

MISSION

TO ADVANCE AND PROMOTE AN EXCEPTIONAL QUALITY OF JEWISH LIFE

VISION

A THRIVING OTTAWA JEWISH COMMUNITY THAT IS INCLUSIVE, ACCESSIBLE, EDUCATED AND ENGAGED

CORE VALUES

TORAH, CHESED (LOVING-KINDNESS), K'LAL YISRAEL (JEWISH PEOPLEHOOD), TZEDAKAH (PHILANTHROPIC GIVING), AND TIKKUN OLAM (REPAIRING THE WORLD)

ENDURING AFFINITY AND SUPPORT FOR THE JEWISH STATE OF ISRAEL

CORPORATE PRINCIPLES

COLLABORATION AND PARTNERSHIP
CARE, ACCEPTANCE AND RESPECT FOR EVERY INDIVIDUAL
TRANSPARENCY AND ACCOUNTABILITY
INNOVATIVE AND FORWARD-THINKING LEADERSHIP



2016 Case for Community

OUR COMMUNITY. OUR RESPONSIBILITY. OUR FUTURE.



We urge you to join us in building and maintaining our thriving Jewish community that is inclusive, accessible, educated and engaged by giving to the Annual Campaign.

Please donate today.

Visit online at jewishottawa.com/giving or contact Dawn Paterson at dpaterson@jewishottawa.com or **613-798-4696 ext. 271**



Our community. Our responsibility. Our future.

jewishottawa.com  [JFedOttawa](https://www.facebook.com/JFedOttawa)  [JewishOttawa](https://twitter.com/JewishOttawa)

L'DOR VADOR -

from generation to generation

The Jewish community of Ottawa has long held the tradition of working together for the betterment of all. The hard work of our early leaders — giants, really, who came here with nothing and who took personal responsibility for nurturing our growing community, is still felt. Those visionaries, philanthropists and builders form the backbone of who we are. Today, it is because of the continued dedication of the next generation of leaders that our people and our community still thrive and grow.



- 1) Rose Taylor and Ruth Berger at United Jewish Appeal Women's Division event in 1988. (Rose Taylor was awarded the Lion of Judah pin.)
- 2) Arnold and Sylvia Haltrecht and family together playing music. - ca. 1962
- 3) Norman Zagerman, Hy Hochberg and others members of the Vaad Ha'ir greeting Foreign Minister Abba Eban on arrival at the Jewish Community Centre for a UJA fundraising breakfast. - ca. 1970
- 4) Executive Director of the Vaad Ha'lr, Hy Hochberg, helps two girls light candles during Yom Ha'atzmaut celebrations at the former Jewish Community Centre on Chapel Street. - April 27, 1969
- 5) A meeting of the Vaad Ha'lr. - 1954
L-R front row: Abraham Shaffer, Theodore Metrick, Abraham Lithwick. Middle Row: Herman Roodman, Isidore Stone, Rabbi Simon L. Eckstein, Samuel Caplan, Samuel Lepofsky, Reverend Joseph Rabin, Hyman Gould, Leon Petegorsky, Samuel Katz, Martin K. Levinson. Back Row: Roy Saipe, Lazarus Greenberg, Yale Greenberg, Irving Rivers, Harold Pearl, Bernard Alexander, Murray Baslaw.

Dear Friends,

As Chairs of the 2017 Annual Campaign we are proud to present this year's Case for Community. This is an important document aimed at highlighting the powerful and important reasons why people like you choose to help our community and the amazing results we achieve when we work together.



Personally, we both choose to take responsibility because we understand the truth of the Talmud quote that says: "if not us, then who? If not now, then when?" This is the reality. We know no one else will do it for us. We have chosen to set that example just as the great community leaders, who came here with nothing and built this community, did before us. Indeed, we stand on the shoulders of those giants and we must honour the hard work they did and keep building a strong and vibrant Jewish home for the next generation. This is what they taught us, and what we must teach to every generation.

