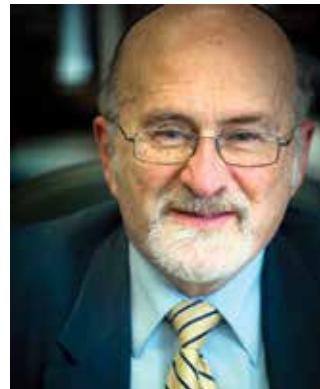


CASE FOR COMMUNITY: Building Ottawa's Jewish SuperHighway





Dear Friends,

As Chairs of the 2019 Annual Campaign, we are proud to present this year's Case for Community. This important report explains not only the essential function of the Annual Campaign as the engine that fuels our entire community, but also the Jewish Federation of Ottawa's bold new vision for the Jewish Superhighway.

We are very excited about this innovative and forward-thinking plan for our community, which is being launched with a \$500,000 Challenge Fund. Thanks to the generosity of three donor families, we have a unique opportunity to offer a \$500,000 fund-matching incentive to help raise the necessary funds to fuel the Superhighway. The Challenge Fund will match your new or increased gift to the Campaign, dollar for dollar, doubling the impact of your philanthropy.

Buoyed by the Challenge Fund, this year's Campaign has the potential for tremendous momentum. We urge you to take the challenge and be a catalyst for growth and engagement along our new Superhighway.

This is an exciting time for our community and we thank you for your support – may your Jewish journey be meaningful and inspiring.

With warmest wishes,

A handwritten signature in blue ink.

Rabbi Reuven Bulka
2019 Annual Campaign Co-Chair

A handwritten signature in black ink.

Aviva Ben-Choreen
2019 Annual Campaign Co-Chair

Jewish Ottawa is Extraordinary

The **new vision** for our community involves building a **Jewish Superhighway** of meaningful experiences and Jewish journeys; where Jewish life is vibrant and **no one is left behind**.

Critical to its success is a forward-thinking strategic budget with new investments in innovative Jewish experiences that bring more people onto the Jewish Superhighway.

But a new vision does not mean losing sight of existing responsibilities to agencies and programs. Annual allocations to deliver ongoing services that sustain and nurture the Jewish community will continue.



The Jewish Superhighway will focus on:

- Inspired Jewish experiences for all ages;
- Enriched Jewish education and learning;
- Compassionate care for our most vulnerable;
- A safe and secure community.

The Annual Campaign

Ensuring a reliable revenue stream to support our community's highest priority needs

The Jewish Federation of Ottawa is dedicated to enriching Jewish life and ensuring a vibrant community.

To do this, we manage the Annual Campaign, the engine that fuels all of Jewish Ottawa.

In 2018, Federation gave out more than \$4.3 million in allocations, with more than \$2.9 million going to 22 beneficiary agencies in Ottawa.

The balance of funding was allocated to critical local community programs and services such as the

March of the Living, Birthright Israel, and the community campus, as well as to support our national and overseas agencies that support the vulnerable in Israel.



High Priority Needs



All the dollars Federation raises are used for immediate needs. Every year, these costs increase. Basic items, like electricity bills, rent and maintenance, all continue to rise.

For this critical reason, our Campaign must also increase. An increased Annual Campaign helps core community institutions continue to provide exceptional services and programs.

Campaign dollars at work... celebrating your generosity

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 emotional support, financial aid and food supplementation.

