



For more information or to donate contact:
Campaign Manager Rena Garshowitz at rgarshowitz@jewishottawa.com
or 613-798-4696, ext. 272 or visit jewishottawa.com/giving



Case for Community

Support the 2018 Annual Campaign
and take the Chai Challenge



Our community. Our responsibility. Our future.

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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



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Dear Friends,

As Chairs of the 2018 Annual Campaign we are proud to present this year's Case for Community. This is an important report aimed at highlighting the difference your generosity makes.

We enjoy a vibrant community because caring people, like you, make it one. We have achieved so much together, and we know we can do even more to help meet our agencies' growing needs.

For this reason, we are excited to introduce the 2018 Chai Challenge. We are urging donors to be a lifeline and consider an increased gift in a multiple of \$18. Giving a "Chai" increase embraces a warm symbolism that speaks to our heritage and is achievable by everyone in their own way, whether you give \$36 or \$18,000.

Inside this report, you will learn more about the needs we are striving to meet and why your generous increased gift is so important.

Thank you,



Sharon Appotive

Sharon Appotive
2018 Annual Campaign Co-Chair

Aviva Ben-Choreen

Aviva Ben-Choreen
2018 Annual Campaign Co-Chair

Federation Helps the Vulnerable

In keeping with our Jewish values, we have a collective responsibility to help those who are in the greatest need. Federation funds 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. 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 that revitalizes the human spirit.

In our community there are three main supportive-care agencies: The Bess and Moe Greenberg Family Hillel Lodge cares for our seniors; Tamir supports our loved ones who have special needs; and Jewish Family Services offers many levels of help including companionship and emotional support, financial aid and basic food supplementation for those who can't make ends meet.

These agencies represent the hands that catch us, the counselors that teach and soothe us, and the caregivers that cradle us in our darkest hour. But to do this critical work, they also need our help.

An example is Hillel Lodge. The Lodge is located at the heart of the Jewish Campus. It is home to 121 residents who receive round-the-clock, 365-days-a-year care from highly trained staff in a loving and supportive environment. The Lodge boasts state of the art equipment and therapies, all of which make its care exceptional. But this comes at a high cost.

"The Lodge is one of this community's most valuable and expensive vehicles," explains Stephen Schneiderman, the Lodge's executive director. "At almost 18 years of age, its engine needs an overhaul. The Lodge runs on special computers and computer systems that are unique to this industry. These systems and programs cost over \$60,000. There are no funds available at present to meet that need. We need these upgrades because our passengers are on the last journey of their lives. They deserve to ride in comfort and in style."



What do our Jewish values teach us to do when we see someone in need? We step up and we help, we do more, give more to guarantee that no one is left hungry or alone. With this mindset, Federation urges you to take the Chai Challenge. Symbolic of the power of giving life, this special appeal calls on our generous donors to increase their Annual Campaign donation by a multiple of \$18.

Big or small, these increases add up and by accepting this challenge you become a lifeline to a person in need!

2018
is the year of CHAI!

Increase your gift by a MULTIPLE OF \$18 and help the community thrive.



How an increased Chai gift helps the vulnerable

\$18

provides two kosher "Meals on Wheels"

\$36

covers the cost of a seder meal for one Hillel Lodge resident

\$54

sponsors a Tamir participant's specialized training session at the SJCC

\$108

purchases nine museum tickets for Tamir's Keshet for Kids summer camp

\$360

the cost of one twin medical mattress

\$720

the cost of 40 hours of one-to-one feeding assistance for a Hillel Lodge resident

How your gift helps the vulnerable

"Parents of individuals with developmental disabilities often endure a tremendous burden as a result of their constant responsibilities as caregivers. We see first-hand the toll on the health and well-being of parents and family relationships. As a service provider, there is no greater sense of satisfaction than relieving parents and families of some of the heavy weight on their shoulders.

