



# United Israel Appeal of Canada Inc. Annual Report 1985

Appendix #6

Together with the U.J.A./C.J.A. Campaigns

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U.I.A.** Page 1.

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## The Mandate of the United Israel Appeal of Canada Inc.

The establishment of the State of Israel transformed the fundraising arm of the Jewish Agency into a Campaign for human needs without precedent. The challenge was enshrined in the Proclamation of the Jewish State: "We appeal to the Jewish people, throughout the Diaspora, to rally round the Jews of Eretz-Israel in the task of immigration and upbuilding, and to stand by them in the great struggle for the realization of the age-old dream – the redemption of Israel".

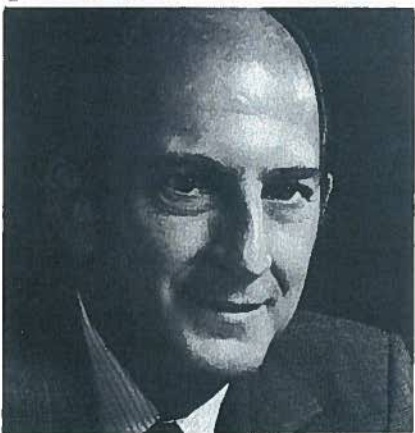
The response was a surge of energy and emotion which in these 37 years has expressed itself in Campaign after Campaign so convincingly and fundamentally that it has become an inextricable feature of Jewish life. Witness the response of global U.I.A. to the rescue and absorption of Ethiopian Jewry when it undertook to raise an additional U.S. \$125 Million over and above the Regular Campaign, a sum which may well be exceeded.

The funds, which are directed to the United Israel Appeal for transfer and disbursement in Israel, are raised from the most rudimentary Campaigns in communities of fewer than a "minyan" to the most complex, multi-faceted U.J.A./C.J.A. organizations in our major cities. Whatever the mechanism, whatever the degree of sophistication, the answer to the appeal, in the words of Chaim Herzog, is an "answer to the very existence of Israel as essence, expression and concentration of Jewish history and life; as centre and source of strength for Jews wherever they are".

In Canada, the overwhelming number of contributors has elected to place its faith and trust in an united effort for the common good. *No less than eighty five per cent of all funds transferred to Israel for humanitarian and welfare services are managed by the United Israel Appeal—testimony indeed, of this community's collective will to respond without personal aggrandizement to Israel's needs.*

Nationally, the Head Office of the U.I.A. of Canada has never been more aware of its role as the major support agency for fundraising in Jewish Federations across Canada as well as assisting in Montreal and Toronto. In fact, this past period is especially noteworthy for the intensification of mutuality between the U.I.A. and all Federations.

The next year will see a consolidation of this process, as the U.I.A. of Canada, together with U.J.A./C.J.A. Campaigns, go forward to give further expression to one of the deepest impulses which characterizes the Jewish people, that we are our brother's keeper.



## Message from the President and Chairman of the Board

This was the year that saw the historic epoch known as Operation Moses and the attendant financial responsibility that U.I.A. had to undertake. Almost at the same time, the Jewish Agency's escalating needs resulting from Government austerity, increased programs and re-organization of borrowing facilities, places a heightened responsibility on us.

From another direction, some of our local federations are finding it increasingly difficult to maintain "local community standards" while at the same time providing a reasonable cash flow to U.I.A. and Israel. Some, through the years, have built up local infrastructures that they can now not afford. It is ironic that although the Israel or U.I.A. side of the process is the catalyst for central fundraising, it is difficult in some areas for U.I.A. to avail itself of these campaign proceeds.

Notwithstanding these complexities, this has been a distinguished year for the concept of Keren Hayesod in general and U.I.A. of Canada. In the case of Operation Moses—the Ethiopian rescue, Canadian U.I.A. has responded with an unprecedented and unified commitment from virtually all of our communities and from our own well-managed but limited financial resources.

In recent months, we were able to deal professionally and directly with the complex funding and organizational

problems outlined, partially because of a series of panels and commissions established in early 1984. These included: The Carr-Silver Study on Israel Operations—presented June 1985. The Granovsky/Posluns Committee on Jewish Agency requests—presented June 1985. Also in process is the Krivel-Newman study on Federations Grants.

A year ago, we outlined immediate goals of heightening the awareness of our work in Israel and examining the level of our own efficiency. We have begun a series of quarterly and annual reports, and also a program of joint advertising with the local federation campaigns in the Jewish media.

We have also accelerated our mission program to Israel. This was highlighted by our First National Prime Minister's Mission to Israel in June, which was attended by community leaders from across Canada. Of particular interest were visits to some of our outstanding Canadian Projects.

Finally, it can be said, with all our problems in organization, with communities spread 4000 miles—a continent apart, large vibrant federations and small unstructured communities, Canadian Jewry still remains intensely close to its roots. Together, we have built a special relationship with the ordinary people of Israel and a concern for their daily lives. This, the Campaign for human needs is the real essence of the Keren Hayesod concept.

**Allan Offman**  
President  
United Israel Appeal of Canada Inc.

**Charles Bronfman**  
Chairman of the Board of Directors  
United Israel Appeal of Canada Inc.

The United Israel Appeal of Canada records with sorrow the tragic loss of Lynda Pearl-Cartu. As Chairperson of the Women's Division of the Ontario Region of the U.I.A., and as an Executive Member, hers was a vital and exciting presence in the work that we do.

A perpetual Memorial Scholarship Fund has been established in her name by her friends and the U.I.A., for the benefit of High School graduates in the Project Renewal neighbourhood of Or Yehuda.

## Structural Co-ordination Between U.I.A. of Canada and Central Funding Organizations

### The United Israel Appeal of Canada Inc.

The U.I.A. of Canada Inc. is a corporation whose legal status empowers it to manage funds destined for Israel and to ensure that its disbursement and management in Israel is in accord with the terms set by Revenue Canada. In addition, its concern is to ensure that Israel receives the optimum share of funds raised in all communities, and to accordingly maintain and develop a heightened awareness of Israel's human needs.

### U.J.A.-C.J.A. Community Funds

In the major communities, these appeals organize and manage their own community drives. They are a partnership between local Federation and U.I.A. An average of approximately 40% of the proceeds are utilized for local social agencies, educational facilities and other areas germane to an organized community. U.I.A. supplies support services to these campaign efforts, such as Israel Mission coordinations, special speakers, educational data, etc.

### The Keren Hayesod

The United Israel Appeal of Canada Inc., together with various Jewish communities in the world (other than the United States) utilizes the facilities of the Keren Hayesod in Jerusalem to provide ongoing services and programs for U.I.A.-U.J.A. Campaigns.

There are many countries outside the U.S.A. and Canada where the Keren Hayesod office in Jerusalem takes a direct initiative in managing Campaigns. Their personnel and expertise ensures the continued viability of fundraising in these countries.

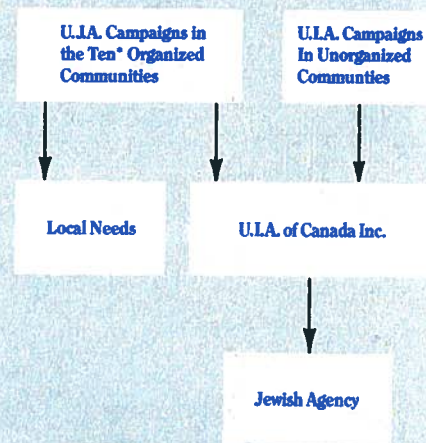
### The Jewish Agency

The Agency provides the overall management and direction of overseas funds for social and human services delivery in Israel. The Jewish Agency is concerned with the following areas: immigration and absorption of immigrants, including absorption in agricultural settlements and immigrant housing; social welfare and health services for immigrants; education, including higher learning and research; youth care and training.

Two thirds of the Jewish Agency Budget is derived from U.I.A. Campaigns throughout the world.

The Jewish Agency budget is approved by its Board of Governors, 50% of whom represent fundraising organizations of the U.I.A. and 50% representatives of the World Zionist Organizations (Israel).

Flow Chart of Income from Appeals in Canada  
Destined for The Jewish Agency



\* Montreal  
Toronto  
Winnipeg  
Ottawa  
Vancouver  
Calgary  
Edmonton  
Hamilton  
Windsor  
London

## Highlights

### **The Agenda for World Jewry**

Rescue, Relief, Absorption, Ulpanim, Housing, Settlement, Vocational Training, Youth Aliyah, Health Care, Aged Care, Higher Education, Ethiopian Jewry Programme, Project Renewal, Rental Subsidy, Child Care, Library Fund and Recreational Facilities.

### **Our Record**

Since 1979/80 World Jewry through U.I.A. has remitted U.S. \$2,242,277,565 to the human needs of Israel. Our share has been U.S. \$140,660,786.

The Jewish population of Canada is 308,000, or approx. 100,000 families; over 90,000 individual contributors.

Of all major communities, Canada's contribution remains the highest per capita.

### **U.I.A. Funds in Israel from Communities Throughout the World Have:**

Helped 1.7 million immigrants.

Been at the forefront of "Operation Moses" and the absorption of 17,000 Ethiopian olim

Provided a complete framework of education and sustenance for many thousands of disadvantaged children

Created over 100 immigrant facilities

Benefited 250,000 Youth Aliyah children

Been the principal source for maintaining needy students at all universities in Israel

Given hope and relief to thousands of elderly, handicapped and disadvantaged families

Underpinned rural settlements in the Negev, Arava and the Galilee

Brought the forgotten "other" Israel of blighted neighbourhoods and the dispirited into the mainstream of life in Israel through Project Renewal and other housing programs

**Our involvement has ultimately had as profound an impact on our community as it has had on Israel. By giving we have received; by building we have been rebuilt.**

### **In Canada the U.I.A. in 1984**

Intensified its support services to Federation Campaigns

Registered the highest transfers of Regular Campaigns to Israel

Been centrally involved in arranging twenty-two missions to Israel in 1984/85, including the First U.I.A.

