

# 2015 Case for Community



## 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





Dear community members,

We are proud to share with you this year's Case for Community, summarizing how funds YOU generously give to the annual campaign build community, help the vulnerable, educate Jewishly and support Israel.

Through stories, the Case for Community helps to explain how Federation is enriching lives. As we reflect on these stories, the interconnectedness of experiences and families is a powerful theme. One Jewish experience can lead to another, even deeper and richer experience. One Jewish engagement as a child or teen can lead to a lifetime of Jewish choices for successive generations. It is our collective stories and participation that define and elevate our community.

Thanks to the generosity of over 2,200 donors, we are closer to achieving Federation's vision of a thriving Ottawa Jewish community that is inclusive, accessible, educated and engaged. We are grateful for your past support and hope that you will join this year's exceptional Annual Campaign Chairs Sharon Appotive and Jeff Miller in furthering our shared Jewish journey.

Sincerely,

Handwritten signature of Andrea Freedman in black ink.

Andrea Freedman  
President & CEO  
afreedman@jewishottawa.com

Handwritten signature of Linda Kerzner in black ink.

Linda Kerzner  
Chair  
lindakertzner@rogers.com

# Federation is **Building 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.

## Spotlight on the Soloway Jewish Community Centre's community building efforts

### Meet the **Lyman and Luffman** family

They say home is where the heart is and for the Ottawa Jewish community — our home away from home is the Soloway Jewish Community Centre (SJCC). This is certainly true for **Jackie Luffman** and her husband **David Lyman**. Their entire family uses the SJCC from their children Rachel, 12, and Zev, 10, to their parents and at one time their grandparents. From daycare, swimming lessons, after-school programs and Hebrew school to playing in the basketball league and power pump at the fitness centre, this family has used all aspects of the facility.

And they stress: “it is not just a gym.” Indeed, they explain that the SJCC is the epicentre for all Ottawa Jews. This is where Jews of all stripes, and all ages can gather and be themselves, explains Jackie.

Perhaps most significantly, the SJCC provides a haven for Jews young and old to expand on all aspects of Jewish life. “From BBYO to AJA 50+, the SJCC gives everyone a way to expand on their Jewish identity, whether it’s mentally, spiritually or physically – outside of a synagogue, it is the one place where we can grow our sense of being a Jew,” says David.

An added benefit is that the SJCC is at the centre of the whole Jewish campus, nestled beside Hillel Lodge, The Ottawa Jewish Community School, Early Beginnings, Tamir, along with the Ganon Preschool inside the building. This guarantees all generations connect here, explains Jackie, who added that in their own and extended family it is not unusual for many members to be using the facility for different purposes at the same time.

Put simply, the SJCC is a *kehilla*, says David. “It is a community, a group of people who have come together with shared purpose and in fellowship.”

Thank you for helping build our **Jewish community**  
by giving to the **Annual Campaign**



From left:  
Rachel, David, Zev Lyman,  
Jackie Luffman



# Building Community



**4,000**

public school students  
attended 90 Jewish holiday  
workshops held by OTC's  
Living Legacy  
Program

**400**

young professionals  
participated in 17  
Emerging Gen events  
last year

**1,683**

Shabbat meals served  
by Hillel Ottawa to  
615 students

**500**

children attended  
Camp B'nai Brith  
summer camp

**500**

people attended last  
year's moving  
Yom HaShoah  
ceremony

**1400**

public school students attended  
the Azrielli Foundation  
Holocaust Awareness  
outreach program in  
partnership with  
Federation

**41**

events were held by  
NCSY Jewish Culture Clubs  
with 251 students  
in 7 public high  
schools

**Federation** allocated  
\$1,752,751 to build  
community in 2014.

**Foundation** allocated  
\$1,491,078 to build  
community in 2014.

# Federation is **Helping 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 we feed the hungry, help those with physical and developmental disabilities reach their potential or support Jewish seniors to live with dignity, Federation donor dollars provide funding to revitalize the human spirit.

