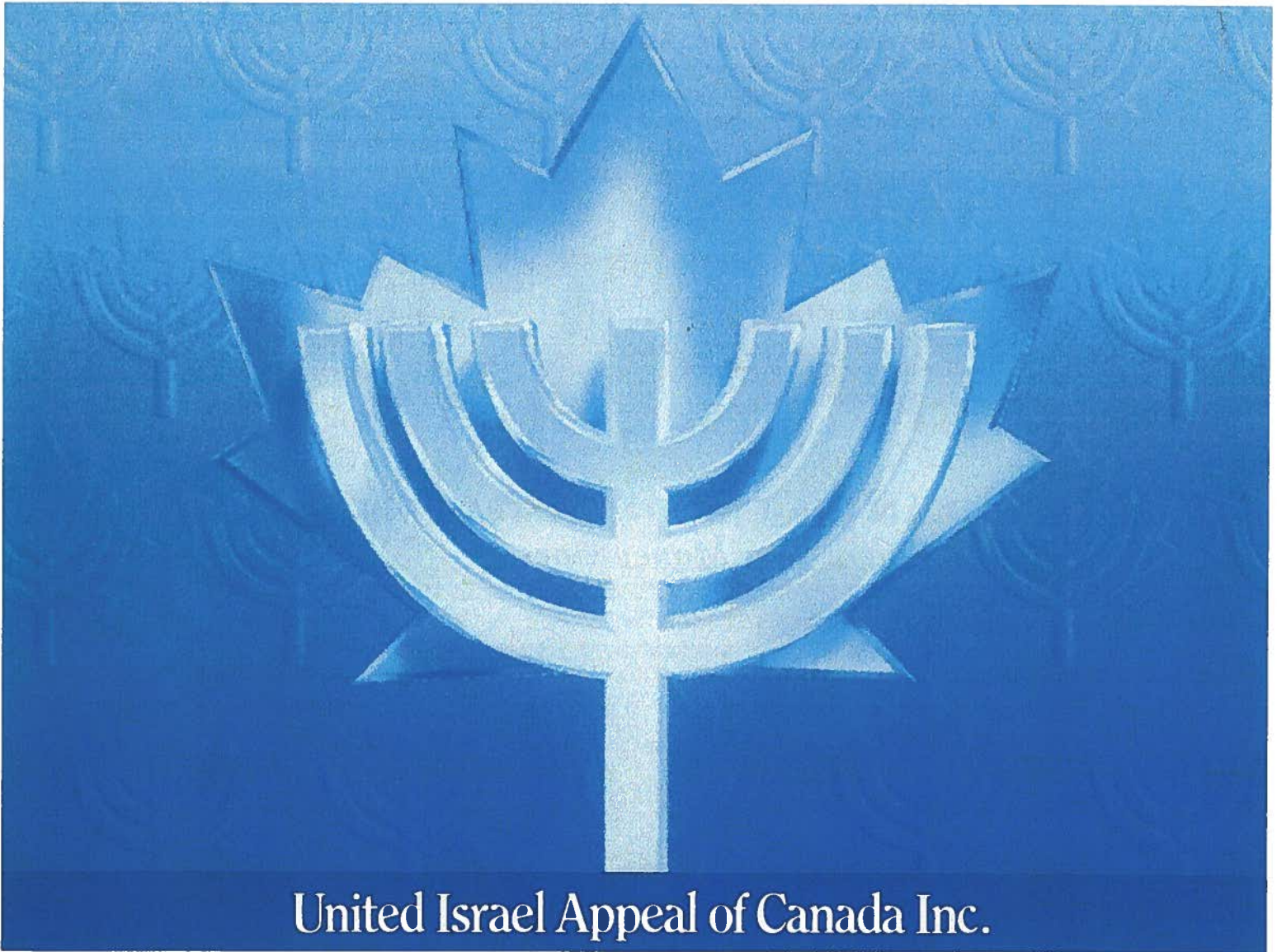


Your UJA/CJA in Israel



1993 Annual Report

The Mandate of United Israel Appeal of Canada Inc.

The United Israel Appeal of Canada Inc. (UIA) is a key part of Canadian Jewry's primary fundraising vehicle for Israel.

In that partnership, UIA - together with the Jewish federations of Vancouver, Edmonton, Calgary, Winnipeg, Windsor, London, Hamilton, Toronto, Ottawa and Montreal, and unfederated communities like St. Catharines and Halifax - forms the Canadian branch of the world-wide Keren Hayesod family. The latter is the fundraising arm of the Jerusalem-based Jewish Agency for Israel (JAFI) in all of the Jewish communities in the Diaspora with the exception of the United States.

