

OPERATION EXODUS

United Israel Appeal of Canada Inc.
Annual Report 1990

In association with
United Jewish Appeal / Combined Jewish Appeal



Photos, from top, clockwise: Soviet immigrants in transit at Budapest Airport. Eight-year-old Sveta Grandel, and father Pravo, an engineer, now living in Jerusalem. Three generations of a newly arrived Soviet-Jewish family. First Shabbat in Israel.



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With the 1990 Annual Report, a special brochure, titled “Family Within Family,” produced in Israel on the theme of Soviet Aliyah, is enclosed.

Cover Photo By Joe Malcom, Jerusalem

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United Israel Appeal of Canada Inc.

The United Israel Appeal of Canada Inc. — with the United Jewish Appeal and the Combined Jewish Appeal in Federated communities — is the central agency in Canada which 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 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 national tasks in the human, social and educational spheres of Israeli life.

The central campaign gives the contributor "all of Israel", through the nation-building programs of the Jewish Agency. Aliyah (immigration), Hityashvut (agricultural settlement), Education, Youth Training, Project Renewal — these are the national-priority concerns to which the Jewish Agency attends, with UIA/UJA/CJA funds.

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 role 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.

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).

"Operation Exodus"

In 1990, the Canadian Jewish community (like other Jewish communities throughout the world), was called upon to respond to a major, unprecedented challenge: help bring a massive number of Jews out of the Soviet Union on Aliyah to Israel.

The Canadian Jewish community mobilized its leadership, volunteer efforts and resources to meet this challenge. As on previous occasions, when extraordinary developments in Israel required it, the response has been magnificent.

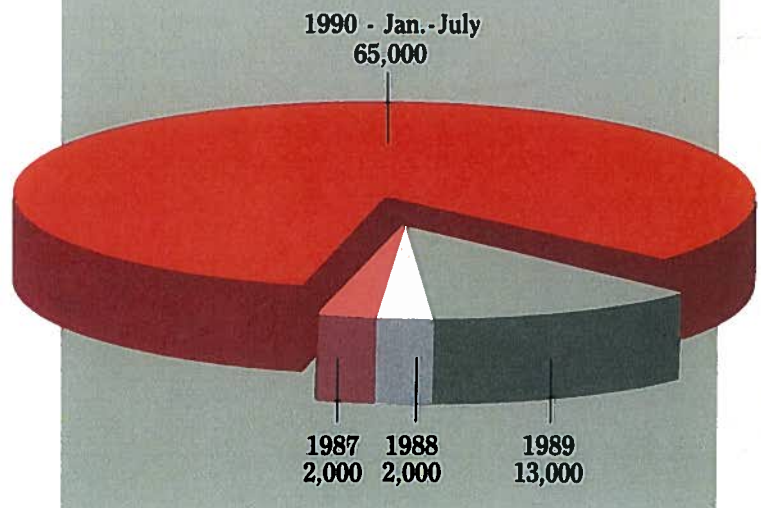
A special campaign was declared for "Operation Exodus", perceived by the community as an historic opportunity: a rescue movement for Soviet Jews, and a unique chance to build and strengthen the Jewish state.

Awareness of the urgency of the situation, and the overwhelming needs, spread in the community. Normal campaign calendars were set aside in favour of launching the "Operation Exodus" campaign. Priority to this campaign was given by other Israel-based fund-raising organizations.

Canadian Jewry will undoubtedly meet its goal of raising \$100 million (U.S.) for "Operation Exodus".

On a per capita basis, it is the best performance by any major Jewish community in the world.

Soviet Aliyah: First Seven Months of 1990 Compared to 1987-1989 Complete Years



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Messages from National Officers

“You Canadians are certainly leading the world in every aspect of Operation Exodus.”



Mendel Kaplan
*Chairman, Board of Governors
The Jewish Agency for Israel*



At Ben Gurion Airport I was privileged to greet a group of Soviet olim who had just arrived, at the end of a long journey, to begin a new life in Israel. One older woman, who spoke a few words of Yiddish, turned to me: “Zind gitte menshen”, she said. “You are good people”.