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

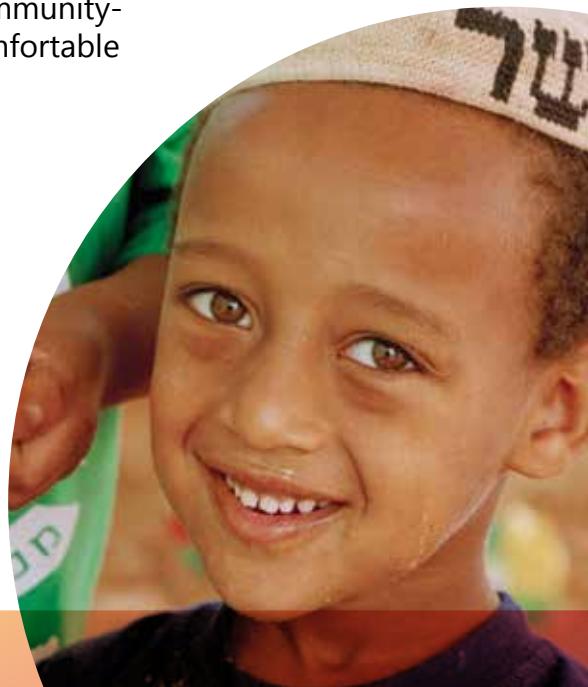
We are strengthening and promoting quality Jewish education. Federation provides financial assistance to three Jewish day schools and five after-school and Sunday school programs. Ottawa families have educational choices and are able to find the best way for their children to meaningfully connect to 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), our home away from home. Another important community-building agency is Hillel Ottawa, which provides a familiar and comfortable space for university students.

Your gift supports our Jewish homeland

We enjoy a powerful connection to Israel. Through the Partnership2Gether Program (P2G), Federation is collaborating with a vulnerable region in Israel's northern periphery: Etzbaḥ HaGalil. Initiatives include building a hydro-therapy pool to support people with special needs; scholarships for college students; funding for a school's computer lab; and rebuilding a drop-in centre for youth at risk.



The Jewish Superhighway

Ensuring meaningful Jewish experiences and journeys, where Jewish life is vibrant and **no one is left behind**

Imagine the Superhighway as a metaphor for busy, active, fulfilling, joyous Jewish life. It is accessed and intersected by a multitude of "on-ramps" and "pathways" made up of programs and projects for all ages, interests and needs.

To realize this vision, Federation will need to raise an additional \$1.7 million. Flowing from this will be a more nimble and dynamic allocations process that funds organizations and individuals who can make a difference.



A bright
and
dynamic
future

Four main outcomes of the Superhighway:

1

Inspired Jewish experiences for all ages

JEWISH ENGAGEMENT AND OUTREACH INITIATIVES

- Micro-grants and funding boosts to create exciting programs and projects to engage more people in Jewish life.
- Incentivize participation in Jewish life for people of all ages.

IN THE SPOTLIGHT

PJ Library currently sends free Jewish-themed books to more than 600 Ottawa children under the age of eight. Surveys show that families are then more likely to make Jewish choices.

Funding this successful program fuels the next steps in people's Jewish journeys and is a well-travelled on-ramp.

2

Enriched Jewish education and learning

EXCELLENCE IN DAY SCHOOLS AND SUPPLEMENTAL SCHOOLS

- Initiatives to allow students to experience cutting-edge technologies and instruction, for example: French and STEM (science, technology, engineering and math) lessons; funds to improve the quality of education and support for differently abled learners.



IN THE SPOTLIGHT • • • • •

School transportation

Improving school access can greatly boost people's ability to send their child to a Jewish school. Federation hopes to extend a recent pilot project that started last year in Alta Vista wherein children from the south of the city were bussed to Jewish schools in the west-end. This is a cooperative project between several schools and Congregation Machzikei Hadas.



IN THE SPOTLIGHT

New approaches to contemporary challenges and integration

Federation aims to support programs to help families and those among the more vulnerable section of our community before they are in crisis. An example is working with Jewish Family Services on parenting programs focusing on modern challenges such as drugs, alcohol, and navigating the internet.

3

Compassionate care for our most vulnerable

SPECIAL EDUCATION SUPPORT

- More classroom help for children.

TECHNOLOGICAL UPGRADES FOR SOCIAL SERVICES AGENCIES

- Better computer systems and programs that make work more efficient.



4

A safe and secure community

EXTENDED CAMPUS SECURITY

- Equipment and hardware, lighting, etc. to keep campus safe.

FUNDING FOR SECURITY ENHANCEMENTS FOR JEWISH INSTITUTIONS

- Specialized preparations for high holy days.

