

UIA Federations Canada
מגבית הפדרציות היהודיות בקנדה

ANNUAL REPORT 2003-2004

shoel silver



My family and I spent this past Pesach in Israel. Our last few days were spent in Eilat. The city, besides being full to the brim with tourists for the first time in several years, was festooned with colourful signs that read "Creating Peace Through Salsa". At first, it was not clear to me how dipping sauce could contribute significantly to peace. Closer investigation revealed that the signs referred to Latin music and dance. The weekend after Pesach, Eilat hosted the 3rd annual Israeli Salsa Congress.

During our visit, we went for a hike along an unmarked river bed in the Golan Heights. An opportunity to commune with nature - along with, as it turned out, two busloads and several carloads of fellow communers. According to the newspapers, some two million Israelis spent part of Passover visiting nature reserves.

Those of us who often visit Israel remark on the ability of Israelis to live with the tensions and fears of terrorism. Israelis themselves, if you ask them about it, tend to point out the negatives - the activities they no longer take part in, the cautions they have adopted, the nagging anxieties, the decline in public spirit, the increase in domestic violence. All true. From the outside, however, and with all their imperfections, the people of Israel serve as remarkable examples of the resilience of the human spirit.

While UIA Federations Canada was not a sponsor of the Israeli Salsa Congress, in many other ways we are a bridge between Canadian Jews and Israel. We contribute on a daily basis to the resilience of Israelis. This year in particular, UIAFC has also found itself playing a major role in maintaining the morale of our own community in the face of unfamiliar challenges.

As the largest Canadian social service organization operating in Israel, we continue to have an impact on the lives of Israelis. Working with the Jewish Agency, the Joint Distribution Committee and our other agents and partners, we help Israeli society advance the condition of those most in need, focusing in particular on the young and on those ravaged physically and emotionally by the ongoing terror war.

The past year saw a marked resurgence in visits to Israel. For UIAFC's Jerusalem office, this meant frenetic activity to serve the needs of the many missions sent by our communities. This was capped by the visit of several hundred Canadians in November to coincide with the General Assembly of the United Jewish Communities. A highlight of the trip was "Canada Salutes Israel", an event of mutual solidarity held in the presence of the Prime Minister of Israel and several hundred young and enthusiastic members of the Israel Defence Forces. Many thanks to our hardworking Jerusalem staff, and a special thank you to Lynne Lyons, who retired this year after almost a quarter-century of service.

Our role as a physical bridge did not end with missions. A successful March of the Living, and continuing birthright Israel trips (including one that included youth from the Jewish community of Cuba) enhanced the bonds between Canadian Jewish young people and Israel.

As a result of our missions and travel program, thousands of supporters of our campaigns have seen their donations at work, serving the people of Israel. The presence of so many Canadians in Israel has itself been a contribution, as evidenced by the numerous expressions of gratitude expressed by ordinary Israelis to our mission attendees.

While our Israel-focused activities continued, the other role of UIAFC - as the umbrella body of the federations and regional Jewish communities of Canada - took on greater prominence than in the past. 2003 saw the birth of CIJA, the Canadian Council for Israel and Jewish Advocacy, founded through an initiative of the "Israel Emergency Cabinet", a committee of UIAFC.

CIJA represented our community's response to disturbing trends that showed themselves first across the world and in international bodies such as the UN, and more recently in antisemitic violence in our own country. Working through the dedicated volunteers and professionals of its affiliate bodies, the Canadian Jewish Congress and the Canada-Israel Committee and the new membership-based CIJA-PAC, and in close cooperation with many other Jewish Canadian organizations and sympathetic groups and individuals in other ethnic communities, CIJA has given us a strengthened ability to convey our messages: that combating antisemitism must be a priority of the entire Canadian society; and that distortion of the truth about Israel is a contributor to antisemitic violence here and around the world. On campus, educational programs and bolstered staffing have given our young people more tools to deal with the well-financed Israel hatred they have been confronted with.

This is only a small sampling of the work carried out by UIAFC's professionals and volunteers. Thank you to Maxyne Finkelstein, our Executive Vice President, and her staff; to the tireless volunteers on UIAFC's Board, Executive, and committees; to the leadership of the federations and regional community bodies across the country; to the Israel Residents Distribution Committee -- our overseas group based in Israel, and to the tens of thousands of donors whose commitment to the Jewish people allows our community to play its part in the chain of mutual responsibility that has sustained us for thousands of years.



maxyne finkelstein

This Summer brings the fifth year since I joined UIAFC and the fourth year since I assumed the position of Executive Vice President. It is a good time to take a look back as well as to look forward as we begin a new year with this Annual Report.

We have worked together, during the past five years, to build and rebuild a national entity which meets the particular needs of the Canadian Jewish community. Two related events have had the most significant impact on our organization in the past five years -- in a sense they are two parts of a whole -- the environment in Israel and in Canada. In Israel the "Matsav" has changed the objectives of the UJA/CJA Campaigns. Our Canadian Campaigns have taken leadership in responding to the needs in Israel and the interests and concerns of donors.

In Canada the environment evolved and brought our national advocacy organizations into a new configuration with the development of the Canadian Council for Israel and Jewish Advocacy (CIJA). After two years of intense work by a dedicated group of leaders we have seen the evolution of a new organizational reality in Canada. The outstanding abilities of UIAFC President Shoel Silver allowed for the creation of a structure which could work.

The changes we have experienced have also called on donors and communities to reconsider their investment in both service and infrastructure. Whether assisting the individual or groups, such as students on Campus, we have recognized that an increased investment in human and financial resources is critical to our success. In making this decision we understand that Campaigns must grow or other programs receive less support and this is a difficult and significant situation. The Canadian Federations must be congratulated on entering into this new reality with appropriate skepticism, significant support and ongoing readiness to manage their investment of precious capital.

The most significant and positive aspect of my experience of the past five years has related to working with leadership - both lay and professional - from across the country and in Israel and coming to understand the importance of a strong national community. We are most fortunate to live in an environment which allows for great sensitivity to particular needs as well as an in depth appreciation of the value of national collective responsibility.

I look to the next year as one which will be framed by new challenges and to continue to work together with courage and creativity as we achieve common goals.

OUR MISSION

UIAFC is focused on serving the ten Federations, two regional councils and all regional communities in Canada. The organization works with communities to strengthen and build as we relate to the historical traditions that have served us for thousands of years.