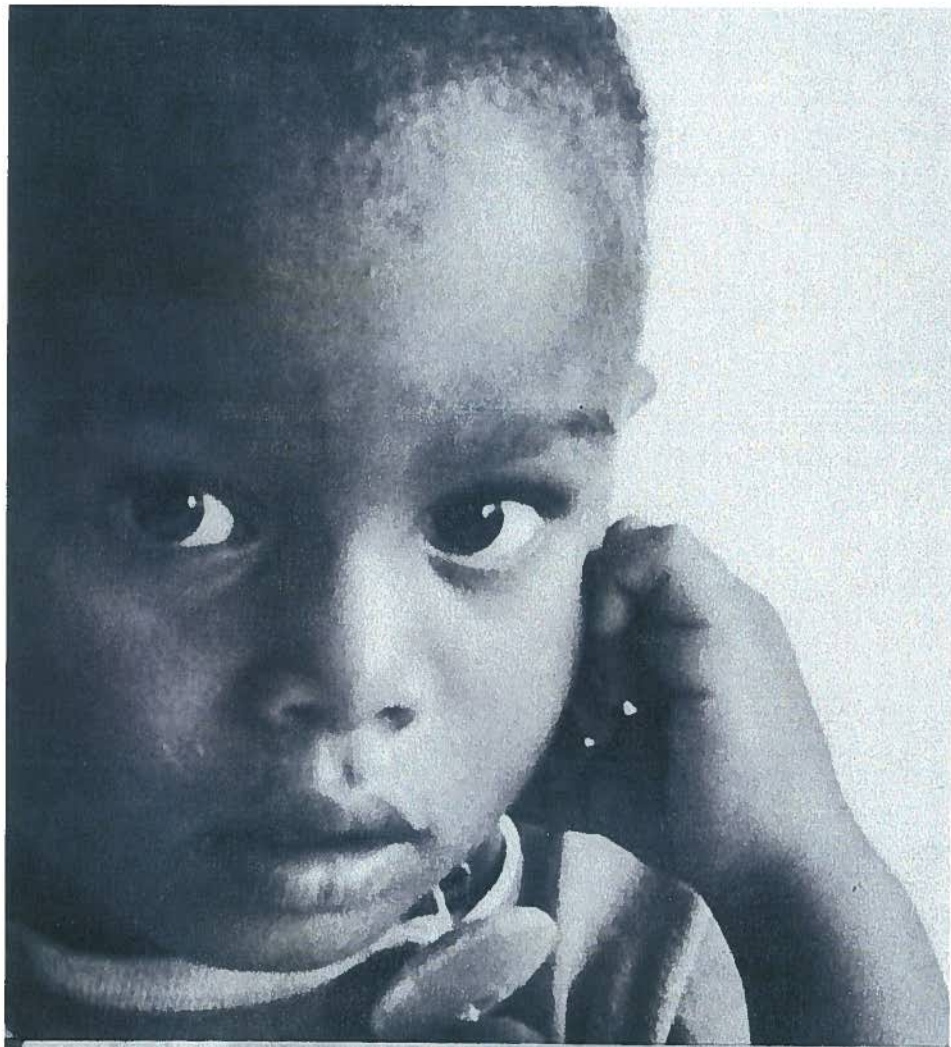
National Prime Minister's Mission Co-ordinated Young Leadership programs. No other community has been as successful

Played a primary role in a consultative and directional capacity in major Federations outside Montreal and Toronto

Internally carried the process of staff restructuring forward, and via commissions chaired by eminent community leaders, will have defined and streamlined the operations of the U.I.A. in Canada

Again in 1984, vindicated its pre-eminence as the Central Agency for providing funds for the social and welfare needs of the people of Israel





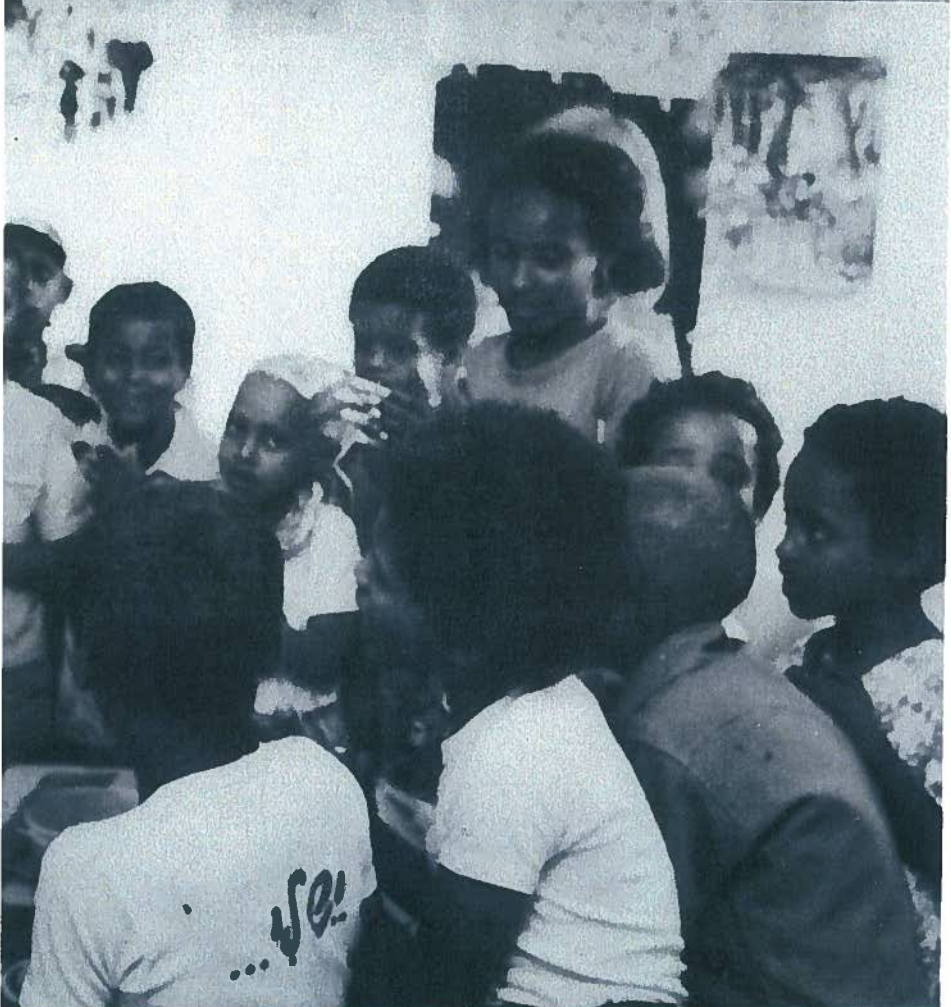
## The Return of a People

“Operation Moses”, the dramatic rescue of Ethiopian Jewry, captured the imagination of the whole world, and focused the entire international press on the process which brought the majority of this beleaguered tribe back to its homeland in the course of a few momentous weeks in late 1984 and early 1985.

### **Ingathering of the Exiles**

After the great publicity onslaught and the attendant political recriminations, this large scale operation was halted. We have now returned to the more modest and quiet but no less dramatic historic process which had previously brought thousands of Ethiopian Jews to Israel, and which will hopefully now, in the not too distant future, see the return of all those still left behind.

This on-going process is truly one of the most poignant and dramatic episodes of “Kibbutz Galuyot”, the “ingathering of the exiles”, with never ending variations on the themes of Jewish suffering, perseverance, solidarity and commitment. The return of the Ethiopian Jews has renewed Israel’s sense of its ultimate role — the home of every Jew who needs and wants to come, the ultimate assurance of Jewish safety in a world beset with upheaval.



## **Absorption**

Now Israel is faced with the exciting, difficult and challenging task of assuring the effective absorption of this community. How to provide them with all the necessary tools to succeed in our modern technological world, without promoting dependence on the support system. How to permanently settle the Ethiopians in large enough groups to provide for internal support, without creating "ghettos". How to make them aware of technological and cultural development of our "modern" society without them losing their appreciation of their own indigenous forms. How to preserve their unique Jewish identity while bringing them into the mainstream of Israel society.

The Jewish Agency bears the major responsibility for the initial absorption of Ethiopian Jewry. Many temporary facilities have been requisitioned, former Ethiopian Jewish immigrants hired as translators and staff; extended stays in absorption centers are offered, as are ancillary cultural and religious training. Careful planning is given to permanent housing as well as ultimate vocational training. All efforts are being made to try and assure the successful absorption of this most dramatic of modern aliyot.

## **Ethiopia**

The rescue and absorption of our Ethiopian brethren remains incomplete until the last of the remnant still in Ethiopia returns home. Israel and the Jewish people will not be at rest until this is accomplished.

## **The Cost**

The cost of absorbing an Ethiopian immigrant is as follows:

\$25,000 total for each Ethiopian immigrant during the initial 14-month absorption period.

Of this sum, \$10,000 is the responsibility of the Jewish Agency (meaning world Jewry) for pre-absorption costs, rental facilities, support personnel, ulpan and cultural activities and living allowances.

\$15,000 is the responsibility of the Israel government (meaning the people of Israel) for permanent housing, vocational training, supplementary education and additional health care.

If one multiplies the \$25,000 per-capita figure by 12,000 immigrants from Ethiopia, \$300 million is obtained, of which \$125 million must come from the contributions of world Jewry. There is simply no other place or source it can come from.

## **Board of Governors of Jewish Agency Adopts Resolution on "Operation Moses"**

"The Jewish Agency for Israel is fully responsible for the absorption of Ethiopian immigrants in their initial year in Israel. The Government of Israel assumes responsibility for later stages of housing, employment, etc.

All appeals for funds for Ethiopian immigrants by other organizations or institutions detract from the central funds which finance the Agency's work. These central funds are, in the United States: the United Jewish Appeal, and in all other countries: the United Israel Appeal and affiliated campaigns.