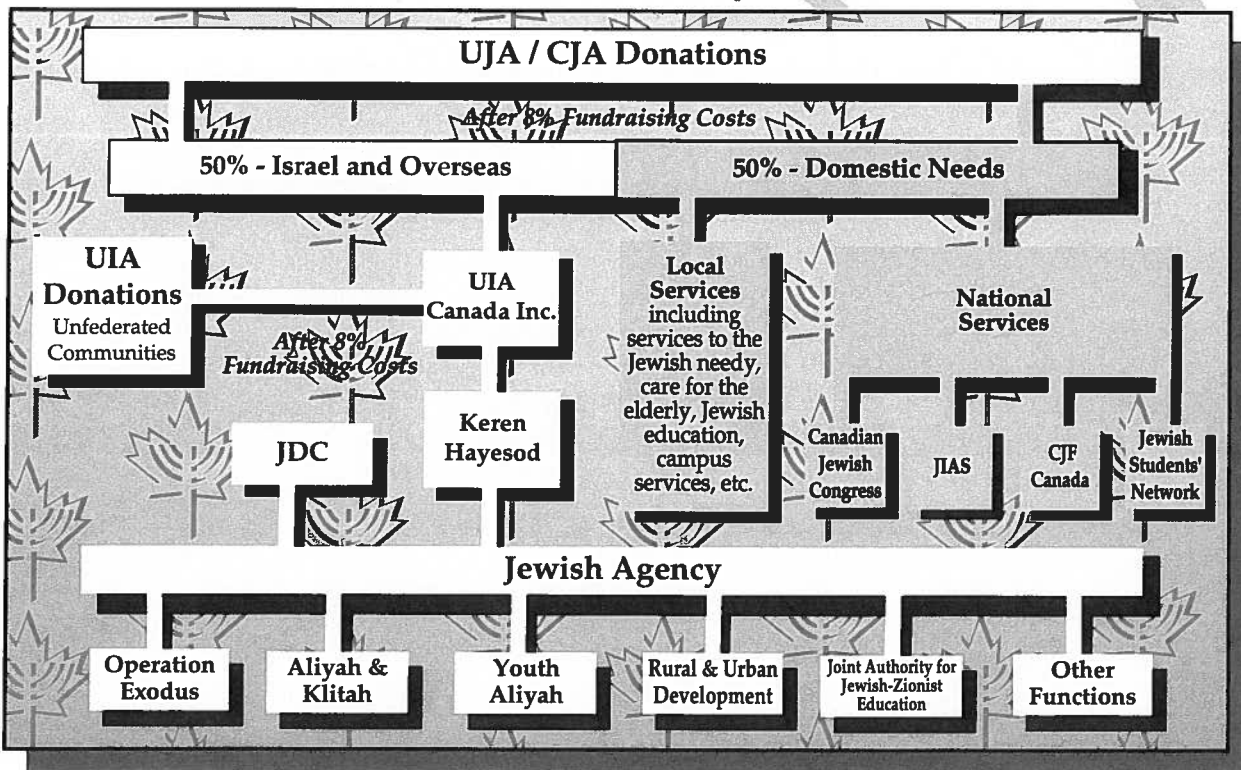
Working through JAFI, other social welfare bodies and, when appropriate, by itself, UIA ensures the maximum allocation of funds raised in Canada to meet social welfare needs in Israel.

In carrying out this mandate, UIA strives in all its activities:

- To convey the centrality of Israel to Canadian Jewry;
- To directly manage campaigns in unfederated communities;

- To enhance fundraising in federation campaigns through canvasser training and leadership development sessions, as well as educational and informational programs;
- To direct and transfer funds from the federations;
- To organize and recruit national missions and special programs in order to foster long-term awareness and interest in Israel;
- Through the UIA office in Jerusalem and the Israel Residents Committee, to adopt, implement and oversee the development of special projects, Project Renewal programs, and other activities;
- To document and monitor the transfer of funds to the Jewish Agency and UIA special programs and projects;
- To take all requisite steps to ensure accountability for funds received and the effectiveness of their expenditure;
- To comply with the laws of the appropriate federal government regulatory agencies in fulfilling the above.

CANADIAN UJA-CJA-UIA CAMPAIGNS Where Your Money Goes



The UIA Role

To carry out its mandate, UIA conducts a broad range of programs from its headquarters in Toronto and its subsidiary office in Jerusalem. These activities include:

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 1993, UIA, together with the Jewish Agency, developed an audio-visual production entitled "So No Jew Stands Alone," telling the story of the aliyah and absorption of Jews from the former Soviet Union, Yugoslavia and Ethiopia. Elements of the production were successfully used for campaign openings in Edmonton, Saskatoon, London,

Hamilton, Toronto, Niagara Falls, Ottawa, Montreal and Halifax.

In addition, UIA produced "Telephone With Tachlis," a canvasser training program developed in co-operation with Toronto's United Jewish Appeal for usage in Canadian campaigns.

In Israel

- Representation of Canadian federations and their United Jewish Appeal / Combined Jewish Appeal (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 Residents Committee manages the affairs of UIA Canada in Israel and ensures that all UIA funds are expended in compliance with Revenue Canada guidelines.