UIAFC was developed in the context of the belief that collective and unified action is invaluable in serving our most pressing concerns. Our organizational structures reflect a primary need to evolve locally and participate nationally and internationally.

The vision of UIAFC embraces the fundamental themes, which guide our work: financial resource development, leadership development, advocacy, Jewish continuity, the centrality of Israel and responding to the needs of Jews wherever they may live.

Our goals may only be achieved if the financial resources are available. Innovation in fundraising and the transmission of our message to the next generation of donors are fundamental considerations. New ideas and initiatives will be key to our success.

United Israel Appeal Federations Canada

United Jewish Appeal of Canada Inc.

Consolidated Summary of Operations

for the year ended December 31, 2003

REVENUES		
DONATIONS.....	\$47,079,500	
DUES.....	\$647,600	
INTEREST.....	\$560,600	
		\$48,287,700
EXPENDITURES		
Israel Direct Social Welfare Programs		
RESCUE, RELIEF AND IMMIGRATION ABSORPTION COSTS.....	\$13,437,400	
STUDENT SCHOLARSHIPS AND HIGHER EDUCATION.....	\$2,433,000	
PROJECT RENEWAL AND PARTNERSHIP.....	\$3,015,500	
NEEDY, AGED AND INFIRM.....	\$246,700	
CAPITAL PROJECTS.....	\$1,789,700	
JOINT DISTRIBUTION COMMITTEE.....	\$547,700	
ISRAEL EMERGENCY CAMPAIGN.....	\$7,953,100	
		\$29,423,100
National Allocations		\$9,202,400
		\$9,202,400
Program and Operating Costs		
LEADERSHIP DEVELOPMENT AND CANADA ISRAEL YOUTH PROGRAM SUBSIDIES.....	\$3,305,200	
CAMPAIGN SERVICES.....	\$1,449,600	
OPERATING COSTS (INCLUDES FINANCE CHARGES AND DUES).....	\$4,703,400	
		\$9,458,200
		\$48,083,700
EXCESS OF REVENUES OVER EXPENDITURES		\$204,000

Bequests and Endowments

Regional Communities

The Atlantic Jewish Foundation stands today at \$1,271,535. The Foundation has also, over the past few years, overseen the transfer of \$1,200,000 for projects and programs in Israel. These amounts illustrate a central mandate of the Foundation whereby Israel and Overseas needs and local needs are promoted as a single platform whose objective is to benefit Jews wherever they may live.

In Ontario a number of synagogues have expressed interest in learning more about Foundations and toward this end a proposal to hold a series of seminars have been well received. The giving base of contributors at the higher end of giving is eroding through natural decrease and relocation. As matters stand today, there is little prospect that these contributors will be replaced. To minimize, if not avert, a crisis in funding in the future, a co-ordinated dynamic strategy between communities and UIAFC to elicit bequests and endowments for synagogue Foundations and community has to be launched. The present day piecemeal approach is making gains with individual contributors but is hardly the approach to deal with impending major financial contingencies that will affect most Regional communities.

In Saskatchewan, Saskatoon has been blessed by the foresight of a number of individuals who have built a Foundation that will stand the community in good stead in the future. This trend of investing in community, begun by a previous generation, continues today. It is an activity that clearly sets this community apart. Regina is following suit with a Foundation that is being given more attention.

Victoria and Vancouver Island have obvious potential for growth. The hope is that programs proposed for launching this year will begin the process of creating a Foundation of substance.



PHOTOS: CIE PHOTO CONTEST FINALISTS

Canada Israel Experience (CIE) continues to be an international leader in the field of Israel Experience and education. Over the past year, CIE sent record numbers of young Jewish adults to Israel. Over 2000 young adults participated on CIE birthright israel programs during the summer of 2003 and this past winter. The organization is expecting to send another thousand participants this spring/summer. In September CIE, NJCL and local communities from across the country organized a series of reunions/promotional events focusing on Israel which

attracted over 2000 young Jewish adults, over 1100 in Toronto alone. CIE has also established itself as a leader in informal Israel/Zionist education bringing some of the most dynamic and creative programming on Israel to communities across Canada.

This year, CIE continued its partnership with York University's Centre for Jewish Studies in a year-long course in informal Jewish education for students training to be Jewish day school teachers. This past year was marked by a dramatic increase in the number of high school age programs run through CIE. We saw the return of high school age programs from Ottawa, Winnipeg and Montreal as well as a Young Judeaea/RJCO teen program of 90 participants. Several more teenage groups from Montreal will be traveling to Israel this summer.

With a generous grant from UJA Federation of Greater Toronto's Jewish Venture Philanthropy Fund, CIE continued to develop innovative mifgash (encounter) programs with Israeli soldiers. The soldiers join CIE birthright israel participants for five days as a means to create an intimate setting for the peer groups to learn more about each others cultures and Jewish identities. This aspect of the trip is a highlight for the birthright israel participants and serves as a means to strengthen the connection between Israel and Canada through peer group interaction.

In March 2004, four soldiers who participated on mifgashim were selected to come to Canada to continue the "mifgash" experience. The Israeli soldiers' visit to Canada was a follow up program for birthright israel alumni. The program touched on the following areas: everyday life of the Israelis, hasbara, personal experiences, love of Israel and the promotion of birthright israel programming. The soldiers toured campuses and communities speaking to over 1100 birthright israel alumni, university students, and community leaders. The program was extremely effective in continuing to cultivate the relationships they began in Israel and brought a positive message about Israel to Canada.



NEARLY 600 CANADIAN BIRTHRIGHT PARTICIPANTS LISTEN TO REMARKS FROM CANADA'S MINISTER OF JUSTICE, IRWIN COTLER AND THE CANADIAN AMBASSADOR TO ISRAEL, DONALD SINCLAIR, IN JERUSALEM'S OLD CITY.

In the summer of 2003 CIE worked with the Cuban Jewish Community to run a joint Canadian, Cuban and Israeli birthright israel bus. This program has created a strong connection between CIE birthright israel alumni in Canada and Cuba. As a follow-up to the CIE birthright israel program, a group of Canadians visited and volunteered in Cuba this past winter and this summer another group of Cubans will be participating on a CIE birthright israel program. Last summer CIE sent its second Volunteer Alumni Mission to Israel for those who wished to return and make a valuable contribution to the people of Israel.