IN THE SPOTLIGHT

Matching funds for applicants to the federal government's Security Infrastructure program (SIP)

Community safety is a concern we must address, and proper security can be costly.

The federal government's Security Infrastructure Program currently provides matching grants of up to 50% for security enhancements for at-risk communities. In order to help Jewish organizations, Federation aims to create a pool of funds available for those applying to this program, to serve as the money the government will match.

Results: A vigorous and healthy community life-cycle

A successful Jewish Superhighway represents a self-perpetuating cycle of success: more frequent and significant Jewish experiences lead to more people engaged in community, meaning more philanthropy and stronger community organizations, which brings us back to the start — creating a place where Jewish life is vibrant and **no one is left behind**.

Help Build the Jew

\$500,000 Challenge Fund Doubling the value of your gift

Thanks to the generosity of three donor families, we are offering a \$500,000 fund-matching incentive.

The Challenge Fund will match all new, or increased gifts to the Annual Campaign, dollar for dollar.



By making a new, or increased gift,
you will have **twice the impact.**

Jewish Superhighway!

For example:

- **\$18** becomes **\$36**, which provides two new text books
- **\$180** becomes **\$360**, which allows two kids to go to day camp for a week
- **\$500** becomes **\$1,000**, which covers the cost of 50 hours of one-one feeding assistance for a Hillel Lodge resident
- **\$1,800** becomes **\$3,600**, which helps purchase smartboards for our schools
- **\$2,500** becomes **\$5,000**, which becomes a grant for a new grassroots initiative
- **\$5,000** becomes **\$10,000**, which would help fund collaborative transportation services to enhance access to Jewish day schools

**This is a powerful and meaningful way to make a huge impact.
Please consider making a capacity gift so your generosity can be leveraged.**

Donors can also direct the increased portion of their gift to the Jewish Superhighway outcome of their choice: Jewish experiences; Jewish education; the vulnerable; or security.

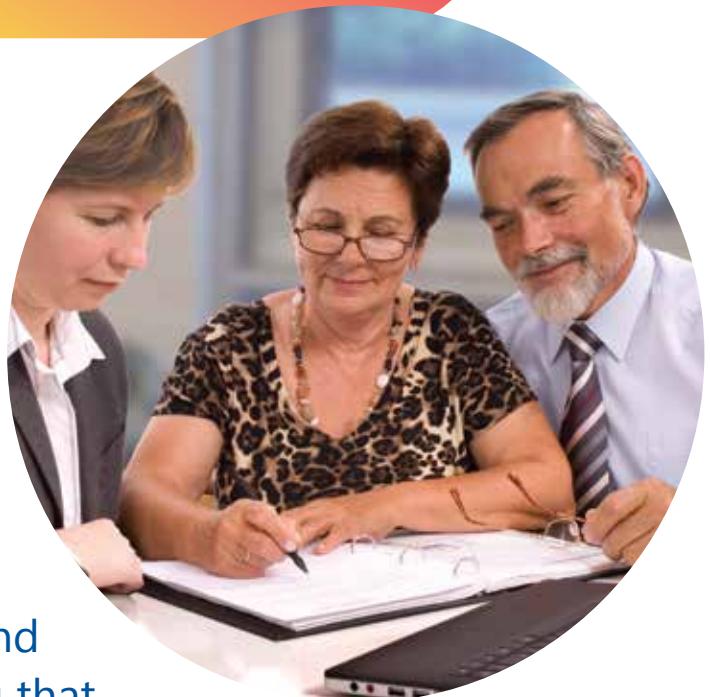


**Thank you,
for your philanthropy
and for investing
in your
Jewish Ottawa.**

How to Give

**Your donation is an investment
in our collective future**

When you donate to Federation you are investing in your community and impacting all of us, ensuring that together we are stronger.



There are many ways to support your Jewish community.

Donation of shares:

You can donate securities, and if they have grown in value, you will receive a receipt equal to the fair market value of the securities and you will not pay any capital gains tax.

Monthly giving:

Most of our lives are already planned around monthly payments and because this allows us to spread out a gift into smaller amounts (vs. a larger one-time gift), it can increase your impact.