In our “Operation Exodus” campaign, I have shared this story with many groups. My message has been that it is up to us to prove that we really are good people. That we really care.

The response to the campaign has been phenomenal. Our sincere appreciation must go to all those who have made it such a success. But our work is far from done. Soviet Aliyah is reaching new heights and we must act while the gates remain open. So we can tell the future generation, “We did our very best”.

A handwritten signature in cursive script that reads “Julia Koschitzky”.

Julia Koschitzky
National President



Israel and the Jewish people, wherever they are, share a common destiny. When the need arises, this becomes evident. I think it is fantastic that we in the Diaspora have the opportunity to give not only money, but hopefully other things, of ourselves, not at a time when Jewish blood is being spilled, but when Jewish lives are being saved, and the Jewish people are being enhanced. As I think of it, joy goes through my heart.

A handwritten signature in cursive script that reads “Charles R. Bronfman”.

Charles R. Bronfman
Honorary President

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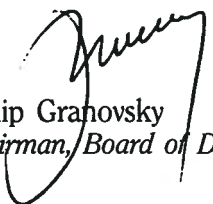
United Israel Appeal of Canada



My work with the Jewish Agency's Board of Governors, as well as the worldwide United Israel Appeal-Keren Hayesod, has made me acutely aware of the tremendous financial needs Israel is facing in relation to the great wave of Soviet immigration. I am equally conscious of the response by Jewish community campaigns in countries around the globe. That is why I say I'm proud to be a Canadian. Our community has translated identification with Israel and Soviet Jewry into results which are unmatched anywhere.

But we still have a huge challenge ahead. The number of new arrivals is much greater than had been anticipated. Our efforts must continue, indeed they must intensify. The Jewish Agency needs the funds now, because tens of thousands are arriving now.

I feel confident that we will live up to the challenge.


Philip Grahovsky
Chairman, Board of Directors



We are living in historic times. Canada's response to "Operation Exodus" has been momentous, a tribute to our Jewish community, some 310,000 strong.

The UIA has played an important part:

Participating in the decision-making processes at the Jewish Agency.

Facilitating national meetings to inform, share and take action relative to the special campaign.

Bringing the "Operation Exodus" message to the communities and publicizing its urgency.

Programming speakers, missions to Israel and individual visits focusing on "Exodus".

While our focus is Soviet Aliyah, I would like to mention two other major events in which the UIA has had a key role:

1) "March of the Living":

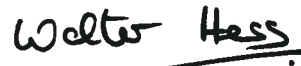
Building on an earlier "March" (1988), the UIA organized a major Canadian contingent of 400 high school students to take part in this worldwide program. They observed "Yom Hashoa" (Holocaust Remembrance Day) in Auschwitz, and flew to Tel Aviv to celebrate Israel's 42nd Independence Day. It was a profound

educational experience, which many of them shared with their communities after coming home.

2) "Homeward Bound":

In association with the Jewish Students Network of Canada, an intensive mission to Israel (January 1-7) gave 500 university students an opportunity to meet with Israel's national leaders and visit significant locations. For many, it was their first exposure to the country.

Both events, involving young people, were highly successful. Our support reflects our belief that involvement with Jewish causes, and support for the State of Israel, are built on personal experience. That is how such a vibrant, committed Jewish community as we have in Canada is nurtured and developed.



Walter D. Hess
Executive Vice-President

OPERATION EXODUS

“Operation Exodus” in Canada

National Meeting

On December 10, 1989, a national meeting brought together by the United Israel Appeal, with lay and professional leadership from across Canada, unanimously endorsed a proposal to launch a special campaign for Soviet Aliyah. All communities undertook to at least match their regular campaign. At that point in time, Canada's commitment to the Jewish Agency was for \$60 million (U.S.) over five years. Since then, the Canadian leadership has come forward twice to increase it: in February it was raised to \$75 million, and in April to \$100 million, in each case over three years. In relation to the size of Jewish population, this is significantly the largest commitment to “Operation Exodus” among major Jewish communities in the world. Canada's share is part of the world United Israel Appeal (Keren Hayesod) commitment of \$180 million. American Jewry's pledge is \$420 million. The total pledged by Diaspora communities to the Jewish Agency, therefore, is \$600 million (U.S.).



