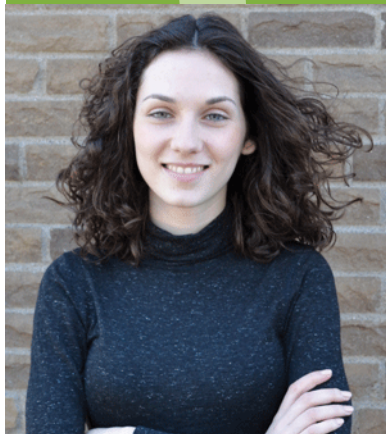


# UNITED JEWISH APPEAL IMPACT REPORT 2016/17



UJA: MAKING JEWISH COMMUNITY HAPPEN

CELEBRATING  
**100** UJA Federation  
1917-2017 of Greater Toronto



# United Jewish Appeal Impact Report 2016-17

The pages ahead outline the many vital areas funded annually through UJA Campaign dollars. It is thanks to our donors' continued outstanding leadership and generosity that we are able to accomplish so much, year after year, in support of high impact programs and services here in Toronto, Israel and around the world.

**TOGETHER** we build the unity and strength of our community in the following ways:

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# WE CARE FOR OUR MOST VULNERABLE

UJA Federation embraces Torontonians in need at every age and life stage. Together with our network of partner agencies, we work to improve the lives of our community's most vulnerable. We help those who live in poverty, people with mental and physical illnesses, individuals with disabilities, new immigrants, seniors, Holocaust survivors and others who might need a hand up.

# SENIORS PROGRAMS and SERVICES

Over 30,000 Jewish seniors live in the Greater Toronto Area and of those, nearly one-third are Holocaust survivors. Together as a community, we care for our elderly and ensure they live their lives with dignity, through the following services and programs.

## HEALTHY AT HOME

Healthy at Home focuses on creating supportive environments, building social networks and connectivity for low-income, isolated seniors in our community. The program seeks to enrich these seniors' lives by providing recreation, socialization, cultural enrichment, health promotion, kosher meals and connections to other services, serving them where they live. Over the past four years, Healthy at Home has grown from one site to 15, and is now reaching more than 3,000 isolated seniors, of which 70% are Holocaust survivors.

## FACILITATING TRANSPORTATION

Circle of Care provides more than 30,000 rides to 3,313 frail seniors living on their own, transporting them to doctors' appointments and recreational activities.

## COORDINATED SERVICE FOR HOLOCAUST SURVIVORS

UJA Federation has developed a coordinated service together with Jewish Family & Child (JF&CS) and Circle of Care for Holocaust survivors, providing access to restitution programs, emergency funds, home care, transportation and kosher meals.

## KOSHER MEALS & SOCIALIZATION

The Bernard Betel Centre provides more than 4,150 English and Russian-speaking Jewish seniors with social, recreational and education programs, as well as kosher meals.



Stock photo has been used to protect the identity of the subject

Sam, a 77-year-old Holocaust survivor, walked into the Bernard Betel Centre on August 31, 2016. He shared with their staff that he had been sleeping in his car for over three months. While he previously had a successful personal and professional life, he had hit hard times over the past few years and was now also experiencing serious health issues.

A collaborative effort between the Bernard Betel Centre, Jewish Family & Child (JF&CS), the JRCC Furniture Bank, and Kehilla Residential Program, provided Sam with the immediate help he desperately needed. He received funds for his medication, found short term and then long term housing, and received a Claims Conference number so that he would be eligible for emergency funds.

Sam's new home includes a weekly Healthy at Home program, which has allowed him to socialize and meet new friends. He now lives a fulfilling life again thanks to UJA funded community agencies. Only through this collaborative effort did our community come together so that Sam could find a new home and new hope for a better life.



Miriam & Larry Robbins 1 Open Door located at the Joseph & Wolf Lebovic Jewish Community Campus

## NEWCOMER INTEGRATION

UJA Federation provides funding to Jewish Immigrant Aid Services (JIAS Toronto) - an organization committed to helping new immigrants with resettlement and integration into Canadian and Jewish community life. In 2016, JIAS Toronto helped nearly 350 new families settle in the Greater Toronto Area (GTA) and gain access to financial relief, language instruction, synagogue participation, Jewish summer camp, Jewish holiday and life cycle events, community centre memberships and Jewish education.

## DOMESTIC VIOLENCE SUPPORT PROGRAM

Administered by JF&CS, this program provides counselling, crisis intervention, development of a safety plan, advocacy, and practical assistance to victims of domestic violence. Over 800 women and children are served annually.

## ASSISTANCE WITH EMPLOYMENT

Jewish Vocational Services (JVS Toronto) offers job placement assistance and career counselling to Jewish job seekers through EMET employment. In 2016, close to 1,000 individuals improved their employability and financial self-sufficiency.

## ASSISTANCE TO INDIVIDUALS DEALING WITH ADDICTION

Jewish Addiction Community Services (JACS) is a leading educational resource and support agency for addiction and recovery. JACS offers a variety of services and programs to individuals and families who struggle with alcohol and/or substance use.

In the last year, JACS reached out or provided support to families and more than 6,582 clients suffering from addiction to alcohol, drugs or gambling.

## INTEREST-FREE LOANS

Jewish Free Loan Toronto offers interest-free loans to financially-challenged individuals in the Jewish community to meet educational and personal needs and to create business opportunities. This past year, 232 personal, education and business loans were provided.