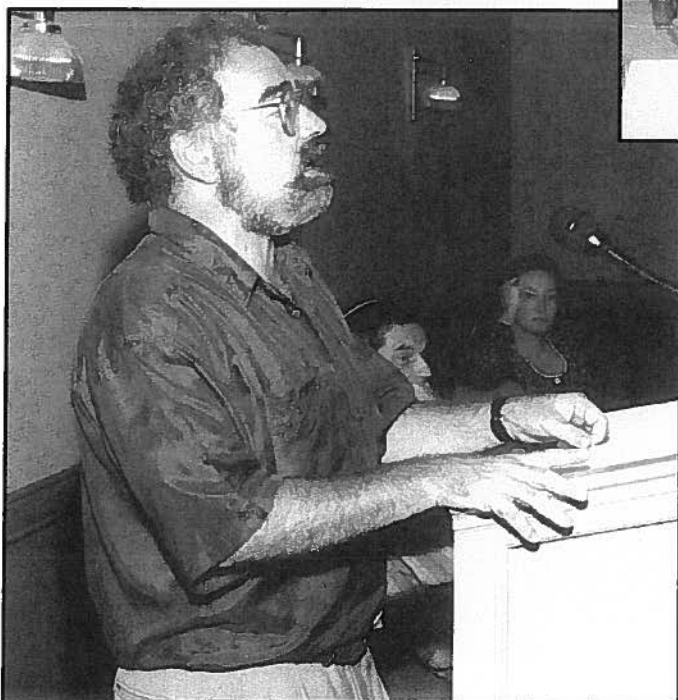
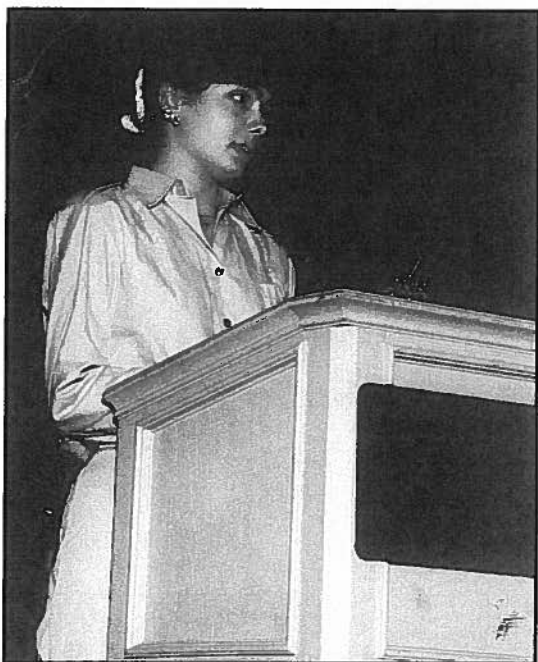
Hineni

Charles Bronfman initiated the first Hineni Conference in 1981 to bring together top Canadian contributors in local UJA/CJA/UIA campaigns for an intensive weekend of lectures and seminars on issues of vital concern to Israel and world Jewry.

The 10th Hineni program, held in Muskoka, Ont. in the summer of 1993, drew 130 of Canada's campaign elite for a weekend study retreat. Hosted by Barry and Honey Sherman and chaired by Julia Koschitzky, the three-day conference featured renowned speakers including Irving and Rosalie Abella, Hirsh Goodman, Shoshana Cardin, and Israel's Ambassador to Canada Yitzhak Shelef. Rabbi Irwin Kula served as scholar-in-residence.

The conference examined the Jewish Agency's role in the rescue and resettlement of Russian, Yugoslavian and Ethiopian Jews, the Middle East peace talks, and the future of the Canadian Jewish community. The weekend included the premiere of the video presentation "So No Jew Stands Alone," prepared specifically for Canadian campaigns.

The participation of Hineni Too members (the adult children of Hineni members) in this year's conference marked the involvement of a new generation of Canadian Jewry in UIA work.



Leadership Conference

In the spring of 1993, UIA sponsored its second annual national campaign leadership conference. Held at the Inn on the Park in Toronto, the event was chaired by Linda Nadolny-Cogan of Ottawa and Edward Wiltzer of Montreal and drew 150 campaign leaders from across Canada.

Guest speakers included Arnon Mantver, Director General of the Jewish Agency's Immigration and Absorption Department; Mark Talisman, head of the Washington office of the Council of Jewish Federations; and Professor Dore Gold of the Jaffee Centre for Strategic Studies at Tel Aviv University, as well as canvasser trainers Frank

Hagelberg and Vicki Agron.

The presentations and workshops on canvasser training and fundraising techniques by UIA lay leaders from Montreal, Edmonton and Toronto, as well as the United States, helped re-energize the UIA's volunteer activists.



T H E N E X T

Anguish to Hope

Anguish to Hope was the first national Canadian university mission jointly sponsored by UIA, Canadian Jewish Congress and local federations. The 43 participants came from 18 post-secondary institutions in Vancouver, Edmonton, Saskatoon, Winnipeg, London, Toronto, Kingston and Montreal.

The two-week mission, held at the end of the academic year, spent three days in Poland and 11 days touring in Israel. It exposed the students to both the darkest chapter in Jewish history and the challenge of absorbing the 500,000 immigrants who have arrived in Israel since 1990. The mission concluded on Yom Yerushalayim marking the

reunification of Jerusalem in the 1967 Six-Day War. Most of the participants remained in Israel to pursue further educational opportunities, do volunteer work or visit more of the country.