Montreal's CJA Campaign Chairman Gordon Schwartz thanks former Refusenik Elena Keis-Kuna, who made a dramatic appearance following the screening of a video which tells her moving personal story. Elena visited campaigns across Canada on behalf of “Operation Exodus”.

Women's Division Institute

At the end of January, the UIA's National Women's Division, chaired by Sheila Engel of Toronto, held its Annual Institute in Ottawa, with “Exodus” as its central theme. A sense of urgency emerged from the meeting, as participants from various communities were made aware of the immediate dangers of anti-Semitism and the numbers of Soviet Jews seeking to leave for Israel. They returned to their communities motivated to spread the message and organize for the campaign.

Campaign Moved Forward

Following the first national meeting, Toronto and Montreal, the two largest federations, decided to move their campaigns to the spring rather than the usual fall period. This despite the fact that the previous campaign had just ended. Calgary which normally runs a spring campaign, rallied around “Operation Exodus”. London and Windsor also moved up their calendar. Other federations, including Edmonton, Hamilton, Ottawa, Vancouver and Winnipeg, began covering major cards in the spring and summer. They are about to launch the broad community appeal in September.

Unfederated communities, including the Ontario, Atlantic and Saskatchewan Regions, in which the UIA is directly responsible also began their appeals much earlier than usual.



A key component in the remarkable success of Toronto's UJA campaign was a team of seven chairmen headed by Jack Rose. Seen at a function for major contributors with Charles Bronfman, are (from left): Schuyler M. Sigel, Dr. Gerald Halbert, Charles Bronfman, Julia Koschitzky, Jack Rose, Gerald Sheff and Allan Offman. (not in the photo: Phil Granovsky). The meeting established a pattern of commitments to “Exodus” significantly higher than the regular campaign.

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Profile Established

The name "Operation Exodus" was incorporated into a graphic logo, uniformly promoted by Canadian campaigns, giving it a distinctive identity. A special page, regularly published in the Canadian Jewish News, has featured news and photos about this dramatic theme. Outdoor boards displaying the logo, placed in front of synagogues and Jewish public buildings, created a strong visible impact. A variety of advertisements and mass-circulated mail pieces served for education and promotion, as well as direct fund raising. The results were often amazing. In some communities, a telephone "hot line" became popular with contributors. People who were removed from the campaign suddenly came forward with generous contributions.

The "Exodus" theme tied in naturally with Passover. A "Hagaddah", circulated to thousands of Jewish homes in Canada, spoke about a modern Exodus. A "Fifth Question" for the Seder celebration was well received. Coverage in the general media about anti-Semitism in the Soviet Union reinforced the urgency and relevance of the message communicated by the campaign.



Dozens of outdoor boards made the campaign visible. Ex-Refusenik Judith Lurie, visiting Canada as a UIA speaker, is next to one.

Cooperation By Other Groups

Especially rewarding in several communities was the cooperation obtained from other Israel-based fund raising organizations. They agreed to postpone their normal activities to enable the UIA/UJA/CJA to operate without parallel appeals in the community. For the first few months, it was a meaningful gesture.



National UIA Women's Division Chairperson Sheila Engel with Israeli Ambassador to Canada, Israel Gur-Arieh, at Ottawa Institute.