## SUPPLEMENTARY FINANCIAL ASSISTANCE PROGRAM (SFAP)

The Supplementary Financial Assistance Program (SFAP), administered by JF&CS provides financial assistance to the Jewish poor in the GTA. The program has three components: Supplementary financial assistance, counselling and rehabilitation. Last year, 953 families and 1,419 individuals were helped by SFAP.

## PASSOVER ASSISTANCE

UJA Federation ensures that the most disadvantaged members of our community are able to celebrate Passover through gifts of food and financial support. This past year, 600 clients of JF&CS received Passover boxes and 738 families received financial assistance to ensure they could celebrate the holiday with dignity. In addition, through UJA's Global Seder to End Hunger, 1,200 Cuban Jews receive packages of Passover foods that they are unable to obtain otherwise.

## RENT SUPPLEMENT PROGRAM

The Kehilla Residential Programme administers a rent supplement program that allows those living below the poverty line to have affordable apartments along the Bathurst Street corridor.

## CHAPLAINCY

The Chaplaincy program provides spiritual and religious care to Jewish patients/residents of 133 hospitals, long-term care facilities and correctional institutions. In the last year, they had 6,045 contacts with clients, family members and staff.

## HOSPICE

The Jewish Hospice Program, coordinated by JF&CS with Baycrest, Circle of Care and Mount Sinai Hospital, offers compassionate, home-centered programs to those with life threatening and/or terminal illness. Last year, 103 individuals were served.



Stock photo has been used to protect the identity of the subject

It took a formal complaint from her children's school for Rochelle to confront the truth of her situation – she was in an abusive marriage. She was contacted by a Jewish Family and Child (JF&CS) child protection worker who made Rochelle promise to attend at least three counseling sessions. Three sessions evolved into three years of therapy in a women abuse counseling group, where she met and befriended other women who had survived abusive relationships.

Rochelle realized it was time for her and her kids to leave but her husband made it financially challenging. JF&CS immediately intervened and added her to a wait-list for community housing; connected her with a legal aid lawyer to handle her divorce; registered her for Ontario Works; and connected her to Jewish Vocational Services (JVS) to find employment. Additionally, JF&CS supplied new mattresses for her children and food cards so Rochelle was able to put food on the table. The Supplementary Financial Assistance Program (SFAP) helped her pay last and first months' rent, covered her TTC fare, and part of her monthly grocery bill.

"Without this help I would likely still be living with him," says Rochelle. "JF&CS allowed me to continue to foster a strong sense of Jewish identity in my children."

Today, Rochelle and her kids are thriving without any community support. Rochelle volunteers her time to help current JF&CS clients plan their finances on a shoestring budget. She is grateful for the support the agency provided to her and her family through such a tumultuous time. "They gave me the dignity I wouldn't otherwise have had."

# WE BUILD JEWISH IDENTITY & EDUCATION

In an environment where being Jewish is a choice, inspiring young generations to embrace Jewish life is one of UJA's priorities. That is why UJA Federation places a strong emphasis on investing in Jewish education and a vast array of identity programs.



## JEWISH SUMMER CAMP

Research shows that summers at Jewish camp transform Jewish youth into spirited and engaged Jewish adults, laying the groundwork for strong Jewish communities. UJA Federation's incentive program, One Happy Camper, provides a one-time incentive grant of up to \$1,000 to first-time overnight campers. Since its inception in 2009, grants have been awarded to 2,600 children.

## SUMMER CAMP SCHOLARSHIPS

Through JF&CS and JIAS Toronto, UJA Federation provides financial assistance that enables more than 350 children of low-income families to attend Jewish day and overnight summer camp.

## JULIA AND HENRY KOSCHITZKY CENTRE FOR JEWISH EDUCATION

The Julia and Henry Koschitzky Centre for Jewish Education is UJA Federation's education pillar serving 14 day schools and more than 30 after school educational programs in Toronto, including 1,500 educators and 16,000 students.

## TUITION ASSISTANCE

This past year, tuition subsidies to attend Jewish day schools and other educational programs were granted to approximately 2,300 students, for a total of \$10 million for families with financial needs.

## WOW!

The WOW! project is a community initiative to provide Jewish supplementary education to children who do not attend a Jewish day school. The project aims to increase participation by enhancing current after school activities as well as expanding the range of available program options.

## PJ LIBRARY

An award-winning, international initiative, PJ Library increases Jewish engagement in young families with children ages 6 months to 8 years. Each month families are mailed Jewish-themed children's books, free of charge. PJ Library reaches close to 5,700 families in the GTA and has become a feeder into Jewish daycares, day schools and other educational and identity-building programs.

## UJA ON UNIVERSITY CAMPUSES

UJA Federation invests in Hillel Ontario, as well as Jewish student life on university campuses across Ontario. Hillel strives to inspire every Jewish student in Ontario to make an enduring commitment to Jewish life, learning, and Israel. Through promoting Jewish identity, cultivating student leadership and embracing religious and political diversity in an inclusive environment, Hillel Ontario enriches the lives of Jewish students so that they may enrich the Jewish people and the world. Hillel Ontario is now the largest regional Hillel system worldwide with staff at nine universities serving a combined Jewish student population of over 13,000.