**Spotlight on**  
**AJA 50+'s Creative Connections program,**  
**dedicated to enriching the lives of seniors**

## **Meet Albert Winer**

Age is just a number – and a perfect example of this is **Albert Winer**, a vibrant and engaging man whose demeanor belies his 99 years.

What's his secret? Well, a big part of staying young is staying connected.

A resident at Hillel Lodge, Albert is also an active member of Creative Connections, a program for older, cognitively well seniors that guarantees its members feel a part of the community. Albert explains that he and his wife Shirley, who passed away two years ago, were always active in the community (“our picture was on the wall at the old JCC – we were dancing!”). And now, he finds that important companionship and engagement in this special program where members meet once a week, make friends and get to know each other in a relaxing environment at the Soloway Jewish Community Centre with no worries about transport, which is arranged by the organizers. The group of approximately 25 seniors enjoys social interaction and intellectual stimulation for the day. They exercise together, have education and cultural lessons and enjoy concerts and even sing-alongs.

“The organizers of Creative Connections are very bright and helpful and they share with us what's going on in the world,” says Albert. “These people give a lot of time and effort and I really appreciate it. It's tremendous what they do. They're happy people and the happiness spills over.”

The program is clearly special to Albert, who adds “it keeps our minds growing – keeps us from growing old!” So that's the secret – stay engaged, keep learning, keep connecting and stay young together!



**Albert Winer**

**Thank you for helping our seniors**  
**by giving to the Annual Campaign**

# Helping the Vulnerable

**50+**  
developmentally disabled adults learn, practice and celebrate Jewish life through Tamir's Judaic Outreach program.



**100+**  
benefit monthly from JFS's Tikvah Poverty Relief Program



**100+**  
developmentally disabled individuals receive housing, care and support through Tamir's residential program.



**250**  
people use JFS's Miriam's Well Program, receiving fresh fruit and vegetables



**25**  
seniors stay engaged through Creative Connections weekly day-out program



**121**  
senior residents and their families receive loving care and support from Hillel Lodge



**Federation** allocated \$756,580 to help the vulnerable in 2014.

**Foundation** allocated \$551,051 to help the vulnerable in 2014.



# Federation is **Supporting Israel**

**The Federation partners with international and national organizations to support programs that strengthen the lives of Israelis and Jews around the globe.** Through these ties, Federation provides for Jewish life in small communities with identity-building programs and works on strategic advocacy nationally. In Israel and overseas, Federation supports the most disadvantaged Jews in the world and funds Aliyah.

