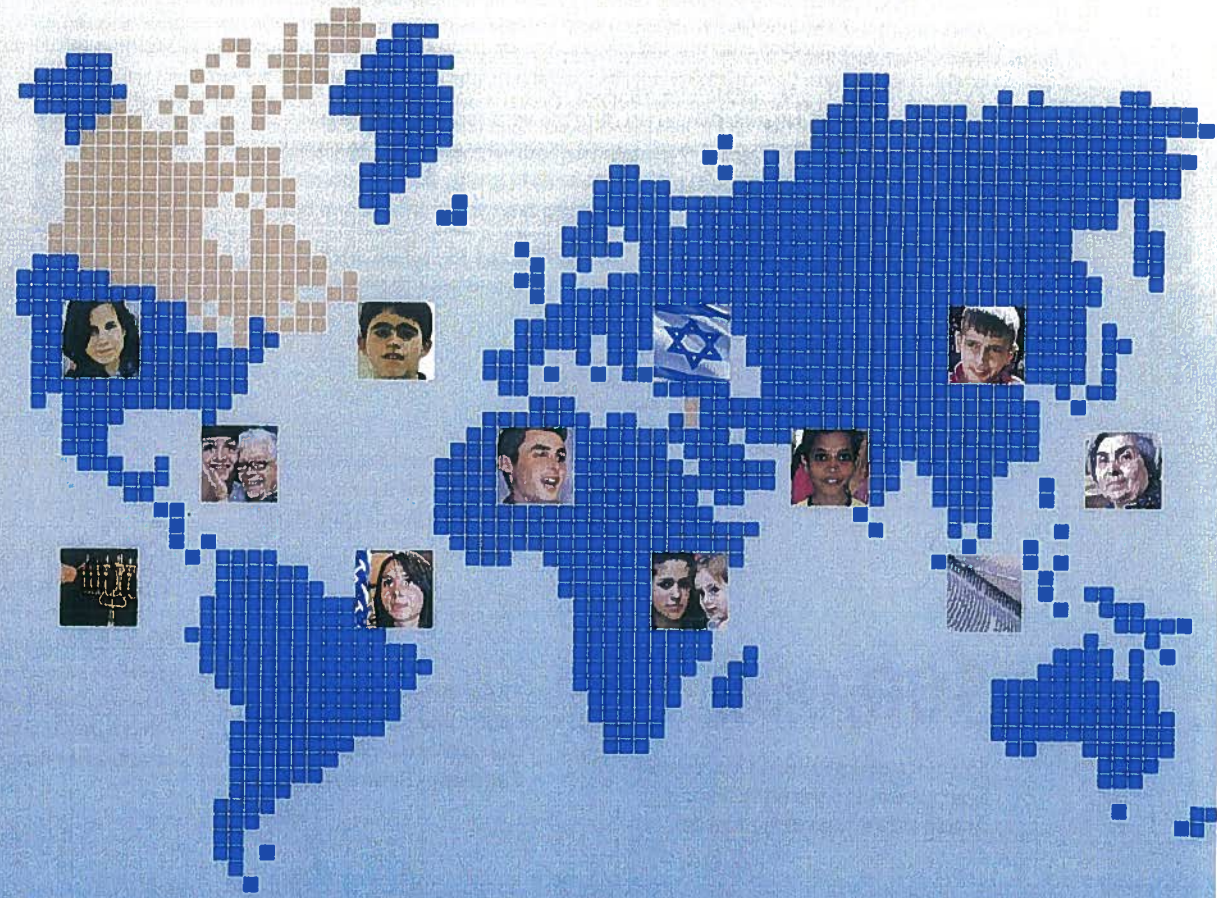




United Israel Appeal of Canada
 המגבית המאוחדת לישראל בקנדה

Annual Report
 2008 - 2009



United Israel Appeal of Canada
 המגבית המאוחדת לישראל בקנדה

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Our Mission

Working on behalf of the Canadian Jewish Federations and regional Jewish communities, United Israel Appeal of Canada is committed to strengthening Jewish life in Canada, Israel and around the world through our work in financial resource development, leadership development, advocacy, Jewish identity and the centrality of Israel in Jewish life.