## ARTS, CULTURE & HERITAGE

Jewish arts, culture and heritage are a powerful portal to Jewish identity and engagement. UJA Federation provides an annual allocation to the Ashkenaz Festival; the Ontario Jewish Archives, Blankenstein Family Heritage Centre; The Sarah & Chaim Neuberger Holocaust Education Centre; Koffler Centre of the Arts; Harold Green Jewish Theatre Company; Committee for Yiddish and Toronto Jewish Film Festival. Within the last year, UJA Federation of Greater Toronto has convened the first ever group of Jewish Arts, Cultural and Heritage organizations to create a strong unified presence within the GTA. There is an unprecedented spirit of collaboration among this vibrant coalition of cultural organizations in the GTA.

### ONTARIO JEWISH ARCHIVES, BLANKENSTEIN FAMILY HERITAGE CENTRE (OJA)

The OJA is the largest repository of Jewish life in Canada and its mandate is to acquire, preserve and make accessible the records that chronicle our province's rich Jewish history. Through exhibitions, online engagement, programs, research assistance, and walking tours, the OJA tells the stories of Ontario's Jewish community. The OJA reaches people of all ages from children in the classroom, to scholars in the universities, to teens researching their grandparents, to adults discovering their family history, and to seniors re-connecting with their pasts.

### THE SARAH & CHAIM NEUBERGER HOLOCAUST EDUCATION CENTRE

Committed to excellence in Holocaust education and remembrance, the Neuberger engages over 50,000 students, educators and community members in the GTA and beyond through a vast array of innovative programs including Holocaust Education Week, educator training, school visits, and access to survivor testimony. Generating knowledge and understanding about the Holocaust, the Neuberger serves as a forum for dialogue about civil society for present and future generations.



Neuberger Yom HaShoah Young Professionals program, 2017



## YOUNG ISRAELI EMISSARIES (SHINSHINIM)

UJA Federation's Israel Engagement ShinShinim are pre-army Israeli teens who defer their army service for one year to volunteer. The ShinShinim informally teach about Israel through creative programs and challenging discussions. In 2016, they engaged approximately 12,000 Jewish community members, in over 35 day schools, synagogues, supplementary schools, youth movements and summer camps across Toronto. With 24 ShinShinim in Toronto, UJA Federation of Greater Toronto has the largest delegation of ShinShinim in the world! 2017 marks the 10th anniversary of the ShinShinim program.

## DILLER TEEN FELLOWS PROGRAM

In its fifth year, the Diller Teen Fellows Program is UJA Federation's premiere leadership development program for Jewish teens in grades 10 and 11. The goal of the Diller program is to develop future generations of active, effective leaders with a strong Jewish identity, commitment to the Jewish people, respect for pluralism and love of Israel. Partnering with teens from Eilat/Eilot, the Fellowship prides itself on producing strong lifelong Jewish teen leaders around the world, including 20 teens per year from Toronto. In total there have been 70 Diller Teen Fellows in Toronto.

## JEWISH COMMUNITY CENTRES

Three Jewish community centres in the GTA serve as vibrant hubs of cultural, educational, athletic, recreational and communal activity. UJA Federation allocates funds annually for JCC programs, that enrich the lives of thousands of community members by providing opportunities for social, cultural, and educational activities.

## BIRTHRIGHT ISRAEL

Since its inception, Birthright Israel has sent over 500,000 participants to Israel, including 18,600 Torontonians. This free ten-day trip to Israel for Jewish young adults (ages 18-26) introduces them to key landmarks of historical, national, archeological and natural significance that have shaped, and continue to shape Jewish life. Most participants say that the trip was a life-changing experience that made them feel closer to Israel and their Jewish heritage.

## MARCH OF THE LIVING

The March of the Living is a two-week intensive educational experience that takes Grades 11 and 12 students to Nazi concentration camps in Poland and then on to Israel. UJA Federation subsidizes the participation of high school students who cannot afford to pay the trip's full fee. To date, more than 10,000 students from Toronto have taken part.

## JOSHUA INSTITUTE

The Joshua Institute for Jewish Communal Leadership ensures that new leadership is identified, cultivated, placed, tracked and supported. The program creates a network for participants as they take on leadership roles in the Jewish community of Toronto. Since its inception, the Joshua Institute has partnered to recruit, train and/or place over 100 volunteer leaders.

## EMERGING COMMUNITES

Newcomers comprise over 25% of the Toronto Jewish community, and are amongst the most unaffiliated. UJA Federation has developed the following initiatives that engage Israeli and Russian speaking Jews.

### J ROOTS

J Roots is a supplementary Hebrew school with over 400 students. J Roots provides a wide range of innovative Jewish and Hebrew educational programming for children ages 3-14. J Roots focuses on Jewish Identity classes (Jewish holidays, values, history and literature), Hebrew literacy & conversation skills development, and Judaic Arts. Students become active participants of the Jewish community through engaging and inclusive school culture, meaningful school assemblies, holiday celebrations, fieldtrips, and involvement in citywide educational initiatives.

### KACHOL-LAVAN

Kachol Lavan is a unique Israeli, Hebrew-speaking supplementary school in the GTA with over 250 students. Kachol Lavan offer programs from ages 3-14 that focus on speaking, reading and writing Hebrew, as well as celebrating holidays and making meaningful connection to Israeli studies and culture.

## LIMMUD FSU

Limmud FSU Canada gathers individuals and families from the Russian-speaking Jewish background in Canada every year to learn and teach, motivate and be inspired and have fun. It combines three days of seminars, lectures, workshops, and discussions focused on an enormous range of topics. In the past three years, Limmud FSU Canada engaged over 1,000 young adults and families from Russian-speaking Jewish background and empowered them to take ownership of their identity and connect to their communities through pluralistic, egalitarian, volunteer-driven conferences of Jewish learning and culture. The past conference in March 2017 had over 700 participants.