## Spotlight on the Jewish Agency for Israel's efforts to support world Jewry

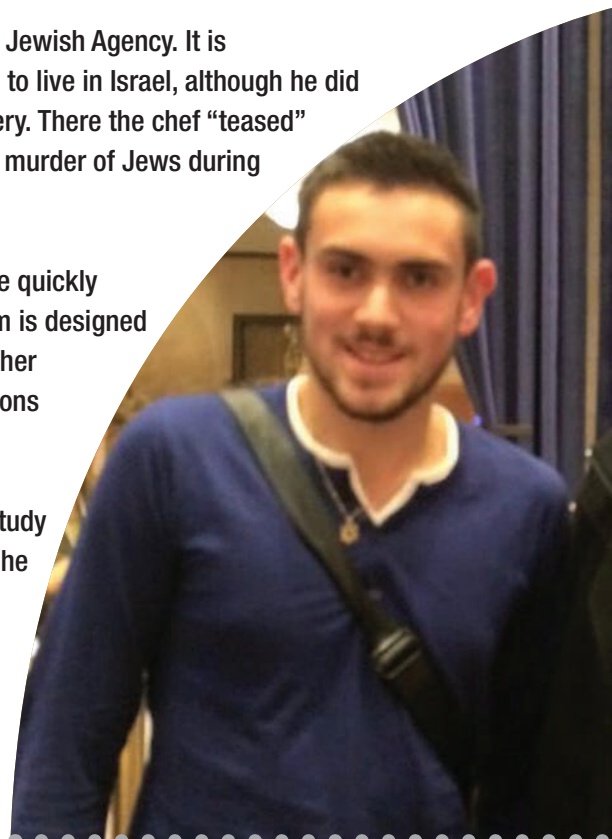
### Meet David Bouganim

With the frightening rise of anti-Semitism in Europe, a growing number of Jews are choosing to make Aliyah to Israel. In fact, the Jewish Agency helped 26,428 people last year – an increase of 39% – move to Israel where they are building better lives while supporting our Jewish homeland.

Take the story of David Bouganim, 21, from Nice, France, who made Aliyah through the Jewish Agency. It is important for David that people know he was not escaping France, but rather choosing to live in Israel, although he did experience anti-Semitism. A horrific example occurred while he was working in a bakery. There the chef “teased” him saying “your place is to be tied up to the oven” a gruesome reference to the mass murder of Jews during the Holocaust.

Happy to put such incidences behind him, David decided his future was in Israel and he quickly realized the Jewish Agency's Beit Brodetsky program suited him perfectly. The program is designed for immigrants aged 18-35 who have completed high school and intend to enrol in further education in Israel. During this five-month-long program, new immigrants receive lessons immersing them in Israeli culture and Hebrew.

David explains that he loved the concept of Beit Brodetsky because it allowed him to study Hebrew in the morning and to work in the afternoon – from the very first day he knew he had made the right decision. He has since graduated from the program and now lives in Ramat Gan with two other grads. He currently works as a pastry chef, but one of his goals is to serve in a combat unit for the Israeli Defence Force. He loves Israel and is grateful to The Jewish Agency for changing his life.



David Bouganim

**Thank you for helping to support Israel  
by giving to the Annual Campaign**

85

students experienced Israel for the first time thanks to Birthright Israel



26,428

The Jewish Agency facilitated

European Jews in making aliyah



MOL

14

young people took part in the March of the Living



900

people celebrated at the SJCC's community Yom Ha'atzmat party

200+

CIJA took non-Jewish influential Canadians on a fact finding mission to Israel



75

Ottawa women travelled to Israel in the last six years on JET's JWRP trips, and remain engaged in Jewish experiences



# Supporting Israel

**Federation** allocated \$647,767 to support Israel in 2014.

**Foundation** allocated 60,947 to support Israel in 2014.



# Federation is **Educating 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. As such Federation provides financial assistance to four day schools, Ottawa Jewish Community School, Torah Academy, Rambam Day School, Ottawa Torah Institute which educate more than 350 students. Our goal is to strengthen ongoing educational opportunities, enhance informal Jewish learning experiences and promote Jewish understanding at all levels of our community.

## Spotlight on the Ottawa Jewish Community School's education legacy

### Meet the **Baker** and **Zipes** family

Every parent wants the best for their kids. And in today's fast-paced world it can be hard to find the balance we long for as we juggle between work, school, sports and social activities. For Ottawa couple Erin Zipes and Michael Baker, they felt the best route for their twins Audrey and Griffin, 7, was to choose the Ottawa Jewish Community School (OJCS).

Both Erin and Michael attended the former Hillel Academy before it became OJCS and felt passionately about the education and the experience they had there. They knew the school would give their children not only a superior academic edge while instilling a rich Jewish identity, but also would grant intangible qualities like critical thinking, confidence and life balance.

"Everything I did at Hillel was relevant," says Michael, who is the President/Producer of Bunk 11 Pictures Inc. "We learned to balance multiple things and to prioritize: work, life, family, and religion – all that I learned at the school."

Erin, a lawyer for Shopify, adds that the parsha and Talmud lessons exposed her to knowledge and ideas that she later drew on for law school.