The Board of Governors of the Jewish Agency calls on all organizations claiming to raise funds for the absorption of Ethiopian immigrants, to desist and concentrate their efforts to raise the \$125 million Jewish Agency share of the total cost of \$300 million.

The Board directs this decision to all bodies within the framework of the Jewish Agency and requests the World Zionist Organization to follow the same procedures regarding all Zionist groups and bodies, directly or indirectly, relating to the World Zionist Organization."



## Our Work in Israel

### U.I.A. Assistance to the Youth of the Nation

#### Historical View

Youth Aliya services were established to rescue Jewish children from Nazi Europe. More than 30,000 youngsters were brought to Eretz-Yisrael and educated in Youth Aliya service institutions. Many of them contributed substantially to the development of modern Israel.

Later, Youth Aliya services played a major role in the absorption of immigrant children from around the globe—more recently from the Soviet Union, Iran and Ethiopia.

#### Present Task

In the past decade the Youth Services program has been transformed from a rescue organization to one aimed at helping disadvantaged children reach their human potential. Over 200,000 youth, both immigrants and native Israelis, have gone through the department's vast network of institutions since the mid 1930's, and last year nearly 18,000 youngsters benefited from Youth Aliya service activities.

#### Ethiopian Youth

About 10 percent of those Ethiopians who arrived last November were under 18 and parentless. The Youth Services program has assumed a major role in their absorption.

The Youth Village, Hofim, recently won the prestigious prize of the Speaker of the Knesset for its outstanding performance in absorbing Ethiopian youngsters. Located north of Acco, it began operations six months ago as a special care centre for orphaned Ethiopian children and now has 200 youngsters ages 7-18, who benefit from a highly trained staff

including doctors, nurses, psychologists and other support personnel. Over 1,000 Ethiopians entered 28 Youth Aliya service institutions in 1984.

#### Servicing Diaspora Youth

Short-term Youth programs, which seek to arrest growing assimilation abroad, continued to attract students from around the world. The students study their normal curricula in Israel for several months or longer and receive appropriate credits from their home high schools. They also learn Hebrew, study Jewish and Israeli subjects and gain a better understanding of Israeli life.

#### Expenditure

In the 1984/5 financial year the U.I.A. of Canada's participation was in the amount of U.S. \$14,255,992. The Jewish Agency expended U.S. \$56,361,749.

## **U.I.A.'s Assistance to the New Immigrant and His Absorption**

Immigration to Israel, "Aliya" is the cornerstone of Zionism. Each successive wave of immigrants helped shape the character of Israel: a Jewish nation in the making.

### **The Ethiopian Rescue**

As the main body charged with overseeing Aliya from countries of distress, programs funded by the U.I.A. underwent maximum strain in rescuing over 12,000 Ethiopian Jews from famine-stricken Africa. Their immediate absorption is expected to cost \$300 million during the next two years, to be partially funded by overseas Jewry. Hotel, army rest homes and other facilities have been mobilized to provide immediate housing, as immigrant absorption centres soon reached capacity levels.

### **1.7 Million**

Ethiopian Jews are being helped, as have all 1.7 million other olim since 1948, by the Jewish Agency, main beneficiary agency of the global U.I.A. effort. The Campaigns enable communities to play a role in "pidyon hashevuim", redemption of the captives, and help improve the economic and social life of the people of Israel.

### **Soviet Russia**

Soviet persecution of its Jewish population has reached levels reminiscent of Czarist and Stalinist periods and is aimed specifically at removing all traces of Jewish identity. Just 345 Russian Jews reached Israel in 1984, a 16-year-low. Senior Agency officials hope that improved Soviet-American relations can facilitate a loosening of Soviet emigration policies.

### **Aliya Figures**

The large influx of Ethiopian Jews gave world Aliya figures in 1984 a new boost (19,236 total, compared with 16,417 last year) but couldn't mask a deteriorating situation in many countries of distress.

### **Expenditure**

In the 1984/5 financial year the U.I.A. of Canada's participation was in the amount of U.S. \$2,863,048. The Jewish Agency expended U.S. \$72,602,900.

## **The U.I.A.'s Commitment to Higher Education**

### **Universities**

The Hebrew University, the Technion, the Weizmann Institute, Bar Ilan University, Tel Aviv University, Haifa University and Ben Gurion University are given critical assistance by the U.I.A. through a wide range of educational and cultural programs.

Special emphasis is placed on granting scholarships and research grants to needy students. The recently established Morris Pulver Scholarship Fund has already had a dramatic impact in this area (see separate article).

### **Expenditure**

In the 1984/5 financial year the U.I.A. of Canada's participation was in the amount of U.S. \$950,762. The Jewish Agency expended U.S. \$73,490,087.

## **The Jewish Agency's Rural Settlement Department**

Despite dramatic changes in Israeli society since 1948, rural settlement is still considered fundamental to furthering Israel's long-term security, economic growth, and social strength. In over 100 years, the Jewish Agency has established some 900 settlements, including 265 kibbutzim (collective settlements), 447 moshavim (cooperative villages) and 188 community settlements.

### **Fiscal Restraints**

Over 80 settlements have been built since 1978, including more than 60 in the northern Galilee and 20 in the southern Negev. Israel's rural population now totals about 300,000, roughly 10 percent of its Jewish population. Faced with serious fiscal restraints, Agency settlement planners last year focused their \$70 million budget on strengthening some 300 settlements under Agency care, rather than building new ones.

### **Guided Settlement Program**

Central to this task was establishment of the "Guided Settlement Program," aimed at aiding settlements facing severe financial and social problems. The program, which eventually hopes to reach 70 settlements, entails basic administrative and managerial reforms and provides Agency loans for moshavim with outstanding commercial debts. Many of these settlements were established in the 1950's during Israel's mass immigration period and never fully achieved economic independence.

### **Economic Independence**

Twelve Agency settlements have achieved economic independence during the last fiscal year, but budget limitations will delay self-sufficiency for 15 others.

### **Pit'hat Shalom**

In more positive news, settlements in Pit'hat Shalom (Western Negev) reported impressive sales of long shelf-life, winter grown tomatoes to U.S. markets. Such exports now total more than \$700,000 and are a direct result of Agency funded research and development. Development of the Pit'hat Shalom region, which includes two kibbutzim, six moshavim and a nahal (army pioneering outpost), is a consequence of Israel's withdrawal from Sinai under its peace treaty with Egypt.

Intensive settlement activity was also directed towards two key models for the 1980s: the industrial village and "mitzpe" (pre-settlement).

### **Expenditure**

In 1984/5 the Jewish Agency expended U.S. \$63,894,820.

## **U.I.A.'s Involvement in Social Programs**

This category covers programs funded by the U.I.A. in furthering the social and cultural integration of immigrants from previous years, who have not yet been fully absorbed into the mainstream of Israeli Society.

In recent years expenditures in this category have added about 20% to government outlays. Last year's \$14 million budget went towards large Israeli families with economic problems, for needs in the Galilee and Arava, and for local leadership and youth in disadvantaged neighbourhoods.

### **Cuts in Israel's State Budget**

Sharp cuts in Israel's State Budget adversely affected programs reaching disadvantaged and needy individuals—those already struggling from day-to-day. Many community centres, elderly clubs, health centres and other social services facilities faced closing or severe reductions in activity because of budget cuts.

### **Expenditure**

In 1984/5 the Jewish Agency expended U.S. \$8,877,429.

## **The Jewish Agency's Housing Company**

Through its housing company, Amigur, the Jewish Agency has carried out approximately 25,000 home renovations and enlargements (many in Project Renewal areas) throughout Israel. Today, Amigur administers 43,000 flats in 14 towns and cities. Last year, the Agency allocated additional monies above and beyond its \$8 million budget towards construction of 500 flats for newly arrived Ethiopian immigrants.

### **Expenditure**

The Jewish Agency expended in 1984/5 U.S. \$10,781,597.

## Project Renewal

Israel's neighbourhood rehabilitation program, Project Renewal, is making notable progress in 82 areas throughout Israel. It is the most exciting and dramatic program to involve Diaspora and Israeli Jewry since the founding of the Jewish State.

### **Twinning Community to Community**

Basically, the program links Canadian and Diaspora communities with distressed immigrant neighbourhoods in Israel in which 300,000 Jews — 200,000 of them children — are isolated economically, culturally and socially from the mainstream of Jewish life.

Communities linked individually, in clusters or on a regional basis, provide funds, manpower and development skills to assist steering committees in Project Renewal neighbourhoods, as they identify problems and develop specific plans for their solution.

### **Canadian Twinning**

In Canada, Montreal is twinned to Yerucham, Toronto, having successfully completed its Project Renewal involvement in Beit Dagan, is now twinned to Kfar Gvirol, the Ontario and Atlantic Regions and Ottawa to Or Yehuda, the Western Region to Yaffo Daled, Vancouver to Kfar Yona and Winnipeg to Gan Yavne.

### **Beit Dagan**

Project Renewal, Beit Dagan and Kfar Gvirol, represents the Israel-Canada relationship in one of its finest forms, cooperating and negotiating, working together toward a mutually rewarding outcome. Toronto is investing \$5 million (US) and some of its top leadership in renewing the communities of Beit Dagan and Kfar Gvirol.

Beit Dagan was the town that time forgot. Once on the verge of demolition and relocation of its citizens, Beit Dagan has become a vibrant, even attractive community. A new leadership group has taken over the town and is realizing the potential of its people. Toronto has built a community centre and is building a day care centre. More importantly, the continuity of leadership from Jack Chisvin, Irving Granovsky and Adrienne Offman has served to support a troubled community in the necessary trauma to bring itself from drugs and alienation to pride and involvement.

Kfar Gvirol is Toronto's new community. A neighbourhood of Rehovot but geographically separated, Kfar Gvirol appears to have been asleep for 40 years. A plan to increase the population by 5000 persons has awakened the indigenous population along with the Renewal impetus to consider their future. Toronto leadership including Michael Benjamin and Marty Goldberg are working with the community to plan a dynamic yet economic "social-cultural-education" complex. We are optimistic that the lessons we have learned in Beit Dagan can be used to facilitate our efforts in Kfar Gvirol.