Community Mobilization

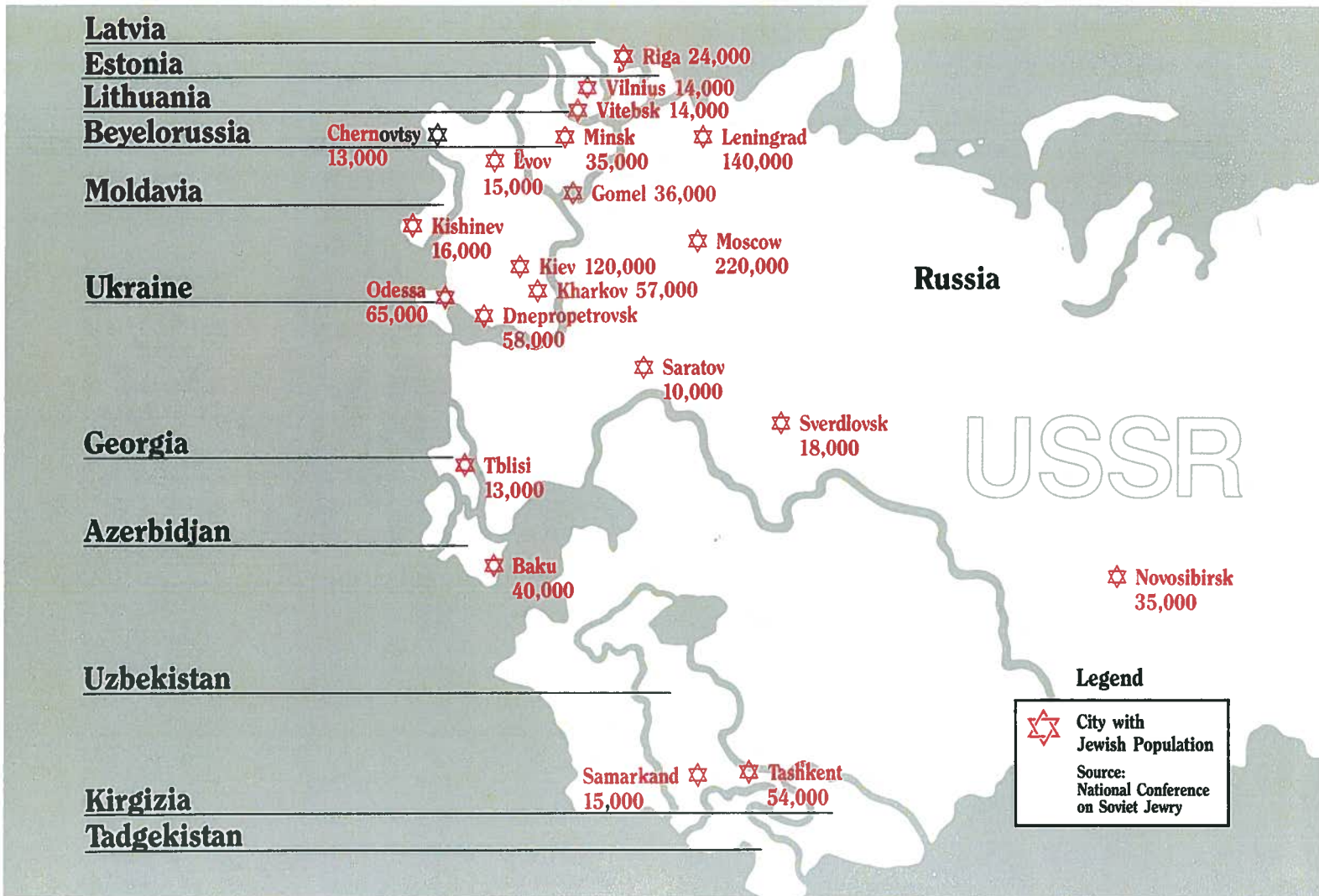
A major effort was made to create awareness and mobilize broad community support. The "Exodus" message was put on the agenda of every board meeting of a federation agency, Jewish day school, synagogue, membership group, etc. Community outreach programs were targeted not just for contributions but to recruit campaign workers. Some outstanding cooperation was given by synagogues. Mobilization resulted in many more people becoming involved and heightened the sense of excitement and dynamism in the campaign.

Second-line Breakthrough

In most communities, contributions to "Operation Exodus" have been entered on a "second line", while the first line applies to the regular campaign. What has made Exodus results outstanding are second-line breakthroughs: pledges that are two, three, and four times higher than the first-line pledge. This is true for all levels of contributions, from major donors to the broad community. Also, contributors realize that the money is needed now. Many enclose cheques with their pledges, often for the full amount.