National Collective Responsibility

UIA of Canada oversees the collective and unified actions of the 10 Jewish federations and regional communities across Canada. The Canadian Jewish Federations fulfill their National Collective Responsibility (NCR) by collectively supporting programs and services that strengthen Jewish life across Canada while advancing our partnership with Israel. It is the National Collective Responsibility that supports the work of Canadian Council for Israel and Jewish Advocacy (CIJA) and its family of agencies including Canada-Israel Committee (CIC), Canadian Jewish Congress (CJC), National Jewish Campus Life (NJCL), University Outreach Committee (UOC), and also supports Jewish Immigrant Aid Services (JIAS), the Jewish Telegraphic Agency and the National Jewish Demographic Study.



Dear Friends,

Judaism is full of paradox. It is often characterized by a coexistence of tensions and successes, punctuated with excitement and anxiety, with pride and trepidation, with challenges and opportunities. And this past year was certainly no different.

We celebrated Israel's 60th anniversary with great delight with events in Israel and in Canada, and we demonstrated our commitment to Israel in the difficult days of Operation Cast Lead in Gaza.

We sponsored Canada-wide rallies of solidarity; we showcased Israel's cultural achievements and entrepreneurial contributions. We were active and engaged on our university campuses dealing with the tensions and difficulties created by the Israel Apartheid Week while promoting Israel awareness. We continued to focus on our young leaders to ensure that they commit, participate and get involved. Student conferences, March of the Living, Birthright, Young Leadership missions and conferences, professional development for young professionals – there is no question of UIAC's commitment to and investment in the next generation.

All of this and more, has affected us, forcing us to set strategic priorities and to develop new and more effective ways of doing business – and all against a backdrop of economic uncertainty. Our leadership has seized this opportunity to rethink, reorganize and restructure ourselves so that we can realign ourselves for the future.

To that end we have engaged our leaders in the work of a number of committees and task forces – beginning with the Demographic Task Force which presents findings and projections, raising important themes and trends; the National Priorities Task Force which assessed our national capacities and financial commitments; the Financial Resource Development Committee which focused on added value, new products and new possibilities; and the National Israel and Overseas Committee which is building on the excellent work of the partnerships and strengthening the UIAC brand in Israel.

The success of UIAC is due to many people – the dedicated professional staff, the committed volunteers and our important national and international partners. We are indebted to all of you for your time and talent, your energy and enthusiasm, your intelligence and interest.

Together we accomplish so much on behalf of Canadian Jewry and Israel. May we continue to go from strength to strength, and from generation to generation!

Barbara Farber
President

Linda Kislowicz
Chief Executive Officer

Yossi Tanuri
Director General

Our Impact

11,000

Approximately 11,000 people attended Solidarity with Israel Rallies across Canada on January 8, 2009, featuring a live satellite feed from Beer Sheva, Israel.

500,000

500,000 students across Canada have been exposed to the FAST (Fighting Antisemitism Together) program.

11

11 Canadian officials, the largest delegation, attended the London Conference on Combating Antisemitism.

3,000

Over 3,000 young Jewish Canadian adults experienced Israel in 2008 through Canada Israel Experience programs.

1,600

UJA Federation of Greater Toronto along with Canadian Jewish Congress and Canada-India Foundation organized a rally attended by 1,600 people, in support of the victims of terrorism following the Mumbai attacks in December of 2008.

Our Work in Israel

After a year of celebrations and events to commemorate Israel's 60th anniversary, the year ended on a downturn as the global economic situation worsened and Israel found itself in a war with Gaza. UIAC chose to focus on three communities that were affected by the war through strategic investments that generate long-term impact. Beer Sheva/Bnei Shimon were natural choices due to the long-standing partnership with Federation CJA Montreal. Sderot was also chosen as a strategic investment to build on the relationship already established with the Canadian Federations through the 2006 Israel Emergency Fund.