Toronto is positive about Project Renewal and the mutual benefits to be realized in the enterprise. The Renewal concept of partnership manifests the most productive approach we can pursue as mutually supportive Jewish communities.

### **Gan Yavne**

This small town near Ashdod is the most recent one to come under the umbrella of Project Renewal. It is twinned with Winnipeg, which up to now has been involved with Yaffo Daled. The basic needs of Gan Yavne are in the area of pre-school education and completion of education for adults and marginal youth.

A new community centre is being planned which will not only provide the needed home for community activities but also serve as a focal point for social meetings and integration of various social groups in the town.

### **Jaffo Daled**

The new Winnipeg House for the Elderly was completed and inaugurated. The project includes two parts:

1. A day centre with all the necessary services for the senior citizens in the neighbourhood.
2. A sheltered housing project which includes 47 beautiful apartments.

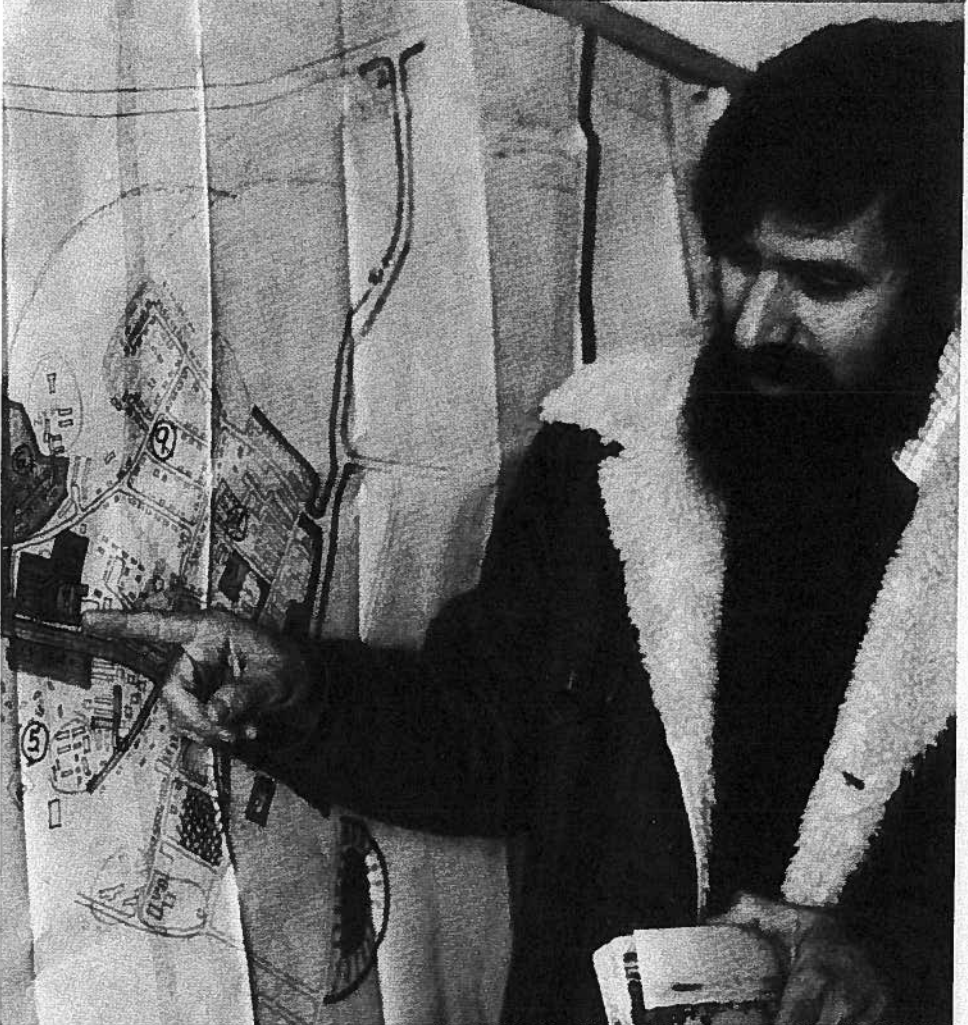
The sports fields and teenagers club, which were built by the Vancouver Women's Division, were activated and are four centres of activity for the youngsters of the neighbourhood.

Maintenance problems were resolved during the past year and the sport fields and adjacent park are now in sound condition.

The neighbourhood founded and operates a dance group and children's orchestra. Most of the work is done by volunteers.

Missions from Vancouver and Winnipeg have enjoyed the performances of the dance group and young musicians during their visits to Jaffo Daled.

מרכז קהילתי בית דגן  
 תוכנית התחדשות השכונת מרונסו קנדה  
**BEIT DAGAN COMMUNITY CENTRE**  
**PROJECT RENEWAL TORONTO CANADA**



### **Kfar Yona**

Kfar Yona is a small settlement near Netanya. The twinning with Vancouver was arranged and fruitful discussions took place regarding the planning and budgeting. The planning process in Kfar Yona was especially thorough and successful. So far, only social projects have been executed. Special attention has been given to programs in pre-school education. The planning of a new community centre is underway.

As per the request of the Vancouver community, a comprehensive plan is being prepared to coordinate the efforts of the Vancouver community with those of the government ministries.

### **Or Yehuda**

This year saw remarkable improvement in the maintenance and cleanliness of Or Yehuda. The persistence of the Ontario communities (in cooperation with Milwaukee) helped to bring about the change, not only in capital projects that were built by Project Renewal, but also Or Yehuda as a whole, is much cleaner and better maintained than in the past.

The Shivat Zion Community Centre is being planned and includes new sports fields and a neighbourhood library.

The government is doing its share and so far 1,400 apartments were enlarged by the citizens, with the help of government loans.

There is a survey underway to study the attitudes of the residents and their satisfaction with various aspects of life in Or Yehuda. The results will be compared with the results of the survey that was done four years ago.

## Yerucham

Yerucham suffered from unemployment problems this past year but the efforts of Project Renewal have helped to overcome the difficult time.

Special programs for vocational training were implemented to make it possible for unemployed youngsters to train themselves for the special needs of the industries in the region.

The youth club was renovated and now serves as a centre of activity for the youth of the town.

A beautiful new library, in honour of Fay and Joe Ain, was completed this year.

The swimming pool was thoroughly renovated.

A workshop for the handicapped was opened.

Social programmes that proved themselves worthy are continuing, especially in the fields of pre-school education, vocational training and marginal youth.

The Montreal community decided to extend their Project Renewal effort in Yerucham for an additional three years.

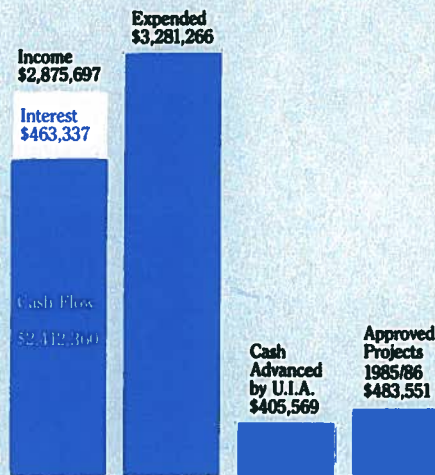
The serious economic situation in Israel makes the help of the Canadian communities even more important and significant.

The manner in which many missions and individuals are received is a sign of the personal warmth that has developed between the Canadian communities in Project Renewal and the citizens in the Israeli neighbourhoods.

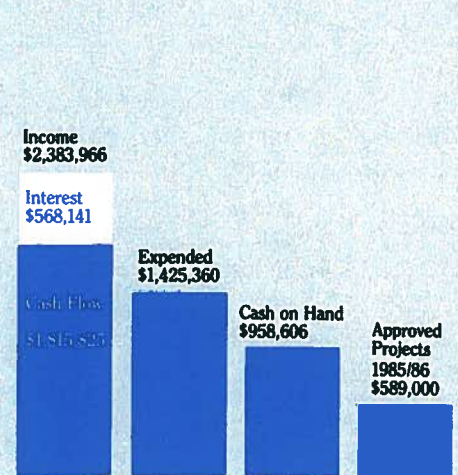
In general, Project Renewal has overcome its initial difficulties. It was a good year for Project Renewal especially for the neighbourhoods that are twinned with Canadian communities.

## Project Renewal: Twinning Community to Community Financial Report as at March 31st, 1985 (All figures are quoted in U.S. funds)

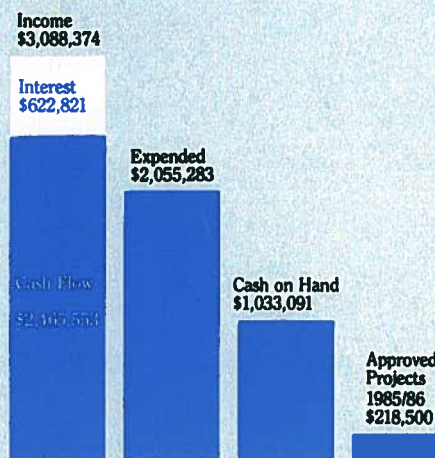
### Western Communities—Yaffo Daled Target Figure: \$5.9 million



