



# The Jewish Federation of Ottawa's **Case for Community**

Your choices will shape our future: better, brighter, together.



## Dear friends,

Last year at this time, we were writing to express our excitement and optimism about the flourishing Jewish Superhighway that was bringing so many new programs and possibilities to our community. Now we find ourselves striving to maintain that progress amid the challenges of a global pandemic that has forced major changes to multiple aspects of our lives.

The COVID-19 crisis prompted the Jewish Federation of Ottawa to launch an Emergency Campaign for Community Resilience, raising an incredible \$2.4 M to date to protect the community's most essential services and most vulnerable members.

Federation's immediate response to this emergency is an example of the critical role it plays in the Jewish community. Federation reached out first to make sure our Jewish agencies were protected. Even before government funding was announced, Federation secured resources to disburse immediate help to agencies like Hillel Lodge, Jewish Family Services and Tamir. At the onset of the crisis, Federation launched the Facebook group Jewish Ottawa Helps to mobilize volunteers and to get help quickly to those who need it.

**When you give to Federation, you are ensuring the entire Jewish community is supported.**

**This is the power of the collective.**

**This is the result of your generosity.**

**This is why we are asking you to please renew your pledge to the 2021 Annual Campaign.**

These are unusual times and so much is uncertain, but we know with your ongoing generosity we will be able to raise the necessary funding to preserve the work achieved on the Jewish Superhighway. Please give generously to the 2021 Campaign and know that your choices will shape our future: better, brighter, together.

With abiding gratitude,



**Rabbi Reuven Bulka** and **Dr. Karen Palayew**  
Co-chairs of the 2021 Annual Campaign

*"Individually,  
we are one drop.  
Together, we are an ocean."*

# The Power of the Collective – Building the Jewish Superhighway, Together

**In the past two years, with the support of our amazing donors, our community has witnessed the flourishing of the Jewish Superhighway.**

Your generous donations allowed Federation to fund and create a bustling, energetic hub of Jewish life where new programs and projects are enabling people of all ages to experience their own personal and meaningful Jewish journey.

**Together** we are achieving our vision of:

- Inspiring Jewish experiences
- Enriching Jewish education and learning
- Ensuring care for our most vulnerable

**We must protect our community's priorities in this current climate of uncertainty.**

This report will celebrate and share some of the successes we achieved together as we urge you to help maintain this vision of a thriving Jewish Superhighway through a donation to the Annual Campaign. In addition, if you have not already made a gift to the Emergency Campaign for Community Resiliency, and are in a position to do so, please consider one.



# Giving to the Annual Campaign fuels the whole community

## Your gift cares for the more vulnerable

Together we provide a safety net to care for the well-being of our most vulnerable community members. **The Bess and Moe Greenberg Family Hillel Lodge** cares for our seniors; **Tamir** supports our loved ones who have special needs; and **Jewish Family Services** offers many levels of help, including counselling, financial aid, and food security.

## Your gift ensures our children learn what it means to be Jewish

We are strengthening and promoting quality Jewish education. Federation provides financial assistance to **three Jewish day schools** and **five after-school and Sunday school programs**. Ottawa families have educational choices and can find the best way for their children to meaningfully connect to Jewish learning.

## Your gift builds community and protects our institutions

Federation funds communal organizations that nurture our collective values and practices and sustain our culture. At the heart of our community is the **Soloway Jewish Community Centre**, (SJCC). Another important community-building agency is **Hillel Ottawa**, which provides a familiar and comfortable space for university students.



# Your generosity has impact: Our collective success stories

## Jewish experiences

### Your generosity fuels Jewish engagement and outreach

**PJ Library** brings new families into Jewish community life and allows those who might not have connected to engage and to teach their children. Currently, 814 children in our community receive free Jewish children's books mailed to their homes every month.



"Celebrating Shabbat and Jewish holidays is very important to our family. We appreciate and enjoy how PJ Library books add another dimension and level of understanding of our traditions for our children. We love how Jewish values and ideas are woven into the stories and help to normalize Jewish life."

