

THE CASE FOR COMMUNITY

FALL
2019



Building
Ottawa's Jewish
Superhighway

Dear Friends,

Our warmest wishes to you for a healthful, peaceful, and meaningful new year.

As co-chairs of the Jewish Federation of Ottawa's Annual Campaign, our goal is to raise the funds necessary to help our community grow and expand, to provide the structure and support that addresses the community's individual and collective needs and aspirations.



We care deeply about our community and our collective future. We want Jewish Ottawa to be vibrant and filled with opportunities for everyone to live meaningful Jewish lives. We know that if we work together the possibilities are endless and exciting.

Why you should give to Federation

Federation is dedicated to enriching Jewish life in our community. Through the annual fundraising campaign, Federation raises the necessary funds to support the most important needs of our community. It is the engine that powers all of Jewish Ottawa.

Thanks to your engagement and support, in 2019, Federation gave out more than \$5.9 million in allocations. This funding goes to support our 22 beneficiary agencies in Ottawa, our national and overseas agencies in Israel, as well as critical local community programs and services such as: PJ Library, the March of the Living, Birthright Israel, the Ottawa Jewish Archives, and our campus.

From a fundraising perspective, it was a record-breaking year. But records are made to be broken, and in our fundraising, they are made to create loftier horizons and to realize visions.

Unifying force

Federation carries the communal load, and is the one organization that works across Jewish Ottawa uniting us all. Federation facilitates discussions and understanding, and helps build partnerships to achieve mutual goals.

This year, Federation developed strategic funding initiatives - Jewish Microgrants and Jewish Jumpstart - that allow individuals and agencies to power their own personal Jewish journeys.

Your gift to Federation will ensure ongoing care for the vulnerable and quality learning and educational experiences for all ages. It will allow us to continue to build our community, protect our institutions, and support our Jewish homeland.

Matching fund – every new dollar donated will get matched!

As this report describes, we are fortunate to have generous donor families who are again offering a matching gift incentive that will double all new or increased gifts to the 2020 Annual Campaign. This is a wonderful opportunity to help us power the Jewish Superhighway.

We are all on this journey together.

With our profound appreciation,

A handwritten signature in blue ink, appearing to read 'Reuven Bulka'.

Rabbi Reuven Bulka
2020 Annual Campaign Co-Chair

A handwritten signature in blue ink, appearing to read 'Karen Palayew'.

Karen Palayew
2020 Annual Campaign Co-Chair

The Jewish Superhighway: POWERED by YOU

The Jewish Superhighway embodies the message of innovative progress that is forward-thinking and inclusive at every stage of life. These are the outcomes:

- Inspiring Jewish experiences
- Enriching Jewish education and learning
- Ensuring care for our most vulnerable
- Providing a safe and secure community



Your generous donations have allowed Federation to begin realizing the Superhighway. New programs and projects are creating the “on-ramps,” the access points, so that everyone can experience their own personal and meaningful Jewish journey.

You took the Challenge - \$1M+ fueling our strategic budget

The 2019 Challenge Fund matched new and increased gifts to the Annual Campaign and helped Federation raise **an extra \$1M+** in new and increased gifts that are now being used in nimble and dynamic ways to create new opportunities for people to engage in Jewish life.



YOU POWER Jewish identity!

Jewish Experience Microgrants, launched in June, is a new program offering up to \$2,500 to individuals or organizations who have an idea that builds Jewish experience. To date, more than 45 Microgrants are in development or have already been awarded.

MicroGRANTS



Your generosity has **IMPACT!**

"The grant from Federation has been instrumental in kick-starting Makom Ottawa, a group that serves the downtown Jewish community. So far we have had five events featuring Jewish holidays or celebrating Havdallah. About 80 - 100 people have attended. The events are generally held in public spaces, are lay-led, and include an activity for kids and a healthy dinner." ~ Jessica Strauss

Jewish Jumpstart, launched in June, is a new incentive program for Jewish individuals and families who are not yet members at an Ottawa synagogue or the Soloway Jewish Community Centre. This two-year membership discount makes belonging possible for more people while helping to strengthen our institutions. To date, more than 95 families and individuals have used Jewish Jumpstart to become members of area synagogues and the Soloway JCC.