UIAC president, Barbara Farber celebrates Israel's 60th anniversary with Israeli singer Einat Saruf and 1,200 guests in Israel.

In 2008, Metulla's Canada Centre underwent impressive renovations—just in time to welcome President Shimon Peres for a Chanukah celebration with members of the northern periphery community. The Centre is expecting to attract more than 120,000 guests with its expanded spa facilities, redesigned lobby and energy efficient features. The renovations are part of a larger plan to grow the popularity and success of the Centre.



President Shimon Peres visited the Canada Centre in Metulla for Chanukah celebrations.

Partnership with Israel

Coast-to-Coast Canada & Galilee Panhandle

This has been an exceptional year for the Coast-to-Coast Canada-Galilee Panhandle Partnership, punctuated with many programmatic and leadership highlights.

Highlights

- A new cadre of Israeli lay leaders was introduced to the partnership at the June 2008 steering meetings. The Israeli lay leaders have since infused the partnership with energy, dynamism, and creativity.
- Implementation has begun on a new strategic plan, focusing on regional development in the realms of Capacity Building and Youth & Education, and enhancing the already strong Geshet Chai.
- The partnership has shifted its approach from municipality-based initiatives to a more regional approach allowing the partnership to play even more of a leadership role in the region.
- The partnership continues to thrive under the leadership of Canadian Chair, Kathy Zilbert and Israeli Co-Chairs, Guy Lipkin and Aharon Valency.



A display at the Nachsonel Hahula school in the Galilee reaffirms the bond between Coast-to-Coast Canada and the Galilee Panhandle.

Partnership with Israel

Toronto & Eilat/Eilot

UJA Federation of Greater Toronto and its partners in Eilat and Eilat are beginning the third year of a strategic plan aimed at transforming Eilat and Eilat into a centre of opportunity on Israel's frontier. The following benchmarks were achieved this year:

Higher Education: Thanks to a coalition of funders led by UJA Federation, academic scholarships have fuelled growth in student enrollment at the Eilat Campus of Ben Gurion University. In order to accommodate the exponential growth in university students, UJA in partnership with the Rashi Foundation broke ground on Eilat's first student housing project that will open in February 2010.

Education: The Youth Futures program completed its first three-year cycle. It has successfully helped raise matriculation rates in Eilat from 58.3% in 2005 to over 70% today.

Health Care: UJA in partnership with Kupat Cholim Clalit and the Ministry of the Negev and the Galilee have broken ground on a new \$5,000,000 emergency department.

Career Development: 350 under-employed and unemployed Eilat residents were retrained and have found higher skilled employment.

Renewable Energy: UJA has been instrumental in branding Eilat and Eilat as Israel's centre for renewable energy through academic and educational projects. UJA's support has led to the creation of Israel's first renewable energy faculty that issues Masters level degrees and an educational curriculum that will ensure that renewable energy will be taught in all schools from K-12.



Brian Schachter, immediate past co-chair of UJA's Eilat-Eilat Partnership, with Lorri Kushnir, co-chair of UJA's Eilat-Eilat Partnership, at the Brian and Avrona Schachter and Family student dormitory at the Eilat Campus of Ben Gurion University construction site.

Montreal & Beer Sheva/B'nei Shimon

Over the years, the partnership between Montreal and Beer Sheva/B'nei Shimon has nurtured people-to-people connections that are an integral part of building Jewish identity among young people on both sides of the partnership.



Dr. Shimon Hamerman, Principal of Solomon Schechter Academy with students and parent chaperones at the N...