Our Jewish values teach us to care for each other, that this is our duty: "Kol Yisrael arevim zeh bazeh" - All of Israel is responsible for each other. Throughout the generations, the Jewish people have lived this philosophy. The mission of the Federation lives this philosophy. Federation is no one but us. It is the physical expression of all of us, of our entire community. When you donate to Campaign, when you volunteer your time, you are supporting our entire community.

Remember: This is our community, our responsibility, and our future. Please join us in ensuring it thrives.

Thank you,

Chairs of the 2017 Annual Campaign

Michael Polowin

Sharon Appotive

Our community. Our responsibility. Our future.

Federation Builds Community

Federation funds programs and initiatives that build community, guaranteeing that our next generation leads proud and full Jewish lives. From children to seniors, we unite our entire community through entertaining and educational programs to nurture the values and practices that sustain and enrich Jewish culture. These communal activities fuel Jewish identity and guarantee our traditions are lovingly passed on from generation to generation.

▶ We could not do this without the help of community leaders who choose to take responsibility for our **community**.

Nikki Shapiro and Family

What drives a community leader? For Nikki Shapiro it is her family - her husband Michael and their children Neilah and Ben.

Originally from Smith Falls, Ont., Nikki was accustomed to being one of very few Jews in her town. Once Nikki moved to Ottawa, she was happy to be part of a larger community and began to get involved. Her commitment increased after her first trip to Israel with the Jewish Women's Renaissance Project (JWRP) through JET Ottawa. The trip, which aims to empower women through Jewish values, affected her deeply. The experience helped her focus on her true goals and better understand where she really wanted to be in life.

"I realized it was time to get more involved with the programs and opportunities that are important to my family and I, and through that, I began to live a more fulfilling life."

Over time, Nikki became an active community volunteer and leader in many different areas. After serving on Tamir's Board of Directors, she moved on to helping with Mitzvah Day, joined JET as a board member, and then became a Canadian JWRP Ambassador. Her volunteer resume is now an endless list of accomplishments where she, like all of our volunteers, has helped put the building blocks in place for our community.

Family remains at the heart of these efforts because as she builds up her community, she also strengthens her family.



600+

members of the community helped more than 20 organizations throughout the city on Mitzvah Day.



Thank you for helping to **BUILD COMMUNITY** by giving to the Annual Campaign

"The more you give, be it time or financial support, the easier it is to give more. And the more I give to my community, the more I give to my family."

"When I do a job, and I see the outcome of my work, I know that I've made the community stronger, and I feel that I've become the role-model that I want my kids to have."

For Nikki, there is no better gift than when her children tell her they want to become community builders like their mom, in whatever way they can.

"Serving our community means serving my family."

And for Nikki, being part of the Federation team of volunteers and a Federation donor is how she feels she can best serve the community. In fact, one of her next big leadership projects will see her chair the Annual Campaign's Superweek telethon this fall.

Taking personal responsibility for our community, Nikki and the other "super" community leaders and volunteers, are helping secure a vibrant future for all our families.

400+

people attended last year's Yom Hashoah ceremony.

525+

children are involved with Camp B'nai Brith, including 40 children receiving full or partial financial assistance.



1,300

students from 16 different high schools attended the Azrieli Foundation Holocaust Awareness outreach program, in partnership with Federation.

450

people attended adult Jewish programming at the Soloway JCC last year.



Federation allocated \$1,752,751 to build community in 2015.



Foundation allocated \$1,489,013 to build community in 2015.

**Our Community.
Our Responsibility.
Our Future.**

Federation Helps the Vulnerable

Federation cares for those in need by funding services that improve the health and well-being of the most vulnerable members of our community. Through a wide variety of programs, we provide a safety net for those in need. Whether it is feeding the hungry, helping those with physical and developmental disabilities reach their potential or supporting Jewish seniors to live with dignity, Federation donor dollars provide funding to revitalize the human spirit.

▶ We could not do this without the help of community leaders who choose to take responsibility to help those who are the most **vulnerable**.

Adina Libin and Family

As a mother of two young children, Adina Libin has her hands full. However, that doesn't keep her from being an active member of the community.