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JEWISH POPULATION IN THE SOVIET UNION



After seven decades of Communist regime, which systematically suppressed Jewish religion and other expressions of Jewish identity, it is impossible to make a definite statement as to the size of the Jewish population in the Soviet Union.

An official census figure of 1.5 million, taken many years ago, is regarded as irrelevant. A range of 2.5 to 3.5 million is considered feasible, but recently higher (even much higher) estimates have been voiced.

One phenomenon is certain: as the new openness in Soviet society progresses, many more Jews than expected are coming forward. This in itself is a modern miracle. Thirty years ago, who could have imagined that in Passover 1990, ten thousand Jews would take part in 27 joyous public Seders, organized by JDC all over that vast land?

Another factor is the complexity of the Soviet Jewish population. Different backgrounds and local conditions characterize population groups. There are the major centres

of Moscow and Leningrad, heartland of Communism. There are the cities of the Ukraine, where little is left of a rich Jewish past. There are the Muslim republics, far from the centre, where Jews are now in the middle of ethnic conflicts in which they have no part. There are the Baltic republics, with a strong Jewish tradition up to World War II.

Yet, the re-awakening of Jewish life is shared by all of them. Fortunately, glasnost is making it possible, and a kind of Jewish renaissance has taken place. Unfortunately, the future is highly uncertain. After generations of repression, the policy of openness has a de-stabilizing effect which, for the Jews, holds new dangers.

PROFOUND ANXIETY



Jews in the Soviet Union currently live in a state of profound anxiety.

Glasnost — the newly-found openness for Soviet society — has also given rise to a variety of virulent anti-Semitic groups, led by Pamyat, who seek to blame Jews for all the ills afflicting the USSR. The threat of pogroms is in the air. Individual acts of violence against Jews have already occurred.

For years, under the totalitarian Communist regime, the lid was kept on populist, hate-mongering movements. Now the lid is off. Street rallies, marches by uniformed “white guards”, mass-circulated hate literature — create an atmosphere charged with danger. The drive toward national separatism adds to the sense of stress.

Anti-Semitic ideology has a long history in the Soviet Union. Using “Zionism” as a code-word, state-inspired propaganda has for years fueled the rejection and denunciation of Jews. But there were no open demonstrations, no Neo-Nazi youth groups resembling the Skinheads.

Now, anonymous phone calls in the night threaten death to the Jews. Pamyat is known to demand, from those seeking to join, new names and addresses of Jews to add to its files.

The Soviet economy is failing. As lines stretch longer to buy less and less merchandise, anti-Semitic groups find fertile ground among the populace for their finger-pointing message. Jews are a convenient scapegoat at times of social and economic upheaval. In the Soviet Union today, they are blamed for everything by a wide range of groups, from one political extreme to the other.

Under these circumstances, a great number of Soviet Jews want to get out while it is still possible.

TRANSIT TO FREEDOM



To begin the process of immigration from the Soviet Union, a letter of invitation from Israel is required. In the first five months of 1990, 232,191 invitation requests (involving 654,817 persons) were received in Israel from Soviet Jews. The tremendous number of invitation requests processed by the Jewish Agency is an indicator of the potential for Aliyah. The pressure has necessitated around-the-clock work. The invitation enables the emigrant to apply to the Soviet authorities (Ovir) for permission to leave. At the end of the process, 15,000 to 20,000 Israeli visas are issued in Moscow each month.

