

# The Case for Making a Gift to Federation



**We are blessed to live in a GOOD Jewish community.**

**But we all aspire to live in a GREAT Jewish community.**

***How do we go from good to great?***

*By enhancing the services that are already provided, and by embracing the possibilities for the future.*

*This is what Federation does, and this is why support for the Jewish Federation is critical for our collective Jewish future.*

***What does critical mean?***

*It means that without Federation's work, key parts of Ottawa's Jewish life would not survive, jeopardizing what we already have in the community, making individuals and organizations more vulnerable, and taking away the vision for a great future.*

## The Complex and Compelling Story

• **Federation has a compelling, inclusive vision for all of Jewish Ottawa.** Federation supports meaningful Jewish experiences and journeys, where Jewish life is vibrant and no one is left behind. Understanding how personal each individual's Jewish journeys really is, Federation ensures there are varied services and exciting programs to meet all needs and interests.

• **Federation has the ability to leverage the human and financial resources to make this vision come true for the sake of future generations.** Owing to our historic mandate, expertise and experience, our contacts are deep, our relationships strong and our fundraising costs low. Without Federation's fundraising prowess, substantially fewer dollars would be raised for Jewish Ottawa.

• **Federation values innovation and is well networked nationally and internationally as the preferred and natural partner to import Jewish innovation to our community.** Whether it be the PJ Library program or Birthright Israel, Federation is the go-to partner for game-changing Jewish programs and experiences to advance our vision.

• **Federation values partnership and is the only actor capable of bringing the community together.** Working across Jewish Ottawa, Federation is uniquely positioned to mobilize people and bring together like-minded individuals. Federation is an exceptional convener, representing the whole of community. Unlike other organizations, Federation does not have a singular mandate or a particular parochial interest, but rather focuses on ALL aspects of the community.

• **Federation funding and appropriate stewardship enables our community to function, 24 hours a day, seven days a week, by providing a coordinated approach to meeting needs, while also providing support for the people of Israel, particularly those who live in the northern periphery.** A wide spectrum of programs and services are only possible through collective giving. In other words, Federation funding is broad and deep and includes support for the essential, and sometimes less appreciated causes that would not be able to raise money on their own or only at considerable cost.

• **Without Federation, venerable community institutions such as the Bess and Moe Greenberg Family Hillel Lodge, the Soloway Jewish Community Centre and looking forward, Tamir's Integrated Living Centre, would not exist.** Federation is what makes the whole greater than the sum of its parts.

• **Federation is always here. "Who are you going to call?" In the case of the Jewish world, it is Federation.** When there is a challenge an organization cannot overcome, they call Federation. When Israel is in need during times of conflict, they reach out to Federations for emergency help and extraordinary social service support. When there is an issue that requires sensitive handling with the Government of Canada (and indeed at all levels), Federation is here to represent Jewish interests. When it comes to keeping our community safe and secure, Federation is here.

To summarize, Federation secures substantial resources for Jewish Ottawa based on a community-wide vision, uses its expertise and holistic community knowledge to optimize impact – including the ability to convene different actors to work together, and serves as crisis manager in chief. Without Federation, there would be isolated pockets of Jewish activity and services, but not a true community.

## Federation and the Future

Federation is motivated and committed to evolving and ensuring that we continue to successfully lead Jewish Ottawa.

How we do our work is changing. Here are three fundamental shifts:

- Federation explicitly explains impact – both what we fund and the programs/services we provide.
  - A case in point: the important support Federation provided to students on university campus in defeating BDS.
  - A case in point: Federation's financial support and active management of the PJ Library program (over 600 children) results in young families more likely to engage in Jewish life.
- Further expand funding to include new organizations and, more fundamentally, seed money for individuals with great ideas to advance Federation's vision and ensure that more people want to and are able to access Jewish life. This strategy leverages social networks, aligns visions (federation and donors), and ensures that innovation drives our community forward.
- Pro-actively expand fundraising beyond the Annual Campaign to include designated giving to strategic priorities that align with our vision.



To conclude, when you support Federation, you are supporting your collective success. You are fueling innovation, you are supporting growth, you are raising up those in need and you are ensuring we continue to excel as individuals and as a community.

**Together, we will guarantee a bright Jewish future for ensuing generations.**



Building meaningful Jewish journeys where **no one is left behind.**

[f JFedOttawa](#) [@ Jewish\\_Ottawa](#) [JewishOttawa](#) [jewishottawa.com](#)