"I grew up in Calgary, where the Jewish community was half the size of the community here. So giving back has always been second nature."

Adina has been involved in many organizations within our community, which began with her role on the Hillel Lodge Board of Directors. While Adina admits her motivation for joining the board originally was not entirely selfless, she has come to realize the importance of her position, which has become her motivation for her continued involvement.

"Once I became acquainted with the issues facing Hillel Lodge, such as the lack of government funding provided to retirement homes, I started to fully understand how our community can help address those issues. I believe that if you want to see change happen, you need to get involved in the decision-making process, and that is exactly what I am doing as a Hillel Lodge Board member."

Between her involvement in the Ottawa Jewish Community Foundation, Early Beginnings, Ottawa Jewish Community School and Hillel Lodge, Adina has become well versed in the issues affecting the vulnerable in our community.



225+

people benefit monthly from JFS's Tikvah Poverty Relief program.



Thank you for **HELPING THE VULNERABLE** by giving to the Annual Campaign

"I often think of the most vulnerable as the most forgotten in most communities, and people tend not to think about it if they are not personally connected to the vulnerable. I chose this opportunity to ensure we don't forget those who need us the most."

Adina's term is almost over, and her eyes are now focused on new opportunities in our community.

"I like what I do for each of the organizations I'm involved in currently, and I still have more to give. But I am in favour of frequent rotation of board members, and I hope to be involved in other organizations in the future as those opportunities arise."

Dedicated community leaders like Adina help Federation support those who need it the most. By taking personal responsibility to help those who are most vulnerable, Adina and others are ensuring that all families will have healthier, more vibrant futures.

121

residents receive round-the-clock loving care at Hillel Lodge.



26

seniors are engaged in activities through the Creative Connections weekly day-out program.

400

people use JFS's Miriam's Well Program, which provides fresh fruit and vegetables to those in need.



100+

developmentally disabled individuals receive housing, care and support through Tamir.

50+

developmentally disabled adults learn and practice Jewish life with the help of Tamir's Judaic Outreach program.



Federation allocated \$756,580 to help the vulnerable in 2015.



Foundation allocated \$515,518 to help the vulnerable in 2015.

**Our Community.
Our Responsibility.
Our Future.**

Federation Supports Israel

Federation partners with international and national organizations to support programs that strengthen the lives of Jews in Canada, Israel and around the globe. Through these ties, Federation helps provide for Jewish life in small communities across the country with identity-building programs, serves Jews in need around the world, promotes Aliyah and works on strategic advocacy nationally.

▶ Here is the story of a young man who chose to take responsibility for **Israel**.

Ilan Orzy

Three days before his 18th birthday, **Ilan Orzy** was in an ambulance heading to Gaza. It was 2008, and Israel was in the middle of Operation Cast Lead. As part of his gap year studies with Young Judaea, Ilan spent a year working as a medic for Magen David Adom, Israel's national ambulance service. Several of his shifts involved treating people in areas hardest hit by rockets.

A year later, Ilan was back in Canada as a student at Carleton University pursuing his passion in Political Science. To his dismay, he found the campus was rife with anti-Israel and anti-Semitic rhetoric. He joined Hillel's Israel Awareness Committee (IAC) and hosted Israel education events and worked at forming partnerships. But he discovered he wanted to do even more.

"I wanted to make a difference," he explained looking back on his choice to make Aliyah and join the Israel Defense Force (IDF) as a Lone Soldier. "I felt there was no justification for someone who believes so strongly in Israel not to join the physical fight."

"Why did I take responsibility? If not me, then who? No one else was going to do it."

In May 2011, at the age of 20, he made Aliyah and became a combat soldier in a search and rescue unit, and trained as a combat medic, sharp shooter and ambulance driver. Because of his experience as a medic, he wanted to be where "the need was the greatest."

"I wanted a job where I could save lives – I didn't want to be a guy in a vest, holding a gun and just standing around."



700+

people attended Yom Ha'atzmaut celebrations at the Soloway JCC.