### Toronto—Beit Dagan Target Figure: \$3 million



### Montreal—Yerucham Target Figure: \$5.4 million



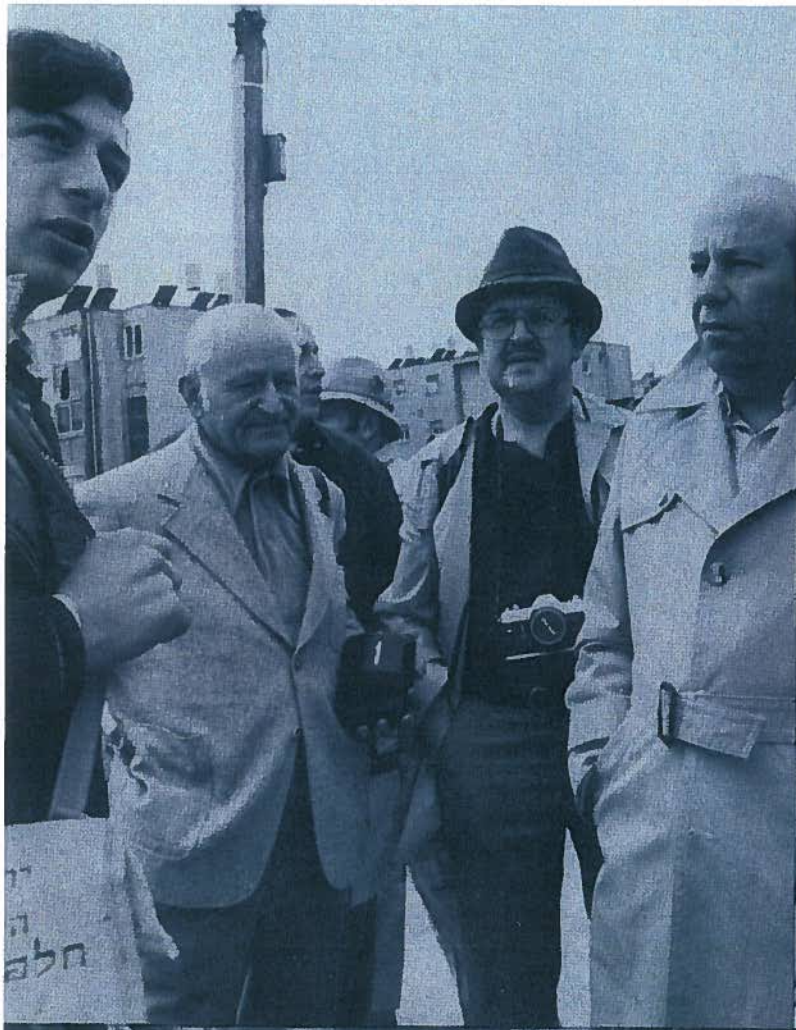
### Ontario Region Atlantic Region Ottawa Hamilton Windsor London Or Yehuda Target Figure: \$5 million



### Winnipeg—Gan Yavne Income: \$5,014

Vancouver—Kfar Yona  
Income: \$293,103  
Interest: \$11,277  
Cash Flow: \$281,826  
Expended: Nil  
Approved Projects: \$216,748

Toronto—Kfar Gvirol  
Approved Projects: \$149,400



## Easing the Burden

### Highlights of the Jewish Agency 1985/86 Budget (in U.S. Funds)

The budget, as in the past several years, is balanced, with estimated income of \$414 million and the same amount for expenditures.

Fundraising income for 1985/86 will be budgeted at substantially more than what was budgeted for 1984/85, due to "Operation Moses", as well as special efforts for collection of past-due receivables. Total income from all sources (\$414 million) is \$48.7 million higher than that budgeted for 1984/85.

### Operation Moses

\$13 million in income earmarked for "Operation Moses" will be carried over from 1984/85, since the majority of the expenses will occur in 1985/86.

### Project Renewal

Project Renewal income and expenditure are budgeted at \$48 million, identical to last year's figure.

### Special Allocations for Ethiopian Jewry

Most of the departments will be carrying out regular operations at a level slightly below that of the previous year. All additional available income will be channeled toward the immigration and absorption of Ethiopian immigrants. The additional budget for Immigration and Absorption is \$45 million; for Youth Aliya \$9 million; and for Vocational Training \$15 million.

1985/86 income has been estimated optimally, and expenditures minimally, calling for a major effort by the campaigns to meet the full extent of the needs.

### Adding 50%

After deducting what must be spent for absolutely essential items such as fuel (more than \$2 billion!), schooling (for more than a million children), police, sanitation, basic medical services, etc., the government has left only just over \$1 billion or about five percent for discretionary spending on other important items such as roads, telephones, social welfare, and other activities for development of the economy and for closing the social gap.

Placed alongside the \$1 billion available for discretionary spending, the funds provided through the U.I.A. by world Jewry add another 50 percent for people-building activities and may be appreciated for their tremendous importance to the life and future of Israel.

### Highlights of the Israel State Budget (in U.S. Funds)

Total 1985/86 Israel National Budget  
U.S. \$23.7 Billion

1. Regular Budget	12.9 Billion	55.4%
2. Development Budget	1.3 Billion	5.6%
3. Capital Accounts	3.8 Billion	16.3%
4. Debt repayment to bank of Israel	5.3 Billion	22.7%

Israel's external debt, cumulative over the years, reached \$23.4 Billion by the end of 1984, equivalent to \$5,585 per capita.

33.5 percent of Total Budget (\$7.8 billion) to serve Israel's external and internal debt, including two main categories: debt payment (capital accounts) \$3.9 billion and interest payments \$3.9 billion.

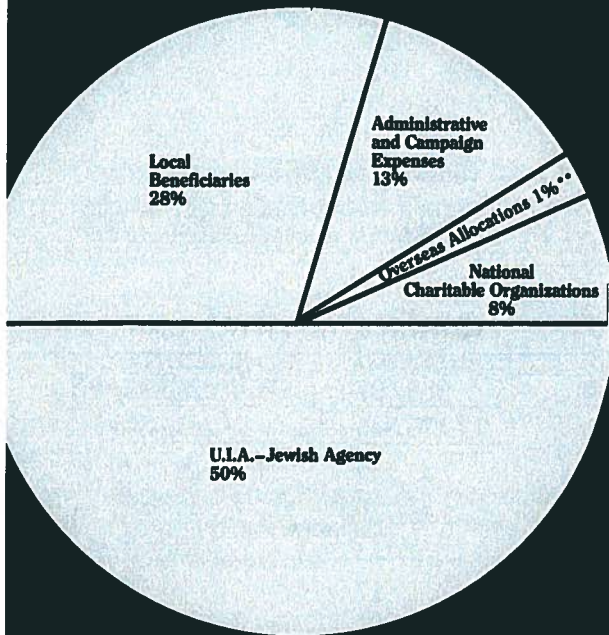
31 percent of Israel's regular budget (\$4 billion) will go to defense (17.2 percent of total budget).

Social Services (including health, education and welfare) taking 17.8 percent of regular budget (\$2.06 billion) or 9% of total budget.

81.1 percent of the total budget is provided by Israel tax-payers.

Debt repayment to the Bank of Israel is a debt which reflects repayments on advances forwarded by Israel's Central Bank, as distinct from other external and internal debt commitments.

# Financial Report

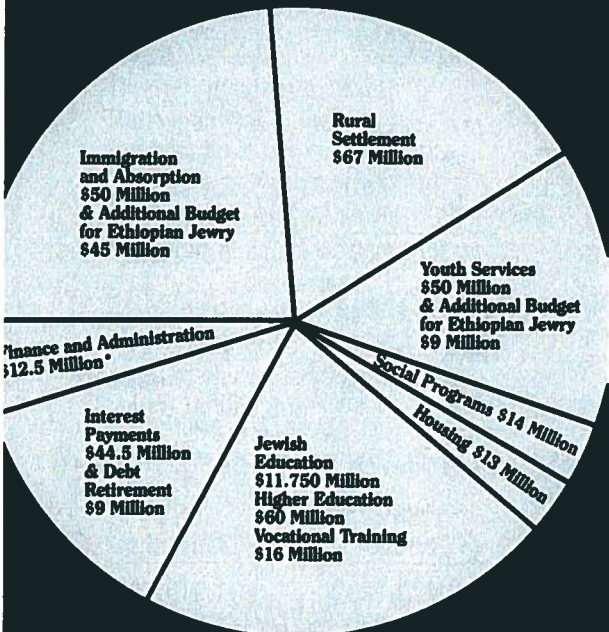


Disbursement of Regular 1985/86 U.J.A./C.J.A. Campaign Collections (including income from unstructured communities)

\*\* (ORT and J.D.C.)

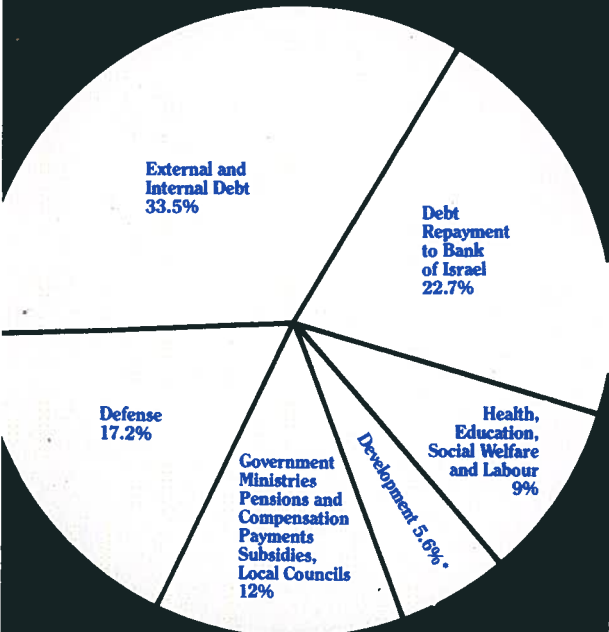
The following is a condensed summary of the financial position of the United Israel Appeal of Canada Inc., as at March 31, 1985 and the income and expenditures and changes in financial position for the 12 months then ended, together with comparative figures as of March 31, 1984 and December 31, 1983, extracted from the audited financial statements of the organization.

The auditors of United Israel Appeal of Canada Inc., are Messrs. Richter, Usher & Vineberg.



