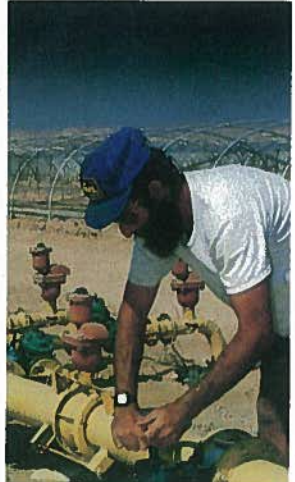
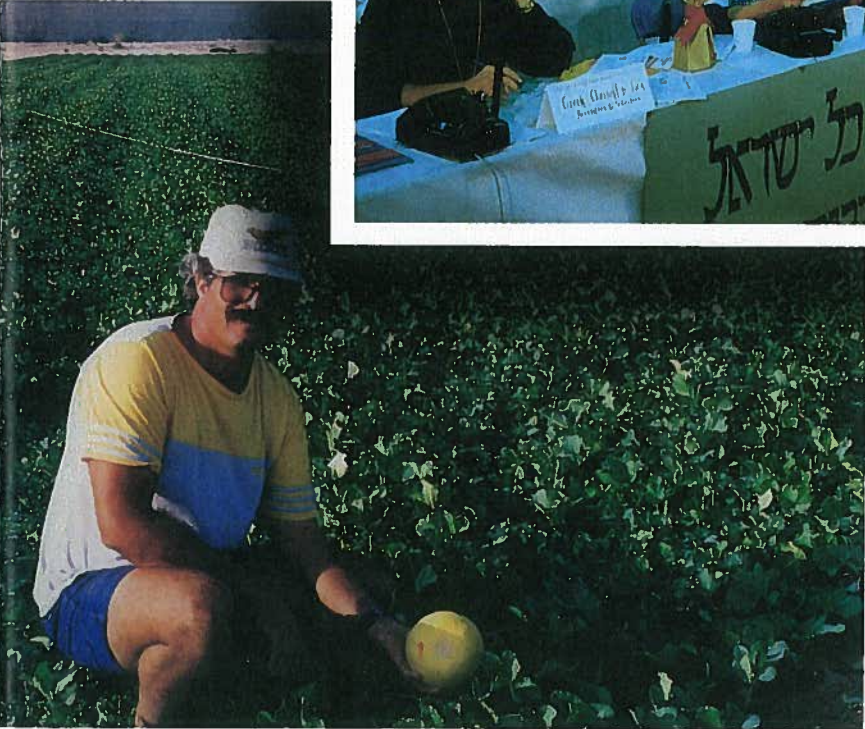
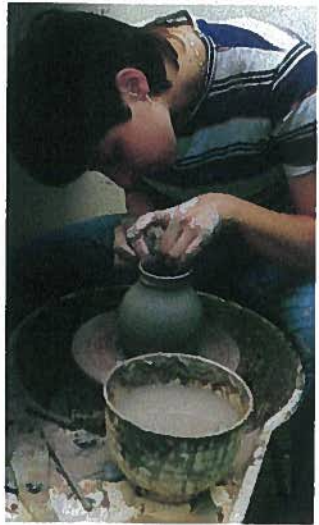
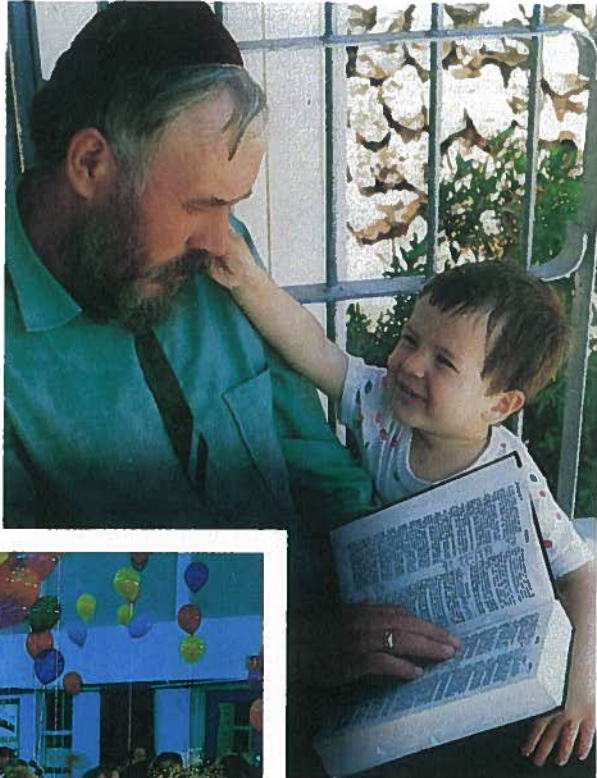
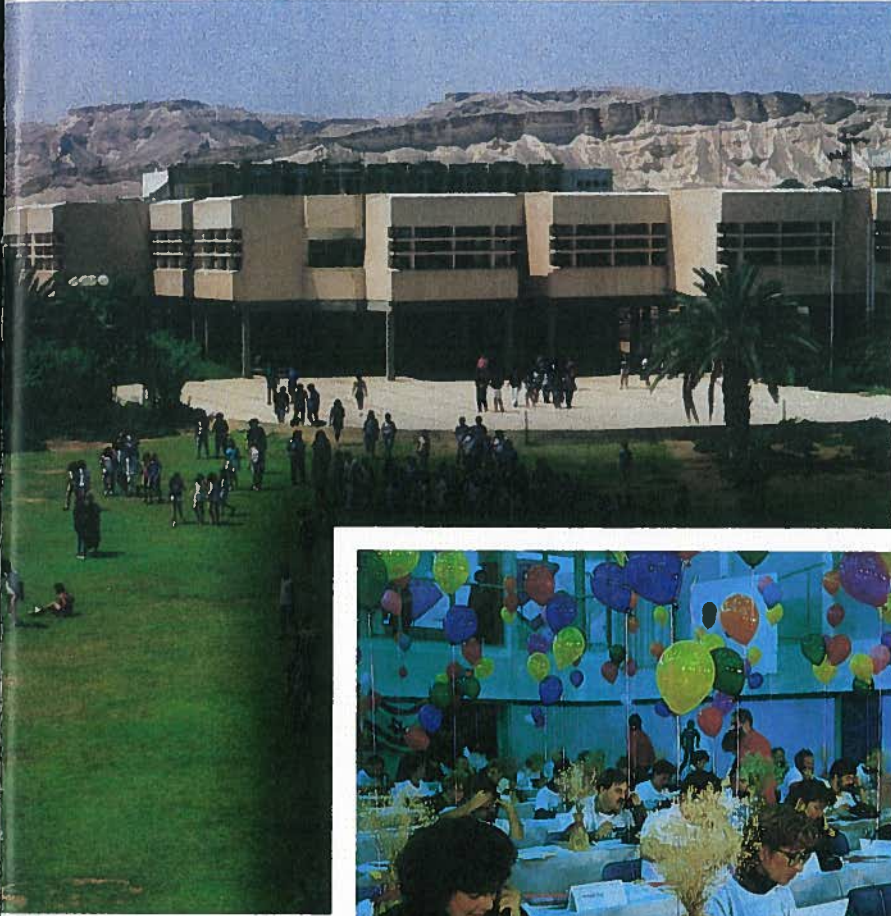
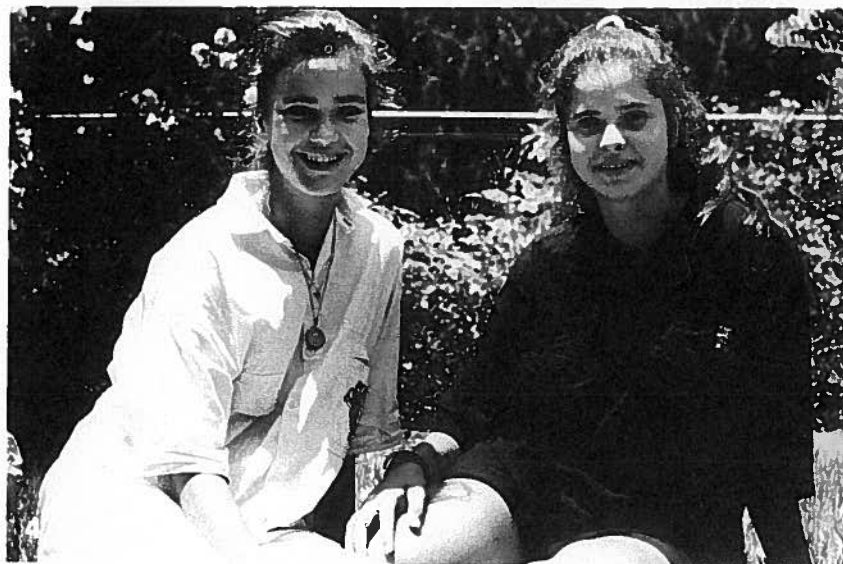
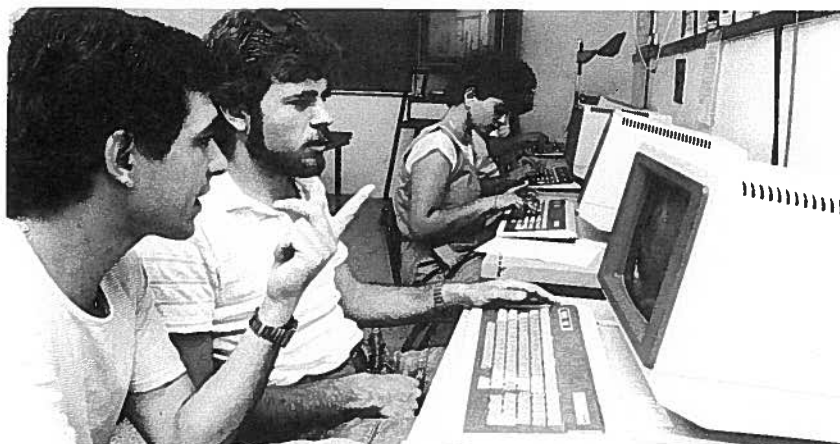