Owing to its success, it is planned to repeat Anguish to Hope every second year.



Remembrance to Revival

Like Anguish to Hope, the 10-day Remembrance to Revival mission was based on the premise that visiting Holocaust sites before touring Israel leads to a deeper appreciation of the Jewish experience - and ultimately to a higher level of giving. Both groups visited Poland and Israel in May, coinciding with Jerusalem Day celebrations.

The Remembrance to Revival mission, sponsored by UIA and local federations, brought together 18 future leaders, ages 25 to 40. The majority of participants came from

Toronto with others joining as well from Montreal and Vancouver.

In the words of one participant, "This voyage would change our lives, in one way or another, forever. We would be forced to define who we are as Jews and as individuals, and come to understand how both are inextricably linked."

Fundraising results on the mission rose dramatically and UIA plans to run national young leadership missions in future years.



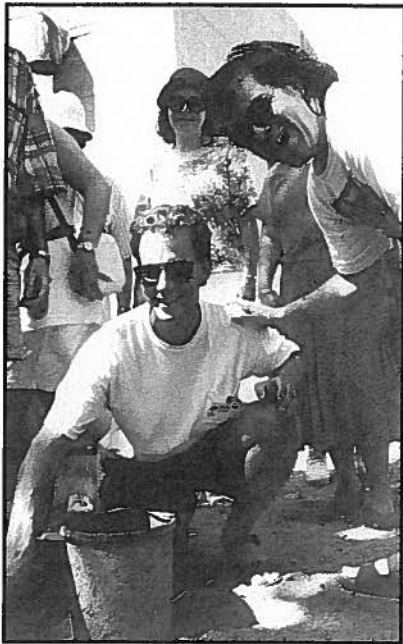
GENERATION

Youth to Youth Israel Summer Experience

In 1987, UIA initiated its Youth to Youth Israel Summer Experience for the small communities of the Ontario and Atlantic regions. This year, for the first time, the program was extended nationally. Sponsored by UIA, the B'nai Brith Youth Organization and the Canadian Council of Jewish Community Centres (CCJCC), it drew 20 teenagers from Vancouver, Regina, Winnipeg, London, St. Catharines, Hamilton, Toronto, Moncton and Halifax.

Emphasizing the people-to-people relationship between the youth of Canada and Israel, the four-week program included home hospitality in the Project Renewal neighbourhoods of Or Yehuda and Beit Dagan, volunteer work in those communities, and volunteer work with the Society for the Protection of Nature in Israel.

Participants also joined with their peers from the two Project Renewal towns for a week-long hike in the Negev Desert.



March of the Living

The March of the Living is an educational program which brings Jewish teenagers from across the world to Poland and Israel every second year to commemorate Yom ha-Shoah (Holocaust Remembrance Day) and celebrate Yom ha-Atzmaut (Israel's Independence Day).

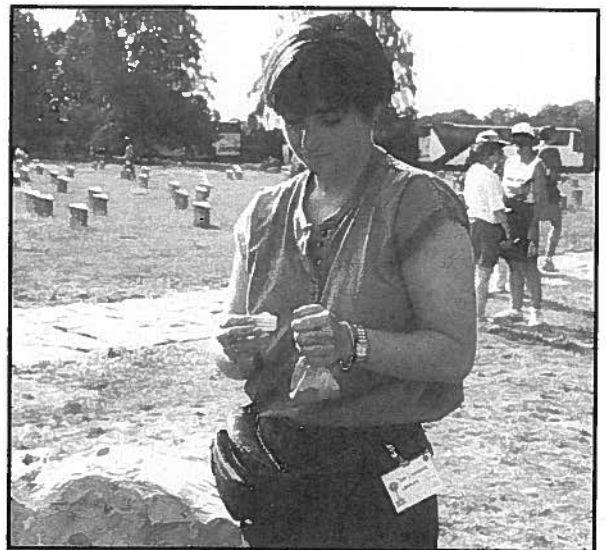
In conjunction with local Jewish federations, UIA acts as the national co-ordinating body

for the March. It has overseen the participation of more than 850 high school students in the program since its inception in 1988.

Recruitment began in the fall of 1993 for the fourth March of the Living, scheduled for April 1994. A contingent of 350 Canadians will be among the 5,000 youth from across the world taking part.

Canadian Consortium for the Israel Experience

At the initiation of The CRB Foundation, a Canadian consortium of national organizations was formed in order to increase the number of Canadian Jewish youth taking part in educational programs in Israel. The Consortium, made up of the CRB Foundation, CJC, CCJCC, CJF Canada and UIA Canada, plans to introduce a 1-800 nationwide Israel Experience hotline, along with an Israel incentive savings program in order to further boost youth travel to Israel.





"...they think of us as supermen. No matter how much danger there is, somehow Israel will come at the last minute and rescue them."