Just last month, Tamir welcomed a young Jewish man as a new resident into one of our homes. His parents helped bake challah and celebrate his first Shabbat in Tamir. Later that month, the parents enjoyed a week of vacation on their own (and peace of mind knowing their son was well cared for) for the first time since he was born, over 20 years ago. It is interventions such as this one that provide us with a stark reminder of the value of Tamir as a precious resource to our community; ensuring people with developmental disabilities have opportunities to live and thrive in a Jewish environment here in Ottawa."

- Mark Palmer,
Executive Director at Tamir Foundation

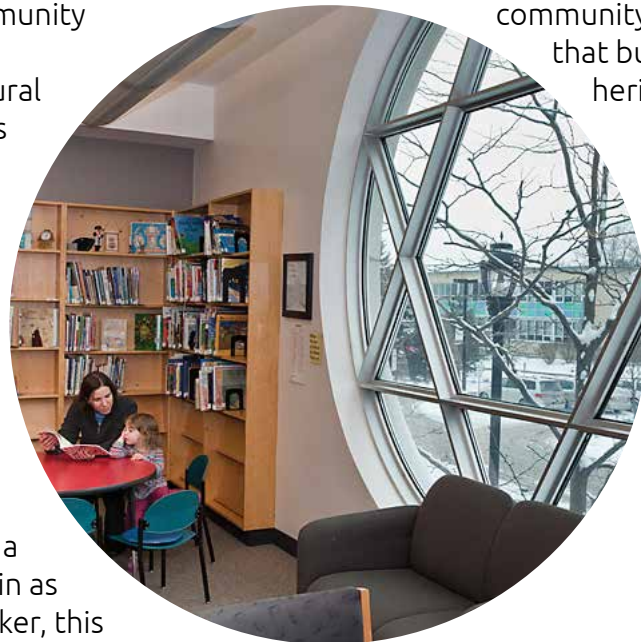
Federation Builds Community

A sense of peoplehood is a defining characteristic of being Jewish. This translates into an emphasis on community. Together we have established communal organizations with the goal of enriching lives and nurturing our collective values and practices to sustain our 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 everyone's involvement. This is our community and it flourishes because we have jointly chosen to take responsible for the physical and communal needs of all its members.

At the heart of our community is the Soloway Jewish Community Centre. For many, the SJCC is home away from home. This is where we meet for coffee and a treat from Babi's Café; where we take courses in Hebrew and art; where our kids go to camp and the Ganon pre-school; where retirees and seniors meet to play cards as part of AJA 50+ and Creative Connections; where we visit the Greenberg Family library; and where we can enjoy community events to mark both solemn and joyous occasions and so much more.

"The Soloway Jewish Community Center is the gathering place to build community through lifelong learning, recreation, wellness and cultural connection to Israel," explains Maxine Miska, the SJCC's assistant executive director. "Where does the community meet when not in synagogue, or in school? At the SJCC! We need to support these programs and the facility which houses them."



touch points, Hillel unites our student community, creating a sense of family that builds their connection to their heritage and each other.

When you donate to the Annual Campaign, Federation is then able to fund community-building agencies like the SJCC and Hillel Ottawa. Without this funding, our kehillah, our community, would be at risk.

Whether you use the SJCC as a member of the gym or come in as a guest to hear a special speaker, this facility is at the core of our Jewish life. We need it and in turn the SJCC needs us.

Another important community-building agency is Hillel Ottawa. Like the SJCC, Hillel provides a familiar and comforting space, this time for university students who may be away from their homes for the first time in their lives. Shabbat dinners, leadership training, exam-time bagel lunches, and even chicken soup delivered to their door when they are unwell are all ways Hillel creates a positive Jewish environment. With these

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How an increased Chai gift builds community

\$18 provides a Shabbat meal for one student on campus

\$36 supports an AJA 50+ social event

\$180 supports one week of regular day camp for a young child

\$360 subsidizes a student's aftercare and after school activities to help working parents

\$720 buys an annual membership to the SJCC for an individual, young family, or single parent family who cannot afford it

\$1800 pays for Israel advocacy training for a student

How your gift helps build community

"Creative Connections runs 30 weeks a year and is the only program of its kind for seniors offering Jewish content. People join this group when they are looking for new peer friendships, are new to Ottawa, have recently become single through the loss of a loved one, or may join as a couple to meet others in their age group. Participants are assisted with transportation arrangements. Some members of this group have been attending for 15 years while others are new to the group. Many long term friendships are established in this group and there has even been a marriage!"