- **Susan Wollock, PJ Library parent**

**814**  
children  
monthly

From 2019-2020, Federation awarded **18 microgrants** that supported a variety of unique programs that helped people engage in Jewish life and extended Jewish connections in new ways.

## Micro GRANTS

"I was happy to support an event that brings elements of Jewish and queer culture into dialogue. Those intersections are few and far between in Ottawa, so I was happy to learn that a drag event found support through a Federation Microgrant."

- **An attendee to the Purim in Drag event,  
organized by community volunteers**

"I found the approach to Jewish-Black relationship very honest and true. ... The speakers made the evening. Thank you."

- **An attendee to the Black-Jewish Relations event  
organized by Machzikei Hadas**

**18**  
Microgrants

# Micro GRANTS

"It was a great event, organized to the smallest details, everything was so good, the food was great, ice breaker activity was very original and interesting, and the music was great, so happy to have such great and inspiring women in our community. Thank you!"

+200  
connections

A 'pre-COVID' event!



# Jewish education

**Your generosity created new school initiatives and cutting-edge technologies for day and supplemental schools**

"In March, the world changed and education changed right along with it. We pivoted from a brick-and-mortar school to a distance learning school in just four days! Our program grew and evolved over 13 weeks.

Working with our school's 3D printer, our Middle School Science classes met with leadership from Hillel Lodge to officially launch our project for producing PPE for their frontline healthcare workers."

**- Dr. Jon Mitzmacher, Head of School**



"Thanks to the amazing teachers and staff at the OJCS who didn't let Coronavirus stop my kid's education."

**- Sara Z.**

"We are grateful for the strong partnership we have with the Ottawa Jewish Community School and for their assistance creating face-shields and masks extenders for our front-line workers. This innovative initiative is not only an educational experience for the students but provides our team with vital supplies.

**- Ted Cohen, Hillel Lodge CEO**



Captured images of the OJCS end of year assembly.

**Torah Day School of Ottawa** (TDSO) has experienced a 15% increase in enrollment for the 2020/2021 school year due to the success of their curriculum and programming. TDSO revitalized their Hebrew language program and transitioned from a French literacy program to an oral-based one for their younger grades. Thanks to a grant from Federation, the school now has two new mobile science carts that help the school integrate science, robotics, and technology into every single classroom. Along with upgrades to their Wi-Fi system, which has allowed laptops and chrome books into each class, the school is a model of integrating technology into the learning process.

**15%**  
increased  
enrollment



"This year took an unexpected turn with the declaration of the COVID-19 pandemic. Within 48 hours, Torah Day School quickly shifted gears to deliver online engaging lesson plans for our students to learn from home. Even though schools were physically closed, we have a dedicated staff who are committed to our students, working in non-traditional ways to ensure our students were able to continue learning. Our teachers and staff have been amazing at finding creative solutions to guarantee our students are able to learn in the safety of their home."

- **Rabbi Boruch Perton, Head of School**

"Our family has multiple children that attend TDSO. The asynchronous online format provided us comfort knowing that all our children are able to attend their classes throughout the day while the others were reading, writing, or working on assignments."

- **Parent**

"I was impressed with the wide variety of online learning strategies that the TDSO teachers used. Teaching by video lessons, individually calling the children at home and working with them one-on-one really helped my child stay on track and engaged his learning style."

- **Parent**



## Supplemental schools

With the support of Jewish Federation of Ottawa, Temple Israel Religious School (TIRS) has been able to provide 11 students, who have learning exceptionalities, with the technology they needed to find successful learning alternatives.

Teachers have benefitted from ongoing professional development and thanks to Federation and the Partnership2Gether program, TIRS has a partner school in the north of Israel and about 25 students now have pen pals and have participated in the "Friends Across the Sea" curriculum.

### Temple Israel



Jewish Life Happens Here

"Thank you for teaching our son so much about Judaism. Taking part in your class has inspired us as a family to do more Jewish activities together and celebrate many holidays we didn't know about before. We have also started lighting the candles on Friday nights to recognize Shabbat every week which is something we didn't do before our son started Hebrew school. You are a wonderful teacher! Thank you so much!"