## KOCHAVIM

Kochavim is unique Hebrew summer camp experience which is part of the Jack and Pat Kay Centre Camp. Children in Kochavim are engaged in a regular camp schedule while learning to understand and speak Hebrew naturally, by listening to and speaking with their counsellors (Israeli Shlichim) and peers. The program is infused with Israeli culture, Hebrew songs, books, and fun summer activities, all conducted in Hebrew. Over 100 campers ages 3-14 participate in the program during the summer and holiday camps.

## J. ACADEMY CAMP

J. Academy Camp is a unique sleepover summer camp for children and teens ages 8-16 from the Russian-speaking Jewish community in the GTA. The camp aims to connect children and teens from Russian-speaking families, introduce them to the Jewish world's culture and help them discover their Jewish roots through their personal engagements in various creative arts, interactive activities and sports. From 2010 to 2016 J. Academy Camp grew from 70 to 250 participants.

## JDY THEATRE

JDY Theatre is a youth-based community theatre established in 2015. Since then, the group put together three sold out plays with audience of all ages. It is produced and funded by J. Projects, the Russian-speaking outreach department at the Schwartz/Reisman Centre. Currently JDY consists of more than 30 dedicated and talented actors, singers, dancers, and crew members and draws over 500 audience members to each show.

## TZOFIM-SHEVET HERMON

The "Tzofim" is Israel's leading youth movement, which was brought to Canada in 2004 by Israeli parents and youth volunteering in Toronto's Jewish community. It offers a social structure enriched with interactive scouting activities, with Jewish/Israeli flavour, for children (ages 3-9) and youth (ages 14-18) of Canadian Jewish Hebrew speaking families. The local chapter – Shevet Hermon serves 160 children and teens.

# WE INVEST IN ISRAEL & OVERSEAS

Over the past 69 years, UJA Federation of Greater Toronto has established an exceptional bond with the State of Israel including investments in Aliyah and absorption, vulnerable populations, education, healthcare, and cutting-edge technology.

Through a strategic partnership, UJA Federation multiplies donors' dollars by leveraging millions of dollars from the Israeli government, Israeli philanthropists and private foundations for a significantly bigger impact.

UJA is also a vital supporter of humanitarian relief and rescue efforts for Jews around the world living in war zones such as Ukraine and in areas of growing anti-Semitism such as France.

## PROGRAMS FUNDED THROUGH THE JEWISH AGENCY FOR ISRAEL (JAFI)

The Jewish Agency for Israel inspires Jews throughout the world to connect with their People, heritage, and homeland, and empower them to build a thriving Jewish future and a strong Israel. For more than 80 years, the Jewish Agency has served as the link between Diaspora Jews worldwide and Israel. Some of UJA Federation's investments in the Jewish Agency include:

### ALIYAH & RESCUE

UJA Federation has helped over three million Jews relocate to Israel since Israel's inception. Through JAFI, Jews from areas such as Ukraine, Iran, Tunisia, and France are able to fulfill their Zionist dreams, often leaving behind growing insecurity.

### MASA ISRAEL JOURNEY

The Masa Israel Journey is the leader in immersive international experiences in Israel for young adults (18-30). Its diverse portfolio of study abroad, internship, service learning, or Jewish studies programs help young adults grow as professionals and leaders. Since its founding in 2004 over 120,000 young people from more than 60 countries have participated in Masa Israel programs.

### YOUNG ALIYAH

JAFI offers specialized Aliyah absorption programs designed to help young olim (ages 18-35) and students take their first steps to a lifetime in Israel. Programs are located in every region of Israel and offer diverse services such as Hebrew language courses on kibbutzim and in cities; preparation for college or graduate studies; guidance for employment; and preparation for IDF enlisting.

### AFFORDABLE HOUSING FOR SENIORS

Amigour, JAFI's leading sheltered housing company, operates 57 sheltered housing projects throughout Israel, serving more than 7,500 vulnerable senior citizens, the majority of whom are Holocaust survivors along with others who participated in World War II as soldiers and as partisans. For a nominal monthly fee, residents enjoy independent living in their own apartment within a tight-knit community. In addition to meeting the physical needs of this special population, Amigour provides a wide variety of social and cultural services that enhance the quality of life of its residents.

### YOUTH FUTURES – MENTORING FOR YOUTH AT RISK

Youth Futures is a nationwide program that provides youth at risk with comprehensive, tailored intervention to enable them to take their place as independent, productive members of society. At the heart of the program are professionally trained mentors - some 300 young adult Israeli social pioneers - who work full time to build a strong relationship with children and their parents. The program serves nearly 10,000 youth in 32 localities, primarily in the Negev and Galilee.

### POST-ARMY SUPPORT TO LONE SOLDIERS

Each year, about 700 immigrant soldiers who made aliyah without their parents, conclude their IDF service. The Wings program of the Jewish Agency supports their transition into civilian life for two years, starting two months before release from the army.



## PARTNERSHIP WITH COMMUNITIES IN ISRAEL

A number of years ago, UJA Federation's Israel and Overseas Committee determined that the primary focus of UJA's future investments in all three partnership regions - Sderot, Bat Yam and Eilat/Eilot - should be in STEM (science, technology, engineering and math) education. The aim of the initiative was to increase the number of high school students who graduate with a full diploma in Sciences, and then proceed to study STEM subjects in university.

Since its inception, more than 5,000 children have participated in various STEM programs.