# United Israel Appeal of Canada Inc. Annual Report 1989

## Your U.J.A./C.J.A. in Israel



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## Mandate

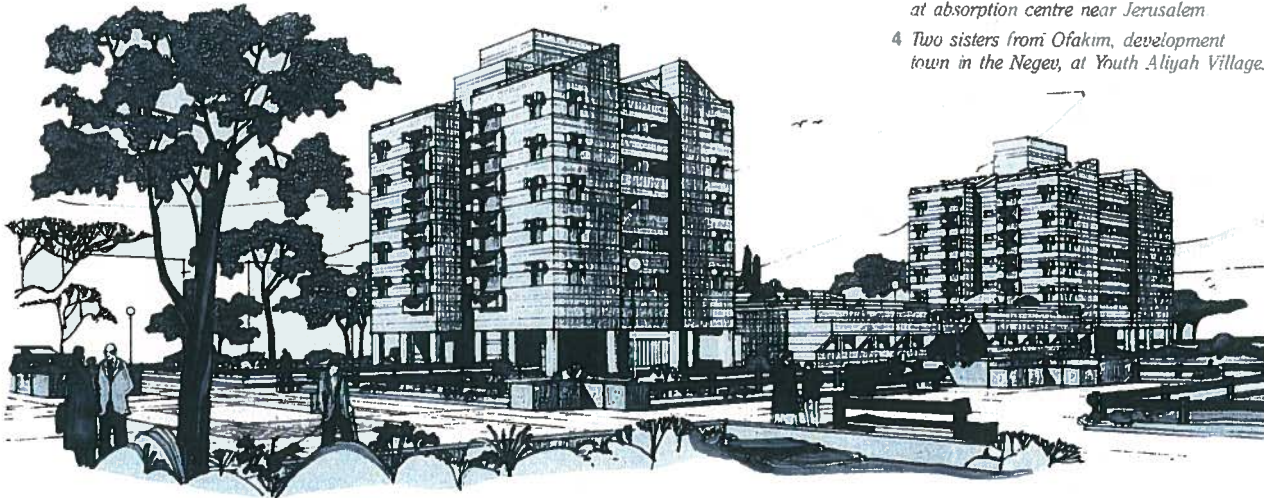
The United Israel Appeal of Canada Inc. is formally a corporation whose legal status empowers it to manage funds destined for Israel and to ensure that their disbursement and management in Israel are in accordance with terms set by Revenue Canada.

Its concern is to ensure that Israel receives the optimum share of funds raised in all communities by UIA/UJA/CJA campaigns and to accordingly, maintain and develop a heightened awareness of Israel's human needs.

The United Israel Appeal has developed an ambitious program of activities in Canada and in Israel. In Canada, it delivers a wide array of support services to the Campaign in all communities, whenever and wherever they are required; in Israel, it is the body responsible for translating your Campaign contribution into social welfare, educational and humanitarian programs essential to the maintenance of Israel's social budget.

*Cover: Getting the message across: on Yancouvers Super Sunday volunteers call contributors to support activities of the Jewish Agency for Israel, in Aliyah, Settlement, Education and Project Renewal.*

- 1 Computer course is part of a technological education program.
- 2 Settler at Israel's northern border area.
- 3 Ethiopian "kess" (Jewish religious leader) at absorption centre near Jerusalem.
- 4 Two sisters from Ofakim, development town in the Negev, at Youth Aliyah Village.



## The Central Campaign for Israel

The United Israel Appeal of Canada — through the United Jewish Appeal and the Combined Jewish Appeal in Federated communities, and directly in unfederated communities — is the central agency in Canada that addresses Israel's human and social needs.

Its centrality is based on three elements:

- a) It raises funds for Israel as a whole, rather than only a segment.
- b) It conducts the broadest appeal in the community.
- c) It supports the activities of the Jewish Agency for Israel, relied upon by the Government to attend to major national concerns in the human, social and educational spheres of Israeli life.

The central campaign gives you "all of Israel" and not a part of it, through the nation building programs of the Jewish Agency. Aliyah (immigration), Hityashvut (agricultural settlement), Education, Youth Training, Project Renewal — these services are the national-priority concerns to which the Jewish Agency attends, with UIA/UJA/CJA funds.

From Metulla in the north to Eilat in the south, hundreds of thousands of Israelis are reached by Jewish Agency programs. An Oleh (immigrant) from the Soviet Union, an Ethiopian in a Youth Services village, a settler in the Arava (the southern desert), a child in a development town — all benefit from the work of the Jewish Agency. No other Israel-oriented campaign can make this claim.

Centrality is established on a broad base. The Campaign's aim is to reach all members of the community, regardless of the size of their contribution. It is a form of participation, by the Jewish people, in building the Jewish state and responding to its needs.

## Structural Co-ordination

To carry out its Mandate, the United Israel Appeal of Canada Inc. conducts a broad range of activities, through its central office in Canada (Toronto) and its office in Israel (Jerusalem). These activities are:

### *In Canada:*

Fundraising support services; Fundraising directly in unfederated communities; Project fundraising; Community campaign development; Israel mission co-ordination; Israel advocacy; Accounting and documentation entailed in the receipt of campaign funds and their transfer to Israel.

### *In Israel:*

Representation of Canadian Federations and UJA/CJA Campaigns; Allocation and disbursement of campaign funds; Project development and management; Representation on decision and policy making bodies of Keren Hayesod and the Jewish Agency; Mission co-ordination and other programs with Keren Hayesod.

### **The Israel Office**

The Israel office is engaged in a wide range of representational and administrative tasks, maintaining close contact with the central office in Toronto and a variety of Israeli institutions, local authorities and public figures. Specifically, it serves an interface function with the Jewish Agency for Israel and Keren Hayesod. As a helpful resource for information and "on-site" contacts, it is increasingly becoming Canadian Jewry's "address" in Israel.

During 1988, the Israel office has been involved in planning and implementing 16 Canadian study missions in Israel, with over 600 participants. Mission programs have been upgraded with an emphasis on Canadian involvement.

Individual visitors to Israel are assisted in touring the country, and are familiarized with the Jewish Agency's work in general and Canadian projects in particular.

The Israel office plays a key role in Project Renewal and is involved in extensive planning and implementation within the various communities, a process requiring day-to-day contact and follow-up. Similarly, individual UIA of Canada projects require ongoing attention, particularly in the adoption and implementation stages.

The Israel office has a close and supportive relationship with the Association of Americans and Canadians in Israel (AACI), an organization that helps integrate Canadian Olim into Israeli society.

### **Israel Residents' Committee**

The Israel Residents' Committee of the UIA of Canada Inc. fulfills an essential role in ensuring that the allocation of funds, and implementation of their use, are strictly in compliance with Revenue Canada's stipulations.

The Committee's terms of reference are: to propose to the Executive of the United Israel Appeal of Canada Inc. a Social Welfare Budget of Expenditures, which is reviewed, and where necessary, amended by the Executive (Social Welfare expenditures are monitored by both the Audit Committee and the Executive of the UIA on a regular basis); to recommend the initiation or adoption of projects or institutions in Israel by the UIA; to advise the UIA in all matters pertaining to the projects and the institutions it supports in Israel; to represent the UIA in Israel, from time to time, at the discretion of the Board of Directors.

**United Jewish Appeal —  
Combined Jewish Appeal**

In the major Jewish communities in Canada, the various Federations and the UIA work in partnership with one another. The local appeals organize and manage their own community drives, and the portion of the funds raised for Israel transferred to Israel by the UIA of Canada.