- Annette Paquin,
Executive Director of of Active Jewish Adults, 50+ (AJA 50+)

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Increase your gift by a **MULTIPLE OF \$18** and help the community thrive.



\$18
covers the cost of one new school book

\$720
buys an annual membership to the SJCC for an individual, young family, or single parent family in need

\$36
supports music lessons in our partner school in Metullah, Israel

\$72
covers a month of Shabbat meals for one Hillel Lodge resident

\$180
supports a week of day camp

\$360
covers a full-day of occupational therapy for a person with special needs

\$360
subsidizes travel costs to community events for students and seniors

\$18
covers the cost of online classroom materials

\$5,400
pays for a full year at Ganon preschool for a two-year-old child attending two days per week

\$1,800
subsidizes travel costs for one Birthright Israel participant

\$3,600
injects capital into the Fund for Innovative Capacity Building that supports agencies' special projects

Federation Supports Israel

Federation has a powerful connection to Israel and to Jews around the globe. Through special programs administered by the Jewish Federations of Canada-UJA, the American Joint Distribution Committee (JDC) and the Jewish Agency for Israel (JAFI), and our national advocacy partner, The Centre for Israel and Jewish Affairs, (CIJA), we are able to strengthen the lives of Israelis and Jews worldwide. Our programs also aim to enrich the connection we have to our Jewish homeland and to celebrate this special bond.

Through the Partnership2gether Program (P2G), we are collaborating with a vulnerable region in Israel's northern Galilee, Etzbah HaGalil. This is an area that truly needs our help and we can be proud of having made a critical and tangible difference to residents. Initiatives include building a hydro-therapy pool to support people with special needs; scholarships for college students; funding for a school's computer lab; and rebuilding a drop-in centre for youth at risk.

Several of our programs facilitate trips to Israel itself. We support the annual Birthright trips for young adults that enable them to connect first-hand to our homeland. "Watching participants learn and grow together was an experience that has redoubled my passion as a Jewish educator," says Dovi Chein, Director of Jewish Campus Life for Hillel Ottawa. "Birthright is an unbelievable program, and we are blessed to live in a time when the Jewish community supports such an important initiative."

Similarly, Federation now partners with the Jewish Women's Renaissance Project (JWRP) to help send mothers to Israel on a transformative spiritual journey to learn about the country and to re-invigorate their Judaism for themselves and their families.

We are also a proud supporter of the March of the Living program. This is a two-week educational experience for high-school students that begins in Poland with a solemn march from Auschwitz to Birkenau to mark Yom HaShoah and

then culminates in Israel with the celebration of Yom Ha'atzmaut.

"Over the years, so many teens from Ottawa have participated on the March of the Living program. As one Survivor said 'they leave home as children and they return as young adults' with a greater understanding of our heritage, a strengthened Jewish identity, and a powerful commitment to the State of Israel," explains Karen Palayew, Chair of MOL.

These trips provide intense emotional connections and help forge the unbreakable bond of *Achdut Yisrael* — the unity of Israel. The funding needed to create these life-altering experiences is an essential part of our Annual Campaign, but to make them happen we need your help.