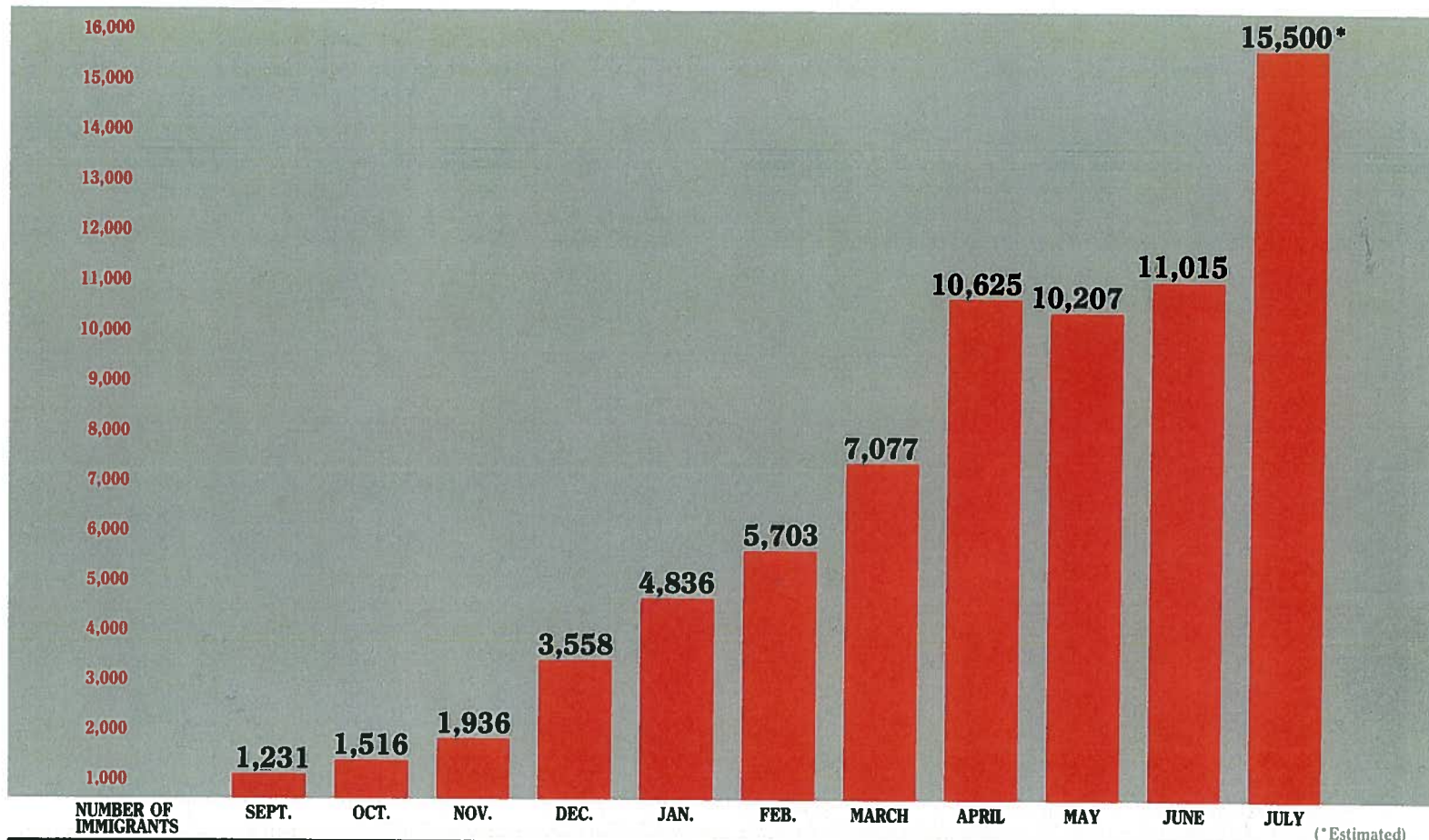
Due largely to Arab pressure, the Soviet authorities have so far frustrated Israel's hopes for direct flights between Moscow and Tel Aviv. The immigrants must first travel to a limited number of transit cities in Eastern Europe, from which they proceed to Israel. Budapest is the most heavily used. Other transit cities are Bucharest and Warsaw. Israeli authorities are seeking to open up new routes and to operate existing ones as efficiently as possible, in order to minimize the length of time required for transit.

On the way to Israel: Soviet Jews at Warsaw Airport.