Now they see their children excelling. They credit the school's teachers, administrator and other students for encouraging the development of each child's unique personality. With OJCS, they see their twins becoming educated, happy, well-balanced confident children ready for the adventures of life. What more could a parent want?

**Thank you for helping Jewish education  
in Ottawa by giving to the Annual Campaign**



**Michael Baker, Griffin,  
Audrey and Erin Zipes**

# Educating Jewishly



**358**

students are studying at Jewish day schools

A+

**324**

students are broadening their Jewish connection by attending a supplemental school.

A+

**83**

teachers from day and supplemental schools received professional development funded by Federation



**200**

people took part in the Am Echad Walkathon for Jewish education in Ottawa



**350+**

children from Jewish day and supplemental schools took part in Mitzvah Day



**Federation** allocated \$787,936 to Jewish education in 2014.

**Foundation** allocated \$489,383 to Jewish education in 2014.

# Federation is **Educating Jewishly**

**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 educational connections to Jewish history and Hebrew language for more than 300 students. Students learn about Jewish holidays, Jewish culture and traditions, and embrace Jewish life and learning. In an effort to increase supplemental school enrolment, Federation developed a revitalization program that includes joint marketing targeted to young families with children, as well as professional development.

## Spotlight on Temple Israel Religious School's impact on life-long Jewish learning

### Meet **Samantha Ruckenstein**

In life sometimes there occurs powerful moments of awareness; when a person comes full circle and realizes all at once important truths about themselves and their values. For Ottawa native Samantha Ruckenstein this special awareness occurred this past fall when she took on the role of a Bat Mitzvah tutor, an experience she describes as one of “the most rewarding” of her life.

Sam, as she is known, graduated from Temple Israel Religious School (TIRS) and was also deeply involved with numerous leadership roles in the Federation of Reform Ottawa Senior Temple Youth (FROSTY). As a university student, she found herself looking for more Jewish connections and ended up becoming a Hebrew school teacher at a Reform congregation in Kingston. Once there, she began tutoring one of her students for her Bat Mitzvah. She saw her young charge grow from being a shaky reader into a confident young woman who could chant a full maftir from the Torah and five Haftarah verses. “I am so unbelievably proud of this experience because it allowed me to pass on my knowledge and culture to her.”

She fully credits her family's guidance and the time she spent at TIRS and FROSTY for giving her the knowledge, passion and ability to now share it with other young people. “Both TIRS and the youth group experience changed me as a person. They have guided my life completely,” explains Sam.

She is looking forward to the upcoming school year and to taking on more tutoring as a way to share the gift she herself received from TIRS. Indeed, she has come full circle and the joy and pride she has found is immeasurable. Kol hakavod, Sam!

**Thank you for helping Jewish education  
in Ottawa by giving to the Annual Campaign**

**Samantha Ruckenstein**



# 2014 Program Allocations

<b>STRENGTHENING COMMUNITY / INNOVATIONS</b>	<b>ORGANIZATION</b>	<b>AMOUNT \$</b>
SOCIAL & RECREATIONAL PROGRAMS	AJA 50+	10,000
STUDENT INTERNS PROGRAM	DFL	2,200
JEWISH CAMPUS LIFE	HILLEL	46,750
LIMMUD OTTAWA	LIMMUD	1,000
HOLOCAUST STUDIES TRIP PROGRAMMING	OJCS	1,000
BUILDING MANAGEMENT	SAO	8,000
SUMMER CAMPS	SJCC	195,000
ADULT JEWISH CULTURAL PROGRAMMING	SJCC	23,000
GANON PRESCHOOL	SJCC	20,000
GREENBERG FAMILIES LIBRARY	SJCC	20,000
YOUTH & TEENS PROGRAMS	SJCC	18,500
COMMUNITY EVENTS	SJCC	16,500
<b>TOTAL</b>		<b>381,950</b>