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How an increased Chai gift supports Israel

\$18

covers school materials for our partner school in Metullah, Israel

\$56

covers an Israel Awareness Committee event for one university student

\$180

\$180 subsidizes occupational therapy at the Mevo'ot HaHermon hydro-therapy pool in Israel

\$720

subsidizes post-trip educational sessions for Birthright Israel participants

\$1800

supports March of the Living financial aid

\$3600

subsidizes a scholarship for Israeli students at Tel Hai College in Israel

How your gift helps Israel

"The little things in life can be easy to take for granted; our health, our ability to move and do things on our own. In Mevo'ot HaHermon, (in the northern periphery of Israel), we have the Shechafim School that serves children with special needs. These children and their families understand the little things and appreciate every moment of joy that comes their way. I can tell you one of the greatest gifts to this community has been the hydrotherapy pool. More than 300 special needs children, youth, and adults from all over northern Israel, including those attending Shechafim, come to the pool for physiotherapy.

Not only do the children benefit physically, but emotionally as well. In the water they are free and can play like all children should. This is a gift of health and of joy.

Our partnership with the Federation allowed this to happen. We are truly grateful to our Canadian chaverim for their support."

- Beni Ben-Muvchar
Mayor of Mevo'ot HaHermon, Israel

Federation Educates Jewishly

The importance of Jewish education cannot be overstated – it is the foundation that preserves our culture and enriches all our lives. Federation is dedicated to strengthening and promoting quality Jewish education in Ottawa because what our children learn today, will guide them always and help us guarantee a thriving Jewish community for tomorrow.

With the goal of helping children embrace Jewish life and learning, Federation provides financial assistance to three day schools and six after-school and Sunday school programs. The variety of schools and programs mean that families have educational choices and are able to find the best way for their children to meaningfully connect to Jewish learning. All of these schools provide nurturing environments that promote a strong sense of community and Jewish identity. The lessons include educational connections to Jewish history and Hebrew language as well as Jewish holidays, Jewish culture, traditions and Torah.

“If a Jewish community is looking to one place to invest in to secure its future, one needs to look no further than Jewish day school.

An investment in Ottawa’s Jewish day schools is an investment in the future of the Ottawa Jewish community as its future leaders will inevitably be drawn from its graduates and supporters,” explains Dr. Jon Mitzmacher, head of school for the OJCS, adding that “OJCS excels at growing Jewish leaders and helping children build their unique Canadian and Jewish identities during their most formative years. The school provides the highest level of secular education integrated with rigorous Jewish studies in a warm and inviting environment. OJCS believes in personalized learning led by teachers who are experts in their fields.”



More than ever, these institutions need our help. Federation is dedicated to strengthening educational opportunities to enhance Jewish learning experiences at all levels of our community. In order to do this, we are urging donors to think of the future. Without proper education, our next generation will not have the necessary foundation on which to build. This is the

purpose of the Chai Challenge. This special appeal is aimed at responding to the community’s growing needs. The need is greater, and simply put, the Annual Campaign must raise greater funds.