### SDEROT

Over the past couple of years, specialized programs have been developed to improve the performance of students from kindergarten age all the way through college. Through STEEM (Science Technology Engineering English and Math) Education Program:

- 360 kindergarten children are learning math through Robotics programs
- 500 elementary school children are enjoying the use of five new science laboratories
- 200 junior high school students are benefitting from additional English classes

Teachers have been trained with special emphasis on STEM and counseling is offered regularly to thousands of young people through the Netivim program. The Netivim Young Adults Center provides educational guidance and job counseling to thousands of young people. To date, 250 students have received full college scholarships.

In the most recent matriculation reports, Sderot ranked as the #1 city, within the southern region of Israel, with the highest number of students who graduated.

### EILAT/EILOT

The Eilat/Eilot region, similar to other remote areas in Israel, continues to experience difficulty keeping up with the demand for high level education services, healthcare services and employment opportunities.

Through STEM (Science Technology Engineering and Math) Education Program:

- 2,541 pupils are currently involved in STEM Programs in Eilat and Eilot
- 2 Joint STEM programs have been set up with Elementary Schools in Eilat and Toronto
- Increase of 20% in pupils choosing an advanced mathematics track in Eilot

### BAT YAM

Nearly 40% of Bat Yam's residents are immigrants from Ethiopia, the former Soviet Union, Ukraine and France. Despite its close proximity to Tel Aviv, Bat Yam is set within Israel's socio-economic margins. With almost no industrial or commercial base, Bat Yam is solely dependent on government funding.

UJA Federation partnered with the city of Bat Yam to advance this community and accelerate its integration.

In 2016, 1,000 students participated in STEM programs. In addition to supporting STEM education in Bat Yam, UJA Federation also invests in: vocational training in various fields (nursing, early childhood education, bookkeeping, bus driving and more); after-school educational enrichment for children and youth.

Through STEEM (Science Technology Engineering English and Math) Education Program:

- 780 pupils are receiving access to advance Math, Science and English programs in Bat Yam
- 700 children are provided with field trips to science and technology centers in Israel
- Hundreds of children are participating in Cyber and Science competitions throughout the year
- 18 young Ethiopian adults received scholarships to study Nursing

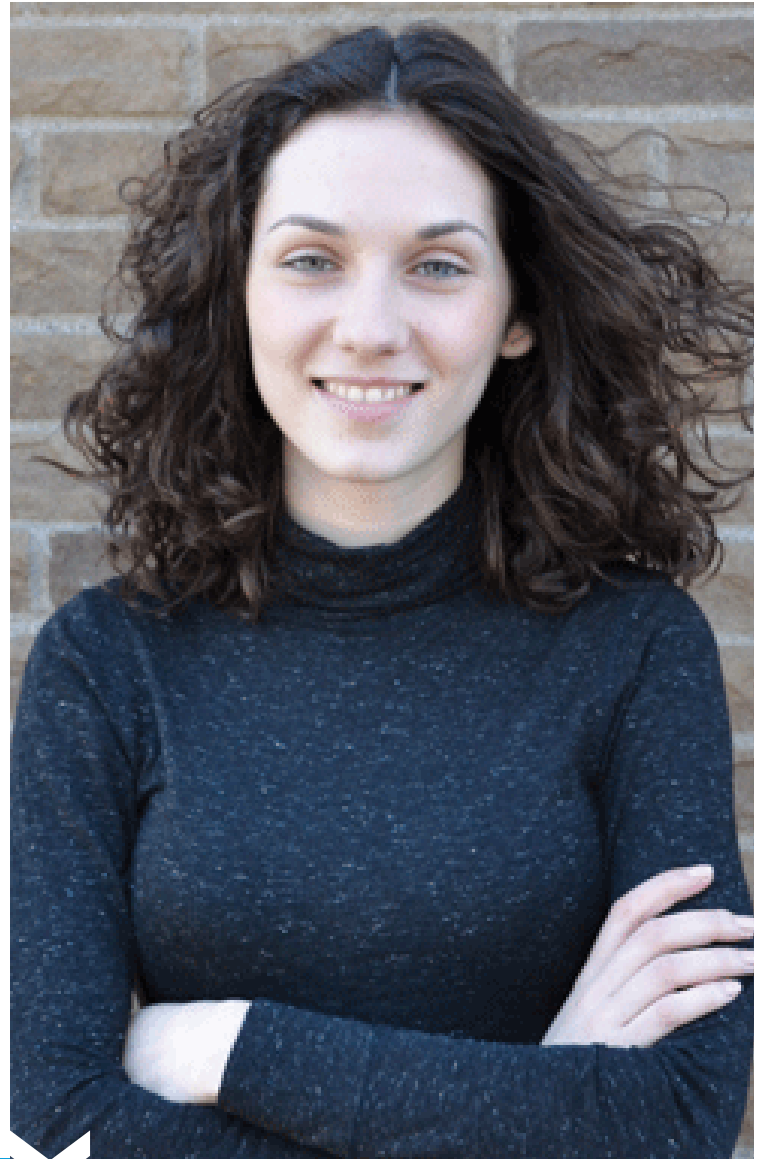


## PARTNERSHIP WITH THE AMERICAN JOINT DISTRIBUTION COMMITTEE (JDC)

JDC is the world's leading Jewish humanitarian assistance organization, impacting millions of lives of the world's poorest and most vulnerable Jews in more than 70 countries. Their efforts help revitalize Jewish life in remote communities, build tomorrow's leadership among Jewish youth, and rescue victims of global emergencies. In 2016, the JDC provided relief from global disasters to 68,000 direct beneficiaries from the following countries: Afghanistan, Ecuador, Ethiopia, Haiti, Hungary, India, Indonesia, Italy, Japan, Macedonia, Nepal, Philippines, Sri Lanka and Turkey.