Ottawa Jewish Community Foundation:

Our strategic partner uses a long-term investment strategy with strong historical success. Contact **Micah Garten** at mgarten@jewishottawa.com, or 613-798-4696 x270, to discuss how to endow funds, leave a gift in your will, or donate a life insurance product.

Tax benefits:

Your charitable donations are tax deductible.

Donating to Federation can be an excellent way to not only help your community, but also to reduce your tax payments.

United Way Directed Gift:

If you make a gift to the United Way, it can be directed to the Jewish Federation of Ottawa.

**Together
we are
stronger**

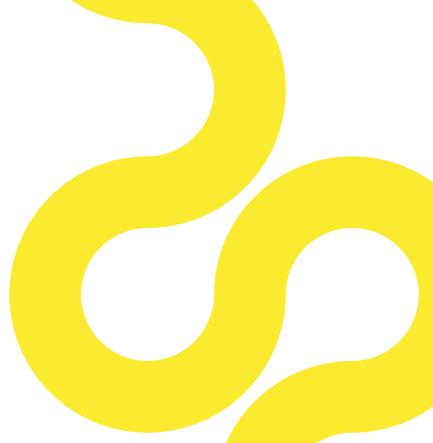
Giving is easy

Online at jewishottawa.com/giving

By phone 613-798-4696 x270

By mail to Jewish Federation of Ottawa, attention **Micah Garten**,

Director of Development, 21 Nadolny Sachs Pvt., Ottawa, ON, K2A 1R9



Follow your donation

Federation is dedicated to offering a transparent understanding of where and how your donation is used. For a detailed overview, visit our website Reports page at jewishottawa.com/giving/reports to see current and past Annual Reports, Funding Reports, and more.

Stay updated

Several times a year, Federation holds Members' Meetings when we welcome questions from the community and share updates. Additionally, Federation hosts many other events and programs throughout the year that can keep you connected and informed. To stay updated, please sign up for our email distribution list by contacting **Pauline Colwin** at pcolwin@jewishottawa.com. We are also happy to meet and talk with you personally. If you have questions, please contact us.

Volunteer

Volunteers are the life-blood of our community. Have time and energy you can share? Our Volunteer Centre can match you to a meaningful opportunity that best suits your needs and interests.

Visit jewishottawa.com/volunteering to register your volunteer profile or contact Lindsay at 613-798-4696 x355.

Thank you

Thank you for supporting our Jewish Superhighway – may your Jewish journey be meaningful and inspiring!



Ottawa Jewish Community Foundation's Legacy Challenge



The Foundation Legacy Challenge Fund will pay for professional legal services up to \$1,000 when you leave a gift in your will that uses the Foundation to support the causes that you care about.

Contact: Micah Garten, Director of Development
at 613-798-4696 x270
or mgarten@jewishottawa.com



OTTAWA JEWISH
COMMUNITY FOUNDATION

PROGRAM ALLOCATIONS 2017/2018

STRENGTHENING COMMUNITY

Organization	Program	\$
Active Jewish Adults 50+	AJA 50+	\$10,000
Chabad Student Network	Holiday Programming	\$3,500
Zelikovitz Centre, Carleton University ..	Developing Future Leaders	\$2,500
Hillel Ottawa	Student Campus Life	\$51,000
Jewish Education through Torah	Adult Education	\$9,000
	JWRP Post-Trip Programming	\$3,000
	Glebe Shul	\$15,000
Jewish Youth Library.....	Jewish Montessori Preschool	\$3,000
Limmud.....	Limmud Ottawa	\$2,000
NCSY.....	Culture Clubs	\$24,200
Ottawa Torah Centre	JLI Courses	\$3,000
	Living Legacy	\$10,000
Sephardi Association	Sephardi Programming	\$9,000
Soloway JCC	Organizational Funding	\$329,850
TOTAL.....		\$475,050

