

# REPORT TO DONORS

## 2012 FEDERATION ANNUAL CAMPAIGN

In surveying the leadership of our partner agencies recently we heard one important message from them loud and clear—the support they receive from the Jewish Federation Annual Campaign is the one critical and consistent funding source they have been able to count on during a turbulent period. Thank you for your support of the 2012 Federation Annual Campaign. We are pleased to provide this Report to Donors, with an overview of how the \$7.64 million raised in 2012 has been put to work here in our community and around the Jewish world.

Our 2012 campaign was stable relative to 2011, achieving a modest increase over the prior year's result. Given the large capital campaigns in our community and the continued economic uncertainty, that is a truly great achievement.

The primary responsibility for translating our results into action rests with two Jewish Federation committees: our Allocations Planning Committee, which recommends local agency allocations; and our Israel and Overseas Affairs Committee, which recommends our overseas allocations.

In 2010, facing economic and fundraising volatility, Jewish Federation created the Allocations Stabilization Fund to help maintain local agency allocations in the short term, in case of reduced campaign results. Last year was the first time we called on those funds to support local allocations. This year, we are using \$12,000 from the Fund to maintain local agency allocations at their previous levels.

Even with essentially stable levels of allocations, Jewish Federation was able to adjust its funding to respond to several emerging community priorities. These are highlighted in the local and overseas sections that follow in the report.

Thanks again for your generous support.

Sincerely,



*Stephen Gaerber*

Stephen Gaerber, Chair  
Allocations Planning  
Committee



*Ted Zacks*

Ted Zacks, Chair  
Israel and Overseas  
Affairs Committee

**JEWISH FEDERATION ANNUAL CAMPAIGN**   
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## NETWORK OF CARING

Our community is strengthened by the programs and services delivered by our partner agencies, whose important work you support with your gift to the Jewish Federation Annual Campaign.

**LOCAL PARTNERS:** Beth Israel Hebrew School • Beth Tikvah Hebrew School • Burquest Jewish Community Association • Camp Hatikvah • Habonim – Dror Camp Miriam • Jewish Community Centre of Greater Vancouver • Jewish Family Service Agency • Jewish Historical Society of BC • Jewish Seniors Alliance • Kehila Society of Richmond • King David High School • North Shore Hebrew School • North Shore Jewish Community Association • Or Shalom Religious School • Pacific Torah Institute • Peretz Centre for Secular Jewish Culture • Richmond Jewish Day School • Temple Shalom Religious School • Tikva Housing Society • Torah High • Vancouver Hebrew Academy • Vancouver Hillel Foundation • Vancouver Holocaust Education Centre • Vancouver Jewish Film Festival Society • Vancouver Talmud Torah Elementary School • White Rock / South Surrey Jewish Community Centre • Yaffa Housing Society

**NATIONAL PARTNERS:** Canada Israel Experience • The Centre for Israel and Jewish Affairs • Jewish Federations Canada – UIA • Jewish Immigrant Aid Society

**INTERNATIONAL PARTNERS:** Jewish Agency for Israel • Joint Distribution Committee • Keren Hayesod • Mercaz Ma'ase • Partnership2Gether



# DISTRIBUTION OF 2012 ANNUAL CAMPAIGN FUNDS

## CHART LEGEND

● Local Funding .....	\$3,418,027
● Israel and Overseas Funding .....	\$2,253,550
● National Funding .....	\$430,150
● Campaign Expenses .....	\$944,903
● Plus Giving (Formerly CJA+) .....	\$375,000
● Collection Expenses (including unpaid pledges) .....	\$145,000
● Contingency Funds (for emergency community needs) .....	\$75,000
<b>Total .....</b>	<b>\$7,641,630</b>

## LOCAL FUNDING \$3,418,027\*

### INCREASED ACCOUNTABILITY

As part of an overall program evaluation initiative last year, the Allocations Planning Committee required all requests for funding to include projected outcomes. This year, funded programs were evaluated based on their projected outcomes. As a result, the committee was able to reallocate some funds in order to maximize the positive impact of limited resources. In 2014 our focus on increased accountability will continue, with the inclusion of more detailed financial accounting as part of the program evaluations.