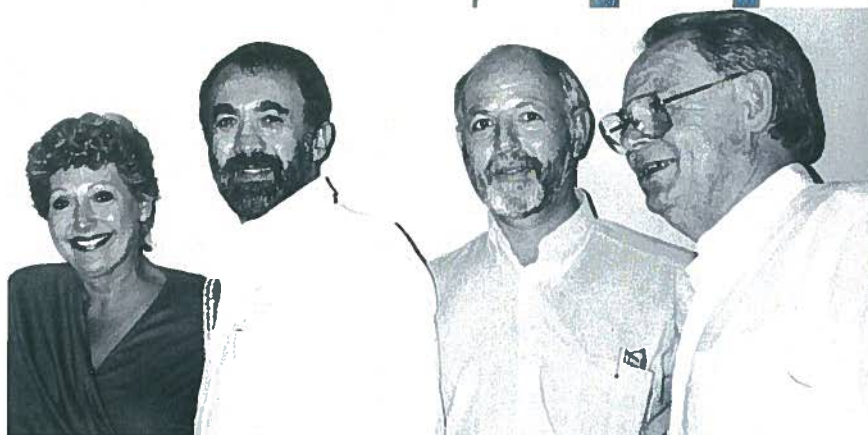
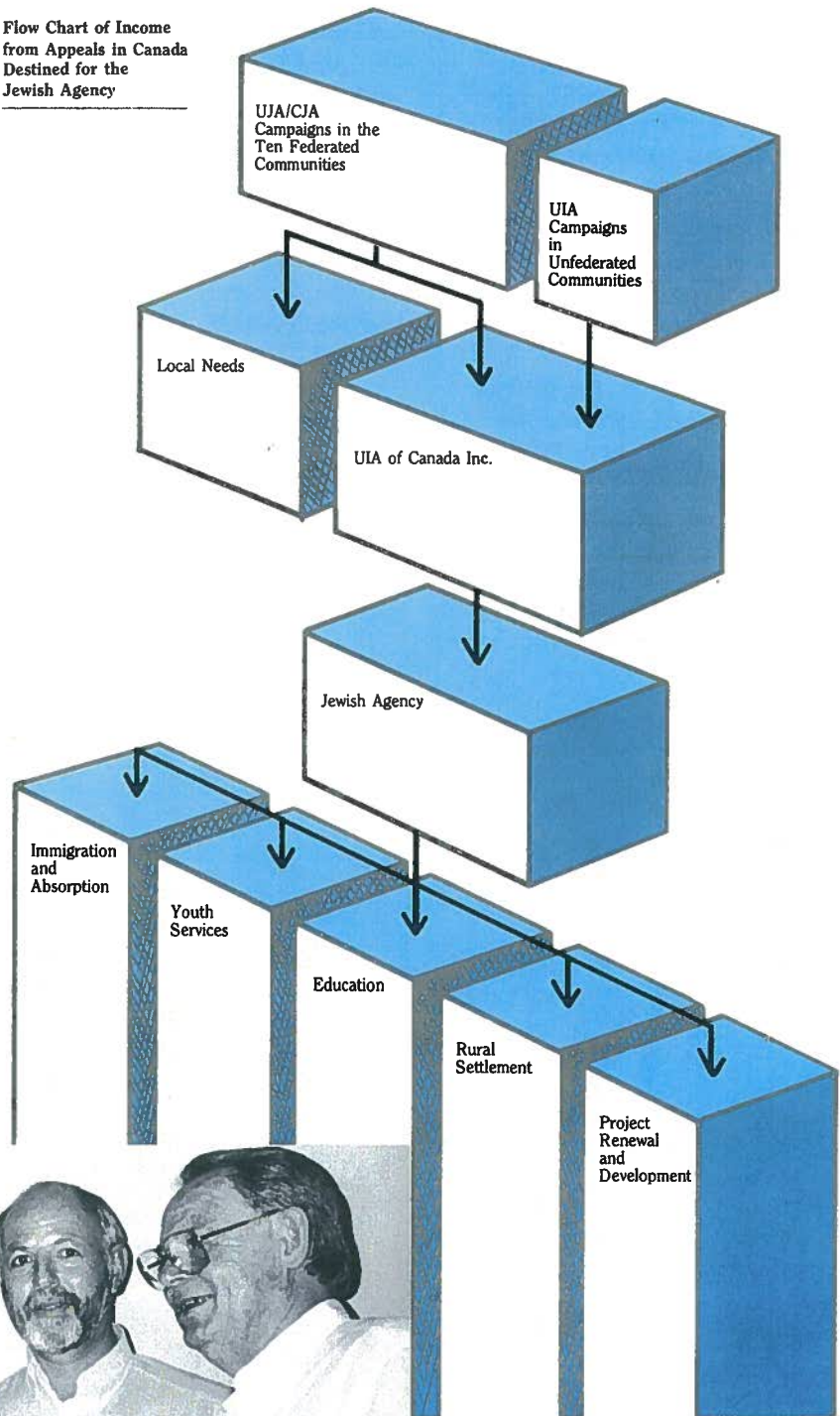
Of the funds raised by the Jewish Federations, a major portion is allocated for the social, educational and cultural needs of the local community. Smaller amounts are assigned to National and International charitable organizations (including Ort and the JDC) and local campaign expenses. The lion's share of contributions however, are allocated to Israel and over 50% of the total funds raised in the Federated communities were transferred to Israel by the UIA last year.

The Federated Jewish communities in Canada are: Calgary, Edmonton, Hamilton, London, Montreal, Ottawa, Toronto, Vancouver, Windsor, Winnipeg.

**Unfederated Communities**

The UIA has the sole responsibility for conducting Campaigns in all of the unfederated Jewish communities. These Campaigns include the Ontario and Atlantic regions, as well as parts of Western Canada.

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



*For the first time, the Israel Residents' Committee (IRC) held a two-day retreat in Jerusalem, June 89. Left to right: IRC members Faigie Zimmerman, Benny Landa and Max Blankstein, and IRC Chairman Rubin Zimmerman.*

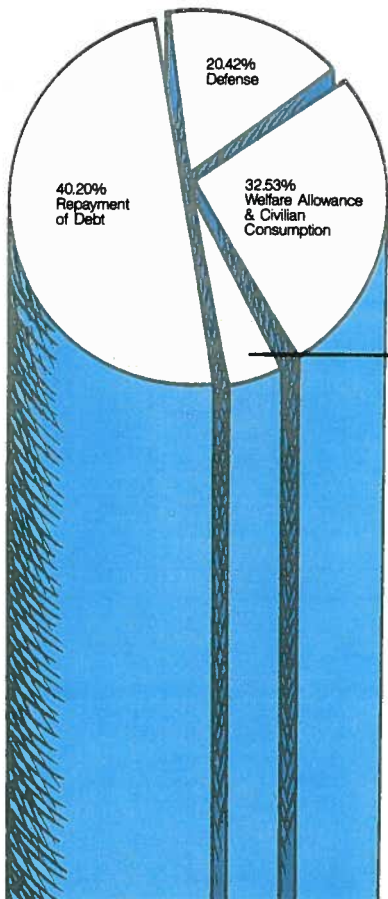
## Israel's Critical Needs

Currently Israel's economy is weighed down by heavy debt. The repayment of principal and interest comprises up to 40 per cent of the budget. Another 20 per cent will be spent on defense needs.

Israel's economic stability has been achieved through severe restraint in the public sector. Thus, while inflation has been brought under control, in real terms public expenditure has been cut for seven consecutive years. As a result, the health, education, housing, social welfare and agriculture sectors of the economy are all on the brink of financial crisis.

This year's state budget has been cut back once again. With the near-certain prospect of further tightening of public funds, the role of the UIA and the Jewish Agency in Israel's future is more vital than ever.

### Israel State Budget: US\$ 32.8 Billion Highlights of the 1989/90 Budget



## The Jewish Agency and the Role of the UIA

The Jewish Agency provides the overall management and direction of overseas funds destined for social and humanitarian projects throughout Israel. The Agency is concerned with the following areas: immigration and absorption of immigrants, including absorption in agriculture settlements and immigrant housing; social welfare and health services for immigrants' education; youth care and training.

Over 80% of the Jewish Agency budget is derived from UIA Campaigns throughout the world. The Jewish Agency budget is approved by its Board of Governors, 50% of whom represent fundraising organizations of the UIA and 50% represent the World Zionist Organization.



Road sign in Galilee points way to a settlement, whose name means "roots".

### The Jewish Agency Board of Governors

The Annual Assembly of the Jewish Agency is the policy making body of the organization and is represented by a Board of Governors comprised of 74 members. The Board of Governors is responsible for implementing the policies recommended by the Annual Assembly.

The Chairman of the Board of Governors is Mendel Kaplan; the Chairman of the Executive is Simcha Dinitz. Three Canadian UIA representatives maintain seats on this Board: Phil Granovsky, Martin Levine and Allan Offman.

The following Canadian members attend all Board meetings, ex-officio, and have senior committee assignments: Joe Ain, Neri Bloomfield, Jack Rose and Walter Hess.

### Keren Hayesod

The United Israel Appeal of Canada Inc., together with various Jewish communities in the world (other than the United States) utilize the facilities of Keren Hayesod in Jerusalem to provide ongoing services and programs for UIA/UJA/CJA Campaigns.

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

## The Year In Review

### **Safeguarding Israel's Share**

The UIA, acting in accordance with its Mandate, took steps to safeguard Israel's fair share in the overall funds raised by the Canadian communities. In discussions on allocations for Israel, the UIA has had to confront a number of recent trends and developments, in order to ensure the continued effectiveness of its operations.

Among these factors, the most serious were: the continuing Intifada in the territories, the Who is a Jew issue, and the increased costs involved in the resettlement of Russian immigrants in North America. In regards to these and other issues, the UIA acted with determination so that Israel's allocations remained relatively intact.

A different issue affected a number of smaller Federations, where, because of pressing circumstances, a significant portion of funds raised was utilized for local needs, thus substantially reducing Israel's allocation. In order to help the communities meet their own critical needs, and in order to ensure that Israel remained an important part of the equation, the UIA held discussions on several occasions with the local leadership of the various communities. These negotiations were successful in all cases, and helped strike a mutually agreed upon balance between local concerns and the needs of Israel.