The Jewish Agency Budget 1985/86  
U.S. \$414,000,000.  
Project Renewal  
U.S. \$48,000,000

\* Other Functions \$10 Million  
Contingency \$2.25 Million



Total 1985/86 Israel National Budget  
U.S. \$23.7 Billion

\* Industry, Energy  
Housing, Waterworks

## United Israel Appeal of Canada Inc. Summary of Financial Position as at March 31, 1985

(With Comparative Figures as at March 31, 1984 and December 31, 1983)

	<u>1985</u>	<u>1984</u>	<u>1983</u>
<b>Assets</b>			
<b>Current</b>			
Cash and short-term deposits	\$17,203,075	\$15,644,604	\$17,531,957
State of Israel Bonds	1,472,023	1,143,805	1,539,721
Sundry receivables	597,018	388,437	223,391
	<u>19,272,116</u>	<u>17,176,846</u>	<u>19,295,069</u>
<b>Fixed</b>			
Automobiles at cost	103,982	47,233	47,233
Accumulated depreciation	31,195	37,516	36,728
	<u>72,787</u>	<u>9,717</u>	<u>10,505</u>
<b>Other</b>			
Properties in Israel, at nominal value	23	17	17
Mortgages and loans receivable	51,589	47,002	51,621
	<u>51,612</u>	<u>47,019</u>	<u>51,638</u>
	<u>\$19,396,515</u>	<u>\$17,233,582</u>	<u>\$19,357,212</u>
<b>Liabilities</b>			
<b>Current</b>			
Accounts payable and sundry liabilities	65,689	77,726	144,105
Loans payable, non-interest bearing	1,706,143	2,296,000	2,418,186
Funds held in trust	405,683	—	—
	<u>2,177,515</u>	<u>2,373,726</u>	<u>2,562,291</u>
<b>Surplus</b>	<u>17,219,000</u>	<u>14,859,856</u>	<u>16,794,921</u>
	<u>\$19,396,515</u>	<u>\$17,233,582</u>	<u>\$19,357,212</u>

## United Israel Appeal of Canada Inc.

### Summary of Income and Expenditure and Surplus for the 12 months ended March 31, 1985

(With Comparative Figures as at March 31, 1984 and December 31, 1983)

	<u>1985</u> <u>(12 Months)</u>	<u>1984</u> <u>(3 Months)</u>	<u>1983</u> <u>(12 Months)</u>
<b>Income</b>			
Donations received—campaign	\$32,121,378	2,473,123	\$31,915,531
—Project Renewal	1,024,772	43,575	1,276,035
	<u>33,146,150</u>	<u>2,516,698</u>	<u>33,191,566</u>
Interest income — campaign	824,076	176,587	849,020
—Project Renewal	983,463	194,839	765,989
	<u>1,807,539</u>	<u>371,426</u>	<u>1,615,009</u>
	<u>34,953,689</u>	<u>2,888,124</u>	<u>34,806,575</u>
<b>Expenditure</b>			
Social welfare programs	30,903,499	4,417,183	31,281,274
General operating expenses	1,691,046	406,006	1,487,217
	<u>32,594,545</u>	<u>4,823,189</u>	<u>32,768,491</u>
<b>Excess of Income Over Expenditure</b>	<u>2,359,144</u>	<u>(1,935,065)</u>	<u>2,038,084</u>
<b>Surplus</b>			
Beginning of Period	<u>\$14,859,856</u>	<u>\$16,794,921</u>	<u>\$14,756,837</u>
<b>Surplus</b>			
End of Period	<u>\$17,219,000</u>	<u>\$14,859,856</u>	<u>\$16,794,921</u>

**United Israel Appeal of Canada Inc.**

**Summary of Changes in Financial Position for the 12 months ended March 31, 1985**

(With Comparative Figures as at March 31, 1984 and December 31, 1983)

	<b>1985</b> <b>(12 Months)</b>	<b>1984</b> <b>(3 Months)</b>	<b>1983</b> <b>(12 Months)</b>
<b>Funds Provided</b>			
Donations received	\$33,146,150	\$ 2,516,698	\$33,191,566
Interest income	1,685,267	75,222	1,615,009
Reduction of mortgage loans receivable	19,031	4,619	50,515
Disposal of automobiles	17,047	—	—
Funds held in trust	405,683	—	—
	<u>35,273,178</u>	<u>2,596,539</u>	<u>34,857,090</u>
<b>Funds Used</b>			
Social welfare	30,903,499	4,417,183	31,281,274
Operating expenses paid	1,697,177	340,439	1,400,218
Repayment of loans	589,857	122,186	1,192,814
Increase in loans receivable	91,968	—	—
Acquisition of automobiles	103,982	—	—
Increase in nominal value of properties	6	—	—
	<u>33,386,489</u>	<u>4,879,808</u>	<u>33,874,306</u>
<b>Increase (Decrease) in Funds</b>	<b>1,886,689</b>	<b>(2,283,269)</b>	<b>982,784</b>
<b>Funds</b>			
Beginning of Period	<u>16,788,409</u>	<u>19,071,678</u>	<u>18,088,894</u>
<b>Funds</b>			
End of Period	<u>\$18,675,098</u>	<u>\$16,788,409</u>	<u>\$19,071,678</u>
<b>Definition of funds</b>			
Cash and short-term deposits	17,203,075	15,644,604	17,531,957
State of Israel Bonds	1,472,023	1,143,805	1,539,721
	<u>\$18,675,098</u>	<u>\$16,788,409</u>	<u>\$19,071,678</u>

## Canadian Operation and Programs

**From the Exec. Vice-President,  
Walter D. Hess**



### Programatic Highlights

#### Remittances to the Jewish Agency

In 1984/85 U.S. \$23,410,531 was remitted as opposed to U.S. \$23,317,314 in 1983/84. In 1984/85 U.S. \$19,095,143 was derived from the Regular Budget, U.S. \$1,923,947 from special projects and U.S. \$2,391,441 from Project Renewal.

#### Missions

A noteworthy development has been the increased number of missions and mission participants. Itineraries have improved qualitatively in their overall Zionist and Israel content. Prof. Allen Pollack, the U.I.A. scholar-in-residence on Missions, should be particularly commended for this aspect. Another significant development has been the increased benefit which Missions have gained from the closer co-operation with the Shalom Hartman Institute, most particularly David Hartman.

#### Young Leadership

Young Leadership under the auspices of the Head Office of U.I.A. instituted a deliberate program, approximately three years ago, to have Federations involved in this aspect. The total

Jewish emphasis, with its strong Israel component, met with success and has culminated in the tremendous participation of Yachdav Missions, especially that of this year.

#### Hineni

The Hineni Conference has grown from strength to strength and has become a significant feature on the Canadian Jewish scene. A welcome addition to Hineni has been the involvement of the young adult children of Hineni participants, with regional committees in Montreal, Toronto and the West. These young men and women constitute an important component of future leadership across the country.

#### Operation Moses

In November 1984 an appeal for assistance from Jerusalem to help share the cost in the absorption of Ethiopian Jews was made to the Diaspora. By the following month all communities in Canada had committed themselves on an approved formula basis. Indications are that communities will exceed their goals and in certain instances by over 100%.

#### Fund-Raising Aspects

U.I.A. of Canada, through the participation of emissaries from the Keren Hayesod in Jerusalem and its own office staff, has been involved more than ever in Federation Campaigns, particularly in Edmonton, Hamilton and London, Ontario and to a lesser degree in Montreal, Toronto and Vancouver. Head office was also involved in consultative, directive and administrative aspects in major Federations.

#### General

#### Jewish Agency Agreement

A new agreement was finalized with the Jewish Agency, which reconfirms the U.I.A.'s role as its agent. It also highlights special projects, not only for direct Jewish Agency beneficiaries, but for other causes in Israel which meet

the guidelines established between the U.I.A. of Canada and Revenue Canada.

#### National Budgeting Conference

U.I.A. took on a new profile in the plenary sessions and standing committees of the N.B.C. and was well represented by its delegates and alternates. Representatives participated in discussions pertaining to community allocations to National beneficiaries, as well as to J.D.C. \$410,000, Hias \$105,000 and Ort \$90,000.

#### Lay Leadership

The U.I.A. is fortunate in its lay leadership. The support I have been given by the President, Allan Offman, the Chairman of the Board, Charles Bronfman, the Senior Officers and Executive, has been invaluable in the successful pursuance of my duties. Particular mention should be made of the services rendered by Donald Carr Q.C. who has been central to the complex, legal governance and regulatory dimensions of the organization.

#### Office Space

In the past year after much effort, practically the entire space of the office vacated by the U.I.A. of Canada in 1983, at 491 Lawrence Ave. West was sub-let.

#### Staff

There has been a general reduction of staff. The following measures have been taken to bring about a better utilization of manpower.

1. The U.I.A. will no longer employ full-time emissaries from Israel. Rather, short-term emissaries will be invited at specific times in the Campaign calendar.

2. The U.I.A. will contract out to specialists in areas of concern and where special expertise is required.

These measures will markedly reduce expenditure.

*Walter Hess*

Walter D. Hess  
Executive Vice-President  
United Israel Appeal of Canada Inc.

## The Jerusalem Office of the United Israel Appeal of Canada Inc.

### Message from the President of National U.I.A. Women's Division, Rosalind Karby

The inaugural meeting of the National Women's Division occurred in June 1973. From an enthusiastic and optimistic beginning, the Women's Division has grown into a strong viable organization, with a national "membership" of 22 communities representing over 40,000 donors.

It's appropriate, in an annual report, to present a financial picture of the funds raised. 1984/85, for the first time in a number of years, reflected a substantial increase in the Women's Division—a significant total of \$7.4 million, an increase of \$900,000 over the previous year. Two main factors account for this phenomenon:

1. greater number of donors being reached; and
2. capitalizing on the tremendous shift in women's earning power.

The National Women's Division provides a forum for sharing. Through our national mandate of service and education, we are able to package and coordinate successful fundraising for all levels of sophistication within our communities.

One of the main challenges of the Women's Division has been to isolate the new reality of the status of women, and to search out creative avenues and methods to maximize women's potential for giving. Our future success depends on advocating and pressing for independent and substantive commitments, while concurrently strengthening the traditional base of our National Women's Division.