Karol Ungar, head of the Jewish Agency bureau in Moscow

So No Stand



ראש הממשלה
Prime Minister

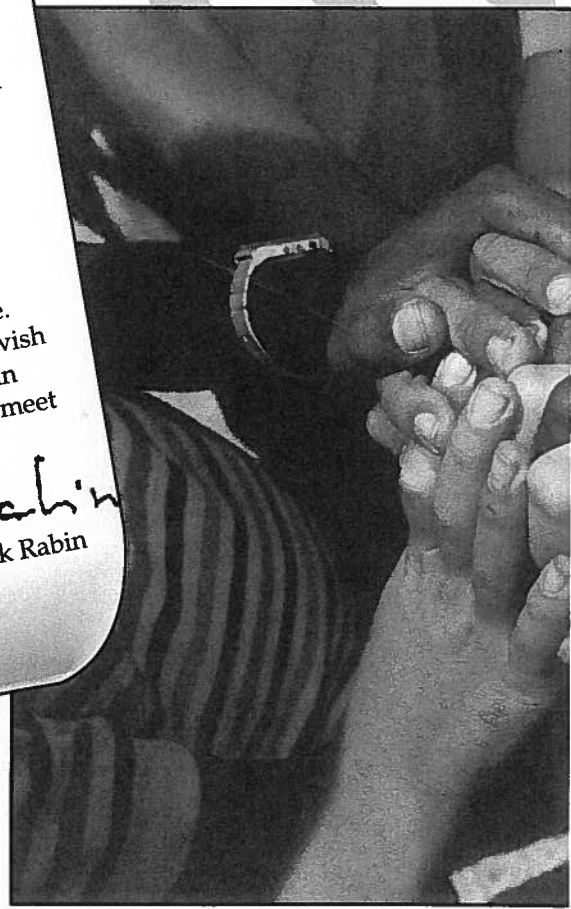
September 23, 1993

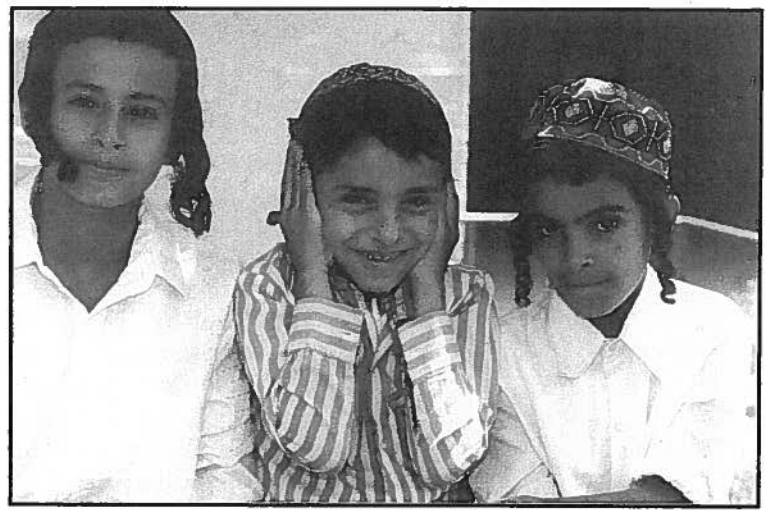
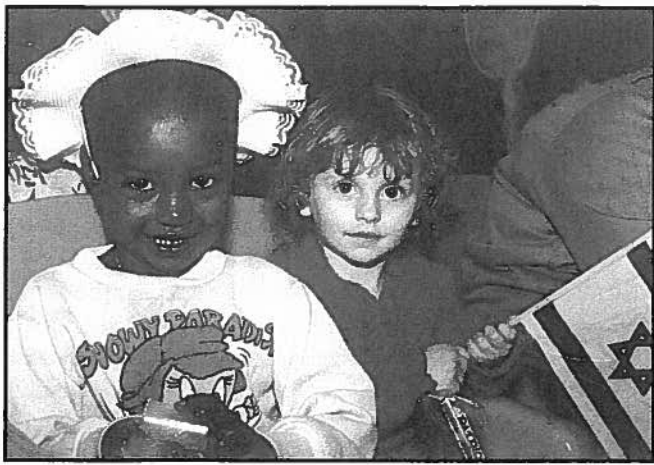
... World Jewry has been steadfast in the support of Israel in times of war and in times of crisis. That support - moral, economic, political and social - has always been appreciated by Israel. No less necessary is steadfastness for Israel in achieving peace.

... We again call upon the Jews all over the world to increase their support...

... The Government of Israel believes that as Israel moves boldly toward peace, the rate of aliyah will increase. This means that the UJA, in association with American Jewish Federations, and Keren Hayesod fundraising campaigns in other countries must increase their fundraising efforts to meet the anticipated accelerated pace of Aliyah...