<b>SERVING THE VULNERABLE</b>	<b>ORGANIZATION</b>	<b>AMOUNT \$</b>
CREATIVE CONNECTIONS	AJA 50+	3,000
CAMP SCHOLARSHIPS	CBB	22,000
HILLEL 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
<b>TOTAL</b>		<b>756,580</b>

<b>RELIGIOUS OUTREACH</b>	<b>ORGANIZATION</b>	<b>AMOUNT \$</b>
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
<b>TOTAL</b>		<b>64,000</b>

<b>EDUCATION</b>	<b>AMOUNT \$</b>
OTTAWA JEWISH COMMUNITY SCHOOL	554,526
TORAH ACADEMY	62,314
RAMBAM DAY SCHOOL	42,126
TEMPLE ISRAEL RELIGIOUS SCHOOL	28,492
TORAH HIGH	20,894
OTTAWA TORAH CENTRE CHABAD HEBREW SCHOOL	18,995
OTTAWA TORAH INSTITUTE & MACHON SARAH	18,000
TALMUD TORAH AFTERNOON SCHOOL	14,246
OTTAWA MODERN JEWISH SCHOOL	12,346
SUPPLEMENTAL SCHOOLS REVITALIZATION	6,000
<b>TOTAL</b>	<b>777,939</b>

<b>FEDERATION AND COMMUNITY SERVICES</b>	<b>AMOUNT \$</b>
CAMPUS AND MAINTENANCE	148,694
PARTNERSHIP 2GETHER	41,000
ARCHIVES	30,506
BIRTHRIGHT	29,000
MARCH OF THE LIVING	13,600
EMERGING GENERATION	13,500
FEDERATION SERVICES	
COMMUNITY SERVICES	637,616
COMMUNICATIONS AND COMMUNITY RELATIONS (INCLUDES INTERFAITH DIALOGUE)	185,375
COMMUNITY BUILDING (INCLUDES SHOAH/HOLOCAUST EDUCATION)	176,855
GOVERNANCE AND REPRESENTATION	88,447
TRANSITION/CAPACITY BUILDING CONTINGENCY	50,000
<b>TOTAL</b>	<b>1,414,592</b>

<b>NATIONAL AND OVERSEAS</b>	<b>AMOUNT \$</b>
UIA - DOMESTIC & OVERSEAS AGENDA AND ISRAEL	631,991
<b>TOTAL</b>	<b>631,991</b>

**GRAND TOTAL** 4,027,052

## ALLOCATIONS ARE REPORTED IN THE FINANCIAL STATEMENTS AS FOLLOWS:

ALLOCATIONS TO AGENCIES	2,658,404
INTERNALLY RESTRICTED NET ASSETS	1,318,648
UNRESTRICTED NET ASSETS	50,000
<b>TOTAL</b>	<b>4,027,052</b>

### ABBREVIATIONS:

AJA 50+ - ACTIVE JEWISH ADULTS 50+  
 CBB - CAMP B'NAI BRITH  
 CSN - CHABAD STUDENT NETWORK  
 DFL - DEVELOPING FUTURE LEADERS  
 JET - JEWISH EDUCATION THROUGH TORAH  
 JLI - JEWISH LEARNING INSTITUTE

JWRP - JEWISH WOMEN'S RENAISSANCE PROJECT  
 JYL - JEWISH YOUTH LIBRARY  
 OTC - OTTAWA TORAH CENTRE  
 SJCC - SOLOWAY JEWISH COMMUNITY CENTRE  
 SAO - SEPHARDI ASSOCIATION OF OTTAWA  
 UIA - UNITED ISRAEL APPEAL



# Federation is partnering with the **Ottawa Jewish Community Foundation**

Maybe you've been inspired by a friend, a family member or a person you've met on the Jewish campus – you want to help them, not just for today, but for the future. You want to give back because of an experience in the community. It's what you do; it's your way to realize your philanthropic goals. This is how you make a difference now and forever.