### **Cooperation with Federations**

An essential element in UIA of Canada operations is the ongoing relationship maintained with the Federations in structured Jewish communities across Canada. In the past year, the UIA continued its excellent working relationship and cooperation with the Federations, characterized by a sense of partnership for a common cause. Major issues affecting Canadian Jewry, especially in relation to Israel, were thoroughly discussed by the UIA and the leadership of various Federations through meetings, informal consultations and conference calls. These issues were debated, as well, during national forums, organized by the National Budgeting Conference of Canadian Jewry (NBC).

### **Campaign Results**

As a result of the outstanding efforts of the leadership and professional staff across Canada, campaigns showed an increase in the past year. The Toronto and Montreal campaigns achieved new peace time records for campaign results and some campaigns in the mid-size and smaller federated communities posted gains or remained at previous levels.

### **Canadian Representation In the Jewish Agency**

The UIA of Canada has played a significant role in Jewish Agency policy and decision-making processes. The UIA delegation to the Jewish Agency Annual Assembly, held in Jerusalem in June of 1988, was the largest ever, and a number of Canadian leaders were named to prominent and influential positions.

### **Jewish Agency Committees**

This past year has witnessed the establishment of Jewish Agency Committees in several Federations.

These Committees were established to create meaningful involvement on the part of Federation leadership in the operations of the Jewish Agency for Israel, the major recipient of funds raised by UIA/UJA/CJA Campaigns. By becoming more knowledgeable about the Jewish Agency and its broad and often complex activities, Committee members will be better able to communicate to their Campaign constituency information regarding the Jewish Agency's work in Israel.

In time, a new generation of communal leadership will emerge that will increase Canadian representation and input into the decision-making processes of the Jewish Agency. The end result will be an increased sharing of responsibility by the Federations and Campaigns in the Jewish Agency.

Jewish Agency Committee members will be kept informed of the latest developments in Israel and will be encouraged to visit Israel, where special meetings and on site-tours emphasizing the work of the Jewish Agency will be arranged.

# OUR WORK IN ISRAEL



## Humanitarian & Social Development Programs

### Main Components of the 1989/90 Jewish Agency Budget

*Immigration & Absorption*  
\$100.87 million

*Renewal & Development*  
\$53.35 million

*Youth Services*  
\$66.50 million

*Rural Settlement*  
\$56.40 million

*Education*  
\$18.48 million

*Finance and Administration*  
\$17.50 million

*Debt Servicing & Retirement*  
\$37.50 million

Increasingly, a greater percentage of the funds raised in the Diaspora tend to remain in the Jewish communities where they are utilized for local needs. The reduction in income designated for Israel forced the Board of Governors of the Jewish Agency in February to approve a budget of \$360 million for the fiscal year of 1989/90. This figure is in contrast to the \$388 million of the previous year — a \$28 million drop. However, in light of a major increase in Aliyah from the Soviet Union projected for 1989/90, an additional \$24 million was allocated to the Aliyah Department in June, bringing the total to \$384 million.

1 *Judy Ayaloff is administrator of the Women's Legal Centre in Israel, helped by the Jewish Agency's Innovative Programs budget.*

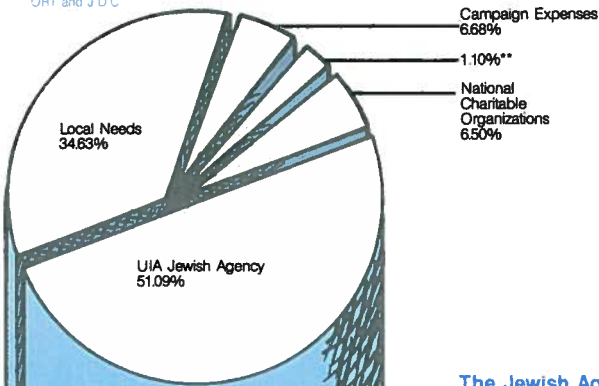
2 *The Peterborg family from the Soviet Union on arrival at Ben Gurion Airport.*

3 *This technology-based enterprise is part of the Galilee settlement program.*

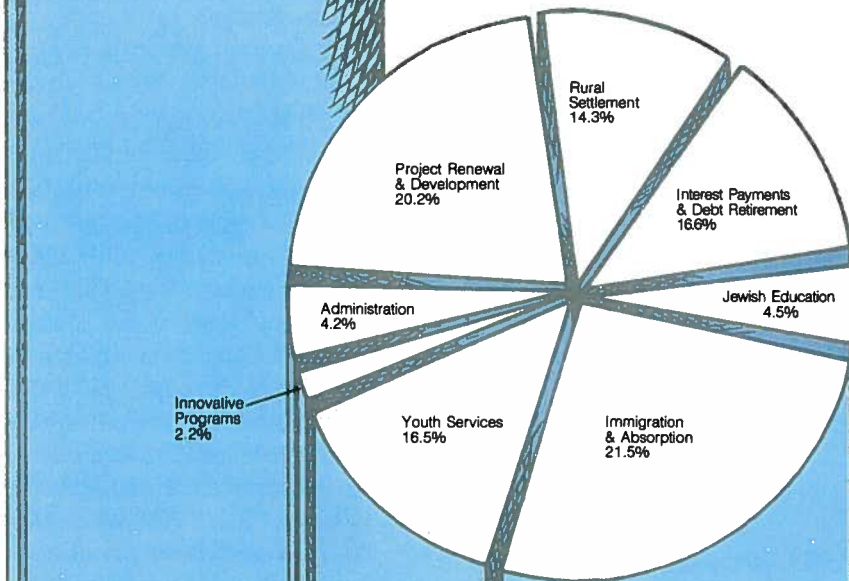
4 *At Youth Aliyah reunion, young Ethiopian woman is greeted by her former counsellor.*

**Disbursement of 1988/89 UJA/CJA Campaign collections**

\*\*\* Overseas Allocations  
ORT and J D C



**The Jewish Agency Budget 1989/90**



This year's budget for Immigration and Absorption has been increased to over \$100 million in order to allow for the expected rise in immigration to Israel, particularly from the Soviet Union.

The budget for Rural Settlement has been cut by \$10.68 million, a move which will suspend all settlement expansion and growth.

Youth Services is facing a cut of \$3.75 million, thus jeopardizing the effectiveness of many of Youth Services' most important programs. Supervisory and program staff will be reduced by 40%.

The budget for Education has been cut by \$3 million, thereby negatively affecting the level of education in Israel and the quality of Jewish heritage programmes abroad.

This fiscal year's budget for Renewal and Development has been reduced by \$12.18 million. In addition, equipment for science and technological study in peripheral areas of the country will not be upgraded.

# OUR WORK IN ISRAEL

## Major Activities

### *Immigration and Absorption*

Aliyah and Klitah (Immigration and Absorption) are vital to Israel's future and a fundamental area within Jewish Agency activities. The Department's work involves the absorption of immigrants into Israeli society, through a network of absorption centres and specialized programs.

Since the establishment of the State in 1948, more than 1.7 million immigrants have come to Israel. At the present time the Aliyah Department handles about 15,000 persons annually, about one quarter of whom have been Ethiopian immigrants. Currently, the Department is also helping approximately 500 former Prisoners of Zion who emigrated from the Soviet Union to Israel in recent years. The Student Authority is responsible for assistance and care of about 7,000 students. The Department also operates 11 residences for the elderly in different parts of the country.

The Canadian representative on the Board of Governors Immigration & Absorption Committee: **Allan Offman**

### *Rural Settlement*

The Rural Settlement Department of the Jewish Agency plans and covers the initial investment in new settlements within the "Green Line", especially in the Galilee, Negev and Arava, and the expansion of agricultural production in settlements under its regular care.

About 170 settlements are involved in a process known as "consolidation", a process that entails the efficient allocation of resources in order to ensure that a settlement will remain economically and socially independent and viable.

The Jewish Agency has undertaken a special program to help 47 young kibbutzim. This includes the creation of 850 jobs as well as financial assistance to cover the debt incurred by high

interest payments. The program will require \$45 million over four years. The settlement program also deals with regional enterprises in rural areas, such as Merkaz Sapir in the Arava, and provides economic, educational and communal facilities for entire regions. The settlement program is part of a new approach emphasizing regional solutions to many of Israel's rural settlement problems.

Historically, the Jewish Agency has played a major role in establishing more than 500 settlements in Israel, shaping much of the country's development and national direction.

The Canadian representatives on the Board of Governors Rural Settlement Committee:

**Jack Rose and Martin Levine**

### *Youth Services*

Within the framework of the Youth Services Department, the Jewish Agency currently provides a framework for the education and general care of 12,500 pupils, giving meaning and direction to their lives. Since its inception in 1933, Youth Services has educated more than 250,000 Jewish youths from around the world, many of them rescued from the Holocaust. Today, 80% of all pupils involved in Youth Services programs are from disadvantaged Israeli families and 20% are immigrants (or children of recent immigrants) and pupils from abroad. The increased number of underprivileged Israeli youth helped by Youth Services reinforces efforts to close the existing social and educational gap in Israel. In 1987/88 Youth Services enrolled 2,400 young immigrants from Ethiopia, 60% of whom arrived in Israel as part of incomplete families or as orphans.

The Youth Services Department maintains pupils in 255 educational settings including kibbutzim, Youth Services villages, residential facilities, and youth centres.