Thank you for helping to **SUPPORT ISRAEL** by giving to the Annual Campaign

He spent two years in the IDF and rose to the rank of sergeant. Among the insights he gained was how much donations from the diaspora, like those made through Federation, help Israelis.

"Outside support makes such a difference. Frankly, if we don't give, Israel will be in danger."

His experience taught him many things, but perhaps the most poignant was how his understanding grew of even the seemingly simple role of the guy with the gun "standing around."

"That guy in the vest, who looks like he is just standing there? That's the most difficult job. His eyes are on a 360-degree swivel and he can't take a break in his focus. That guy is standing guard for the entire country, our entire people."

"At the end of the day that was what kept me going. I was doing what I was doing for the entire Jewish people."

Now back in Ottawa, Ilan took a job at the Federation as a Development Assistant. He is also a volunteer member of the Communications and Community Relations Committee and still volunteers with the IAC to teach others about Israel. For Ilan, taking personal responsibility for Israel came from his heart and by protecting our Jewish homeland, he has also helped to protect all of our futures.

31,194

people made Aliyah with the help of the Jewish Agency for Israel.



66

young people took part in the March of the Living in the last five years.



400+

students engaged in 35+ Israeli cultural and advocacy programs through Hillel Ottawa.

150

non-Jewish influential Canadians went on 20 fact finding missions in the last year with the assistance of the Centre for Israel and Jewish Affairs (CIJA).

115

students experienced Israel for the first time thanks to Birthright Israel.



Federation allocated \$658,733 to support Israel in 2015.



Foundation allocated \$49,885 to support Israel in 2015.

Our Community. Our Responsibility. Our Future.

Federation Educates Jewishly

Federation is dedicated to strengthening, enriching and promoting quality Jewish education in Ottawa. The Jewish education our children receive today will ensure a thriving Jewish community for tomorrow. Federation provides financial assistance to the Ottawa Jewish Community School (OJCS), the new Torah Day School, and Ottawa Torah Institute/Machon Sarah. The goal is to strengthen ongoing educational opportunities, enhance informal Jewish learning experiences and promote Jewish understanding at all levels of our community.

▶ We could not do this without the help of community leaders who choose to take responsibility for **Jewish education**.

Neil Presner and Family

Like all parents, Neil Presner and his wife, Gillian Dolansky, want the best for their children. And like many in our community, finding the right balance between their children's daily education and their Jewish values is a top priority. Neil and Gillian feel the best route for finding that balance is to engage children in full-time Jewish education as early as possible. To help our community toward this goal, Neil chose to volunteer as a member of the Marketing and Communications Committee for OJCS, even before his children are old enough to enrol.

"In their formative years, I feel it's important to give children as much exposure to Jewish life to begin developing their internal identity. Schools like the OJCS help accomplish that goal."

Neil and Gillian believe that for their children to fully appreciate Judaic values and their Jewish community, it's important that they experience those values in their everyday lives. "When we think about sending our children to Jewish day school, we know they will be getting the full Jewish experience that we want them to have throughout their childhood. My wife was lucky enough to get that experience growing up, and we both agree that our children deserve that opportunity as well."



4,800

public school and Jewish school children attended 120 workshops held by OTC's Living Legacy program for a hands-on learning experience in Jewish practice.

Thank you for helping to **EDUCATE JEWISHLY** by giving to the Annual Campaign

For Neil, a thriving Jewish education leads to a thriving Jewish community and that is the kind of community he wants his children to grow up in.

"While growing up in Montreal, I never really felt incentivized to get involved in the Jewish community because of its size. Here, our community is much smaller, and it requires more commitment from each participant to help strengthen our community and broaden its horizons."

Neil firmly believes that having his kids in the Jewish education system in our community will help shape them into future community leaders. For this reason, Neil has joined in supporting Federation in its goals of strengthening and promoting quality Jewish education in Ottawa.

Taking personal responsibility for Jewish education, Neil is joining other community leaders and volunteers in ensuring a strong future for all our families.