Highlights

- FEDERATION CJA President Marc Gold and Israel & Overseas Chair David Cape, visited Montreal's partnership region to demonstrate support and concern for the citizens of Beer Sheva, who for the first time in history were forced to cope with rocket attacks and threats from Hamas.
- FEDERATION CJA recently sent 21 sixth grade students and five parents from Solomon Schechter Academy to Beer Sheva. The first mission of its kind with such young children, participants met the families and friends they have made through letters and video conferencing as part of the partnership's Geshet Chai program.

Investing in Our Future

National Initiatives for the Next Generation (NING), chaired by Barbara Bank, continues to provide a seamless integration and continuum of services to the under 40-age group. Working in collaboration with the Canadian Federations across the country, the NING departments (National Young Leadership, National Jewish Campus Life and Canada Israel Experience) develop national programs that strengthen Jewish identity and help connect the current, emerging and next generation of Jews to their Jewish community.

UIA of Canada recognizes the need to invest in young and talented professionals within the Jewish communal services. As such, this year marked the launch of the first NING Professional Development Mission to Cuba in which 21 Canadian Jewish community professionals participated. One of the outcomes of the mission is the identification of the need for ongoing academic training aimed at retaining our young professionals and positioning Jewish communal work as a career of choice.



National Initiatives for the Next Generation (NING) organized a Professional Development Mission for young Canadian Jewish community professionals in Cuba.

Accomplishments

National Young Leadership (NYL)

- A pilot program was launched in 2008 as an extension of NYL's work with Ono College (Integration Program at Ono), bringing three Ethiopian-Israeli students to Toronto to participate in volunteer internships at Robins Appleby & Taub LLP, Torkin Manes LLP, and UIA Canada, and hosted by three families for four weeks. Chaired by Elyse Lackie, Jason Rubinoff and David Schlesinger, National Young Leadership further expanded this program for the summer of 2009 by including additional Canadian cities, and other schools offering Ethiopian-Israeli scholarship programs.
- *Flick the Switch 5769 National Young Leadership Conference 2009* brought together 175 Jewish young leaders from across Canada to network, connect to community and hear inspiring speakers including Marc Kielburger, CEO of Free the Children, and Honourable Irwin Cotler, MP.



(R-L) National Young Leadership Chair Steven Farber, with conference Co-Chairs Evan Cooperman, David Schlesinger and Marni Banack (Señ from right), at NYL Conference, *Flick the Switch*.



IPO co-chairs Elyse Lackie and Jason Rubinoff with Mare, one of three Ethiopian-Israeli volunteer interns.

Canada Israel Experience (CIE)

- Over 3,000 young Canadian Jewish adults experienced Israel in 2008 on a wide range of Israel Experience programs including Taglit-Birthright Israel, March of the Living, MASA and a number of high school, youth movement and summer camp programs for teenagers.
- CIE ran two successful leadership development and training seminars for its Taglit Birthright Israel and March of the Living Madrichim.



2009 Toronto March of the Living participants outside the Isaac Shul in Krakow.

National Jewish Campus Life (NJCL)

- Jewish student leaders from 26 Canadian campuses convened in 2008 for the Canadian Federation of Jewish Students' (CFJS) inaugural Congress. The event included an intense debate on the future goals, plans and priorities for the organization, resulting in several strategic ideas as well as a newly elected executive.
- With the number of Jewish students in periphery campuses continuing to grow, NJCL has engaged hundreds of students through Jewish Identity and Tikun Olam initiatives at UIAC supported conferences and Shabbatons.



Students from across Canada attended the Canadian Federation of Jewish Students Inaugural Congress.

Did you know?

- NJCL has shifted its focus to emerging Canadian campuses such as Queens, Waterloo, Guelph, McMaster and Dalhousie to ensure they have the resources they need to provide meaningful Jewish experiences to their growing Jewish population.
- A mere four months after last year's National Young Leadership conference, in Montreal, more than 80% of participants reported further engagement in their respective communities.
- Canada sent 500 participants—the largest contingent from any country—the 2009 March of the Living program.