Y. Rabin
Yitzhak Rabin

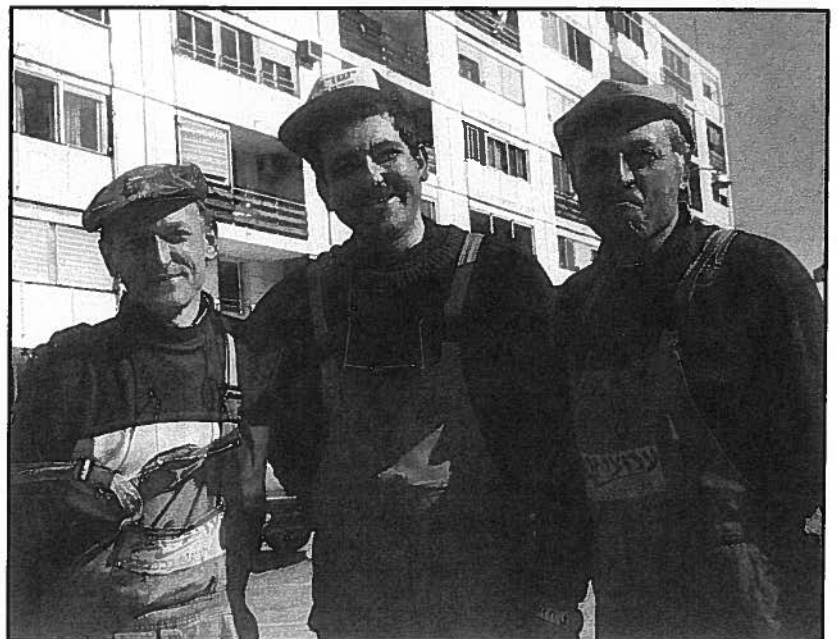




Jews Alone

"If we will be successful in making peace with our neighbours... there is no telling how many olim will come from the former Soviet Union."

Prime Minister Yitzhak Rabin addressing a UIA mission



The Jewish Agency

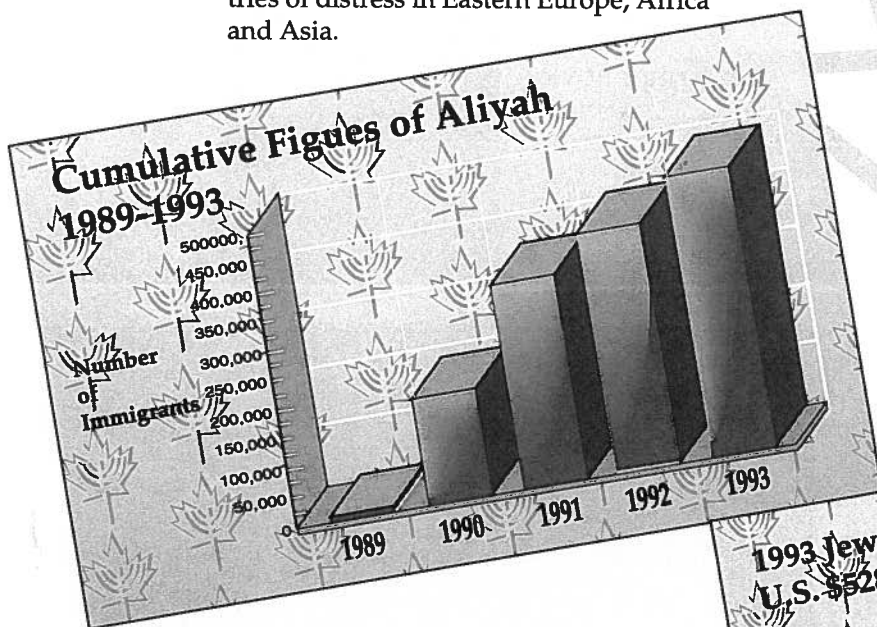
The quasi-governmental Jewish Agency for Israel provides the overall management and direction of overseas funds for the delivery of social and human services in Israel. Over 80 per cent of the JAFI's budget is derived from the UJA/CJA/UIA campaigns throughout the world.

JAFI budget and policy is developed and approved by a 74-member Board of Governors and its constituent committees. Through UIA, Canadian participation has been particularly prominent in recent years with more than 15 Canadians serving on the committees.

The Jewish Agency operates through four primary departments:

1. Immigration and Absorption

Since 1948, the Jewish Agency has brought more than 2.3 million olim to Israel and assisted in their initial absorption. Today, immigrants continue to come to Israel, both from the West and countries of distress - primarily the former Soviet Union but also Yemen, Iran and Yugoslavia. With the exception of Ethiopia and the former Soviet republics, the regular JAFI budget funds the implementation of immigration through this department for olim from countries of distress in Eastern Europe, Africa and Asia.



2. Rural and Urban Development

This new department combines elements of the former Rural Settlement and Project Renewal and Development departments. It was established in 1992 to address changes in the rural and urban sectors resulting from natural developmental processes and the influx of 500,000 immigrants from the former Soviet Union since 1990.

