

UJA

**PROUDLY JEWISH:
IT'S WHO WE ARE.**

**STRENGTH
THROUGH
RESILIENCE**
IT'S WHAT WE DO.

2025 ANNUAL CAMPAIGN

**IN ADVERSITY,
WE *STRENGTHEN*
EACH OTHER.**

THIS IS WHY UJA EXISTS.

UJA is not just an organization—it's a collective force, leveraging our community's expertise to maximize impact.

This community exists not by accident, but through careful planning, vision, and commitment. Every initiative, every program, every service is designed with the intention of not just meeting current needs but building for the future.

Rooted in a deep understanding of our community's needs—guided by data, expertise, and experience—we're able to respond thoughtfully to both the urgent challenges and long-term opportunities shaping Jewish life.

UJA's ability to innovate and plan means our impact is not just about what we do today—it's about the long-term security and flourishing of Jewish life in Toronto and beyond. By joining this collective effort, you're ensuring that your contribution has the greatest possible impact in building a sustainable future where Jewish values, education, and support continue to thrive.



YOUR COMMUNITY NEEDS YOU.

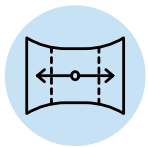
The Annual Campaign is the engine of our Jewish community. With more than 10,000 families contributing every year, the campaign's collective approach ensures we have the funds available to meet unforeseen challenges and emerging needs while keeping our community strong.

When you make a gift to the Annual Campaign, you are making a profound statement: "I'm in."

You are affirming your commitment to a community that has shaped Jewish life in Toronto for over a century and continues to lead the way forward. Your support is not just a donation—it's a declaration that you believe in the future of Jewish life, in the power of collective action, and in building a community that will thrive for generations to come. UJA exists *for you*, to serve and enrich your life, and UJA exists *because of you*, ensuring that the legacy of Jewish community continues through your generosity.

WE DO IT LIKE NO OTHER CHARITY DOES. **HOW?**

There are many great charities out there, but only UJA plays this unique and irreplaceable role.



THE BIG PICTURE

Through strategic grant-making, we strengthen an entire system of organizations to achieve the kind of community-wide impact that no agency or program can deliver on its own.



DATA-DRIVEN SOLUTIONS

Through a 360-degree lens of Jewish life, UJA's planners and data scientists use in-depth research, field-testing, and measurement to identify urgent needs—as well as innovative solutions.



THE STRENGTH OF OUR COMMUNITY

The powerful combination of thousands of volunteers, donors, and professionals working for a common cause allows us to maximize our community's resources to make the biggest impact.

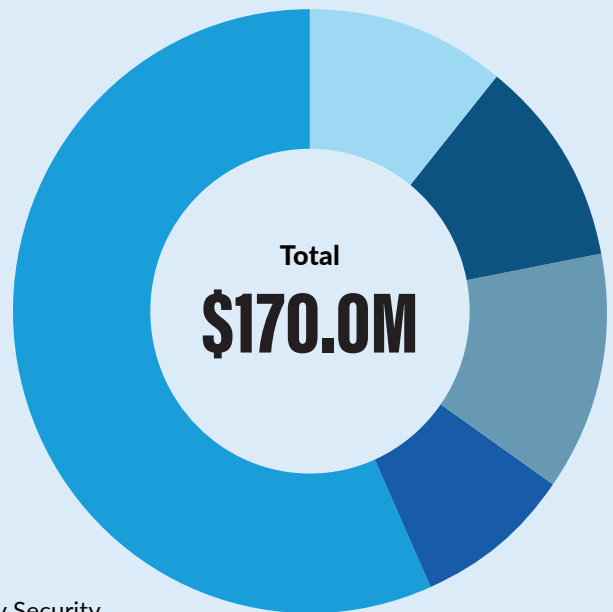


CONNECTED TO A GLOBAL NETWORK

We are directly linked to hundreds of communities around the world through the Jewish Federation system and our partnerships with leading Jewish organizations overseas. This enables us to learn best practices from others, while exporting made-in-Toronto solutions to benefit Jews globally.

ALLOCATING TO OUR STRATEGIC PRIORITIES

Every dollar is strategically allocated to where it's needed most. Funding toward UJA Federation's strategic priorities during the fiscal year from both UJA and the Jewish Foundation combined were distributed as follows in 2024:



- \$18.4M | 11%** Countering Antisemitism & Enhancing Community Security
- \$18.9M | 11%** Strengthening Jewish Identity
- \$23.2M | 14%** Growing Jewish Education
- \$14.9M | 9%** Fighting Poverty & Improving Well-Being
- \$94.6M | 55%** Building Connections to Israel & Empowering Global Jewish Communities*