1 *Music lessons are part of Project Renewal's educational enrichment.*

2 *Russian immigrant receives key to his housing unit at absorption centre.*

3 *Date-growing in the Eilat Region of the southern Arava.*

4 *Tel Hai Regional College strengthens education in the north.*

5 *Day care centres fulfill a major function in Israel.*

The Canadian representative on the Board of Governors Youth Services Committee: **Neri Bloomfield**

**Education**

Educational programs are fundamental to Jewish Agency activities in Israel and abroad. They are essential for maintaining Israel's high qualitative standards, providing needy youth with the skills to meet today's requirements, and strengthening Jewish identity in the Diaspora.

The Israel Experience Program brings approximately 10,000 Diaspora Jewish youth to Israel annually in a variety of experiential frameworks designed to promote Jewish identity and knowledge of Israel.

Technological and vocational training programs receive wide support from the Jewish Agency. Every year hundreds of youth and adults study in regional colleges, such as Tel Hai in the Galilee and Beersheva in the Negev, where they learn skills needed for future employment. These programs also provide trained labour for local industry, help reduce unemployment and improve the quality of life in depressed areas. Leadership development programs for students from development towns have benefitted hundreds of Israelis throughout the country.

As in previous years the Morris Pulver Scholarship Fund continued to provide assistance to Canadian and Israeli high school graduates wishing to pursue further educational opportunities in Israel. Last year approximately 650 Israeli students and 55 Canadian students were able to attend an institution of higher learning in Israel as a result of scholarships provided by the Pulver Fund.



# OUR WORK IN ISRAEL

## Special Development Projects

### **The Role of UIA of Canada**

The United Israel Appeal of Canada has created its own system of projects in Israel — responsive, contemporary and within human scale. The projects are undertaken within the Jewish Agency system in order to maintain coherence and order in fundraising.

Underlying the philosophy of every UIA project is its emphasis on people. Thousands have benefitted, communities have been transformed and the nation itself, immeasurably enriched.

The special projects program was created in 1964, following the initiative of the late David Ben Gurion, with the purpose of soliciting funds from Jews of the Diaspora for the establishment of High Schools, Community Centres, Libraries, Youth Clubs, Sports facilities, Pre-Kindergartens and Day Care Centres in Israel. The idea was, and is, to raise funds from donors above their contributions to the Campaigns, and not hurt the regular Campaign activities.

### **The Priority**

The United Israel Appeal makes available to potential sponsors a wide spectrum of projects that have been designated as "priority" for communities all across Israel.

The UIA receives funding in this area, through a number of important endowments and bequests and regular Campaign income is not used in this area. Each one of UIA's Special Projects is carefully assessed, researched and

planned by UIA of Canada's Project Commission, in order to ensure that it will meet the identified needs in a comprehensive, effective and economic fashion.

Priority areas are the Galilee, the Arava and the 90 neighbourhoods involved in Project Renewal. The basic objectives of these Special Projects is to enhance the daily lives of ordinary Israelis living in a stressful environment.

### **Recognition**

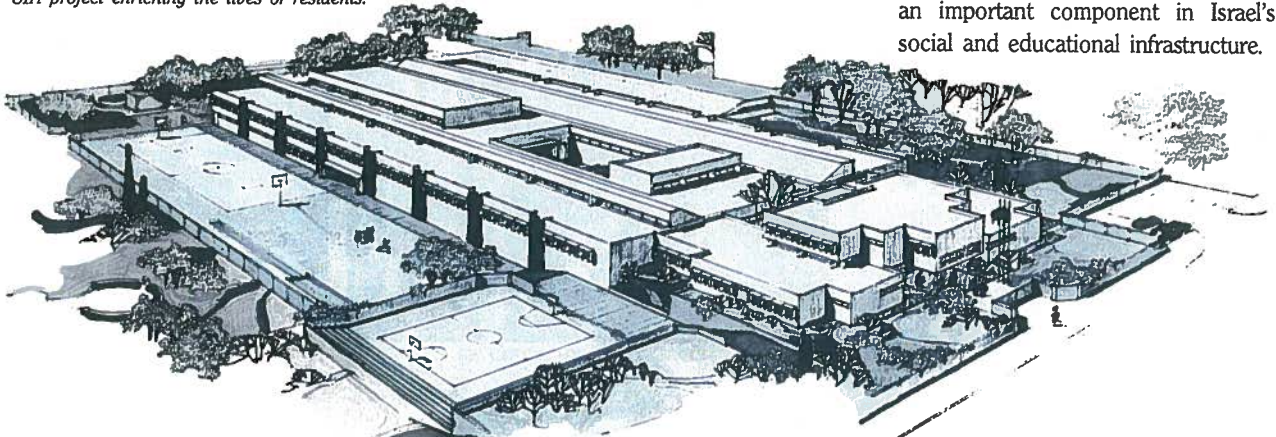
Completed projects are opened in a dedication ceremony attended by the sponsor, government and ministry officials, and all those who helped bring the project into being. The UIA, which takes legal title of the physical site, recognizes the contributions of Project sponsors by affixing a plaque, in perpetuity, on the structure itself, in the room where equipment will be used, or on the place of equipment donated.

Special Projects are part of the foundation of the UIA's comprehensive program in Israel.

A total of 174 Special Projects have been established in Israel over the past two decades, through the United Israel Appeal of Canada Inc. in cooperation with the Jewish Agency Israel Education Fund and Keren Hayesod.

They cover the entire country, from Metulla to the north to Eilat in the south. They are located in major cities, in development towns, in agricultural settlements and in Kibbutzim. They are an important component in Israel's social and educational infrastructure.

*The Community Centre in Givat Hatmarim, a UIA project enriching the lives of residents.*



**Cultural Centres: 16**

- Ashdod
- Ashkelon (2)
- Hatzeva
- Kfar Giladi
- Kfar Menachem
- Kiryat Ono
- Kiryat Shmona
- Malkieh
- Merkaz Sapir (2)
- Metulla
- Ness Ziona
- Sassa
- Yardena
- Yokneam

**Youth Centres: 18**

- Baram
- Ein Yahav
- Kfar Saba (2)
- Kiryat Gat
- Kiryat Malachi
- Kiryat Shmona
- Maaleh Hagalil (2)
- Metulla
- Mevasseret Zion
- Nordia
- Ramie
- Safed
- Tsur Natan (2)
- Yavneh
- Yiron

**Educational Facilities: 13**

- Beit She'an
- Eilat
- Jerusalem (2)
- Merhavim
- Merkaz Sapir
- Misgav Am
- Nazareth Ilit
- Omer
- Safed (2)
- Massua
- Zemach

**Health & Welfare Facilities: 17**

- Arad
- Avivim
- Eilat
- Ein Gev
- Hadera
- Haifa (2)
- Jerusalem (2)
- Masada
- Manara
- Misgav Am
- Tel Aviv (2)
- Tel Katzir
- Tzrifin (2)

**Sports & Recreation Facilities: 11**

- Arad
- Ashdod
- Dimona
- Gederot
- Haifa
- Mazkeret Batia
- Metulla (3)
- Tsur Natan
- Yesod Hamaala

- Baram
- Gederot
- Kiryat Sanz (2)
- Sassa (2)

**Day Care Centres & Pre-Kindergarten: 71**

- Acco
- Afula (3)
- Amatzya
- Arad (4)
- Ashdod (7)
- Ashkelon (6)
- Be'er Yaacov
- Beit Shemesh (2)
- Carmiel (2)
- Dimona
- Elkosh
- Gederot
- Idan
- Jerusalem (2)
- Kamon
- Kiryat Ata
- Kiryat Gat (2)
- Kiryat Ono (3)
- Kiryat Shmona (3)
- Lod (2)
- Maalot
- Mazkeret Batia (3)
- Nahariya
- Nazareth Ilit (2)
- Neve Sharett
- Or Yehuda (6)
- Raanana (3)
- Ramat Hasharon (3)
- Rosh Tzurim
- Safed (3)
- Yavneh (6)