19,426+ Jewish books for young children have been distributed in Ottawa through PJ Library since 2011.



400+

people participated in the Am Echad walk/run to support Jewish education.



300+ children from day and supplemental schools took part in Mitzvah Day.



342

students are studying at a Jewish day school.



Federation allocated \$777,936 to educate Jewishly in 2015.



Foundation allocated \$562,891 to educate Jewishly in 2015.

Our Community. Our Responsibility. Our Future.

Federation Educates Jewishly

supplemental schools

Our community's Jewish after-school and Sunday school programs provide nurturing environments that promote a strong sense of community and Jewish identity. The lessons provide education in Jewish history and Hebrew language to more than 300 students. Students also learn about Jewish holidays, Jewish culture and traditions, and embrace Jewish life and learning.

▶ We could not do this without the help of those who choose to take responsibility for **supplemental Jewish education**.

Shelley Rivier and Family

From a young age, Shelley Rivier and her siblings learned about community activism and living with passion for what you believe in. These were qualities they were taught in particular by their mother.

"I take responsibility in the Jewish community because I believe you have to be the change you want to see. That's what Jewish values are all about."

These values have translated into vast community involvement from being the chair of the Annual Superweek telethon to taking leadership positions in Jewish Family Services.



But perhaps above all is her passion for bringing the love of being Jewish to families in our community. And she does this through her involvement with one of our Jewish supplemental schools, Ottawa Modern Jewish School (OMJS).

From board chair to former principal, Shelley's involvement began when she was a student herself. Once Shelley had her own children, she decided that she wanted them to enjoy the same sort of Jewish education she had. "I'm secular, and I've brought my children up that way. Therefore, I wanted their education to reflect and respect that aspect of our lives. OMJS has provided our family with that perfect setting, as it did for me when I was much younger, and I want to help other families experience that in the future."

Shelley devotes Sundays to helping with programs that connect children with their Jewish roots and cultural heritage by focussing on topics like Hebrew language, history and bible studies, Yiddish culture and a variety of



community driven activities that embrace Chesed, Tikkun Olam and Tzedekah.

Supplemental education programs funded by Federation, Shelley explains, are a gateway for young families and help connect them with the Jewish community in a meaningful way.

Above all, Shelley strives to create an inclusive and diverse environment where children feel comfortable "being Jewish, no matter how they define it."

For Shelley, working with Federation allows her to champion her beliefs and help other families develop their sense of community and embrace their own unique Jewish identity. By taking personal responsibility to help teach and share Jewish values, Shelley is ensuring that all our families will have bright Jewish futures.

329 
students are
broadening their
Jewish knowledge
by attending a
supplemental
school.



Federation partners with the Ottawa Jewish Community Foundation

What will be your legacy?

Ottawa Jewish Community Foundation can help you achieve it.

What inspires you? What is it that touches your heart and sears your soul? Maybe it's a personal cause inspired by a friend or family member. Or maybe it's a stranger whose life has touched yours. They are the reason you want to help, not just for today, but for the future. It's what you do; it's your way to realize your philanthropic goals. This is how you make a difference now and forever.

Since 2012, more than \$2.7 million in bequests have been made to the Foundation through the Legacy Challenge.

By donating to the Annual Campaign, you impact our community today. By donating to the Ottawa Jewish Community Foundation, you are investing in the community's future – please consider endowing your annual campaign gift so you can help people in perpetuity. Foundation recognizes that taking care of family, from generation to generation, is something we need to actively plan. The Foundation's Legacy Challenge asks you to consider making a gift to the

Foundation in your estate plans and will; a gift that can make a major difference in securing the future of our Jewish community. By creating your Jewish legacy, you can ensure that the organizations close to your heart will thrive in perpetuity, and the issues you care about will be addressed.

When you name the Foundation as recipient of a bequest through your will, not only are there potential tax benefits, the Legacy Challenge Fund will pay for the professional/legal services to help create this bequest or codicil up to a maximum of \$1,000.