In the fall, CIE turned its attention to the Israel advocacy needs of Jewish university and college students. Two new Experience programs were planned in partnership with local Jewish campus service organizations. One program brought Jewish student leaders and their non-Jewish counterparts to Israel for a week-long Israel coalition-building program. A second program this summer will train CIE birthright israel alumni to be leaders in the pro-Israel campus lobby.

Under the leadership of Barry Naiberg, Chair of the CIE Management Committee, CIE looks forward to operating Israel Experience programs for over 1200 Canadian Jewish young adults this summer. Should you have the opportunity to be in Israel this summer, please contact our office prior to your departure so that we can arrange an exciting visit with our Israel Experience groups.

COMMUNICATION SERVICES

- Communities continue to subscribe to UIAFC for material support year-round. A new initiative aiming to improve the accessibility of speakers for all communities is being planned for the fall Campaign season. In addition to regular support.
- The Hineni Magazine has increased its circulation and size, reaching nearly 1000 top givers across Canada.
- Additional communities have subscribed to the FedWeb web-site building system that offers a variety of subscription components and branding unique to North American Federations through UJC and, this fall, a new version will be in place that will allow more flexibility for administrators to customize their sites.

Central to the "national system" of the Canadian Jewish community, of which UIAFC is the prime vehicle, is the concept of National Collective Responsibility (NCR). NCR is the mechanism by which the cost of certain obligations and programs are allocated among the Federations and Regional Communities.

Traditionally the formula for NCR was made on a basis of a combination of population and annual Campaign performance. The tradition is to reevaluate the formula once the results from the decennial federal census are available.

In December 2003 the new proposed formula for NCR was brought to the UIAFC Board of Directors for discussion. The new formula was accepted early in 2004. A significant aspect of the new formula is the changes in the population, with approximately 50% of Canadian Jews now residing in the Greater Toronto area. Additionally the new proposal separates the operational costs of UIAFC into domestic and Israel related activities in order to present a more transparent breakdown of expenditures for the purpose of evaluation by the funding communities.

Results of National Jewish Demographic Study Released

Canada one of few growing communities in the world

This past year, UIAFC began releasing parts of the National Jewish Demographic Study (NJDS) results, revealing a growth of 14, 205 Canadian Jews (4%) over the last 10 years bringing the overall Canadian Jewish population to 370, 520.

The results of the study were divided into nine parts or themes -- 3 of which have been released as reports, to date. Each community will continue to receive a report tailored to their specific results, as each subsequent theme is released. The themes are, in order of release: Basic Demographics; Jews by Geographic Areas; Issues of Jewish Identity; The Jewish Family; The Jewish Elderly; Cultural Characteristics; Economic Characteristics; and, Mobility."

The information provided in the National Jewish Demographic Study is largely based on numbers from Statistics Canada's 2001 Census results. UIAFC's research team, headed by Chief Researcher Charles Shahar -- and working in consultation with local Federation professionals -- extrapolated useful information from the Federal Government's study and applied further research and analyses to the results, allowing for a thorough scientific study of the Jewish community.

The results of NJDS provide key statistics for individual community demographic reports including information about gender breakdowns, age, marital status, single parents, intermarriage, immigration, language, poverty, unemployment, education and occupation. In the statistical analysis, there was special attention paid to topics such as disability, Jewish mobility patterns across Canada, ethnic extraction (Sephardim versus Ashkenazim), Holocaust Survivors, and economic disparity between genders.

Additionally, an on-line database will be set up for Federation Planners and authorized researchers to offer easy access to the study's information.

Jewish Holocaust Survivors of Canada Appeal For A Portion of Swiss Heirless Assets

Several years ago the Swiss Government introduced restitution payments for unclaimed bank accounts, insurance policies, looted art and assets that were owned by victims of the Holocaust who perished during the war. For over 50 years these Jewish assets were hidden from its rightful heirs and now the Swiss are making amends to correct the wrong.

\$1.25 billion US was offered by the Swiss Government to pay heirs of these assets. Of that total amount, \$600-\$800 million "heirless" assets is being held in a trust by a US district court. The court is now deliberating to whom these unclaimed heirless Jewish assets should go. Grass roots survivors organizations in North America, including Canada's Jewish Holocaust Survivors of Canada -- backed by UIAFC and Canadian Jewish Congress -- are appealing to the court for funding of desperately needed home care services for our aging survivor population who are in need.

CIJA is an umbrella organization that was officially formed in January 2004. CIJA works to improve the quality of Jewish life in Canada, increase support for Israel, and strengthen the Canada-Israel relationship. CIJA brings together such organizations as the Canadian Jewish Congress, the Canada-Israel Committee and Quebec Israel Committee, the National Committee for Jewish Campus Life, and CIJA Public Affairs Committee (CIJA-PAC). CIJA was initiated through UIA Federations Canada, with the Canadian Jewish Federations and Regional Communities.

Many initiatives involve participation of a number of these CIJA-affiliated organizations working together. As the oversight organization for many well-established Jewish organizations, CIJA works hand-in-hand with all CIJA-affiliated agencies, sometimes with many involved in one initiative, to coordinate initiatives across the country, and help to assure that dollars are spent as effectively as possible, with measurable results. The mandate of CIJA relates to representation and public education.

Recent Achievements with CIJA-Affiliated Agencies

CIJA has supported missions to Israel involving many non-Jewish influencers across the country - leaders who have visited Israel and returned with a clear understanding of the issues facing Israelis today and the common values between Canadian and Israeli citizens. Some of these missions have involved leaders of our business, academic, government and media communities, as well as student leaders representing student governments who have brought their message back to their campuses across the country. CIJA-funded missions are planned with comprehensive follow-up steps that involve sharing what was learned in Israel with others at home, and debriefing participants to encourage continued involvement.

CIJA assisted in the coordination of a meeting with the Prime Minister of Canada and several key senior government officials with the leadership of all major Jewish organizations. The meeting resulted in a strengthened relationship between Jewish leaders and the Federal officials; a commitment by the Prime Minister to respond strongly and quickly to incidents of an antisemitic nature; and a productive discussion on many timely issues, including security for Jewish institutions across the country.

CIJA regularly hosts luncheon addresses by prominent Israelis, including most recently *Jerusalem Post* editor, Bret Stephens; Deputy Director-General of Israel's Ministry of Foreign Affairs Gideon Meir; Professor of Political Studies at Bar-Ilan University Gerald Steinberg; and former Prime Minister of Israel Shimon Peres. Each of these events has included a significant number of high-level non-Jewish business, academic and government leaders, who have participated in up-close, in-depth discussions of issues of the day affecting Israel, Canada, and the Israel-Canada relationship.