Your generosity has **IMPACT!**

"Thank you so much for this! I am so very appreciative. This gives me the chance to get immersed and involved, as I have wanted to be, but have been limited due to the costs. Thank you again for the wonderful news and for this great service for newcomers like me." ~ Newcomer to Ottawa

"The Jumpstart program will allow us to 'try out' a synagogue without the financial barrier that has prevented us from joining on our own. It has removed the biggest hurdle from becoming affiliated with the Ottawa Jewish community. We are very excited to sample the programming and High Holy Day services that we could not attend without a membership." ~ Mother of two



YOU POWER Jewish education!

Funding to Jewish Day and Supplementary Schools increased by almost 40% over last year for an investment of \$1,162,539 in Jewish education.

Day Schools

Over and above Federation's annual school funding, Ottawa Jewish Community School (OJCS) and Torah Day School (TDS) have access to a total of \$304,500 in additional strategic funding.



Special Education – \$70,000 in funding

This funding enables more children with exceptionalities to receive a Jewish day school education and it provides resources for training staff; technological, curriculum and other upgrades to improve the delivery of education; and specialized furniture and equipment that improve accessibility.



Your generosity has **IMPACT!**

“We are very thankful for the special education grant that the Jewish Federation of Ottawa directed to OJCS as it allowed for our child’s reading progress to be carefully benchmarked. The special education grant helped OJCS better support our child. Our child has flourished, especially in reading — she’s reading at a mid-Grade 2 level!”

~ Parents of a OJCS Grade 1 student

“When children experience learning difficulties, the entire family can feel frustrated, worried, and stressed. But with the support of our new behavioral specialist, children, who previously didn’t even want to enter class, were able to achieve success. This extra help from Federation made a palpable difference.”

~ Rabbi Zischa Shaps, former executive director of Torah Day School and ongoing advisor

Supplementary Schools

In addition to annual operating funding of over \$105,000 for supplementary schools, Federation aims to increase enrollment by providing access to strategic grants totaling \$25,000 to:

- Strengthen their offerings; including implementation of best practices that foster innovation and creativity
- Increase/enhance marketing and promotion
- Support special education

Example of our collaborative work:
Federation funds help support a bus from the Alta Vista area that transports children to OJCS, TDS, Ganon and the Westboro Montessori Preschool.

YOU CAN POWER *our future!*

**Results of a successful Jewish Superhighway —
A healthy community life-cycle with more:**

- frequent and significant Jewish experiences
- people engaged in community and philanthropy
- newcomers to Ottawa
- stronger community organizations

**. . . that brings us back to the start —
a place where Jewish life is vibrant and no one is left behind.**

**WE CAN DO EVEN MORE —
Take the 2020 Campaign Challenge!**

**Twice the
potential.**

Twice the impact!

**The Jewish
Superhighway
powered by you!**

**Thanks to your amazing response to the
2019 Challenge Fund, the three philanthropic families
who initiated the fund have decided Jewish Ottawa
is worth even more investment. They know the
Superhighway is no longer just a vision – we are
building it together!**

**Powered by your passion, these forward-thinking
philanthropists have created a \$400,000
fund-matching incentive to help raise the resources
we need to build the Jewish Superhighway.**

THE 2020 CHALLENGE FUND *will double* THE VALUE OF YOUR GIFT

Any new or increased gift to the Annual Campaign will be matched dollar for dollar with the \$400,000 incentive fund.

For example:

\$18 becomes \$36

\$118 becomes \$236

\$360 becomes \$720

\$1,118 becomes \$2,236



**Your increased gift means we can take the
Jewish Superhighway even further.**

Your gift will fund:

Inspired Jewish experiences and Jewish journeys

- Jewish engagement and outreach initiatives
- Microgrants to create exciting programs and projects to engage more people in Jewish life
- Incentivized participation in Jewish life for people of all ages

Enriched Jewish education and learning

- Excellence in day schools and supplemental schools
- Initiatives to provide cutting-edge technologies and instruction, for example: French and STEAM (science, technology, engineering, arts and math); funds to improve the quality of education and support for differently-abled learners

Enhanced care for our most vulnerable

- Increased accessibility and inclusion within the Jewish community, for those with varying abilities
- Education in order to prevent crises in the future
- Increased capacity of organizations to deliver high-quality care

A safe and secure community

- Extended campus security equipment and hardware, lighting, etc.
- Funding for security enhancements for Jewish institutions
- Specialized preparations for High Holy Days



MISSION

To advance and promote an exceptional quality of Jewish life

VISION

A thriving Ottawa Jewish community that is welcoming, 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:

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

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