OTTAWA JEWISH
COMMUNITY FOUNDATION

Find out more at OJCF.ca or contact
Arieh Rosenblum,
Director of Development at
arosenblum@jewishottawa.com,
613-798-4696, ext. 270

PROGRAM ALLOCATIONS 2015/2016

STRENGTHENING COMMUNITY

Organization	Amount \$	
Social & Recreational Programs	AJA 50+	10,000
Developing Future Leaders	Carleton	2,200
Jewish Campus Life	Hillel	46,750
Limmud Ottawa	Limmud	1,000
Programming	SAO	8,000
Building Management	SJCC	195,000
Summer Camps	SJCC	23,000
Adult Jewish Cultural Programming	SJCC	20,000
Ganon Preschool	SJCC	20,000
Greenberg Families Library	SJCC	20,000
Youth & Teen Programs	SJCC	18,500
Community Events	SJCC	16,500
Total		380,950

SERVING THE VULNERABLE

Organization	Amount \$	
Creative Connections	AJA 50+	3,000
Camp Scholarships	Camp B'nai Brith	22,000
General Care	Hillel Lodge	100,000
Kosher Food	Hillel Lodge	71,000
Feeding Program	Hillel Lodge	30,000
Rehab Nurse	Hillel Lodge	20,000
Tikvah Poverty Relief	JFS	239,200
Seniors Support Services	JFS	71,000
Jewish Immigrant Aid	JFS	42,500
Student Support Services	JFS	21,000
Scholarship Program	SJCC	60,880
Judaic Outreach	Tamir	43,000
Residential Outreach	Tamir	17,000
Keshet	Tamir	16,000
Total		756,580

RELIGIOUS OUTREACH

Organization	Amount \$	
Holiday Awareness for Campus Students	CSN	2,400
Glebe Shul	JET	13,000
Adult Education	JET	8,000
JWRP Post-Trip Programming	JET	2,000
Friendship Circle	JYL	4,400
Jewish Culture Clubs	NCSY	24,200
Living Legacy	OTC	8,000
JLI Courses	OTC	2,000
Total		64,000

EDUCATION

	Amount \$
Ottawa Jewish Community School	554,526
Ottawa Modern Jewish School	12,345
Ottawa Torah Institute & Machon Sarah	23,356
Ottawa Torah Centre Chabad Hebrew School	19,945
Rambam Day School	39,270
Supplemental Schools Revitalization	6,000
Talmud Torah Afternoon School	12,345
Temple Israel Religious School	26,590
Torah Academy	59,814
Torah High	23,745
Total	777,936

FEDERATION AND COMMUNITY SERVICES

	Amount \$
Archives	29,556
Birthright	29,000
Campus and Maintenance	111,726
Emerging Generation	13,500
Federation Services	
Communications and Community Relations (includes Interfaith Dialogue)	179,600
Community Building (includes Shoah/ Holocaust Education)	171,345
Community Services	617,752
Governance and Representation	85,692
Transition/Capacity Building Contingency	25,000
March of the Living	13,600
Partnership2Gether	41,000
Total	1,317,770

NATIONAL AND OVERSEAS

	Amount \$
JFC-UJA - Domestic (including CIJA) & Overseas	
Agenda and Israel	658,733
Total	658,733

Grand Total 3,955,969

ALLOCATIONS ARE REPORTED IN THE FINANCIAL STATEMENTS AS FOLLOWS:

Allocations to Agencies	2,697,175
Internally Restricted Net Assets	1,258,794
Total	3,955,969

ABBREVIATIONS

AJA 50+ - Active Jewish Adults 50+
CIJA - Centre for Israel and Jewish Affairs
CSN - Chabad Student Network
DFL - Developing Future Leaders
JET - Jewish Education Through Torah
JFC-UJA - Jewish Federations of Canada -
United Israel Appeal

JLI - Jewish Learning Institute
JWRP - Jewish Women's Renaissance
Project
JYL - Jewish Youth Library
OTC - Ottawa Torah Centre
SAO - Sephardi Association of Ottawa
SJCC - Soloway Jewish Community Centre