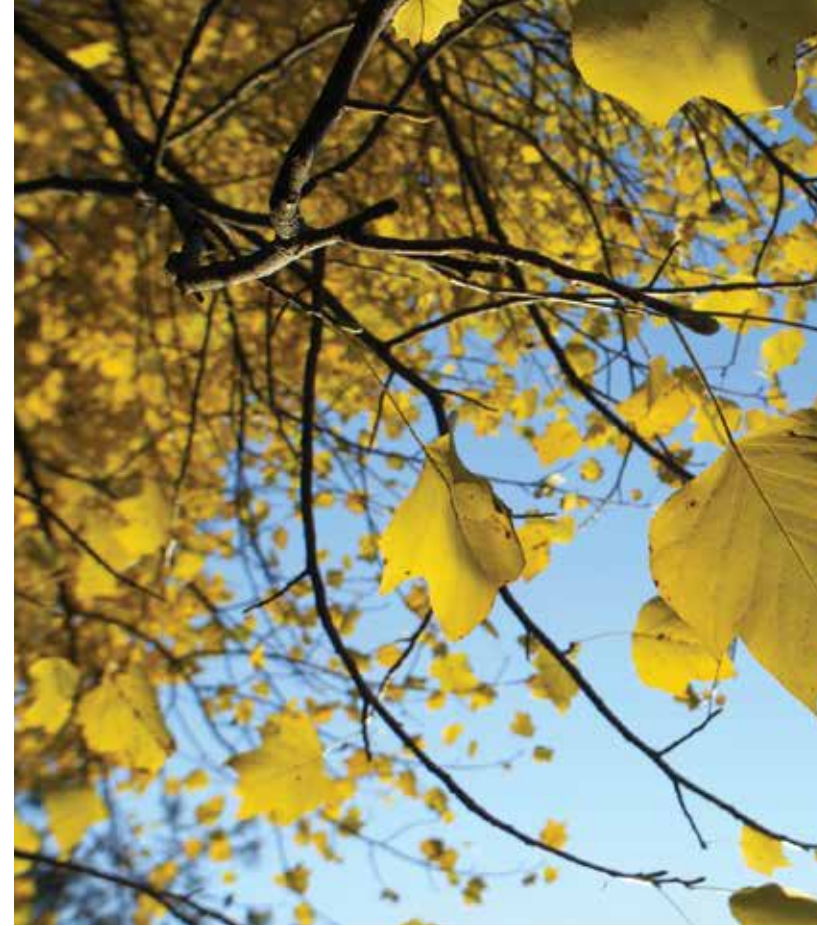
Why extra funding is needed

“An increase of funding for the Ottawa Modern Jewish School would mean that more students would be granted subsidized tuition. Many of our families reach out to us in confidence for support and it is our mandate to never turn a family away from a strong, valuable Jewish education. By being able to remove some of that burden through our scholarship fund we also reduce some of their stress. We believe as a community we all share in the education of our children.”

- Brenna Rivier, President Ottawa Modern Jewish School



Increase your gift by a MULTIPLE OF \$18 and help the community thrive.



How an increased Chai gift educates Jewishly

\$18

provides a student in day or supplementary school with a new text book

\$36

supports a day trip for a student in day or supplementary school

\$72

supports a school’s computer software upgrades for Hebrew language education

\$360

supports an educational holiday party for students and their families

\$540

provides a day school class with an enriched math program

\$3600

subsidizes the computer and technology needs for the OJCS faculty for one academic year

How your gift helps educate Jewishly

“In September 2016, Torah Day introduced a resource program, proving services and support to children with special learning requirements. While only funded for two days a week, the presence of a dedicated resource teacher and the development of the structured program has allowed the school to provide specialized support to approximately 10% of the Torah Day student body. Our hope is to grow the program over time and acquire even better tools and support (e.g. technology) to enable students to be successful in their Kindergarten to Grade 8 years.”

- Debbie Scharf,
Chair of the board of Torah Day School



Federation partners with the Ottawa Jewish Community Foundation

In the last 10 years, Foundation has distributed more than **\$23 million** to charitable causes.

In 1971, a group of innovative visionaries joined to create The Ottawa Jewish Community Foundation. These leaders understood the Talmud precept: "As my ancestors planted for me, so do I plant for those who will come after me." They foresaw the need for a financial resource to maintain the Jewish community's fiscal structure and safeguard our future.

This spring we honoured those founders at the Foundation Annual General Meeting and heard in person from the two surviving members Bernard Shinder and Norman Zagerman. In a powerful message, Mr. Shinder urged the community to "live beyond ourselves."

In other words, we should all decide today what will be our legacy.

Take the Legacy Challenge and "live beyond yourself"

What inspires you? What touches your heart? Look inside yourself and find your reason, what you want to see survive beyond your own life. This is how you can make a difference now and forever.

By donating to the Annual Campaign, you impact your community today. By donating to 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 for which 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.