- **TIRS Parent**

Zoom Havdallah



Federation funding helped to train teachers to support kids with special needs and as a result attracted three new families to Ottawa Modern Jewish School (OMJS). Federation support also enabled OMJS to adopt a new Jewish values-based curriculum that enhances their mission of providing a Jewish education to a diverse student body.



"Both my children have ADHD, one with hyperactive type and the other inattentive. OMJS's investment in meeting needs like theirs means that they could not just learn, but also enjoy classes at the school."

- **OMJS Parent**

# Help the Vulnerable

**Your generosity has created broad approaches to protect our more vulnerable from seniors to students.**

Your donations have allowed Jewish Family Services to support **65 families per month** with case management and direct relief. Whether it is individuals and families who are struggling with their finances or their mental health, JFS provides support through advocacy, access to resources, and connection to community. JFS also helps our seniors, many of whom have been supporters, but who now need support. In addition, JFS supports our students when they need guidance navigating life and its challenges.



"We had a man in his 30s call us. He worked from an early age and was quite good at what he did. He was laid off last summer. Struggling with addictions, he was unable to pay his rent or buy food. Despite his feeling of shame, he found the courage to reach out to JFS to ask for help. A member of our team met with him to address the immediate concerns. He was quickly put at ease and a plan was put in place to help him get back on his feet as well as deal with the grief of losing a much-loved job. He was referred for emergency assistance to pay his rent, he applied for EI, was issued a stipend from Tikvah and he began receiving food from Miriam's Well and Kosher Food bank. Once he didn't have to worry about where he was going to live and how he was going to eat he was able to focus his attention on getting a job and attending a recovery program for his addictions. Less than six months passed and he has found a job and is excited about starting a new chapter in his life."

- **Sarah Caspi, Executive Director, Jewish Family Services**



# All these successes and achievements are occurring despite the COVID-19 crisis.

With great appreciation to our generous donors, as of July 2020, Federation has successfully raised \$2.4M in the Emergency Campaign for Community Resilience.

**The global pandemic is ongoing, and the community continues to feel the impact. If you have yet to give to the Emergency Campaign, and are able to do so, please consider a one-time gift to help these unique needs:**

## A Snapshot of Escalating Needs

25%

increase in clients at the Ottawa Kosher Food Bank

150%

increase in demand for Meals on Wheels

30%

increase in JFS counselling services

38%

projected increase in tuition assistance needs

# Help the vulnerable navigate this crisis safely

**No community member experiencing dire need because of the pandemic should be turned away from a Jewish social service agency due to a lack of resources.**

There is a serious increase in the need for basic living support – food and counselling – and the demands on our social service agencies are skyrocketing. Those who were vulnerable before are in acute crisis, and many who were just getting by are now out of their depth.

**Tamir and Hillel Lodge** must be given all resources necessary to protect their residents and clients. Extensive infection control protocols, which are not adequately funded by the government, are the new normal until a vaccine is found.

Food Security	\$181,400
JFS staff support	\$150,000
Keeping Residents at The Bess and Moe Greenberg Family Hillel Lodge and Tamir safe from infection	\$809,491

<b>TOTAL</b>	<b>\$1,140,891</b>
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# Short-Term Assistance to help the newly vulnerable

A family that has always enjoyed a middle-class lifestyle is suddenly thrown into crisis. One parent is terminated from their job while the other parent, a small business owner, is forced to close their business and now operates at a much-reduced capacity with growing debt.

## Outcome One:

The family calls Jewish Family Services (JFS) but staff are understandably overwhelmed with requests. The family cancels their synagogue and SJCC memberships and becomes increasingly isolated from their network of Jewish friends. The parents are not able to recover their financial footing, and this negatively impacts all aspects of family life. Over the next decade, they are forced to apply annually for financial support from the community. The family never fully recovers.