Among dozens of projects and programs designed to improve the Canada-Israel relationship and, based on the societies' notably similar values, to strengthen the bonds between Canadians and Israelis, CIC, with support from CIJA, has created the Pro-Israel Communications Guide, a document designed to help advocates communicate - effectively - Israel's issues to Canadians. Training sessions involving over 500 grass roots activists so far have been held across the country, building a cadre of effective advocates for Israeli causes.

Through QIC, CIJA funded a conference on antisemitism in Montreal with globally renowned experts on new and old antisemitism and the effects of convergence with anti-Zionism. This well-attended conference engendered unprecedented coverage of the issues in the mainstream media and educated many on the dangers of antisemitism, its global spread, and strategies to combat hate in Canada and abroad.

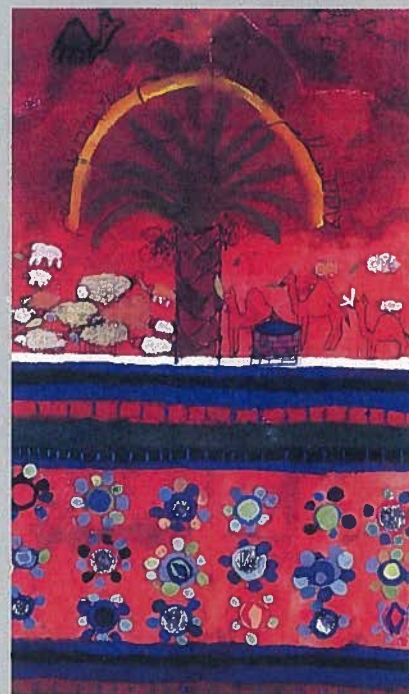
With CIJA's support, NJCL has grown significantly over the last year, adding to their capacity, with a dedicated professional Campus activists on seven campuses across the country, to assist students in improving the quality of their life on campus and deal quickly and effectively with antisemitic incidents.

National Jewish Campus Life

NJCL is quite proud of its accomplishments during its inaugural year. Due to the support of CIJA and UIA Federations Canada, Canadian students were provided with significantly more resources to provide much needed services on campus.

National Jewish Campus Life was established in May 2003 to serve as the central national resource provider for the Federation system to the numerous Jewish campus organizations operating across Canada. It was mandated to create a national campus system which would convene lay leadership, students, and professional staff in order to place the appropriate resources in the operations with the greatest opportunity for success and to support those operations with significant needs. NJCL was challenged to provide direction, vision, and strategic leadership to the campus system in order to achieve the highest possible level of campus advancement. NJCL also was positioned to work within the CIJA structure so as to coordinate the services of the CJC, CIC, and QIC to the campus system, thereby maximizing the impact of the collective resources of these organizations.

NJCL reviewed the status of Jewish campus life prior to the 2003-2004 academic year and recognized that on certain campuses there was an Israel advocacy crisis, the majority of students were not connected to Israel affairs on campus and only a small percentage of those who were involved with Israel affairs could be considered leaders. Most of the Israel oriented programs focused on attracting Jewish students rather than non-Jews and there were few partnerships with non-Jewish organizations on campus. There was a significant shortage of qualified professionals to work on campus and most campus organizations also lacked the resources to support high level programming.



A SAMPLE OF THE ART WORK PRODUCED BY STUDENTS OF MAUREEN KUSHNER. THE WORK IS DESIGNED IN TRADITIONAL BEDOUIN COLOURS. BEDOUINS BELIEVE THAT SHEEP, CAMELS, THE WATER WELL AND THE DATE PALM TREE ARE SYMBOLS OF PEACE AND PROSPERITY.

In order to address this situation NJCL developed a four pronged approach:

Invest in Outreach Programming

1 NJCL made a strategic decision to target unaffiliated Jews and non-Jews regarding Israel affairs by providing high quality programs that demonstrated the finest attributes of Israeli society. NJCL organized national tours of an Israeli DJ and VJ duo, an Israeli Bedouin, an art display focusing on peace and humor, Israeli soldiers who participated in a *mifgash* program during a birthright Israel program, and Canadian journalist and author **Irshad Manji**. Through this series of programs over 15,000 students were touched by our Jewish campus system.

Invest in Activist Training

2 NJCL decided to devote resources to supporting student activists and providing training and education to ensure that they are prepared to articulate a clear and concise message about Israel. NJCL co-sponsored two training conferences in Ottawa, one targeting presidents of Jewish campus organizations and the other targeting student leaders involved with Israel action committees. In August, NJCL, CIE, and Hasbara Fellowship are launching a pilot project, a Canadian *hasbara* training program in Israel targeting birthright Israel alumni in particular. The goal of this program is to place 40 well trained students on campus in September who have a deep understanding of Israeli issues and finely tuned skills in the area of communicating a positive message about Israel.



HILLEL PRESIDENTS FROM ACROSS CANADA GATHERED IN OTTAWA FOR A CONFERENCE ORGANIZED BY NJCL.

Invest in Campus Influentials

3 In order to affect the campus culture, NJCI decided to engage student leaders from student government, press, high profile campus clubs, etc. NJCI suggested that if key campus leaders have a positive image of Israel, this message will flow down from them to their organizations and these student leaders would be more willing to work cooperatively with the Jewish student organizations on campus thereby enhancing the status of Hillel/JSAs on campus. NJCI brought a group of almost 30 campus leaders from across Canada for a week long Israel experience. The students were exposed to all aspects of Israeli society and addressed the issues being discussed on campus in an intellectually honest manner. The students returned to campus with a very positive image of Israel, remained engaged in Israel issues through a listserve, and numerous participants were elected to positions of even greater responsibility on campus.

Invest in Human Resources

4 It was evident that NJCI could offer the most dynamic resources possible to the campus community, but if there was not the appropriate staffing structure, we would not achieve success. Also, in order to maintain the high level of Jewish identity programming offered, additional highly qualified staff would need to be hired to address Israel issues on campus. NJCI provided the funding to hire seven campus professionals dedicated to Israel affairs. These professionals proved to be invaluable resources on campus, increased Israel programming nationwide by 42%, and assisted NJCI in touching over 14,000 students with at least one Israel oriented program. NJCI also invested in 9 Israel program recruitment interns who played a critical role in the birthright Israel recruitment strategy. They assisted CIE recruit over 2,000 students for Israel programs in the 2003/2004 academic year and the campus system has benefited tremendously from the energy and leadership of Israel experience alumni.