PROGRAM ALLOCATIONS 2016/2017

CJE - Canada Jewish Experience
 JFC-UJA - Jewish Federations of Canada - United Israel Appeal
 JLI - Jewish Learning Institute

STRENGTHENING COMMUNITY

Organization	Program	\$
Active Jewish Adults 50+	AJA 50+	\$10,000
Chabad Student Network	Holiday Programming	\$3,500
Zelikovitz Centre, Carleton University	Developing Future Leaders Interns	\$2,500
Hillel Ottawa	Student Campus Life	\$51,000
Jewish Education through Torah	Adult Education	\$9,000
	JWRP Post-Trip Programming	\$3,000
	Glebe Shul	\$15,000
Jewish Youth Library	Jewish Montessori Preschool	\$3,000
Limmud	Limmud Ottawa	\$2,000
NCSY	Culture Clubs	\$24,200
Ottawa Torah Centre	JLI Courses	\$3,000
	Living Legacy	\$10,000
Sephardi Association	Sephardi Programming	\$9,000
Soloway JCC	Organizational Funding	\$329,850
TOTAL		\$475,050

ASSISTING THE VULNERABLE

Applicant	Program	\$
AJA 50+	Creative Connections	\$3,000
Camp B'nai Brith	Camper Scholarships	\$22,000
Hillel Lodge	Organizational Funding	\$231,787
Jewish Family Services	Organizational Funding	\$384,487
Jewish Youth Library	Friendship Circle	\$4,400
Soloway JCC	Scholarships	\$54,817
Tamir	Organizational Funding	\$86,787
TOTAL		\$787,278

JEWISH EDUCATION

Jewish Schools	\$
Chabad Hebrew School	\$19,944
Or Haneshamah, Machaneh Shabbat	\$950
Ottawa Jewish Community School	\$554,526
Ottawa Modern Jewish School	\$12,345
Ottawa Talmud Torah	\$10,447
Ottawa Torah Institute	\$24,836
Supplementary Schools Revitalization	\$6,000
Temple Israel Religious School	\$25,642
Torah Day School*	\$148,204
Torah High	\$26,592
SCHOOL TOTAL	\$829,486

FEDERATION AND COMMUNITY SERVICES

Organization	\$
Archives	\$30,598
Birthright	\$29,000
Campus and Maintenance	\$303,268
Federation Services	Communications and Community Relations (includes Interfaith Dialogue) \$185,931
	Community Building (includes Shoah/Holocaust Education) \$177,385
	Community Services \$639,528
	Governance and Representation \$88,713
	Capacity Building Contingency \$25,000
March of the Living	\$13,600
Partnership2Gether	\$35,000
Emerging Generation	\$17,000
TOTAL	\$1,545,022

NATIONAL AND OVERSEAS

	\$
JFC-UJA - Domestic (including CIJA) & Overseas Agenda and Israel	\$685,593
GRAND TOTAL	\$4,322,429

ALLOCATIONS ARE REPORTED IN THE FINANCIAL STATEMENTS AS FOLLOWS

	\$
Allocations to Agencies	\$3,084,416
Internally Restricted Net Assets	\$1,238,013
GRAND TOTAL OF ALL ALLOCATIONS	\$4,322,429

FUNDS FOR INNOVATIVE CAPACITY BUILDING GRANTS IN 2016-2017

(PART OF THE COMMUNITY BUILDING GRAND TOTAL)

Applicant	Program	\$
CJE & Soloway JCC	CJE Exhibit & Project	\$15,000
JYL	Montessori Preschool Judaic Equipment	\$2,500
Ottawa Talmud Torah	Laptops and Software	\$2,925
Ottawa Torah Institute	Laptops and Software	\$3,125
Soloway JCC	Melton School	\$2,500
Torah Day School	New Governance Structure	\$5,000
Tamir	SmartBoard for Day Program	\$9,441
TOTAL GRANTS		\$40,491

*Torah Day School received \$20,000 in additional funding over and above the \$128,204 allocation in 2016/17, to support its unification and innovation efforts.