Financial Resource Development

Hineni & Top Gifts

- Keren Hayesod's 2008 International Leadership Reunion (ILR) drew one of the largest Canadian delegations to date, as more than 60 Canadians met with major Jewish leaders from around the world. The conference, held in Paris, included a high caliber of speakers as well as an in-depth look at French Jewry and France's cooperative programs with Israel.
- 58 of Canada's Top Gifts leadership experienced a peer-to-peer exchange with the Australian and New Zealand Jewish communities on UIAC's Top Gifts Mission to New Zealand and Australia. The mission included visits to local Jewish sites and meeting with members of the Jewish community in Sydney, Melbourne, Christchurch and Wellington.



Members of the Canadian and Australian Jewish community at the Top Gifts Mission to Australia and New Zealand.

Regional Jewish Communities of Canada

UIA of Canada offers campaign support and a variety of programs and services to the Regional Jewish Communities of Canada. Working closely in consultation with growing communities, UIAC is making strategic investments aimed at strengthening and empowering these communities.

Highlights

- The Kingston Jewish Council benefited from a UIAC grant that has enabled the employment of a part-time staff position. As a result of the UIAC grant, the new staff member was able to reach out to new unaffiliated members of the community, gaining more than 40 new donors.
- UIAC is assisting Kitchener/Waterloo, a growing community of more than 1800 Jews, with strategic planning to accommodate the future needs of its community, with a vision to build the first Jewish Community Centre in the region.
- Sudbury, home to Laurentian University and a community of less than 200 Jews recently experienced its first Israel Apartheid Week on campus. With the national support of UIAC and CJA, the community was provided with in depth consultation and a plan to respond to the anti-Israel event. Similar consultations were conducted in other university-based small communities throughout Canada.

National Women's Division

Once again in 2008, the women of Canada proved that there is indeed great strength in numbers!

- More than 50 Canadian women joined their international counterparts in Israel for the biennial International Lion of Judah Convention (ILOJ).
- 100 Lions from 6 Canadian communities gathered for the annual Lion of Judah luncheon in Florida. Addressed by community leader Carole Solomon, the Lions were reminded just how much influence Canadian Jewish women can have on the greater Jewish community both at home and overseas.
- Marlene King (Montreal) and Hinda Silber (Toronto), the new Co-Chairs of National Women's Division, look forward to an exciting term leading Canadian women as we go from strength to strength.

Highlights

- Canada's Ambassador to Israel, Jon Allen addressed a private Canadian caucus, sharing with the group his unique perspective on the future of peace and prosperity in the region.
- 14 women participated in the 6-day Lion of Judah mission to Vienna and Budapest exploring the rich history of the Jewish people – before joining thousands of North Americans at the 2009 International Lion of Judah Conference in Israel.
- Connect, the National Women's Division electronic newsletter was launched in 2008 under co-chairs Dodi Weill and Sue Carol Isaacson. The electronic publication highlights women's events in all communities across Canada.



Lion of Judah Mission to Vienna and Budapest.