NJCI had a tremendous year due in large part to the tremendous local campus staff, the fabulous student leaders, and the dedicated lay leadership which provides guidance to the system. In particular, we owe a "Yashar Koach" to Barbara Bank, the inaugural NJCI chair. Thanks to her diligence, thoughtfulness, and hard work, NJCI has become a national organization providing significant resources and services to over 30 campus organizations across the country.

Dear Tilly, Lance, and Lorne

Words can hardly express how grateful I am for all that you've done for me....As a humble expression of my thanks, I've enclose a small donation in hopes that you'll continue organizing these unforgettable trips for future participants to experience. I wish you all the best of luck in your pursuit to promote peace and right to life in Israel.

Shalom,
Most sincerely and thankfully

Kitty Li
NJCI Mission Participant & VP of Amnesty International at
Concordia University

UIA Canada Jerusalem Office



HOWARD M. WEISBAND, DIRECTOR GENERAL, UIAFC ISRAEL OFFICE

While Israel continues to face on-going terrorism and simultaneously battles increasing unemployment and poverty, Canadian Jewish communities, through UIAFC, offer support for a better future through ongoing solidarity missions, genuine friendship, and increasing Campaign achievement.

❑ Canadians participated in 25 UIAFC and Federation missions in 2003. A highlight was the Canada Salutes Israel event in November at the Palmachim Air-Force Base, where hundreds of Canadian visitors and Israeli soldiers celebrated together with Prime Minister Ariel Sharon during the UJC General Assembly. Since the creation of CIJA, a number of Israel Advocacy Missions have been coordinated through UIAFC in Israel.

❑ Significant contributions have been forthcoming to support programs and projects, benefiting all spheres of Israeli society. In Beersheva, construction is underway on the second floor of the Early Childhood Centre, and cornerstone-laying ceremonies took place for the Azrieli Institute for Educational Empowerment, and the Children's Village, funded by the Miriam and Saul Goldberg Estate.

❑ The Kfar Gvirol Multi-Purpose Sports Court was dedicated, celebrating twenty years of a special Project Renewal relationship with Toronto.

❑ Partnership 2000 (P2K) activities continue to serve as a source of achievement and pride to Canadian and Israeli communities.

❑ In the current academic year, scholarships of US\$ 250,000 will be allocated to students in Israel, made possible in large measure by the Pulver Estate and the UJA Federation of Greater Toronto. Priority funding is designated for Israeli students with Canadian citizenship and for those in Canada P2K regions.

❑ The UJA of Ottawa established a CDN \$1 million Scholarship Fund for Student Victims of Terror, with the Jewish Agency. The first awards ceremony took place in November, 2003.

❑ The Canada Centre retains a place of pride as Canadian Jewry's flagship project in Israel. Visits to the Centre increased, the International Skate Israel competition resumed, and Metulla skaters reached new levels of achievement. Costs are being maintained, and potential energy savings are being closely examined in the constant effort to balance the budget. A ceremony took place to dedicate the Yossi Goldberg School of Excellence for Ice-Skating, in memory of Metulla's former Mayor, and to recognize the unique contribution of former NHL Coach Roger Neilson who passed away last year.

❑ Internally, a review of the Israel operations resulted in administrative and program recommendations designed to improve services to UIAFC and Federations. To help facilitate overall administration and process the increased number of donations within Canada Revenue Agency regulations, a Director of Finance and Administration has been employed.

Israel Missions Listing

June to December 2003

Toronto PM Mission	June 9 to 15
UIA Get Smart	July 13 to 17
Toronto August Solidarity	Aug 5 to 10
Toronto Venture Philanthropy	Aug 7 to 13
Toronto	Aug 8 to 12
UIA CIC YL Parliamentarian	Sept 2 to 6
Toronto Pre Rosh Hashanah	Sept 4 to 7
Toronto Major Donors	Sept 18 to 22
Winnipeg Community Mission	Oct 26 to Nov 1
Toronto Medical Mission	Oct 29 to Nov 3
Toronto Past Campaign Chais	Nov 10 to 15
Montreal GA Mission	Nov 10 to 16
Toronto Beyachad GA	Nov 12 to 19
Am Echad National GA	Nov 10 to 16
Toronto Family Mission	Dec 21 to Jan 1
Nereyever Toronto Mission	Dec 21 to Jan 4

January to June 2004

Toronto CEO Advocacy	March 7 to 9
Greenberg Ottawa Family	March 18 to 27
Quebec Israel Committee	March 20 to 27
Vancouver Yom Haatzmaut	April 19 to 27
Montreal Chairman's Mission	April 18 to 27
Ottawa Yom Haatzmaut Mission	April 22 to 29
Toronto Temple Emmanuel	April 25 to May 3
Vancouver YPO Mission	May 7 to 16
Winnipeg Leadership	May 9 to 16
Montreal West Island Mission	May 16 to 21
Toronto UJA Bonds	May 16 to 22
Montreal Fashion Mission	May 30 to June 6
Toronto Prime Minister's Mission	June 8 to 14

Partnership 2000 (P2K) *Coast to Coast*



STUDENTS FROM HAR VAGAI, IN ISRAEL'S GALILEE PANHANDLE, VISIT THE CANADIAN ROCKIES WITH THEIR TWINNED SCHOOL FROM CALGARY, IN APRIL.

This past year marked a major turning point in the Partnership 2000 (P2K) program for the Coast-to-Coast communities. In response to the global economic downturn and the financial strain associated with its war on terror, Israel has implemented

unprecedented budgetary cuts to the country's social service sector, exposing needs that have not existed since the establishment of the state. Given its geographical location on the periphery of the country, our partnership region in the Galilee Panhandle has been profoundly affected. The region's education system—once its pride and a model to the world—has been particularly hard hit: school days are being shortened, music and enrichment programs are being eliminated, hot-meal programs have been suspended, playgrounds requiring upkeep are being shutdown, and teacher to student ratios are now at troubling levels. At the present time, 40% of grade six students in the region fall short of national literacy standards, and only 40% of Jews and less than 20% of Israeli-Arabs pass their high school matriculation exams.

