedented investments in 2014 to expand our coverage, improve our products and engage new readers. We thank you for your donations, which made those investments possible, and hope you will invest with us to sustain these efforts and ensure the Forward’s future.

Warm regards,

Jacob Morowitz
Chair of the Board
Thank You

The Forward Association gratefully acknowledges the individuals and organizations listed below and later in this report, whose gifts made between January 1 and December 31, 2014, helped sustain the Forward as a vibrant, independent Jewish media organization for readers today and for future generations.

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List continues on page 12 >>
DECEMBER 3, 2014
Hasidic Enclave Keeps Its Secrets Amid Elusive Rebbe’s Tight Control
FRIMET GOLDBERGER

JULY 6, 2014
Families of Slain Israeli and Palestinian Teens Turn to Each Other for Comfort
SIGAL SAMUEL

MARCH 10, 2014
How Do I Tell My Russian Host Family I’m a Jew?
PAUL BERGER

FEBRUARY 24, 2014
Shalom, Bloomingburg
MARTYNA STAROSTA

OCTOBER 14, 2014
The End-of-Life Battle Over Jewish Souls
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MARCH 27, 2014
Rabbi Performs Controversial Metzitzah B’Peh Circumcision Rite – Law or No
PAUL BERGER

forward.com page views +476% in five years
2014 25.9 million page views
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MARCH 27, 2014
Rabbi Performs Controversial Metzitzah B’Peh Circumcision Rite – Law or No
PAUL BERGER

MARCH 27, 2014
Rabbi Performs Controversial Metzitzah B’Peh Circumcision Rite – Law or No
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NOVEMBER 30, 2014
Chasing Ghosts, Reviving Spirits: The Fall and Rise of Poland’s Jews
JANE EISNER

OCTOBER 14, 2014
The End-of-Life Battle Over Jewish Souls
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OCTOBER 5, 2014
Needy Israeli Brides Find Wedding Day Nirvana Courtesy of Charities
NAOMI ZEVELOFF

MARCH 10, 2014
How Do I Tell My Russian Host Family I’m a Jew?
PAUL BERGER
1,275 culture articles published in 2014

SEPTEMBER 18, 2014
A Song of Love and Memory for Leonard Cohen at 80
EZRA GLINTER

SEPTEMBER 18, 2014
A Song of Love and Memory for Leonard Cohen at 80
EZRA GLINTER

OCTOBER 20, 2014
The Resurrection of ‘Klinghoffer’
ADAM LANGER

JANUARY 26, 2014
Can Sephardic Jews Go Home Again — 500 Years After the Inquisition?
JOSH NATHAN-KAZIS
OCTOBER 7, 2014
Why Hamas Never Wanted War — and Knows It Lost
J.J. GOLDBERG

DECEMBER 14, 2014
Dear Santa, Please Stay Away From My Little Boy
SUSAN KATZ MILLER, HAROLD BERMAN, JIM KEEN

BEGAN SEPTEMBER 17, 2014
Wondering Jew
ABIGAIL POGREBIN

2.9 million
visits to forward.com from 97 different social media sites in 2014
JUNE 2, 2014
Why Is It So Hard To Convert to Judaism?
JANE EISNER

JULY 15, 2014
A Gaza Mother Amid the Airstrikes – The Sisterhood
EMAN MOHAMMED

BEGAN FEBRUARY 24, 2014
The Seesaw – Answering All Your Questions About Interfaith Life
JANE EISNER

Facebook users clicked through to forward.com
2.1 million times in 2014

JULY 10, 2014
How the Gaza War Started – and How It Can End
J.J. GOLDBERG
Yiddish Forward

Forverts published

1,844 original articles
488 blog posts
107 videos and
268 podcasts

in Yiddish in 2014

First Gay Wedding in a British Synagogue

14 דצטמבר 2014

ערשה לשולחן
גניה"ה חתונה אייז
א בריסויער שיל

Rukhl Schaechter

Shiva: Short and Not So Somber, Please

28 ינואר 2014

שרדה לשלכער

Hasidic Women’s Dresses and Masochistic Fantasies

14 דצטמבר 2014

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Yiddish Forverts e-newsletter subscriptions up

57%

from 2013 to 2014
Financial Summary*

Expenses

TOTAL $8,584,872

- Management $1,342,155
- Fundraising $420,982
- Newspaper and digital media: English $5,794,166
- Newspaper and digital media: Yiddish $1,027,569

Sources of Funds

TOTAL $8,584,872

- Print subscriptions & newsstand sales $796,634
- Advertising $812,799
- Fundraising $957,302
- Other (rentals, royalties, misc.) $185,095
- Investment income $2,188,444
- Funds drawn from invested assets $3,644,598

*Audited financial statements available upon request
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Sept. 18
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Jacob Morowitz
My father who read the Forward
My five grandchildren and in
memory of the one and a half million children who perished in the Shoah
My skeptical son
My Yiddishkeit
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Hody Nemer
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her holiday blog
Molly G. Polack and
Samuel B. Polack
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The Forward gratefully acknowledges gifts made between January 1 and December 31, 2014, in memory of the following:

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Nick Amster
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Max Applebaum
Yakov Moshe Halevi
Ashkenazi
Alan Michael Barnett
My beloved husband,
Sam Barson
Saul Baumwald, who always
enjoyed reading the Forward
My mother, Natalie Beckett
Shaun Beckwith-Chasen
Sara and Belinda
Zeitlin and Seymour Berry
Mormi Bitzky