Social Welfare Programs & Projects in Israel

Amit Women – A New Way • Acharai • Afidim Banegev/Reut • Aleh • Almaya • The Assoc. for the Advancement of The Ethiopian Family and Child in Israel • Amutat Hagar • Art of Living Foundation (AOLF) • Atidim • Beer Sova • Beit Knesset Ohel Ari • Beth Hatefutsoth • Bnei Shimon Regional Council • Canada Centre • Chaim BePlus • Chanoch Lanan • Community Centers Assoc. • Filat Community Centers • FNP • Ethiopian National Project • Eretz Hemda • Friends of Gush Katif • Friends of Rabin Medical Center • Friends of Rambam Medical Center • Givat Haviva • Givat Haviva/Amutat Havatzelet • Gvanim • Haifa Center for Children with Learning Disabilities • Hartman Institute • Hazon Yeshaya • Havel Nevi'im • Ice Hockey Federation • IDC • International Center for the Enhancement of Learning Potential • Isra Aid • Israel Academy of Science and Humanities • Israel Family Planning Assoc. • Israel Ice Hockey Federation • Israel Institute for Talmudic Publications • Jabotinsky Institute • Playground equipment-Carol Unger Memorial Park • Bar Mitzvah project at Ben Yakir Youth Village • Camp Ramiah in Canada • The Society for the Protection of Nature in Israel • Summer camps for 400 children from Sderot • Funding the Diller Teen Fellows (DTF) Educational Project • Holocaust Survivors Fund • Neta project in Ramle • Jewish Day Schools in the FSU • Nirit Absorption Center in Beersheva • Almag • Ayelet Hashachar Absorption Center • Community gardening for Ethiopian Israelis in Bat Yam • Jerusalem Foundation • Jerusalem Open House • Job Katif • Kalman Sultanik Confederation House/Metulla • Kav Or • Kehilat Atzmona in Halutza • Kehilat Netzach Israel, Ashkelon • Kehilat Netzarim in Ariel • Keren Eilat • Keren Hayesod • Kfar Galim • Kfar Menachem • Kibbutz Galon • Kibbutz Mefalsim • L.O. Combat Violence against Women • Lahav • Larger than Life • Lev Ha'ir • Livnot U'Lehibanot • Ma'agalim • Ma'ale Film School • Mandel Center for Leadership in the Negev • Meir Panim • Meitar • Merchavim • Metulla Local Council • Mibereshit • Migdal Ohr • Na Loga'at • Natal • Netzarim Development Fund • Nitza-The Jerusalem Postpartum Support Network • Ovat • Open University • Orr Israel College • Orr Shalom • Otzem-Mechina Toranit • Ramot Hefer High School • Rashi Foundation • Rechovot Municipality • Reut School • Reit Sderot • Sacta Rashi Foundation • Schneider Children's Medical Center • Sderot Community Center • Selah • Shabtai Levi Children's Home • Shalom Hartman Institute • Society for Protection of Nature in Israel • Sourasky Hospital • Technion Israel Institute of Technology • Tel Hai College • The Israel Wildlife Hospital and Rehabilitation Center • Therapeutic Riding Center • Tzohar • Tzvia School Network • Wizo • YUJS • Yad Ezra V'Shulamit • Yahalom-Children and Parents Study • Yeladim B'sikui • Yeshivat Morasha

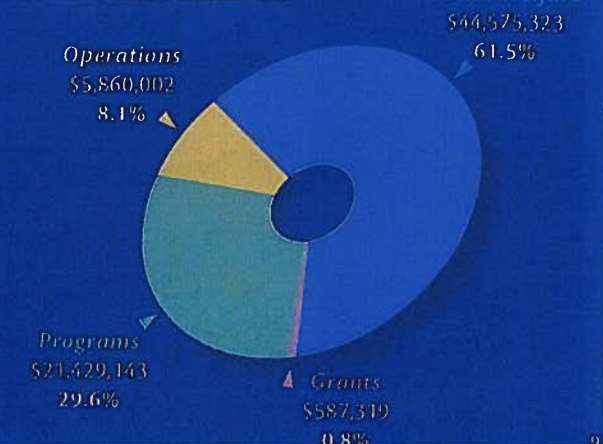
Financial Statement

United Israel Appeal of Canada Inc.
United Jewish Appeal of Canada Inc.