**Libraries: 4**

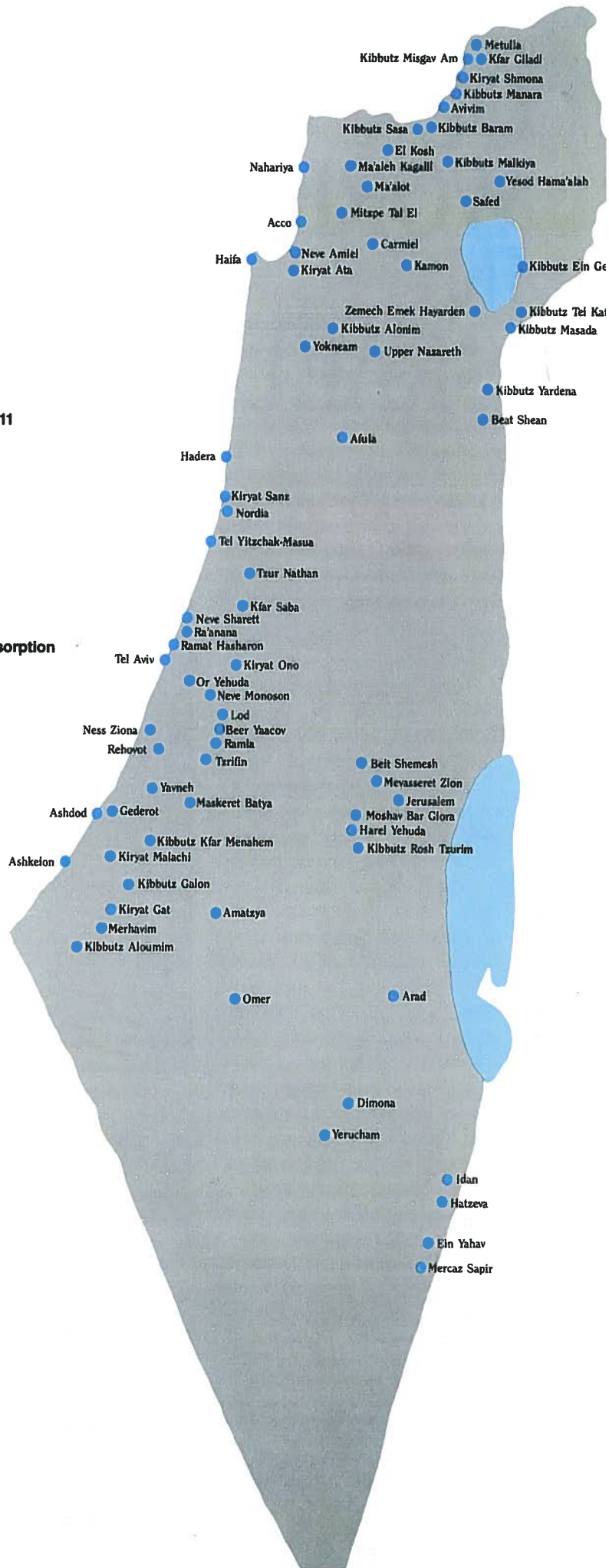
- Beit Shemesh
- Haifa
- Kiryat Gat
- Sassa

**Synagogues: 11**

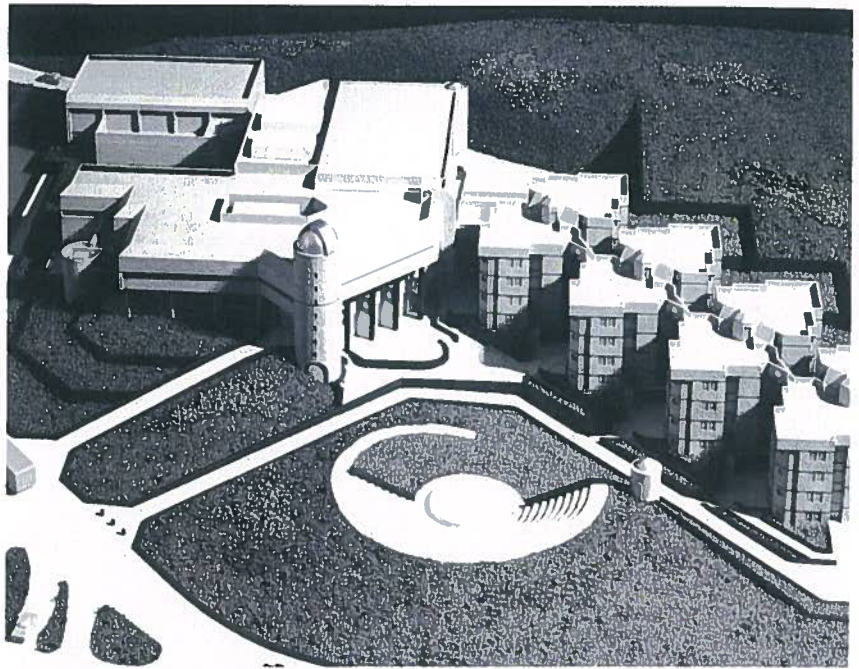
- Alumim
- Ashdod
- Ashkelon
- Bar Giora
- Carmiel
- Jerusalem
- Ness Ziona
- Neve Amiel
- Neve Monoson
- Rosh Tzurim
- Safed

**Immigrant Absorption Centres: 5**

- Ashdod
- Ashkelon
- Jerusalem (2)
- Tal El



# OUR WORK IN ISRAEL



- 1 Model of School for Excellence through Education, being built in Jerusalem with UIA support.
- 2 Local talent in Mazkeret Batia, twinned with Calgary in Project Renewal.
- 3 Canada's support of the north is reflected in this Metulla project.
- 4 The newly-dedicated Community Centre in Kfar Yona, a major Vancouver project.
- 5 Toronto's Project Renewal committee on visit to Eilat, its new twinning commitment.
- 6 The Youth Centre in Kibbutz Yiron strengthens northern border settlements.
- 7 People, especially children, are what Project Renewal is all about.



## Project Renewal

A decade after its inception, Project Renewal has changed the lives of residents in nearly 90 neighborhoods throughout Israel.

It has been recognized as one of the most innovative and successful urban renewal enterprises in the world, and is based on the dual principle of physical as well as social and educational



rehabilitation. The people-to-people connection created by twinning Israeli neighborhoods with overseas communities has proven to be one of the most enduring and endearing features of Project Renewal.

The Canadian involvement in Project Renewal is particularly significant, and has been so since the outset of the program.



### Regionalization

A new approach in Project Renewal has begun to recognize that many of a community's problems are directly attributable to factors affecting the entire region. Consequently, in order to successfully effect Renewal, the entire region must be studied and included in the planning process.

Two communities that have adopted this new approach are Toronto and Montreal.

#### Toronto — Eilat

The Toronto Jewish community has entered into its third — and most extensive — Project Renewal commitment in Israel: the city of Eilat and the neighboring region of Eilat.

It represents a new direction of working with a major municipality on a city-wide as well as regional basis. Toronto's previous commitments have been Beit Dagan and Kfar Gvirol.

To a casual tourist visiting Eilat's modern beachfront tourist area, this city may not look like a target for Renewal. But it is in fact a city with serious problems. The airstrip is a divider between the tourist section and the rest of the city, climbing up the foothills at the very southern tip of Israel. There are crowded and aging residential quarters, such as the "Arava neighborhood", with large families, juvenile delinquency and unemployment. Since many jobs in Eilat are tourism related, they are low skilled, low-paid, low-status and influenced by the season. To attract new people with higher qualifications Eilat needs a more diversified economy.

### Twinned Communities

Canadian Community	Israeli Neighborhood/Town	Population	Year of Twinning
Calgary	Mazkeret Batia	3,000	1987
Montreal	Yerucham	6,500	1979
	Beersheva	115,000	1989
Ontario & Atlantic Region	Or Yehuda	22,000	1979
Ottawa	Neot Herzl	8,000	1986
Toronto	Beit Dagan	2,500	1980
	Kfar Gvirol	1,800	1985
	Eilat/Eilat Regional Council	26,000	1989
Vancouver	Kfar Yona	4,000	1984
Western Canada	Jaffa Dalet	12,000	1979
Winnipeg	Gan Yavne	3,700	1984

Eilat has a population of 25,000 and has experienced marginal growth in the past few years. But Mayor Rafi Hochman, who belongs to a new type of young Israeli leader, has ambitious plans. Connecting with a major Jewish community like Toronto is very meaningful to him and the Mayor wants a partner in Renewal in every arena, including education, social services, economic development. Toronto hopes to serve as a catalyst in a planning process that will integrate the needs of Eilat with the region north of it: the Regional Council of Eilat. So far, there has been little pooling of resources and regional thinking to counter the sense of distance and isolation which affects the whole area, with its urban and rural components.

Toronto has accepted this as a major undertaking, in terms of money to be raised, time-frame and dedication to the process. As an expression of this commitment a first project will be adopted soon, probably in the area of education. The Toronto community will become increasingly familiar with the area, as Eilat is now included on all TJC/UJA mission itineraries.

#### *Montreal — Beersheva*

Beersheva is Montreal's second Project Renewal effort in Israel. Montreal's first commitment was in Yerucham, a Negev development town, where Project Renewal greatly improved social conditions.

The approval of a start-up budget provided by the Combined Jewish Appeal for the "Dalet Merkaz" neighbourhood of Beersheva, is the first step in a process that will eventually encompass all of Beersheva and the surrounding Negev region. Close to 50 people are involved in various sub-committees which have been created to deal with specific aspects of the project. Yoine Goldstein is Renewal Chairman.

Beersheva, the main city of Israel's southern region, is faced with a number of severe problems. The central area of Dalet Merkaz has been particularly hard hit, with poor, overcrowded housing, lack of public facilities for youth activities, run-down kindergartens and schools, obsolete vocational training facilities and growing juvenile delinquency, especially in regard to drug abuse.

Project Renewal in Beersheva is "full speed ahead" thanks to the diligent work of a group of volunteers who visited the city on a number of AJCS Missions. Concentrating on the socio-economic redevelopment of what they hope will become the "Jewel of the Negev", Project Renewal is currently focusing on the neighborhood of Dalet Mercas, labelled as the "worst neighborhood" in Israel by a leading Israeli newspaper, Ma'ariv. Beersheva's dynamic new leader, Mayor Yitzhak Rager, is actively involved in implementing the Renewal process.

1 Mazkeret Batia bestowed honorary citizenship on Martin Levine and Walter Hess. Left to right Mayor Rafi Elloul, Walter Hess, Yossi Goldberg and Amnon Shinar.