By donating to the Annual Campaign, you impact your community today. By donating to Foundation, you are investing in the community's future – please consider endowing your annual campaign gift so you can help people in perpetuity.

## **The Legacy Challenge has raised \$2,048,000 since 2012**

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.

In addition, when you name the Foundation as recipient of a bequest through your will, not only might you find that there are 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.

## **B'nai Mitzvah Funds have raised \$305,574 from 132 funds since 2000**

The B'nai Mitzvah Fund, established by Saul and Edna Goldfarb z"l in 2000, is a wonderful way to engage teenagers in the lifelong practice of tzedakah and the value of giving back to community. Today, more than 100 B'nai Mitzvah Fund holders designate funds annually to a cause they are passionate about. The fund grows with the teen into adulthood as they continue to give tzedakah in their name throughout their lives. Starting a B'nai Mitzvah fund for your child is a great way to begin a life-long commitment to good deeds, compassion and community service.



For more information on how you can reach your philanthropic goals, please contact  
**Arieh Rosenblum**, Director of Development,  
at [arosenblum@jewishottawa.com](mailto:arosenblum@jewishottawa.com) or  
at 613-798-4696 x 270



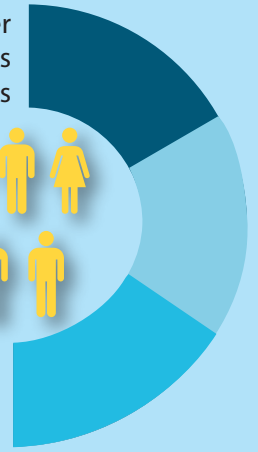
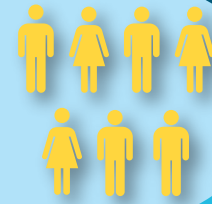
The Ottawa Jewish Community Foundation is dedicated to ensuring the long-term vitality of our community.

Our professional fundraising staff will guide your legacy giving, including endowments and gifts of life insurance, stock donations and bequests.

**7** professional money managers diversify our portfolio over many asset classes, sectors and regions

**\$50+**  
million

under management provides the ability to access asset managers who may not be available to smaller investment portfolios



**893**

Funds

**770**

Fund Holders

**125**

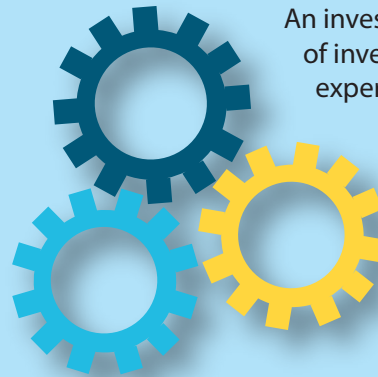
Beneficiary Agencies



5-year annualized return (net of fees) as of December 31, 2014 of 8.3%



A time-tested historical record of achieving our investment goals through all types of economic environments



An investment committee comprised of investment, financial and business experts who are all diligently overseeing the portfolio to ensure security and growth

**Visit:**  
**ojcf.ca**



OTTAWA JEWISH  
COMMUNITY FOUNDATION

• Building Trust • Serving the Community • Advising and Stewarding Your Gift

Contact: Arieh Rosenblum, Director of Development at 613-798-4696 x 270 or arosenblum@jewishottawa.com



# Federation is **Enriching Lives**

We are passionately committed to building a bright and better future for everyone.

By giving to the Annual Campaign, you join us in our mission to advance and promote an exceptional quality of Jewish life for Jews in Ottawa, Israel and communities around the world. A donation to Federation allows you to personally support every aspect of your community and the Jewish world.

We urge you to join us in our vision to create a thriving Jewish community that is inclusive, educated and engaged.

**Please donate today.**

Contact Dawn Paterson at  
dpaterson@jewishottawa.com or  
613-798-4696 ext. 272



**ENRICHING LIVES**

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