Examples of JDC's work worldwide include:

- Crisis Relief and Rescue in Ukraine. In 2016: 28,050 received homecare; 13,701 received medications they could not afford; 4,628 served hot lunches in communal dining rooms; 3,579 were provided with food packages; 22,859 were given bankcards for food and medicine.
- Assisting the Poor and Elderly Jews of Kishinev, Moldova. Over 3,000 elderly Jews living in Moldova received care in 2016. This assistance was the direct impact of Toronto's gift.
- Early Childhood & Youth-At-Risk Programs in Israel. Over 100,000 children, youth and teenagers at risk have been helped by JDC.
- Summer Camp Programs in Szarvas, Hungary
- To date, Haredi Employment Centres in Israel has helped 60,000 unemployed individuals find sustainable employment.



Masha, a veteran of JDC's youth leadership programs in Ukraine, couldn't wait to become a community leader in Donetsk. When conflict arrived, she was forced to flee to safety in Kharkov, becoming one of 2,800 internally displaced Ukrainian Jews.

"The conflict started with demonstrations by unarmed people," remembers Masha. "I only realized how severe the situation was when the barricades went up and some people started wearing masks and carrying guns. Eventually they started shelling the airport and we were forced to leave. We lost our jobs and couldn't afford the most basic of needs, so we moved to Kharkov where, thanks to JDC, we received food packages and financial help to rent our apartment for a few months."

Masha refused to give up on her dreams. She now volunteers with JDC to deliver necessary supplies to displaced elderly, at-risk children and families, and other vulnerable Jews. "I am thankfully not in as bad condition as others," she says. "I can work and support myself. For me it's an honour to be an ambassador for Jews in need in Ukraine, to volunteer through JDC."

Masha is not sure what the future holds for her. "The thing that worries me the most is the possibility of the war coming to Kharkov, in which case I will be displaced again and might have to move to another country. It might be Israel, or another country where I can find work as an English teacher or another job where I can utilize my skills."

# WE PROMOTE JEWISH/ISRAEL ADVOCACY

UJA has developed a highly effective Jewish and Israel advocacy plan at the federal, provincial and local levels. We ensure that Jewish Toronto has a voice and is respected by decision makers, inside and outside of government. Whether it's Canada's relationship with Israel on Parliament Hill, the seniors' agenda at Queen's Park, or anti-Israel activities on campus, we take action on the community's behalf.

## CENTRE FOR ISRAEL & JEWISH AFFAIRS (CIJA)

CIJA serves as the organized Jewish community's central address for advocacy advice, support, and strategic resources aimed at improving the quality of Jewish life in Canada and abroad, increasing support for Israel, and strengthening the Canada-Israel relationship.

### HOW IS CIJA UNIQUE?

- It is the only registered lobbyist for Canada's Jewish community.
- It is the only organization to bring hundreds of Canadian influencers to Israel annually.
- It focuses on communication with non-Jewish Canadians in key positions in government, media, academia, and civil society.
- It issues action alerts to mobilize the Jewish and pro-Israel communities to make our collective voice heard with key government officials about breaking developments and major policy decisions.
- It is the only Canadian Jewish organization to have a multi-pronged strategy for campus advocacy, focusing on students, faculty, and administrators. This year, CIJA supported \$150,000 worth of advocacy programming and distributed 20,000 pro-Israel products on campuses nationwide through our campus partners at Hillel.
- It works closely with Hillel to build working relationships with student unions and to support moderate candidates. In 2016, there were 7 successful anti-BDS initiatives on campuses nationwide.
- It operates an international BUYcott campaign, empowering activists to support Israel through their purchases.
- It provides multiple, timely, effective workshops in advocacy training. Subjects include media training, crisis communications, online advocacy and strategic messaging for Israel.
- It works closely with ethnic and faith community leaders and Jewish community members on projects and programming of shared interest.

### YOUR INVESTMENT DIRECTLY ENABLES:

- Government lobbying and media communications on major issues affecting Jewish Canadians – including social justice policies, antisemitism, religious freedoms, genetic discrimination and the cost of kosher food.
- Security training and audits at Jewish sites across Canada, resulting in more secure schools, synagogues and other community facilities.
- Fact-finding missions to Israel that mean parliamentarians, journalists, university officials, and civil society leaders

understand the values Israelis and Canadians share.

- Training, grants, and resources for campus activists, empowering students to speak up, counter BDS, educate their peers on Israel and the Middle East and ensure campuses remain safe and comfortable.
- Effective advocacy based on the strategic use of polling to measure current and emerging opinion trends in the Jewish and broader Canadian community.



### Anti-BDS Motion

In partnership with Federations and Hillel Ontario, CIJA launched a successful campaign in 2016 that mobilized more than 12 thousand Ontarians to contact their MPP in support of an anti-BDS motion at the Ontario Legislature.