***“The work load is tremendous...
At the end of the day, nobody
leaves without a visa in hand.”***

*Aryeh Levene, head of Israel's
diplomatic delegation in Moscow
(operating out of the Dutch embassy)*

MASSIVE SOVIET ALIYAH



PROJECTION FOR 1990: 150,000

In October 1989, the leadership of the Jewish Agency for Israel called on world Jewry to launch a campaign for Soviet Aliyah.

At that point, the Agency projected a total immigration of 100,000 over a period of three years. What has happened since made earlier projections irrelevant. Israel is now anticipating 150,000 Soviet Olim in 1990, and an even larger number in 1991!

According to some estimates, as many as 20,000 Soviet Jews can be expected to arrive monthly.

Night after night, planes from Eastern Europe arrive at Ben Gurion Airport in Israel with hundreds of Soviet immigrants, of all ages, all backgrounds and professions. They are exhausted from the long journey, and anxious about their future. But one basic feeling unites them all,

as they are welcomed by groups of young Israelis: "We've come home, to our own land. . ."

While the dramatic Exodus of Soviet Jews overshadows other Aliyah developments, we should be aware that substantial numbers are arriving from other countries as well, especially from Argentina and Ethiopia.

IMMEDIATE NEED FOR HOUSING



Soviet immigrants in Israel have settled mostly in the centre of the country, the Tel Aviv metropolitan region, the other large cities, as well as the northern region (Galil) and the south (Beersheva). Less than half a percent have settled in the Territories (Judea, Samaria and the Gaza District).



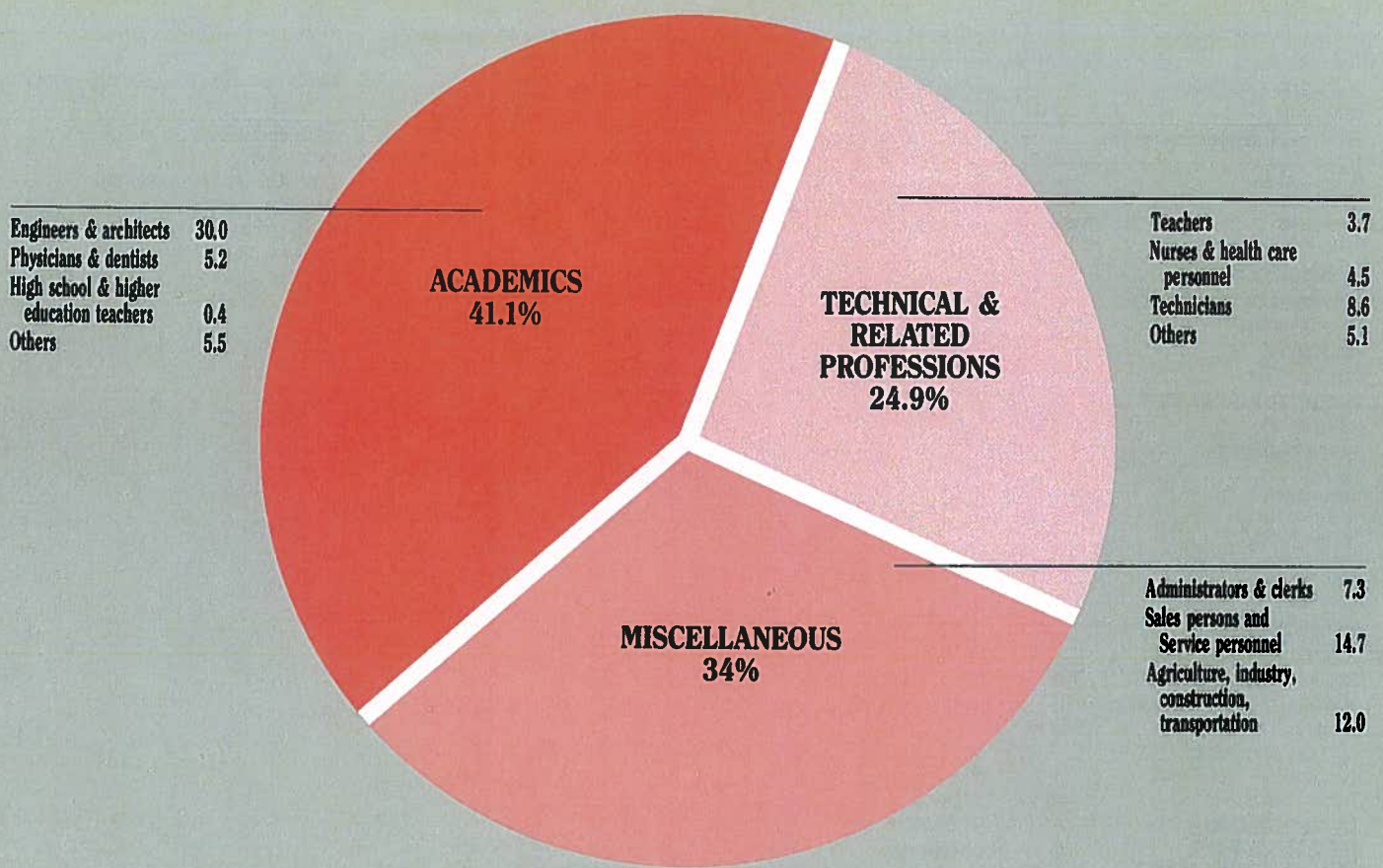
As a result of the number of arriving immigrants, Israel is now facing a severe housing crisis. The Government is giving the highest national priority to construction projects. Under Housing Minister Ariel Sharon, who has been given overall authority for immigrant absorption, a construction drive is underway to build thousands of new apartment units in the coming months. Sharon estimates that 7,000 new apartments will be required every month. But new construction takes time. For immediate needs, thousands of temporary, prefabricated units will have to be erected.