*Rosalind Karby*

Rosalind Karby

National President  
United Israel Appeal of Canada Inc.  
Women's Division

The office, which was established in 1967, is responsible for the expenditure of more than 30,000,000 dollars annually for social welfare programs approved and recognized under Canadian Charitable Tax Law. Activities of the office are supervised by an active Resident Committee composed of former Canadians residing in Israel. The Committee is chaired by Mr. Nathan Silver. The office has a small Executive and Clerical staff.

### Office Activities

Included in the multi-faceted activities of the office are supervision of Canadian U.I.A. projects, liaising with Canadian regulatory authorities, responsibility for Canadian Project Renewal communities, mission planning and programming, reception of individual guests from Canada and Special Projects.

### Missions

In the year just past, the Jerusalem office has handled a record number of missions from Canada and an unprecedented number of active campaign workers visiting Israel. In recent years U.I.A. has provided a recognized scholar-in-residence, Prof. Allen Pollack.

### Aliya

The office has given counsel and assistance to Canadians coming on Aliya and has worked closely with the Association of Americans and Canadians in Israel in rendering assistance to these new immigrants.

### Projects

The past year will be remembered for a number of significant projects which were completed and made operational. These included the Ennis Art Centre in Yerucham, the Varga Community Centre in Kiryat Ono, the Enushevsky Centre Metulla and a medical complex at Assaf Harofe Hospital.

### Ethiopian Jewry

The U.I.A. of Canada has been in the forefront in the reception and servicing of new arrivals from Ethiopia. The U.I.A.'s Thomas O. Hecht Youth Centre at Moshav Nordia has been converted to an absorption centre for Ethiopian Olim and presently houses 100 boys and girls ages 17-21. Here they receive formal education, full lodging and board and their first introduction to modern Israel.

Other absorption centres owned and operated by the Canadian campaign are also being readied for expected Ethiopian arrivals.

### Scholarship Fund

The regular scholarship fund of the U.I.A. was augmented this year with the introduction of The Morris M. Pulver Scholarship Fund which was provided in the Will of the Late Morris Pulver of Toronto, and organized through the offices of the Toronto Jewish Congress.

A special committee of the U.I.A. in Israel was organized to administer distribution of scholarships, and to date, has distributed in excess of 600 scholarships to needy students in Israeli institutions of higher learning.

## Missions

### The People-to-People Encounter

The mission program of the U.I.A. of Canada has been significantly increased in the past years. Professor Allen Pollack now serves as an educational consultant in the Israel office, with responsibility to advise and enrich the missions coming from Canadian communities. As a result, there has been both an increase in the numbers of Canadian missions, and a significant strengthening of their educational components.

#### From Across Canada

In addition to the several missions from Montreal and Toronto, this past year has seen leadership missions from Ottawa, Winnipeg and Vancouver, as well as one from the smaller communities in Ontario and the West. Young leadership missions also came from Toronto, Winnipeg and the Western communities. This summer will also see a 100 member Canadian delegation to the International "Yachdav" Young Leadership Mission. The forthcoming period promises to continue and even intensify this increased mission participation.

#### Program

From a program point of view two added goals were set for the missions: increased contact with Israelis and greater understanding of the major issues confronting Israel today.

All of the mission participants have had the opportunity of enjoying home hospitality in their Project Renewal neighbourhoods; many of whom spent time, as well, with Israelis in Kibbutzim and the cities;

various efforts are made to have our people meet with Israelis from all walks of life. This perspective clearly provides a most meaningful supplement to the various views presented in the more formal addresses and/or meetings.

#### Different Perspectives

Similarly, most of the missions have quite purposely been exposed to representatives of different political viewpoints, to enable them to get differing perspectives on the major and controversial issue which affects Israel society.

#### Highlighting U.I.A.

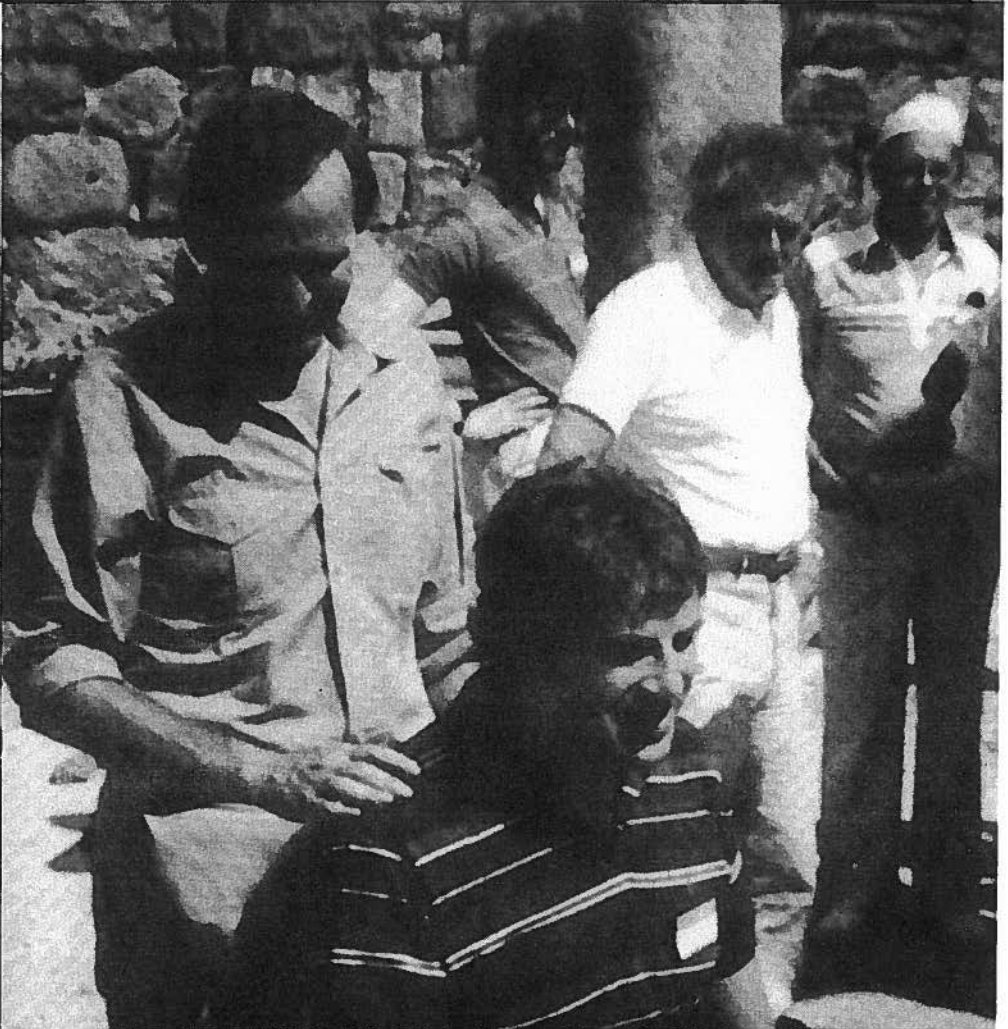
Obviously each mission highlights in a concrete way the work of the Jewish Agency, the operating arm on behalf of the U.I.A.—visiting Ethiopian Jews in absorption centers, the "Mitzpim", pre-settlement in the Galilee, Youth Aliya villages and our own Project Renewal neighbourhoods.

During this past year, there has been a significant success with our mission programs. With a greater understanding of the actual situation in Israel, and more personal contact with the many streams within Israel's society, our missions can truly understand the significance of the responsibility which the U.I.A. has undertaken on behalf of Canadian Jewry.

#### First U.I.A. Prime Minister's National Mission

U.I.A. Missions to Israel reached a new plateau with the departure of the First U.I.A. Prime Minister's National Mission on June 15, 1985. The mission attracted an outstanding complement of Canadian Jewish Leadership and received major attention in Israel. Besides visits to focal points of the economy and defence, briefings by Prime Minister Shimon Peres, Minister of Defense, Yitzhak Rabin, Abba Eban, Moshe Arens and others in pre-eminent positions gave participants an unparalleled perspective of Israel.

The success of the Mission presages many more of this nature.



# The World of Young Leadership

Young Leadership is in a period of expansion and growth. Not in a single country from Australia to South America, from Europe to North and Central America is there a community without a Young Leadership group. Although success does vary from country to country, there is no doubt that Young Peoples' involvement in their own community and Israel is on the rise.

## The Future

Those pessimists who see no future in Young Jewish involvement only have to look at Young Leadership to realize that there is a growing number of young Businessmen and Professionals, who, not only care about the future of our people, but actively do something about it. The growth of workers, contributors and leaders in the 25-40 year age group gives one personal optimism for our future. Although demographically the Diaspora Jewish Communities are facing challenges, the quality of those becoming concerned, involved, and active is most encouraging.

## Canada

There is little doubt that the leading community in the area of Leadership Development, Young Leadership and youth involvement is Canada. The sense of priority given to this area is reflected in its programming under the aegis of the U.I.A. of Canada. Aided by resource personnel most particularly Allen Pollack from our Jerusalem U.I.A. office, Adi Sultanik, Keren Hayesod and Ze'ev Mankowitz of the Hebrew University, Young Leadership committees, seminars and projects have taken root in all major centres.

## Myth of Apathy

These efforts have resulted in greater representation of younger people in U.I.A. contingents at International meetings in Israel, in increased contributions, in educational programming, but most importantly, has dealt a decisive blow to the myth of apathy amongst younger people.

## Yachdav

It also reflects in the remarkable involvement that Canada played in the International Yachdav Mission to Israel. Although the fourth such mission over the past 9 years, this year we saw an interest in the Mission that goes beyond all expectations from all parts of the country.

But this did not occur spontaneously. It is the result of three years of planned, co-ordinated and implanted programming, spearheaded by the U.I.A. office.

