



The Jewish Federation of Ottawa's

Emergency Campaign

for Community Resilience



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\$2.7 M Emergency Campaign for Community Resilience



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 as a result of the pandemic should be turned away from a Jewish social service agency due to a lack of resources. Dollars are needed to support vital interventions to help at-risk Jews, with the goal of getting as many community members back on their feet as quickly as possible. 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. This includes contingency funds to contain a potential outbreak. If there is no outbreak, and/or the government provides additional funds, in consultation with lead donors, these dollars would be repurposed for other needs.



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**

TOTAL **\$1,140,891**

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

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

Dollars raised through the Emergency Campaign 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 social 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, not less.



**Additional Day School
Tuition Relief** **\$541,670**

**Supplementary schools and
overnight camp subsidies** **\$53,000**

TOTAL **\$594,670**

Reimagine the Jewish Superhighway

This crisis has taught us about partnership, cooperation, volunteerism, generosity and bravery. We learned to hold the line – to buckle down and take care so those more vulnerable are protected.

We need to apply these lessons and values to reimagine Ottawa's Jewish community and our vision of a flourishing Jewish Superhighway, filled with meaningful Jewish journeys, where no one is left behind. **We cannot abandon our dreams for our Jewish future.** To do this, we need to sustain funding for communal organizations like the Soloway Jewish Community Centre (SJCC) and highly successful programs such as Microgrants and PJ Library.

Quantifying the need

According to the Angus Reid Institute – **44% of households have suffered either job loss or reduction in work hours and compensation.**

Jewish Superhighway sustaining funding: March job losses were the highest in a generation – nearly nine times higher than during the 2008-09 financial crisis. Unquestionably, this impacts some of our donors who will not be able to give or give at the same level as last year, but whose donations are essential to keep our community vibrant. Those who can, are being asked to do more to secure our Jewish future and provide the Jewish Superhighway with sustainable funding.

SJCC sustaining funding: For generations, the SJCC has served as our community's living room and we want the next generation to create their own cherished Jewish memories. No other Jewish community organization has experienced a greater disruption to their business model than the SJCC (e.g. loss of membership and programming revenue).

Jewish Superhighway sustaining funding - \$500,250

SJCC sustaining funding - \$490,000



There is a choice to be made

Everything we do 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.

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 left 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 to 2021, the family receives temporary financial support from the community that allows one parent with enough resources to get a loan and restart their business. The family remains connected to their friends and – with subsidies – their synagogue and SJCC programs.

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

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 – a dentist and a chiropractor – are suddenly 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, and 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.

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

Sustain funding to reimagine the Jewish Superhighway.

Federation has worked hard to create meaningful Jewish experiences and Jewish journeys and to create and fund numerous pathways onto the Jewish Superhighway. This is a time of crisis, and Federation recognizes that some less effective pathways of Jewish experiences will end. At the same time, with strong donor support, Federation should sustain what is working and contributing to a vibrant Jewish community.

Outcome One:

With a decline in the Annual Campaign, the number of children receiving PJ Library books drops and an extensive wait list builds up. Due to the financial pressures of significant lost revenue at the SJCC, adult Jewish learning programs are cancelled and youth programming is significantly curtailed. And while meeting the increased needs for infection control at Tamir homes, there are insufficient funds to maintain Judaic programming, significantly impacting quality of life.

Outcome Two with a successful Emergency Campaign:

While working to bring similar organizations together in partnership, and carefully repurposing dollars from activities whose heydays have since passed, funds from the Emergency Campaign are effectively used to maintain a vibrant Jewish life, and **venerable and essential community institutions, such as the SJCC.**

Over the years, you have generously supported community organizations like the Ottawa Jewish Community School and the Soloway Jewish Community Centre 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.

**The Choice is YOURS to Make.
CAN WE COUNT ON YOU?**

**Please donate today to The Jewish Federation of Ottawa's
\$2.7M Emergency Campaign for Community Resilience
and help fuel our renewal and recovery from this crisis.**



How to give

For easy and secure online donations, please visit [www. JewishOttawa.com/resilience](http://www.JewishOttawa.com/resilience),
or contact Jean Myers at 613-798-4696 x242

For questions about the campaign, please contact
Micah Garten at 613-798-4696 x270, or mgarten@jewishottawa.com

Thank you! Your emergency supplemental gift will support the extraordinary needs
of our most vulnerable and ensure the vibrancy of Jewish life in our community,
which we have all worked so hard to create, will continue.

YOU HAVE MADE A DIFFERENCE WHEN IT COUNTED MOST