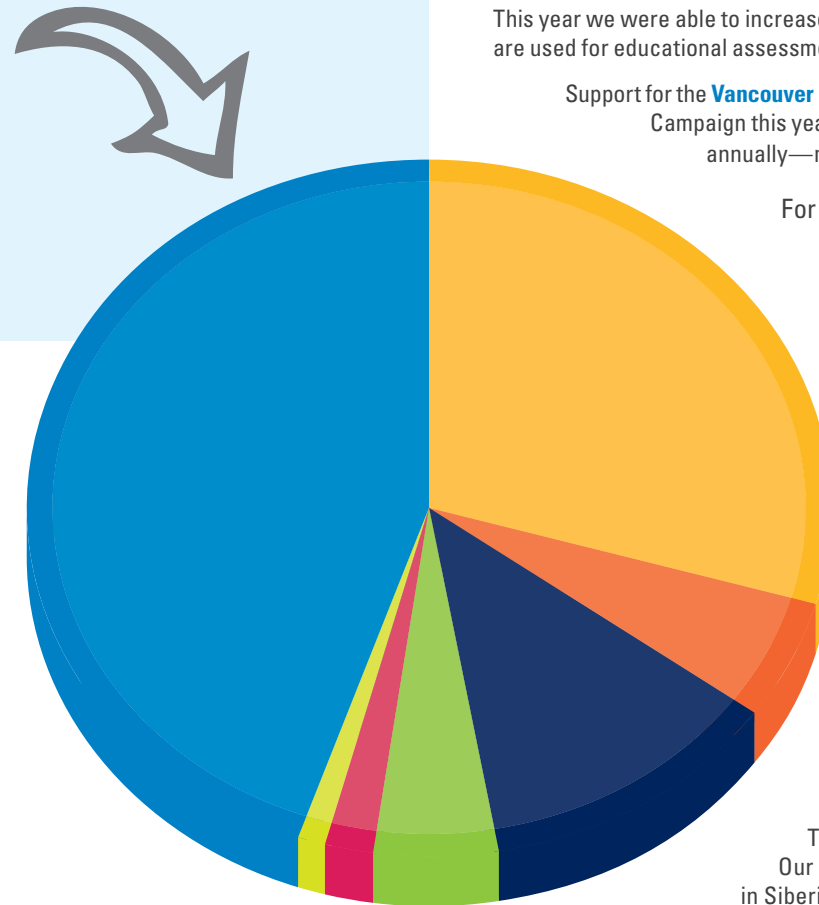
### LOCAL FUNDING BREAKDOWN

- » Jewish Education: \$1,073,500
- » Social Services: \$1,027,850
- » Community Building: \$640,400
- » Youth: \$429,000
- » Seniors: \$136,250
- » Arts and Culture: \$123,000

\*This includes \$11,973 from the Allocations Stabilization Fund.

### LOCAL RESPONSES — HIGHLIGHTS

Next January, Jewish social services will be delivered to Richmond seniors in their own community through the **Richmond Community Service Hub**—thanks to funding from the Federation Annual Campaign. The local advisory committee is finalizing location and project implementation details. Over the next two years, services provided through the hub will expand to include services for youth, families and new immigrants.



Supporting youth at risk and youth in emotional distress is an important priority for Jewish Federation. Through funding from the Federation Annual Campaign, we are continuing to support the **JCC youth outreach worker** whose focus is on community education, harm prevention and referrals.

This year we were able to increase funding to support **students with special learning needs** in the five day schools by 10%. These funds are used for educational assessments, special equipment and tutorial support.

Support for the **Vancouver Holocaust Education Centre's** high school symposia continued to be funded through the Federation Annual Campaign this year. This highly successful program runs eight symposia on the Holocaust reaching over 5,000 students annually—many of whom might not otherwise receive Holocaust education through the public school system.

For a complete breakdown of local allocations, please visit [jewishvancouver.com/allocations](http://jewishvancouver.com/allocations).

**WE TAKE OUR RESPONSIBILITY TO HELP WORLD JEWRY VERY SERIOUSLY.  
THAT'S WHY OUR REACH EXTENDS BEYOND OUR LOCAL COMMUNITY.**

## ISRAEL AND OVERSEAS \$2,253,550

Each year, \$100,000 from the Federation Annual Campaign helps send local young adults on life-changing **Birthright** experiences in Israel. We have helped more than 120 local young adults have a first-time peer-based Israel experience – for free.

By strategically investing funds in our **partnership region** we are helping to drive economic growth for the long term and break the cycle of poverty. For example, seed money from the Federation Annual Campaign helped pave the way for Israel's fifth medical school, which has already accepted its second cohort of students.

Every young person deserves to participate in an Israel program, regardless of their family's financial situation. In 2011-12, more than \$65,000 in **scholarships helped send young people on Israel programs** like March of the Living, NCSY, and King David High School's grade eight trip to our partnership region.

The **former Soviet Union** is home to more destitute elderly Jews than anywhere else in the world. Our support includes medical supplies, food packages and fuel to heat their homes in winter for Jews in Siberia and other eastern regions.

## NATIONAL \$430,150

Funds from the Federation Annual Campaign support our community's collective voice through our partner and advocacy agent, **The Centre for Israel and Jewish Affairs**. CIJA is a non-partisan organization that creates and implements strategies to improve the quality of Jewish life in Canada and abroad, to increase support for Israel, and to strengthen the Canada-Israel relationship.

The Federation Annual Campaign also funds **Jewish programs and services on Canadian campuses**, including national leadership training programs for student leaders.

Funding for the **Canada-Israel Experience**, for the administration of the Birthright program, is another example of our support for national programs with local impact.