ASSISTING THE VULNERABLE

Organization	Program	\$
AJA 50+	Creative Connections	\$3,000
Camp B'nai Brith.....	Camper Scholarships	\$22,000
Hillel Lodge.....	Organizational Funding	\$231,787
Jewish Family Services	Organizational Funding	\$384,487
Jewish Youth Library.....	Friendship Circle	\$4,400
Soloway JCC	Scholarships	\$54,817
Tamir.....	Organizational Funding	\$86,787
TOTAL.....		\$787,278

JEWISH EDUCATION

Jewish Schools	\$
Chabad Hebrew School.....	\$22,874
Or Haneshamah, Machaneh Shabbat.....	\$1,040
Ottawa Jewish Community School.....	\$554,526
Ottawa Modern Jewish School	\$12,477
Ottawa Talmud Torah.....	\$11,437
Ottawa Torah Institute.....	\$21,000
Supplemental Schools Revitalization	\$6,000
Temple Israel Religious School	\$25,993
Torah Day School of Ottawa	\$152,040
Torah High	\$30,152
TOTAL.....	\$837,539

FEDERATION AND COMMUNITY SERVICES

Organization	\$
Archives.....	\$26,177
Birthright	\$29,000
Campus and Maintenance.....	\$264,233
Emerging Generation	\$17,000
Federation Services	Communications and Community Relations
	\$191,067
Community Building (includes Shoah/Holocaust Education)	\$185,447
Community Services	\$657,494
Governance and Representation	\$89,914
Capacity Building Contingency	\$25,000
March of the Living	\$13,600
Partnernship2Gether	\$35,000
TOTAL.....	\$1,533,932

NATIONAL AND OVERSEAS

Organization	\$
JFC-UJIA - Domestic (including CIJA) & Overseas Agenda and Israel	\$668,407
GRAND TOTAL.....	\$4,302,206

ALLOCATIONS ARE REPORTED IN THE FINANCIAL STATEMENTS AS FOLLOWS:

Allocations to Agencies.....	\$2,975,507
Internally Restricted Net Assets.....	\$1,326,699
GRAND TOTAL OF ALL ALLOCATIONS	\$4,302,206

GRANTS

Fund for Innovative Capacity Building

Organization	Project	Grant
CBB	Cooking Program	\$2,910
Hillel Lodge	Human Resources System	\$5,000
JET	Multimedia Integration	\$3,850
JFS	Family Workshops	\$5,000
KBI	B Brand	\$8,000
NCSY	Smart Board	\$5,500
OMJS & Ganon	SmartBoards & Chromebooks	\$10,000
TDSO	Chromebooks	\$11,639
Temple Israel	Spiritual Care	\$3,000
Total.....		\$54,899

Emerging Gen Grants

Organization	Event	Grant
Volunteers	Big Comfy Shabbat Dinner #2	\$1,800
CIJA	Pride Shabbat Dinner	\$1,000
Volunteers	Wine Making Event	\$775
Volunteers	Shabbat Dinner	\$250
Talmud Torah	Family Shabbat Dinner	\$1,200
Volunteers	Big Comfy Shabbat Dinner #3	\$2,000
Volunteers	Genetic Testing Panel	\$500
Volunteers	Big Comfy Shabbat Dinner #4	\$1,500
Volunteers	Men's Challah Bake	\$200
Temple Israel	Monkey Business	\$1,750
Total.....		\$9,341

MISSION

To advance and promote an exceptional quality of Jewish life

VISION

A thriving Ottawa Jewish community that is inclusive, accessible, educated and engaged

CORE VALUES

Torah, chesed (loving-kindness), k'lal Yisrael (Jewish peoplehood), tzedakah (philanthropic giving), and tikkun olam (repairing the world)

Enduring affinity and support for the Jewish State of Israel

CORPORATE PRINCIPLES

- Collaboration and partnership
- Care, acceptance and respect for every individual
- Transparency and accountability
- Innovative and forward-thinking leadership

For more information or to donate contact:

Micah Garten at mgarten@jewishottawa.com

or 613-798-4696 x270

or visit jewishottawa.com/giving



Our community. Our responsibility. Our future.

jewishottawa.com

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