Consolidated Summary of Statement of Operations for the year ended December 31, 2008

Revenues	
Donations	68,301,808
Interest	1,032,290
Fair value adjustment to marketable securities	(1,790,966)
	<u>67,543,132</u>
Expenditures	
<i>Social Welfare Programs</i>	
Student scholarships, education and cultural programs	16,026,638
Israel Emergency	9,793,110
Rescue, relief and immigration absorption costs	9,728,343
Needy, aged and infirm	4,608,000
Properties in Israel	3,038,168
Project Renewal and Partnership 2000	1,381,064
	<u>44,575,323</u>
<i>National Grants</i>	<u>587,319</u>
<i>Programs</i>	
Leadership development and Canada Israel youth program subsidies	3,480,297
Campaign assistance	2,182,788
National campus services	1,744,354
Education, communications, media and government relations	14,021,704
	<u>21,429,143</u>
<i>Operations</i>	<u>5,860,002</u>
	<u>72,451,787</u>
Excess of Expenditures over Revenues	<u>\$(4,908,655)</u>

Where the Funds Go



Our Agencies

National

Highlights

- The Canadian Council for Israel & Jewish Advocacy (CIJA) and its campus agencies, (University Outreach Committee and National Jewish Campus Life) have worked closely with all advocacy staff at Hillels and within the CIJA family of agencies to streamline and coordinate an effective targeted approach to anti-Israelism on campuses this past year. Jewish students and their peers felt truly empowered to advocate for Israel, resulting in well attended rallies, vibrant op-eds and rebuttals to support Israel, strong attendance at student political events and some positive outcomes on campuses across Canada.
- New media was strategically used by student advocates, resulting in efficient communications among campuses and staff, effective and consistent messaging, and more than 15,000 hits in three weeks on the anti-Israel Apartheid Week website created by student advocates (outshining the number of hits on the International IAW website).
- Canada had the largest delegation at the London Conference on Combating Antisemitism, with 11 official delegates.
- 500,000 students have been exposed to the FAST (Fighting Antisemitism Together) program which in the past year has expanded to 11 faculties of education.
- CIJA supported the founding conference of CAFI (Canadian Academic Friends of Israel), identifying professors who will raise the level of discourse on Israel and support our students on campus.
- The current economic context has accelerated efforts to streamline budgets, seek out economies of scale and build on synergies.

Did you know?

- Close to 500 students attended the McGill undergrad student union Annual General Meeting and, in an unprecedented show of strength, overwhelmingly defeated an anti-Israel resolution.
- The Security Infrastructure Program (SIP) has assisted 10 Jewish institutions, with funding for security purposes.

International

UIA of Canada proudly partners with our international agents, the American Jewish Joint Distribution Committee (JDC) and the Jewish Agency for Israel (JAFI), which are well equipped to respond to emergencies around the world as they arise.

Highlights

- In 2008 when war broke out in South Ossetia—a disputed territory between Russia and Georgia—our core overseas partners were there with a swift and efficient response for Georgian citizens who were caught in the crossfire of military conflict. Funded through Annual UJA/CJA Campaigns our partners had already established a vital infrastructure that was able to assist hundreds of Georgian Jews, even helping some make aliyah to Israel.
- While monitoring the sociopolitical environment in Venezuela, JDC is working with local and international Jewish organizations in the country to help establish an endowment fund in case of emergency, and is leveraging its expertise in the restructuring of the Jewish home for the aged.



Our People

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President
Barbara L. Farber

Immediate Past President
Stanley K. Plotnick
(Chair, Nominations Committee)

President Elect
David Engel, *Israel and Overseas*

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Steven Farber, *National Young Leadership*

Brenda Gewurz, *Planning, Allocations and Services*

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Dr. Ralph Shedletsky, *Administration*

Randy Shiff
Marvin Tanner, *Financial Resource Development*

Sue Carol Isaacson, *co-Chair, National Women's Division*

Dodi Weill, *co-Chair, National Women's Division*

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Donald Carr, *Q.C., Secretary/Honorary Legal Counsel*

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Marc Gold, *Montreal*
Nelson Halpern, *CA, Intermediate Community Representative*

Glennie Lindenberg, *Toronto*
Mark Rosen, *Small/Regional Community Representative*

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Warren Kimel
Gerald Levitz, *CA (Chair Audit Committee)*
Ariella Rohringer

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* By Invitation

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Barbara Reich
Sherni Rotstein
Jessica Taylor
Shauna Waltman
Shira Webber

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