2 Joe Ain was honored for his leadership in the Jerusalem Inner City renewal project. At the ceremony he is with Mayor Teddy Kollek.

3 Montreal's Project Renewal Committee discussing Beersheva plans.

4 UJA Communities Mission, chaired by Lazar Cartu, at Auschwitz.

5 A Jeep ride in the Judean Desert was part of the "Yachdav" Young Leadership Mission.

6 Or Yehuda Mayor Yitzhak Buchobza was among Israeli leaders visiting Canada as UJA speakers. He's seen with his wife and Lou and Penny Sklar (on the right).



3

## Campaign Activities

In federated communities, the UIA of Canada provides resources to assist the respective campaigns. The goals are: to create a greater understanding of Israel's achievements, needs and current issues, to educate leadership and volunteer workers, and to encourage involvement and motivation in Israel related activities. In non-federated communities, the fund-raising campaigns are the sole responsibility of the UIA.

*The UIA resources include:*



**Missions:** The UIA provided organizational assistance, programmatic expertise and logistical support concerning missions to Israel, Eastern Europe and Western Europe. The UIA, its Israel Office and Keren Hayesod have worked closely with the Federations in implementing their missions program. Missions have consistently proven to be a most valuable campaign vehicle and the first-hand experience, understanding and emotional impact created by a mission have no substitute.

The UIA Israel Office and Keren Hayesod have provided invaluable assistance in handling numerous missions from Canada in an exemplary fashion. Thus, for example, in a single month in 1989, six missions from major and mid-size Federations were accommodated, as well as the UIA's own un-federated communities mission.



**Speakers:** To bring Israel's message to Canadian Jewish communities, the UIA sponsors visits by prominent Israeli figures who are able to comment expertly on a variety of current issues affecting Israel. In addition speakers from North America and Europe are invited to attend major events such as the Hineni Conference to present their views. UIA speakers in 1988/89 included:

*Ehud Olmert*, Minister of Arab Affairs  
*Zevulun Hammer*, Minister of Religious Affairs

*Haim Ramon*, prominent Labour MK  
*Zeidan Atashi*, Former MK of Druze extraction

*Brigadier General Zeev Livne*, Former Regional Commander in the territories  
*Eliahu Ben-Elissar*, Chairman of the Foreign Affairs and Defense Committee of the Knesset

*Ruth Dayan*, founder of Maskit

*Yossi Goldberg*, Likud MK and Mayor of Metulla

*Yitzhak Buchobza*, Mayor of Or Yehuda

*Rafi Elloul*, Mayor of Mazkeret Batia

*Mendel Kaplan*, Chairman of the Jewish Agency Board of Directors

North American speakers included:

*Prof. Janice Stein*, Professor of Political Science, University of Toronto

*Malcolm Hoenlein*, Executive Director, Conference of Presidents, USA

*The Honorable E. Leo Kolber*, Member of the Senate of Canada

*Prof. Ruth Wisse*, Professor of Jewish Studies, McGill University

*Shira Herzog Bessin*, Vice-President, Kahanoff Foundation

*Ted Comet*, Director of International Affairs, Council of Jewish Federations

*Rabbi Gunther Plaut*, Senior Scholar, Holy Blossom Temple, Toronto

*Paula Borenstein*, JDC Representative

Over 500 have settled in Carmiel and Migdal Ha'Emek

# UIA bringing Latin American olim to G

**Two Canadians head Keren Hayesod board**

By BELINDA SILBERMAN

TORONTO — Canadian Jews demonstrated "strong, positive leadership" at the Jewish Agency's recent 5-day annual general assembly in Jerusalem, says a United Israel Appeal of Canada official.

"The Canadian delegation played a very important role in general deliberations," says Hersh, president.



an students are also studying under youth programs, bringing the Ethiopian total to 2,500.

Half of these students are separated from their families due to the death of one or more parents, or their remaining in Ethiopia.

To encourage integration, Ethiopian students will be studying in institutions all over Israel. In the end, they will be concentrated in one place.

Later this...



**Israel not getting its share of dollars**

## Students sought for mission Organizations and People

By SILBERMAN

TO — Israel Appeal of as begun recruit- from public and ay schools for a sion to Israel and 'hich will include narch in memory ust victims.

400 Canadian stu- sed 16 to 18 — sh 50 educators t advisors — are l to participate in ck mission, says a f Canada news

gious memoi victims. Reuve speaks Canada, purpose Jewish hand ab

Later ing organ Aviv-ban Living — tion is p His "atzen depended Jamboree Israellis youths w central leg

By BELINDA SILBERMAN

GUELPEL, Ont. — Israeli politics shouldn't cloud the need for funding for social programs, says a United Israel Appeal of Canada official.

"At the present time, we must remember that our concern is people — not

campaign co-chairman — also reported on recent developments in the situation of Soviet Jews.

He spoke about an increase in immigration as well as Soviet Jews' greater freedom in practicing their religion and becoming involved in Judaism and Hebrew studies.

Monty Albert, Guelph's longtime UIA campaign

**UIA expresses concern**

By PAUL LINGEN

TORONTO — director of the UIA. The comprehensive reviews of the community's situation.

With due respect to the re- "success within commu- a multiple approac- "and residen-

**Emissaries:** Israeli emissaries, assigned to Canada at UIA's request by Keren Hayesod, fulfill a special role in the campaign through face-to-face canvassing, personal communication with contributors, leaders and volunteers, information briefings and canvasser training. The emissaries are: Zvi Garcy, who visits Montreal, Toronto and other communities; Yona Gazit, assigned to Toronto; Reuven Rosenfelder, UIA Director of Communications.

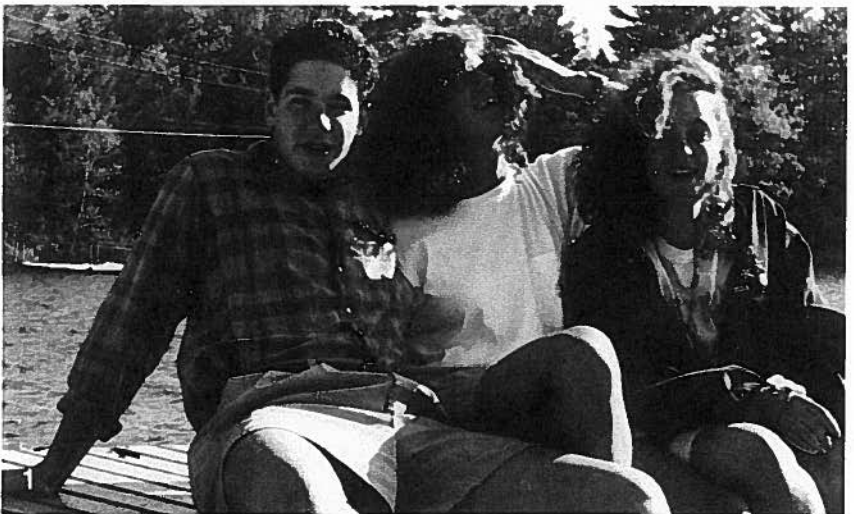
In the near future Shlomo Toledano is scheduled to begin his assignment in Montreal, and Emmanuel Zabar will become executive director of the Atlantic Jewish Council in Halifax.

**Canvasser Training:** The UIA of Canada provides canvasser training services which were extensively utilized in a number of campaigns throughout Canada in the past year.

**Artistic Programs:** In 1988, the UIA organized the second cross Canada tour of "Orot Hashchuna" (Neighbourhood Lights) a song and dance group composed of youngsters from Project Renewal Neighbourhoods all across Israel. The group, which first received wide acclaim in Canada, is also gaining acceptance in the international Jewish community, and has appeared in Europe, South Africa, Australia and the United States.

Jerusalem's Asher Hainovitz, a noted cantor, opera singer and performer of Yiddish folk songs, accompanied by pianist Raymond Goldstein, will take part in a series of campaign related events to be held in various Canadian cities in September of 1989.

## Needs of social programs prevail



**Communications:**

*"UIA Update"* is a new communications tool circulated to a broad list of UIA leadership and designed to keep them informed of news and developments at UIA, the Federations and the Jewish Agency. Intended to appear 3 times yearly, the publication utilizes a network of resources in Israel and Canada for its information.

*"Special Briefings"* are issued from time to time, as the need arises in relation to specific issues. An example in the past year was the "Who is a Jew" issue, in which the UIA played an important role in disseminating information to the various Federations and communal leaders.

*"Letter from Israel"*, is written by Harry Hurwitz, advisor on Diaspora relations to Prime Minister Yitzhak Shamir, and is distributed to a broad list of UIA leadership several times during the year. *Press Release Service* is designed to gain coverage in Canadian Jewish newspapers and periodicals for news stories emanating from the UIA of Canada. These articles and feature stories, accompanied by photos, are circulated to various newspapers and periodicals as well as senior officers, campaign chairmen and directors, and Federation executive directors.

*Printed Material, Brochures & Pamphlets* are distributed to campaign leadership, volunteer workers and contributors. The materials, produced by the U.I.A. of Canada (e.g. canvasser kits, invitation shells) and by the Keren Hayesod in Jerusalem (e.g. the Jewish Agency annual budget, the campaign platform) are made available to the various Federations in order to assist them in their respective campaigns.

*Audio-Visual* Extensive use over the past year was made of a slide presentation entitled "Where the Money Goes", showing a broad range of Jewish Agency operations in Israel.