As of August, immigrants who can't find housing will be sent to moderately-priced hotels, to guest houses in kibbutzim, to boarding schools and even to army recreation facilities.

On top of the Aliyah needs, the Government must deal with an acute housing situation affecting thousands of lower-income Israelis, caught in a spiral of rising rental costs. They are putting pressure on the Government through the establishment of "tent cities" in various parts of the country.

But despite the pressures, Israel has handled well the wave of immigrants which began at the end of 1989. What became known as the "direct absorption route" replaced the long-established system of absorption centres. In direct absorption, immigrants rely on themselves from the first day, making their own housing arrangements and finding their way in the employment market. A range of programs is available — language classes, job retraining, etc. They receive substantial financial assistance for the first year to cover a "basket of absorption needs", primarily rental expenses. The basket averages \$11,000 (U.S.) for a family of three, and is paid jointly by the Government and the Jewish Agency.

EMPLOYMENT: THE CRUCIAL CHALLENGE



OCCUPATIONAL MAKEUP OF SOVIET ALIYAH (1990 PROJECTION)

The Soviet Aliyah is characterized by a very high percentage of educated workers. Almost a third are engineers in various fields. About ten percent are trained in medicine, dentistry and health-care professions. Other are technicians, lab workers and teachers.

Finding satisfactory employment is a crucial challenge in absorbing this wave of Aliyah. For a small country like Israel, this is an enormous task. In the long run, the addition of this highly qualified, highly motivated workforce is bound to result in economic growth. The Government estimates that for 100,000 immigrants, 28,000 new job opportunities will be created, due to greater demand for goods and services and expanded economic activity (including 15,000 jobs in the construction industry).

In the short term, a good deal of flexibility is required on the part of the olim to find employment and a steady income. Fortunately, they are determined to make a success of life in the new country. They are prepared to take available jobs and work hard.

Soviet immigrant trying out for a technical job.



A variety of professional and vocational training (and re-training) programs are being offered to help the immigrants adjust to Israeli conditions and standards. This involves doctors, dentists, scientists and others. A successful project has been launched jointly by the Jewish Agency and the Israel Manufacturers Association to locate employment opportunities for olim.

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