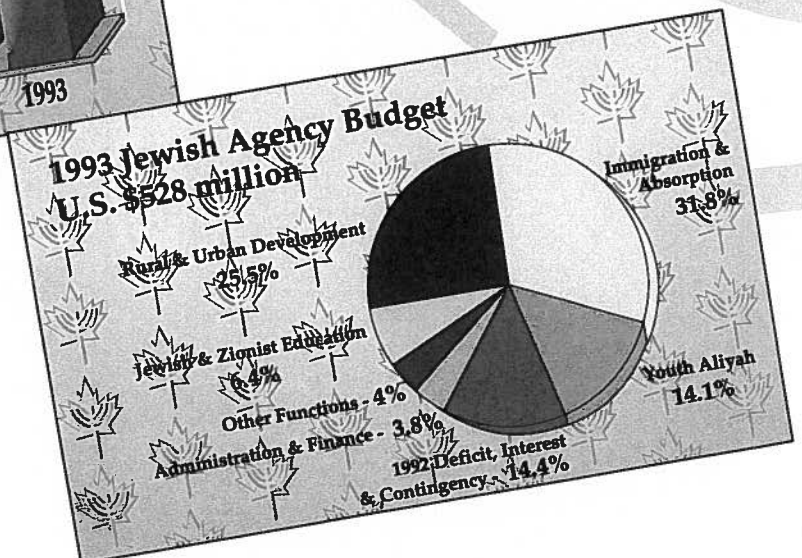
Department activities, focused in the Negev, Galilee and Jerusalem regions, include: regional programming for educational advancement, community and social development and promotion of economic opportunities; programs contributing to the economic independence of existing and new settlements; research and development in the Negev and Arava, and Amigour immigrant housing.

3. Youth Aliyah

Through the JAFI's Youth Aliyah Department, 13,500 youngsters, 11-18 years old, are studying in 70 youth aliyah villages and four Department-owned boarding schools; 50 kibbutzim, 15 day centres, and two moshavim. The students are divided equally between Israeli-born pupils from disadvantaged homes and new immigrants, 5,100 of whom hail from Ethiopia and 1,900 from the former Soviet Union.

4. The Jewish-Zionist Education Authority

The Jewish-Zionist Education Authority, jointly run by JAFI and the World Zionist Organization, includes the departments of Youth and Hechalutz, Torah Education, and Education and Culture in the Diaspora. The authority aims to strengthen Diaspora youth's Jewish-Zionist identity through Israel experience programs, curriculum development, teacher upgrading, and educational research.



Missions

UIA missions have a reputation for excellence in delivering "the Israel experience" to Canadian community leaders. These escorted trips have twin objectives: to provide the excitement of touring the Biblical and historical sites of Israel; and to show the dramatic impact made by the contributions of Canadian Jewry on the modern country's social landscape.

UIA missions distinguish themselves for telling the full story: while mission participants are shown the vital role UIA has played in making an enormous difference to the lives of entire communities in Israel, they are also exposed to the pressing needs still to be addressed in various sectors of Israeli society. In addition, participants are introduced to the full spectrum of religious and

political diversity existing in Israeli life.

Missions have been proven as the single most effective tool for solidifying Jewish identity and increasing campaign contributions. In the coming year, UIA will attempt to increase the number of Canadians taking part in its missions to Israel.



Projects

In cooperation with the Jewish Agency's Israel Education Fund and Keren Hayesod, UIA has established its own country-wide system of projects in Israel.



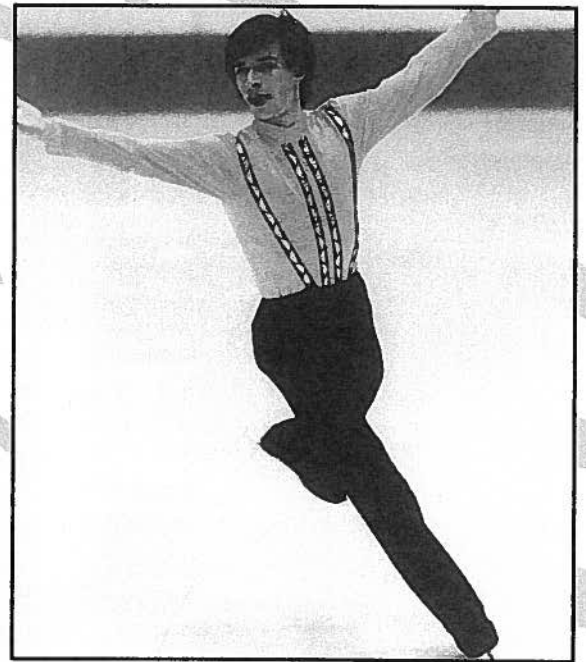
These projects are built in high-priority areas of the country in order to provide badly needed social services for the local population.

UIA-built cultural centres, youth centres, sports and recreational facilities, day care centres, libraries, synagogues, educational facilities and immigrant absorption centres have played an inordinate role in enriching the lives of hundreds of thousands of Israelis throughout the country.

UIA is extensively involved in a number of projects on Israel's northern border,

which even today remains under the continual threat of Katyusha rocket attacks from Lebanon. One notable recreation complex, Canada Centre in Metulla, provides employment for hundreds of new olim and training for some of Israel's leading figure skaters.

Recently, one of these young athletes, Misha Shmerkin - who came who came to Israel from Odessa, Ukraine in 1990 - placed first at several international skating competitions and will be representing Israel at Skate Canada in Ottawa in November 1993.



Project Renewal

In the 14 years since the inception of Project Renewal, the urban revitalization program has received international acclaim from town planners for its comprehensive approach to ameliorating conditions in Israel's socially and economically depressed urban neighbourhoods.