**Leadership Development**

The United Israel Appeal of Canada cooperates with community Federations in helping sponsor programs for Young Leadership development.

**Yachdav**

In 1988 the UIA, in conjunction with the local Jewish Federations, sent approximately 100 young delegates to Yachdav, the International Young Leadership Mission organized by Keren Hayesod in Jerusalem. The Canadian contingent, which included participants from Montreal, Toronto, Winnipeg, Vancouver and Ottawa spent ten days of study and dialogue along with hundreds of other young leaders associated with UIA campaigns around the world.

**Youth Exchange Programs:**

Youth Exchange Programs between Canada and Israel are continuing to expand across the country. In the summer of 1989, three Canadian and Israeli communities will take part in a program that emphasizes people to people contact between Canadian and Israeli youth living in communities twinned under the auspices of Project Renewal. Participating communities are: Ontario and Atlantic Regions — Or Yehuda; Toronto — Beit Dagan; Calgary — Mazkeret Batia.

Each Canadian community will send a group of carefully chosen youngsters to their twin community in Israel, and also receive a delegation of highly talented Israeli youngsters in their own community. The UIA sponsored exchange programs in Calgary and Toronto are being carried out in conjunction with the local Jewish Federations in both cities.

**Consultative Role:** Over the past year the UIA played an important consultative role in conjunction with the various Federations across Canada. Areas of assistance include the following: planning missions to Israel, choosing projects in Israel, information on current events in Israel, organizing programs, arranging speakers, leadership development etc. Especially significant was the role the UIA played in helping certain hard-pressed communities resolve a variety of concerns relating to leadership and campaign issues. In addition UIA was instrumental in assisting a number of Federations in the appointment of senior professionals to various positions within their campaign and community structures.

<sup>1</sup> *Preparing for their Youth Exchange Program in Israel, Canadian youngsters met for briefing weekend in Kingston.*

<sup>2</sup> *The Musical energy of "Orot Hashochuna" brought Israel's message to Canadian communities.*

## Events and Conferences

### Hineni '88

The Eighth Hineni Conference took place in Toronto, August 11th-14th, 1988. Participation was the largest to date, and the theme was "Israel and the Jewish People — Responding to Current Challenges". The various presentations of the Conference were well attended and participants played an active role in the discussions that followed the numerous sessions.

Hineni '88 was chaired by Philip and Shirley Granovsky. The opening address was delivered by Mendel Kaplan, Chairman of the Jewish Agency Board of Governors. Presentations were made by prominent scholars, political and public figures from Israel, Canada and the United States.

Hineni, which was founded in 1981, is the inspiration of Charles Bronfman and has proven to be a particularly appropriate forum for Jewish leaders whose families are the major contributors to their local Jewish Federations and UIA Campaigns. Membership in Hineni, which is limited to those individuals or families whose gift is \$100,000 or more, has grown from 79 families in 1981 to over 150 families in 1989.

Each year the invitees assemble in a Canadian community for three days to study issues which affect Israel and the Jewish people as a whole.



## **National Women's Division Leadership Institute**

Thirty-five women from across Canada gathered in Calgary in January for the UIA National Women's Division Annual Leadership Institute. Leaders of Women's Divisions across Canada shared the knowledge, experience and ideas gained from their work on behalf of Israel. The event was chaired by Gella Rothstein, the National Chairman of the Women's Division.

The Institute program was designed to create an atmosphere of participation and sharing. It included round-table exchanges, moderated by participants, dealing with a variety of themes as well as presentations by communities.

Communities represented were: Calgary, Edmonton, Hamilton, Montreal, Ottawa, Toronto, Vancouver and Winnipeg.

## **The "March of the Living"**

Planning and recruitment are proceeding for the "March of the Living" 1990. 400 high school students from across Canada, between the ages of 16 and 18, will participate in the March, along with a number of educators, community leaders and university students.

Over 2,000 youngsters from around the world will gather in Poland on Yom Hashoah (Holocaust Memorial Day) and Israel on Yom Ha'atzmaut (Israel's Independence Day) for this moving experience.

This will be the second "March of the Living", a world-wide gathering of Jewish youth intended as a personal encounter with the Holocaust on the one hand, and the rebirth of the Jewish State on the other. For more information please contact Eli Rubenstein at the United Israel Appeal of Canada, telephone (416) 636-7655.

In the fiscal year April 1, 1988 to March 31, 1989, the United Israel Appeal of Canada Inc. received a total of Can. \$34,838,180 in donations, consisting of the Israel allocations of Federated Jewish campaigns throughout Canada and the income of all unfederated campaigns.

A financial report is available on request from the office of the United Israel Appeal of Canada Inc.

*1 At UIA's Hineni '88 conference, left to right: Sol Lederman, Martin Levine, Mendel Kaplan, Philip Granovsky and Charles Bronfman.*

*2 Gella Rothstein, National Chairman of UIA's Women's Division (right), with incoming Chairman Sheila Engel, at Leadership Institute held in Calgary.*

*3 At Keren Hayesod annual conference, Jack Rose addresses campaign leaders from around the world.*

*4 A group of Canadian teenagers in Poland during "March of the Living" 1988.*

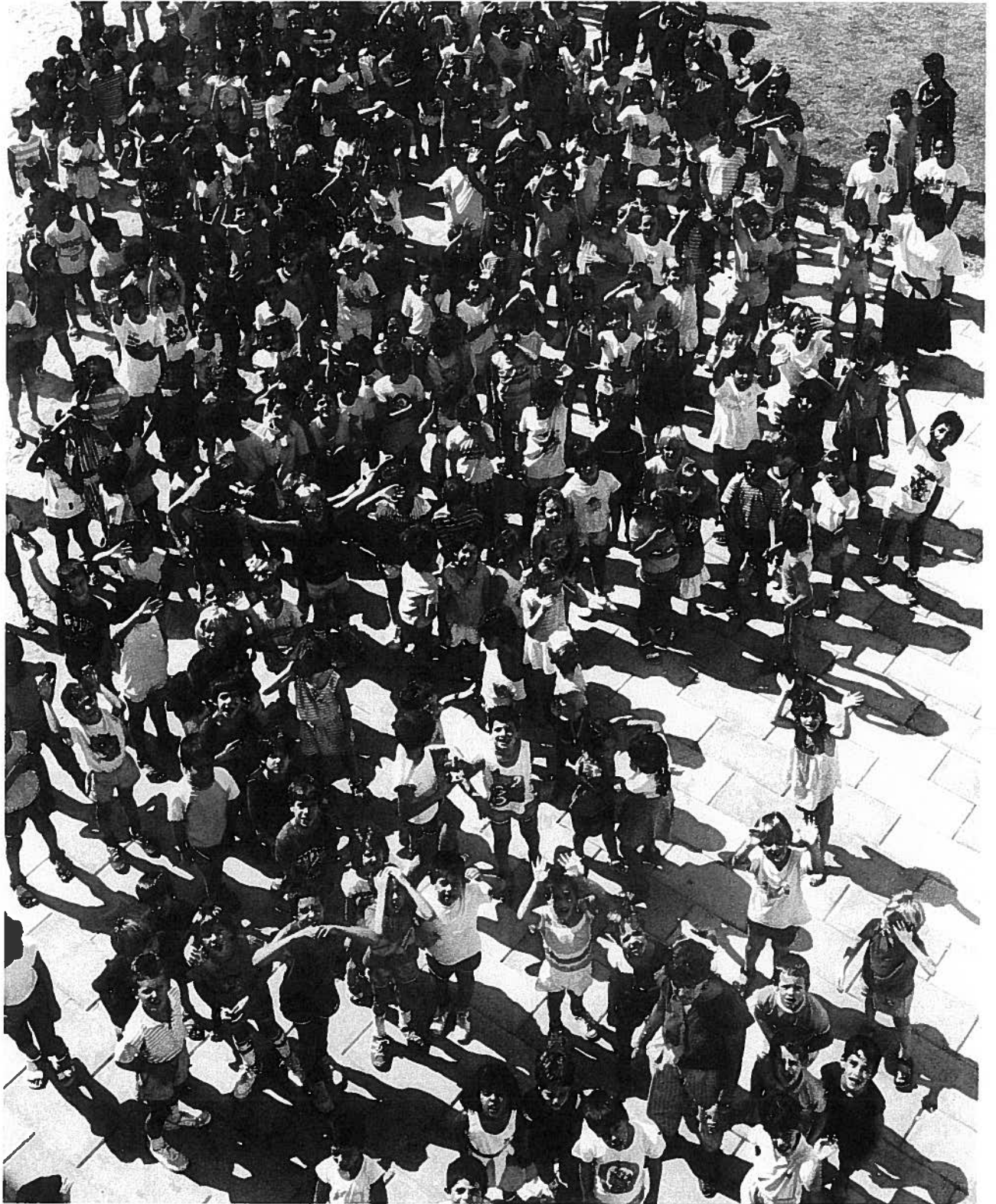
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**“ And I will turn the captivity  
of My people Israel,  
And they shall build the waste  
cities, and inhabit them;  
And they shall plant vineyards,  
and drink the wine thereof;  
They shall also make gardens  
and eat the fruit of them. ”**

AMOS IX, 14



**United Israel Appeal  
of Canada, Inc.**

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M2R 3V3