In response to this crisis, the Canadian P2K Steering Committee has traveled to Israel twice this year. Together with the leadership of the five municipalities in the Galilee Panhandle, we have redefined P2K. The program now concentrates on two primary areas: (1) the Education Initiative (EI); and (2) the Living Bridge program. The EI is targeted at meeting the needs of children at risk, while the Living Bridge project aims to enrich the experience of normative students. The projects are complementary, presenting a range of options to address the unique needs of children in both Israel and Canada.

The EI is designed to increase access to educational opportunities, technology and the skills needed to function in a highly pluralistic democratic society. In order to maximize the impact of the program on vulnerable students in the region, the Coast to Coast communities have partnered with three philanthropic organizations that are also committed to the needs of the Galilee Panhandle: the Israel Venture Network, the Sacta-Rashi Foundation, and the San Francisco Jewish Federation. These organizations unite Israeli philanthropists with those from Canada and the United States in a common cause. Together, approximately US \$1 million per year will be leveraged for each of the next 3-5 years in order to assist vulnerable students in the region. An increased allocation to Israel from the upcoming Annual Campaign will enable the EI to reach more vulnerable students.

Complementing this is P2K's second strategic approach entitled Living Bridge. The Living Bridge initiative addresses the needs of normative and exceptional learners in both Canada and the Galilee Panhandle through programs that enrich the programmatic resources of Canadian Jewish day schools and summer camps and those of their Israeli counterparts.

P2K Montreal & Beersheva/B'nei Shimon

Partnership 2000 is a major component of Montreal's deep and growing links with the state of Israel. It represents a tangible connection with the people of Beersheva and B'nei Shimon and is representative of the community's deep commitment to the people of Israel. Over the past year, these connections have expanded exponentially. This past year proved the strengthening of existing projects, coupled with the development of many new and exciting areas.

Continuing Highlights:

■ Geshet Chai (Living Bridge)

The Geshet Chai between schools remains strong. Students and teachers continue with a regular exchange of correspondence and exchanges, and new this year, parents are becoming involved with these projects.

■ Magshimim

The first Magshimim group (12 Montrealers who made Aliyah to Israel) successfully completed their 6-month absorption in Beersheva and many have elected to stay in region. The second Magshimim group is now actively preparing for their Aliyah to Beersheva in a few months.

■ Steering Meetings

History was made in November when the largest number of Montreal committee members traveled to Beersheva/B'nei Shimon to participate in the annual steering meetings.

■ Video-conferencing

Video-conferencing continues to be used to connect Montrealers and Israelis. The women's mifgash, business people, students, teachers, and young adults all experienced the power of videoconferencing this past year.

New Highlights:

■ Hospitals:

Soroka Hospital and the Montreal Jewish General have been involved in a reciprocal exchange of the director general of each facility. As a result of these mifgashim, there are now many ongoing projects between the hospitals.

■ Capital Project:

Ground was broken on The Miriam and Saul Goldberg Charitable Trust, Youth At Risk Village, located in the heart of Beersheva.

■ Givot Bar:

The first 15 families have moved into Givot Bar, a new community in B'nei Shimon. In a true gesture of partnership, a small delegation of Montrealers helped the garin move into their new caravans. Additionally, members of the garin have been to Montreal to help educate Montrealers on the new community.

■ Security Mifgash:

A successful mifgash was held with individuals involved with security. This first-time project enabled P2K to contribute to hasbara efforts here in Montreal.

P2K Toronto & Eilat/Eilot: *Growing In Partnership*

The number of Torontonians who have gone this year to visit their partners in Eilat/Eilot has been exceptional. There have been high school trips, volunteer groups, educators, OTZMA participants, family missions, synagogue missions, young leadership groups and university student trips. The single largest group went just after the GA, in November 2003. These two hundred people went to Eilat for four days to see the partnership in action and spend Shabbat with our partners. All our groups visited Toronto funded programs and were able to see the two spheres of activity of the partnership, one being our growing people to people or living bridge projects and the other our social service programs. The need for assistance with the social net has increased since the surge of terror in the country over the past few years and our partnership has engaged in projects to help alleviate the stress on the program to some degree.

The number of volunteers to the region has tripled over the last year giving us a large cadre of motivated community members working in Toronto on projects to benefit our own community and the region. One remarkable project was the Eilat TV program. A group of Toronto teachers visited the region and met with the local P2K young leadership. The Young Leaders took the group to see the local hospital that is in dire need of financial assistance. They do not have TV's on any of the wards. The children in particular have nothing to keep their minds off their health issues. The teachers jumped into motion and immediately raised a sum themselves. They came home and made the TV's this years Rosh Hashana mitzvah program, raising money from the day and supplemental school community. \$30,000 has been raised and the hospital can now purchase the much-needed hardware.

Because of its remote location, the area of social services has always been an issue in Eilat. It is difficult to attract good professionals and then keep them in the region. In the past teachers were not certified and had no professional development. For a number of years we have funded programs that provide enrichment to the education system. The teachers now receive, through the partnership, professional development, all are certified and this year we are all so proud that Eilat has won Israel's national education award for outstanding achievement. This is the highest award given in the field for excellence in education! We share in the prize and excitement that our children are learning and growing!

The Regional Jewish Communities of Ontario

The Regional Jewish Communities of Ontario (RJCO), chaired by **Richard Kizell** (Kingston), has had another year of increases, both in Campaign and in programming with a service delivery program that constantly strives to better itself. The growth and strength of the Jewish population in all parts of this province is vital to us all.

The regional communities face changes that larger urban centres do not. There is a decrease and relocation process in the region that translates to a smaller giving base. Although Statistics Canada records a 7.9% increase in the overall population, in Regional communities our Campaign and population lists have, at best, remained unchanged.

Our contributors were instrumental in raising the regular Campaign total to \$651,461 which registers as a 16.2% increase over the previous year. Several of these contributions were substantial increases and \$55,000 were one-time gifts. However, we must never lose sight of the fact that everyone's contribution means so much to our Campaign and we constantly strive to widen the base through programming and education.

Towards this end, the Regional Jewish Communities of Ontario Executive, in consultation with our communities, has approved a series of surveys and focus groups to elicit data on the attitudes, values and issues that people care about. We are hoping that these findings will assist us in formulating strategies that are responsive to the needs of the Jewish community in the regional areas of the province.

Not everyone realizes that all of the programs offered in the communities, whether they be the children's programs, parent-teen dialogue, Holocaust education or traveling exhibits, such as last year's Janusz Korczak exhibit, are only possible because of the donations made to Campaign.