## Outcome Two with a successful Emergency Campaign:

Through Federation's Emergency Campaign, JFS provides the family with immediate support, including food and counselling. To get them through 2021, the family receives temporary financial support from the community. Thanks to subsidies, the family remains connected to their friends, synagogue and SJCC programs.

**By the end of 2021, the family returns to self-sufficiency.**

# Continued access to participation in Jewish life for community members in financial crisis.

**No community member – especially a child – should lose access to meaningful Jewish activity (be it Jewish education or summer camp) due to temporary job loss or financial devastation because of the pandemic.**

Dollars raised through the **Emergency Campaign for Community Resilience** will support increased grants and scholarships to keep community members connected to Jewish life and to keep our schools and camps strong.

Understanding that operational expenses will likely increase as physical distancing measures are implemented and event-based fundraising will be challenging for the foreseeable future, Federation has a responsibility to ensure that increased dollars are available for tuition relief.



## **Additional Day School**

<b>Tuition Relief</b>	<b>\$541,670</b>
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<b>Supplementary schools and overnight camp subsidies</b>	<b>\$53,000</b>
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<b>TOTAL</b>	<b>\$594,670</b>
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# Short-Term Assistance to maintain connections to Jewish life

A family with three children enrolled in day school (Grades 1, 3, and 5) faces a financial crisis for the first time. Due to the pandemic, the parents – both professionals – were forced to shut down their businesses and liquidate savings to cover growing office costs and debts. They notify their children's day school that they can no longer afford tuition.

## Outcome One:

They cannot obtain sufficient tuition assistance as the school is overwhelmed with demand. They withdraw their children from day school, causing the entire family stress and destabilization. Experience demonstrates that once removed from day school, very few return. Multiplied across families, enrollment drops at both schools, prompting a tuition hike – a negative spiral builds, placing the school in crisis.

## Outcome Two with a successful Emergency Campaign:

With additional support from Federation's Emergency Campaign, the family receives a one-time tuition subsidy that enables the children to remain in the day school system. As the pandemic ends, the parents rectify their professional practices and return to self-sufficiency by 2021, restoring their tuition payments. The cost to the community of the one-time subsidy is \$27,000. Over the span of the children's remaining schooling, the family pays a further \$153,000 in tuition fees, further contributing to the system's overall sustainability. We are already seeing how important these subsidies are to day school enrollment.



**The children maintain Jewish social connections and a meaningful Jewish education – and the day school is protected from a negative spiral.**

## Friends,

Over the years, you have generously supported community organizations like the Soloway Jewish Community Centre, our Jewish schools and our social service agencies, bringing them to a place of strength, where they are flourishing models of success.

The Emergency Campaign will help ensure that these gains will not be lost and that these organizations can continue to thrive.

## There is a choice to be made.

**Everything we do today as individuals, as leaders, and as a community, will define who we are when this crisis is over and what we want our community to look like.**

**There is a choice to be made to ensure the vibrancy of our Jewish future.**



# STRONGER TOGETHER



**Together** we will ALWAYS care for our most vulnerable, the elderly, the sick and those in financial and emotional need.



**Together** we will ALWAYS support Jewish education and ensure our children connect to their Jewish identity and culture.



**Together** we will ALWAYS protect our community hubs, like the Soloway JCC and our Jewish agencies.

**The Jewish Federation of Ottawa pledges to protect these essential values of our collective Jewish community life.**



The Jewish community of Ottawa has achieved so much together already. Be proud and please hold on, dig deep and help keep our community strong. Thank you for your generosity.

**Donate today** to the **2021 Annual Campaign**.  
Visit [www.jewishottawa.com](http://www.jewishottawa.com) or call 613-798-4696, ext. 242.

# How will you assure Jewish tomorrows?



## Be part of Jewish Ottawa's enduring legacy.

Federation's financial support to community organizations has proven invaluable for decades. Legacy donors are an enduring part of this legacy.

Be remembered forever with a gift in your will, retirement account or life insurance policy.



For more information visit [jewishottawa.com/legacy](http://jewishottawa.com/legacy)  
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