Project Renewal has been a dynamic agent for achieving real and lasting changes, transforming the very fabric of the communities undergoing renewal.

Since its inception, 100 Israeli neighborhoods have been twinned with communities in the Diaspora.



Twinned Canadian communities:

<u>CANADA</u>	<u>ISRAEL</u>	<u>POPULATION</u>	<u>YEAR OF TWINNING</u>
Calgary	Mazkeret Batya	3,000	1987
Montreal	Yerucham	6,500	1979
	Beer Sheva	115,000	1989
Ontario and Atlantic Regions	Or Yehuda	22,000	1979
Ottawa	Neot Herzl	8,000	1986
Toronto	Beit Dagan	2,500	1980
	Kfar Gvirol	1,800	1985
	Eilat / Eilot Regional Council	26,000	1989
Vancouver	Kfar Yona	4,000	1984
Western Region	Jaffa Dalet	12,000	1979
Winnipeg	Gan Yavne	3,700	1984



A Message from the President and Executive Vice-President

All of us were glued to the TV September 13 as Yitzhak Rabin and Yasser Arafat shook hands on the White House lawn. Was it a moment to say *shehecheyanu* in the wish that the Jewish people's age-old desire for peace was about to be realized? Or would the historic rapprochement between Israel and its erstwhile enemy, the PLO, prove to be illusory?

UJA of Canada joins with all Canadian Jews in expressing our fervent hope that Prime Minister Rabin's initiative will indeed bear fruit. Our dream remains that the Jewish people return to Israel to live in peace with our neighbours, in a prosperous and culturally rich democratic society rooted in our ancient traditions.

Some have questioned whether there will be a need to continue our financial commitment to the State of Israel in the future era of peace. They argue that Diaspora Jews provide only a tiny fraction of Israel's gross national product. After 45 years of independence, our assistance is no longer required or desired.

We reject this argument wholeheartedly. Our contribution to the wellbeing of the citizens of Israel, particularly to the most vulnerable members of that society - new immigrants, troubled youth and those living in disadvantaged areas - is making a dramatic impact on their quality of life. During the last three years alone, our funds have directly assisted over 1,000,000 Israelis, half of them new immigrants, by providing increased educational, recreational and social services in more than 100 towns and cities.

These include, to cite but a few examples, 285,000 residents of 57 Project Renewal neighbourhoods receiving Jewish Agency funding for continuing services; 10,600 youth in summer camps in the former Soviet Union; 15,000 immigrants currently living in Jewish Agency absorption centres, and 10,000 olim who have received subsidized small business loans and vocational retraining.

Equally important, our financial commitment is part of a living bridge to the people and the state of Israel. It strengthens our connection to Judaism and to the Jewish people world-wide, and reminds us that even though there is a sovereign Jewish homeland, it remains every Jew's responsibility to ensure the welfare of his brethren.

We cannot claim our financial contributions alone brought 500,000 immigrants from the former Soviet Union in the last three years. If there were no campaigns, Israel would have rescued every Jew in need of rescue and brought them home. But we in the Diaspora have been given the *zechut* - the privilege - of participating in this historic ingathering of the exiles. Sitting in the comfort of our homes in Canada, we have taken no personal risks. Nor have we faced danger. We are asked only to help with the enormous financial cost of this momentous aliyah. And we remain happy and proud to do so.

Those who would denigrate our financial contributions as irrelevant are not only ill-informed but mean-spirited. For most Canadian Jews, UJA/CJA/UJA campaigns are the only method they have to ensure that no Jew stands alone - anywhere, anytime.

As the prospects for peace grow stronger, we will increase our visits to Israel. We will increase business investment there and, hopefully, we will increase aliyah. But Canadian Jewry will also increase its financial commitment to improve the quality of life for all Israelis.



Dr. Gerald Halbert
President



Steve Ain
Executive Vice-President



United Jewish Appeal of Canada Inc. & United Israel Appeal of Canada Inc. Combined Summary of Income and Expenditure

	Year ending March 31, 1993	Year ending March 31, 1992			Year ending March 31, 1993	Year ending March 31, 1992
Income			Expenditures (cont'd)			
Total funds received from 10 federated UJA/CJA campaigns and from unfederated UIA campaigns directly (including interest)	<u>\$48,600,000</u>	<u>\$45,000,000</u>	For repayment of borrowings on behalf of JAFI to finance transportation of immigrants from the former Soviet Union (capital and interest)		<u>\$15,500,000</u>	<u>\$7,600,000</u>
			Sub-total		\$44,100,000	\$41,100,000
Expenditures			Allocations for national agencies and specified local community agreements		\$1,600,000	\$900,000
For social welfare programs in Israel including immigrant transportation, freight, baggage, Youth Aliyah, Project Renewal, immigrant loans and scholarships and special Canadian projects	\$28,600,000	\$33,500,000	General operating costs (including Jerusalem office)		<u>\$2,900,000</u>	<u>\$3,000,000</u>
			Total Expenditure		<u>\$48,600,000</u>	<u>\$45,000,000</u>

United Israel Appeal of Canada Inc.

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