RJCO also offers other services to communities that few realize. Community estate planning, the establishment of a foundation, the disbursement of foundation income, the maintenance of the community's cemetery once a synagogue is sold, the distribution of synagogue memorabilia and *sifrei torah*, a project in Israel or any other plans for the long term needs of the community are all offered.

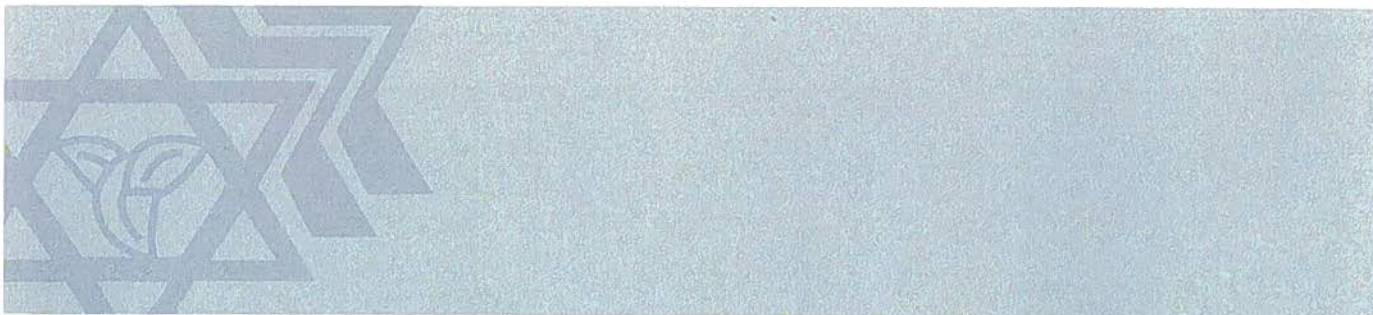
Our service delivery has continued to grow this year. While the educational programs for our young have continued to grow we are also proud of the fact that we have brought in more programs for our older youth and adults. This year we also increased the number of communities involved in Holocaust Education and the number of programs that were introduced.

Youth programs continue to be well received and these are being expanded into communities that have not taken advantage of events in the past - Chanukah, Purim, Yom Ha'Atzmaut. We expect this to continue in the upcoming year.

Over the years many communities that have taken advantage of our children and youth programs have been asking for more that could involve adults. In this light we have offered nine speakers who travel throughout the province to speak about everything from antisemitism and anti-Zionism to media bias to women in Jewish history.

As well, this was the first time that the communities were offered an exclusive viewing of a traveling exhibit, "The Janusz Korczak and the Children of the Warsaw Ghetto". This exhibit was displayed in six communities and had a combined total of over 10,000 visitors including adults and school groups. The response to these additions has been positive and more programs are being developed for the future.

The goal of RJCO - the Campaign and the development of programs - is to ensure that we change from being a concern of the few into a community enterprise in which all of us have a stake.



Young Leadership



UIAFC's National Young Leadership Executive took the winter months by storm, with a highly energized agenda.

On February 3, 14 young Jewish adults from Toronto, Montreal, Ottawa, and Vancouver traveled to Buenos Aires, Argentina, for YLE's biennial "Fly-In" to learn, first-hand, how we collectively fulfill the Talmudic dictum *Kol Israel arevim zeh ba zeh* - all Israel is responsible for one another. Participants met members of Argentina's Jewish community who only a few years ago were donors to Argentina's UIA campaign - and today, find themselves on the receiving end. "We are interchangeable," noted one participant, "Our grandparents ended up in the North and theirs in the South - but that is the only difference between us. It's inspiring to see how the North American Jewish community is helping our brethren here get through this difficult time...and if the tables were turned, they would do the same for us."

In 2002, UIAFC's National Young Leadership Executive initiated an Israel Advocacy training program, developed in partnership with the Canada-Israel Committee. In September 2003, the inaugural year of the program culminated with a mission to Israel together with six Canadian Parliamentarians.

A new group of over 40 participants is on board in 2004, many of whom gathered from across Canada this February in Ottawa, for a 3-day Retreat, which gives participants first-hand exposure to the Canadian political process, and helps hone their skills as advocates for Israel.

Later that month, members of UIAFC's National Young Leadership Executive gathered in Winnipeg for their Executive Retreat. Together with Scholar-in-Residence **Arna Poupko Fisher**, participants explored the "big issues," such as antisemitism and Jewish continuity, while also addressing challenges specific to Federation Young Adult Divisions (YAD) across the country.

In March, over 50 Canadian young leaders joined together with close to 2,000 US participants in UJC's biennial Washington Conference, featuring such notable speakers as **Hillary Rodham Clinton**, humorist **Al Franken**, **Dennis Prager**, **Dr. Deborah Lipstadt**, and many others. The conference theme, *We Can Make a Difference*, underscored the power that the next generation of Jewish leaders has to create positive social and political change,

and to practice *tikkun olam*, repair of the world. The Canadian contingent had a special session on CIJA, to learn how they can help make a difference at home.

The National Ben Gurion Society continues to support local activity, with two new chapters this year in Hamilton and Calgary. Plans are underway for a 2004 National BGS Mission to Poland and Israel.

The next National YL Conference is scheduled to take place in Toronto in April 2005. Conference Chairs **Alison Himel**, **Liann Granovsky**, and **Josh Cooper** are spearheading efforts to draw world-class speakers, and plan three days of education, inspiration, motivation, and fun!



OVER 40 PARTICIPANTS GATHER IN OTTAWA FOR A 3-DAY RETREAT, PART OF THE YLE ISRAEL ADVOCACY TRAINING PROGRAM

Women's Division

National Women's Leadership Conference

Women's Division held its second national leadership conference called *"Many Voices/One Vision: Canadian Jewish Women Speak"* in Ottawa, in May.

The conference, chaired by **Donna Dolansky**, brought together women from coast to coast who have been volunteering with their local UJA/CJA Federations and served to enhance their skills in leadership, community education, activism and Jewish enrichment. The program included numerous workshops and a list of speakers including The Honourable Madame Justice **Rosalie Abella**, author and journalist **Irshad Manji**, **Ruth Bar-On**, Executive Director of Israel's Crisis Management Centre and **Joy Cohen**, London, England, International President of Women's Division for Keren Hayesod. **Dr. Norma Joseph** was the Scholar in Residence.