## JEWISH FEDERATIONS OF CANADA – UIA

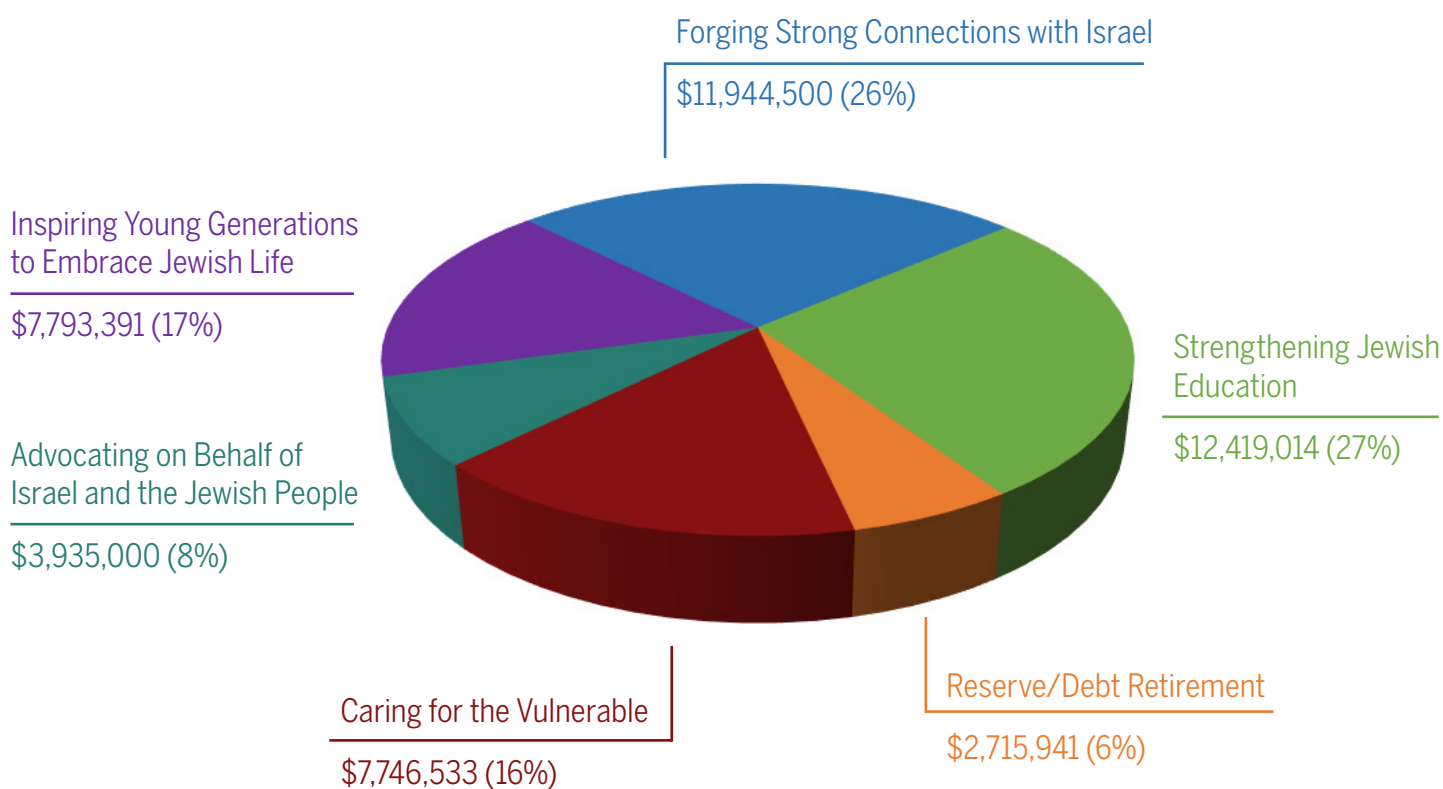
Jewish Federations of Canada – UIA is the national organization of Jewish Federations that responds to the needs of Jews across the globe, with offices in Jerusalem and Toronto. Nationally, it serves Jewish federated and non-federated communities with programs and services. In Israel, it is responsible for transforming campaign contributions into social welfare and educational programs. The fundamental themes guiding the organization are: connecting Canadian Jews in ALL size communities to each other, to Israel and World Jewry; strengthening Jewish identity and Israel engagement in the next generation; financial resource development and leadership development.

# WE ALLOCATE FUNDS EFFECTIVELY

UJA Federation uses its cross-communal perspective, resources and financial leverage to amplify the impact of donations it receives. As a steward of charitable donations, UJA Federation commits to operating efficiently and ensure fundraising costs remain among the lowest of any comparable charitable organization. It operates transparently using metrics and reporting to ensure the most effective and strategic allocation of donations it receives, while balancing the most pressing present and future needs of our community.

## YOUR DOLLARS AT WORK

UJA Campaign allocations for fiscal year 2016/2017



UJA Federation's combined operating, fundraising and community planning expenses represent 11.5% of total revenues, inclusive of annual campaign (unrestricted and restricted), special campaigns, designated gifts, capital project donations, bequests and endowments, income from investments and sundry revenue. Combined estimated revenues total \$135 million.