## The Following Participated in the Yachdav Mission

### Calgary

Dr. Adam Moscovitch

### Halifax

Michael Argand

### Hamilton

Mr. Haas-Hawkins  
Lynda Morris  
Neil Silver  
Harvey & Shelly Waxman  
Norma & Norman Williams

### Moncton

Ellin Bessner

### Montreal

Kath & Marc Bailey  
Mr. & Mrs. Joel Barnish  
Mr. & Mrs. David Berger  
Marcy Cutler  
Lynda Dennik  
Rhoda & Jerry Dubin  
Farla Klaiman  
Barry Laxer  
Susan Laxer/Allan Matarasso  
Francis & Morris Maron  
Sarina Matarasso  
Linda Migicovsky/  
Norman Jaskola  
Arlene & Alan Mones  
Mark Potechin  
Sandy & Allan Quallenberg  
Peggy Kohn/  
Dr. Mark Rabinovitch  
Fammy Rochman  
Irving Rosenfeld  
Morris Rosenfeld  
Josh Rotblatt  
Janet & Douglas Schwartz  
Margie Silver  
Tronny & Sid Sweibel  
Harvey Wiseberg  
Susan Yegendorf  
Mark Zimmerman

### Saskatoon

Mr. & Mrs. Michael Narun  
Mr. & Mrs. James Schafer  
Robert Sharfe  
Mr. & Mrs. Arnie Shaw

## **A Major New Scholarship Resource for Israel— The Morris M. Pulver Fund of Toronto**

### **Toronto**

Susan Abramson  
Karen Anthony  
Perla Arditti  
Mark Berenblut  
Billy Berger  
Gayle Blustein  
Dr. Shelly Brook  
Karen Chisvin  
Lorraine Colchary  
Marilyn Eisenstein  
Anna Goruveyn  
Libby Gotfried  
Judith Guttman  
Martin Houser  
Judy Klein  
Bruria Lindenber  
Paul Litwack  
Nathan Mechanic  
Irwin Michael  
Lisa Morrison  
Joseph Neumark  
Elliott & Sherri Ocopnick  
Julia Rose  
Naomi Rose  
Danny Rosenzweig  
Naomi Roskies  
Sara Samuels  
Sandy Sonshine  
Avraham and Reesa Sud  
Adrienne Tartick  
Stan Tepner  
Karen Tonkin  
Judy Torno  
Alan Winer  
Liz Wolfe  
Cindy Zimmerman

### **Vancouver**

John Gluckman  
Susan Makin  
Elaine Packer  
Karen Rabinovich

### **Winnipeg**

Ellen Fleishman

The late Mr. Pulver was born and grew up in Orillia, Ontario. He was in the Real Estate business as an adult in Toronto and spent many years in Mexico and the Bahamas before his death in 1981. The plan establishing a scholarship fund was put together by Morris Pulver and the Endowment Fund of Toronto Jewish Congress in the early and mid 70's.

This past month an announcement was made by Irving Feldman, Q.C., Chairman of the Morris M. Pulver Scholarship Fund, that close to 600 scholarships had been granted for study at the college undergraduate and post graduate level in Israel during 1984/85. Some 20 accredited institutions were listed as those schools at which students had been in attendance as recipients of the Pulver award. All scholarship funds were processed by the United Israel Appeal through the Jewish Agency.

The terms of the Pulver Estate dictate that the earnings of the Fund be used for scholarships at post-secondary institutions accredited by the Israeli government. Students must have good academic achievement, demonstrated financial need and be prepared to advise the Committee of their activities upon graduation. Each grant will only be awarded upon the student's acceptance to an institution of higher learning. Canadian students studying in Israel or planning to study will be given preference.

The Toronto Committee, chaired by Irving Feldman, Q.C., also has the following members: Ronald Appleby, Q.C., Steve Ain, Phil Granovsky, Judy Gwartz, Kurt Rothschild, David Satok, Lionel Schipper, Q.C., Morris Kaufman and Wilfred Posluns. Irwin Gold serves as Consultant.

## Hineni Answers the Call

It is difficult to think of snow in the summer time. But that's when Hineni was born. It was a very cold, brittle snowy Sunday morning, in February, in Montreal, five or six years ago. The snow piles were literally hip deep and the roads were impassable. Leaders of the Combined Jewish Appeal and U.I.A. had scheduled a breakfast meeting at the Montefiore Club to consider how to increase further the fund-raising for Israel. Cleveland, Ohio then and now, has the highest per capita giving in North America and probably in the world. Therefore a guest speaker was invited from Cleveland to assist in the deliberations. With the weather as extreme as it was, no one was surprised that the leaders from Montreal showed up, but no one was expecting the guest from Cleveland. Within 5 minutes after the meeting began, sure enough he arrived with ruddy cheeks, a red nose and a big smile. His first word was:— "Hineni"! In Hebrew, this means "I am here"!

One year later, Charles Bronfman, Chairman of the Board of U.I.A. of Canada consulted with Phil Granovsky, a Past President of U.I.A. and together they decided to create an organization which would be a "non-organization". It would have no President or other Officers, no constitutions, no dues, etc. It simply would be an informal annual get together for Jewish Leaders from coast to coast in Canada to socialize

and discuss issues facing Israel and the Jewish People. While everyone was and is welcome, it was necessary to limit the size of the group. Hence it was composed primarily of annual donors of \$100,000 and more to the local U.J.A. community campaigns. In addition, key leaders of the host community, including the Federation President, Campaign Chairman, Executive Director and others participated. Remembering that conscientious visitor from Cleveland, the annual get-together was called "Hineni". The name does not date back to 1978 or 79. It has a biblical origin. The word was first used by Abraham, who, on the call from The Almighty, responded instantly "Hineni", "I am here"! It is appropriate that Canadian Jewish Leaders should be identified with "Hineni", Mr. Bronfman said, "because that is how traditionally they have responded in 1948, 67, 73, and during The Peace for Galilee Campaign and now in the rescue and absorption of Ethiopian Jews".

Hineni annual assemblies were held each summer in Montreal, Toronto and Vancouver. This year, the Ottawa Jewish Community is host. Hineni will take place Thursday, August 8 to Sunday, August 11 at the Four Seasons Hotel. A stellar group of speakers will address Hineni and stimulating discussion sessions are anticipated. The theme is: "Issues Facing the Jewish People and the Jewish State by the Year 2000".

This year, following the successful experiment of last summer, the young adult children of Hineni participants will attend all sessions and will hold their own meetings. Shira Bessin is the advisor to the younger set.

The concept of Hineni, in 4 years, has been extended beyond the Canadian borders. It operates in the U.S.A. Mendel Kaplan of South Africa, Head of Keren Hayesod of the World, also has organized a Hineni Conference for all European Jewish communities. A similar group composed of South American Jewish Communities is now being established.

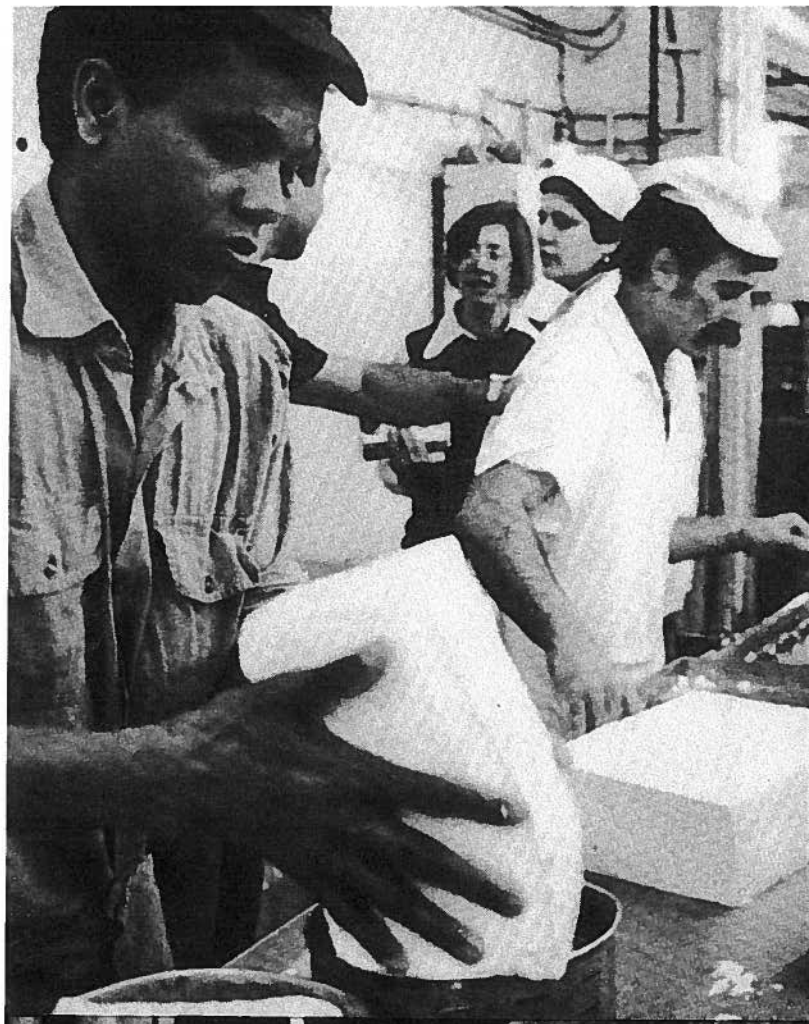
Information on Hineni can be obtained from local Jewish Federations or the U.I.A. office in Toronto.



# Hineni Participants and Membership since the Inaugural Conference in 1981.

**Chaired in 1981 by Charles and Andy Bronfman of Montreal**  
**1982 by Ray and Rose Wolfe of Toronto**  
**1983 by Samuel and Frances Belzberg of Vancouver**  
**1984 by Morley and Rita Cohen of Montreal**  
**1985 by the Greenberg and Zagerman Families of Ottawa**

X Fay and Joe Ain	Montreal	Dora and Bertrand Gerstein	Toronto	Lawrence Pascal	Montreal
Evie and William Alexander	Montreal	Gail and Irving Gerstein	Toronto	Jean and Max Pascal	Montreal
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**“I will even gather you from the peoples,  
and assemble you out of the countries  
where you have been scattered  
and I will give you the land of Israel”**

**Ezekiel 11:17**