The conference also included a tour of Ottawa during the renowned Tulip Festival, a dinner at the home of **Herb and Dorothy Nadolny** and lunch on Parliament Hill hosted by Senator **Jerry and Carole Grafstein**, followed by a panel discussion with panelists **Brent Belzberg**, *CIJA Co-Chair*, **Dr. Anne Golden**, *President and CEO of the Conference Board of Canada*, and **Marlene Catterall**, *MP Ottawa West-Nepean*.

The speakers represented a wonderful cross section of prominent Canadians as well as women from overseas committed to UIAFC's mandate. The conference also marked the end of the two year term for **Lesley Binstock Offman**, from Toronto, and **Alice Raby**, from Montreal, who co-chaired UIAFC's National Women's Division. **Jewel Lowenstein** of Montreal and **Barbara Bregman** of Toronto assumed the position of National Women's Division Co-Chairs for the 2004-2006 period.



CONFERENCE PARTICIPANTS ENJOY A SCENIC DOUBLE DECKER BUS TOUR OF OTTAWA DURING THE ANNUAL TULIP FESTIVAL.

Canadian Lion of Judah Women Gather For Southern Hospitality in Palm Beach, Florida

130 Canadian Lion of Judah women gathered at the magnificent beach-side home of **Heather Reisman** and **Gerald Schwartz** for a gourmet lunch, opportunities to tour their beautiful home and an address by **Dr. Ellen Cannon**, Professor of Political Science at Northeastern Illinois University.

Dr. Cannon spoke on "A Pivotal Moment in World Jewish Politics - Making the Critical Difference". Her remarks were inspiring and placed even greater emphasis about the importance of endowing a Lion Gift.

March of the Living 2004

March of the Living Attracts Large Numbers

Three hundred and sixty students from across Canada, accompanied by sixty staff, adult chaperones and survivors took part in the 2004 March of the Living, the largest number to take part in the program in recent years. The Canadian delegation, Chaired by **Hilda Cohen**, was comprised of three groups: Coast-to-Coast, Chaired by **Morris Henoch** (Winnipeg); Toronto, Chaired by **Irving Gottesman**; and Montreal, Chaired by **Alice Raby**.

The increase in Canadian numbers was due to a number of factors, including efforts by the Canadian Jewish communities and CIE to lower the overall cost of the program to participants.

The program in Poland drew thousands of young people from around the world, including a sizeable delegation of Hungarian students attending in commemoration of the 60th anniversary of the destruction of Hungarian Jewry. On Yom Hashoah, the actual day of the March of the Living, the students marched from Auschwitz to Birkenau in memory of the millions who perished at the hands of the Nazis. Amid the ruins of Birkenau, a somber memorial ceremony was held, which included a choir of students from Toronto's March of the Living delegation. Other notable programs in Poland included an all Canadian Shabbat dinner, dialogue with Polish Christian students, and meeting with one of the "Righteous Among the Nations."

In Israel, the Canadian groups visited Jerusalem (The Old City, the Western Wall, Har Herzl, Yad Vashem), Massada and the Dead Sea, as well as other parts of the land of Israel. On Yom Hazikaron, each delegation attended moving ceremonies in local Israeli communities in memory of Israel's fallen soldiers.



PARTICIPANTS ARE OVERCOME WITH EMOTION DURING A VISIT AT AUSCHWITZ

All Canadian groups joined together at Latrun for a ceremony marking the close of Yom Hazikaron and the start of Yom Ha'atzmaut. The student-led ceremony and the party that followed, was attended by over 1,000 guests, including groups from as far away as Australia and Panama, as well as a number of Canadian UJA/CJA missions. (Parents and friends in Canada were able to watch the trip on the March of the Living website through daily uploads of pictures and occasional video images from the trip.)

The next March of the Living program is planned for May 2005. The program will mark the 60th Anniversary of VE Day and is expected to draw over 18,000 people - many of whom will be survivors - from around the world.

For more information on the March of the Living, visit:
www.marchoftheliving.org

Anguish to Hope

"Programs like Anguish to Hope are a Blessing"

For the second year, Anguish to Hope combined with birthright israel for a fourteen day visit to Poland and Israel. The CIE run program, first launched in 1993, takes Canadian university-age participants on a journey to Poland and Israel, designed to witness the past and experience the future of the Jewish People.

This year's program, which had more applicants than space available, began in Warsaw, where the students lit candles for the last day of Chanukah. The students, who came from all across Canada, then continued their trip with visits to Cracow, Auschwitz-Birkenau & Majdanek. The group was accompanied by **Max Eisen**, a survivor of Auschwitz- Birkenau and other Nazi labour camps.

In Israel, the group toured the length and breath of the country, took part in a "hesed" project, and were joined by 10 Israeli soldiers of the same age group for the final 5 days of the program.

Nadine Zuckier, 22, of Toronto, whose grandfather Sam is a survivor of Birkenau, was one of the 40 participants on the trip.

"It was extremely difficult to be at Birkenau," she says. "I could actually picture him there. I even knew that he was in barrack number 10. It all became far too real when I walked through there, imagining what it was like for my zaidy and bubby (who died when Nadine was just four), and all the others who suffered at the hands of the Nazis. Even though I thought I knew everything there was to know, being there really hit home."

"I was so happy that she went on this trip to see all these things that I lived through so many years ago," says Sam. "Programs like Anguish to Hope are a blessing because they take these kids to Israel and to Poland where so much of their lives - and our lives as Jews - are forever connected."

For more information on Anguish to Hope, visit: <http://anguishtohope.org>

Top Gifts / Hineni Highlights

In November, Hineni Donors partook in an exclusive fly-in to Montreal that featured a visit to the exhibit *Archaeology and the Bible: From King David to the Dead Sea Scrolls*, as well as dinner with guest speaker **Alon Pinkas**, Israel's Consul General in New York City, a visit to the newly opened Montreal Holocaust Museum, and a tour of the city's Jewish Community campus.

In February, nearly 100 Canadian Top Gifts Donors attended the annual Southern Hospitality event in Florida. The elaborate dinner was held at the exclusive Boca Raton Resort and Club and was hosted by **W. Bernard Herman** from Toronto. Speakers that evening were **Carole Solomon**, Chair of the Board of Governors of the Jewish Agency, and **Nir Barkat**, Israeli high tech entrepreneur and member of the Jerusalem city council.

Much excitement has been generated for the sold-out Top Gifts Mission to India scheduled for this coming December.

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