# UJA AMPLIFIES THE IMPACT OF YOUR DONATION THROUGH MULTIPLE SOURCES OF LEVERAGE THAT MAKE YOUR CHARITABLE DOLLARS GO FURTHER



## MAKING **Collaboration** HAPPEN

UJA pulls together numerous resources to come up with collaborative solutions



## MAKING **Financial Leverage** HAPPEN

UJA attracts multiple sources of leverage to make your charitable dollars go further. For every \$1 you give, UJA attracts an additional 59¢ that goes to helping more people



## MAKING **Jewish Community** HAPPEN

UJA unites the entire Toronto community in good times and in bad

# WE SUPPORT MORE THAN 100 AFFILIATED SCHOOLS AND AGENCIES

## UJA FEDERATION PARTNER\* AGENCIES, PROGRAMS & DEPARTMENTS

Ashkenaz Festival  
Bernard Betel Centre for Creative Living  
BBYO  
Chai Tikvah Foundation  
Circle of Care  
Hillel Ontario  
JACS Toronto  
Jewish Camp Council of Toronto  
Jewish Family & Child (JF&CS)  
Jewish Free Loan Toronto  
Jewish Moroccan Community of Toronto  
Jewish Russian Community Centre (JRCC)  
Jews for Judaism  
JIAS (Jewish Immigrant Aid Services) Toronto  
JVS Toronto  
Kehilla Residential Programme  
Koffler Centre of the Arts  
Miles Nadal Jewish Community Centre  
Prosserman Jewish Community Centre  
RAJET – Ameinu – Limmud FSU  
Reena  
Schwartz/Reisman Centre  
Toronto Board of Rabbis  
Toronto Jewish Film Festival

The House  
Va'ad Harabonim of Toronto  
Zareinu Educational Centre

### JEWISH EDUCATION, TORONTO

Julia and Henry Koschitzky Centre for Jewish Education  
David & Syma Forberg Media Centre  
City-wide Programs

### UJA FEDERATION OF GREATER TORONTO

Committee for Yiddish  
Diller Teen Fellows Program  
Jewish Canadian Military Museum  
Jewish Foundation of Greater Toronto  
Ontario Jewish Archives,  
Blankenstein Family Heritage Centre  
PJ Library / PJ Plus  
Sarah & Chaim Neuberger  
Holocaust Education Centre  
Silber Family Centre for Jewish Camping  
The UJA Israel Engagement  
ShinShinim Program

### NATIONAL – IN ALLIANCE WITH JEWISH FEDERATIONS OF CANADA - UIA\*\*

Birthright Israel  
Canada Israel Experience  
Centre for Israel and Jewish Affairs (CIJA)  
Hillels across Canada  
March of the Living

### ISRAEL & OVERSEAS – IN ALLIANCE WITH JEWISH FEDERATIONS OF CANADA - UIA

American Jewish Joint Distribution Committee (JDC)  
IsraAID  
Jewish Agency for Israel (JAFI)  
Keren Hayesod  
MASA Israel

## AFFILIATED SCHOOLS

### DAY SCHOOLS

Associated Hebrew Schools  
Bais Chaya Mushka  
Bialik Hebrew Day School  
Eitz Chaim Schools  
Montessori Jewish Day School  
Netivot HaTorah Day School  
Paul Penna Downtown Jewish Day School  
Robbins Hebrew Academy  
The Joe Dwek Ohr HaEmet Sephardic School  
The Leo Baeck Day School  
The Toronto Heschel School

### HIGH SCHOOLS

Beth Jacob High School for Girls  
TanenbaumCHAT  
Tiferes Bais Yaakov  
Ulpanat Orot Girls' School (B'nei Akiva)  
Yeshiva Darchei Torah  
Yeshivat Or Chaim (B'nei Akiva)

### SUPPLEMENTARY SCHOOLS

Adath Israel Congregational School  
Ahavat Yisrael Hebrew School  
Beit Rayim Hebrew School  
Bet Sefer Solel  
Beth Radom Congregation Hebrew School  
Beth Sholom Hebrew School

Beth Torah Hebrew School  
Beth Tzedec Congregational School  
CCCS Congregational High School / Adath Israel  
Chabad Hebrew School  
Chabad Romano Centre  
City Shul Nightingale School and Youth Group  
Danforth Jewish Circle  
Darchei Noam Hebrew School  
Downtown Jewish Community School  
ED Toronto UMCA Richtree Academy  
Holy Blossom Temple Religious School  
Jewish Heritage School at Beth Habonim  
J.Roots Supplementary Jewish School  
Kachol-Lavan - The Centre for Hebrew & Israel Studies  
Kol Ami Religious School  
Morris Winchevsky School  
Neshamah Congregation Religious School  
Oraynu Children's School  
Or Hadash Religious School  
Shaarei-Beth El Religious School  
Temple Har Zion Religious School  
Temple Sinai Religious School  
The Centre for Jewish Living and Learning @ Temple Emanu-EL  
Torah 4 Teens  
Torah High

### UJA AFFILIATED CAMPS

Camp B'nai Brith of Ottawa  
Camp Gan Israel Toronto  
Camp Geshet  
Camp Kadimah in Halifax  
Camp Kinneret-Biluim  
Camp Massad (Montreal)  
Camp Moshava Ennismore  
Camp Northland  
Camp Ramah in Canada  
Camp Shalom  
Camp Shomria  
Camp Solelim  
J.Academy Camp  
URJ Camp George  
Moshava Ba'ir Toronto  
The Jack and Pat Kay Centre Camp

\* Partner does not denote a legal partner relationship.

\*\* Funds raised for Israel and overseas needs are allocated to Jewish Federations of Canada - UIA, for which authorized organizations deliver services.

# THANK YOU

The Toronto Jewish community is among the most vibrant, successful and influential in the Diaspora and UJA has been at its core for 100 years. Thanks to the continued steadfast commitment and generosity of our donors, we have created a community that leads in addressing challenges that impact us and the entire Jewish world. Thank you for making a difference through your annual gift to UJA!

# תודה רבה



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RBC Foundation



## GOLD LEVEL



## SILVER LEVEL



## BRONZE LEVEL



## CRYSTAL LEVEL



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 UJA Federation  
 of Greater Toronto