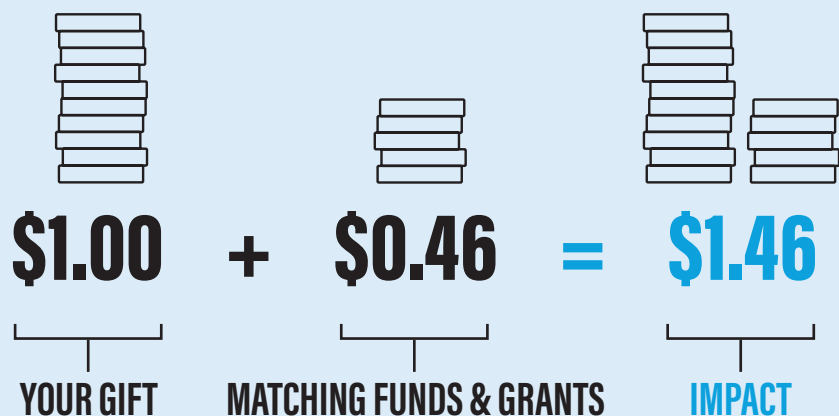
*This includes the \$67.2 million in allocations from UJA's Emergency Appeal for the People of Israel.



By maintaining a low operating cost—with corporate infrastructure and fundraising expenses representing only a small portion of total revenue—UJA is able to maximize the impact of every gift, ensuring more resources go directly to serving our community. In fiscal 2024, UJA's overhead was 8.2 percent, well below the sector average of 27 percent, as reported by Charity Intelligence Canada.

YOUR GIFT IS MATCHED

Thanks to government grants, private foundations, and other strategic partnerships, we generate up to 46 cents in matching investments, on average, for every dollar donated to UJA's Annual Campaign.



WE ARE RESILIENT

**TOGETHER, WE BRING LIGHT
WHERE IT'S NEEDED MOST.**

The past two years have shown just how much the strength of our community matters. In an unpredictable, changing, and deeply challenged world, our community has stepped up with pride and determination. But as the needs grow dramatically, keeping our community strong and united has never been more important.

This year, your gift to the Annual Campaign is an investment in the continued resilience of the Jewish people, locally, nationally, and around the world. **With your generous support, dollars raised through the Annual Campaign will be deployed to tackle three urgent priorities:**

1 SECURING OUR PLACE IN CANADIAN SOCIETY

2 STRENGTHENING JEWISH PRIDE AND IDENTITY

3 LIFTING UP JEWS EXPERIENCING VULNERABILITY

SECURING OUR PLACE IN CANADIAN SOCIETY

While Canada has long been one of the safest countries in the world for Jews, the dangerous rise of antisemitism post-October 7th is threatening our community—and endangering the values that should always define Canada. Securing our place in Canadian society can only happen if we invest in a bold, co-ordinated strategy that combines the full resources of our community, from education and advocacy to security expertise and campus activism.

Your gift to the 2025 Annual Campaign will advance this strategy. This includes supporting efforts to elevate security at Jewish institutions, supporting legal actions to hold antisemites accountable, mobilizing Jews and allies to be impactful advocates within key sectors and professional fields, and ensuring our community's voice is heard in the halls of power.



Statistics Canada reports that anti-Jewish hate crimes have **tripled** from 2019 to 2023 (the latest year for available data). On average, more than two hate crimes target Canadian Jews every day.



A recent survey of Jewish medical workers in Ontario found that nearly **1 in 3** are considering leaving Canada due to antisemitism.





STRENGTHENING JEWISH PRIDE AND IDENTITY

Whether it's day school, overnight camps, Shabbat events, or Israel travel programs, **demand for Jewish experiences has skyrocketed.** For example: OneTable's Friday night dinner program has occurred at **5 times** the volume originally expected. This is just one of many signs of a growing sense of belonging and commitment to Jewish life.



Jewish pride and identity are the foundation of our community's collective strength. Our strong system of diverse organizations and programs makes this happen. The community fosters Jewish identity in a variety of ways, be it in our day schools or camps, JCCs or youth groups, Birthright or March of the Living programs.

Through the Annual Campaign, we are enabling thousands of Jewish youth to access these experiences. We are offering scholarships and expanding the capacity of our partner agencies to welcome more participants and eliminate program waiting lists.

In our post-October 7th environment, your gift to the 2025 Annual Campaign will equip young Jews with the knowledge, experiences, and connections to community that make them proud to be Jewish—and confident to stand up to hate.

LIFTING UP JEWS EXPERIENCING VULNERABILITY HERE AND ABROAD

A community's strength must be measured by how well it uplifts and protects its most vulnerable members. In our own city, thousands of community members are counting on our UJA-funded network of social service agencies for essential needs, be it food deliveries, emergency financial aid, or counselling. The growing cost of living—combined with the rise of antisemitism—has caused many in need to turn to Jewish agencies for help. In Israel, thousands are continuing to recover from the October 7th massacre, relying on UJA-funded partner agencies for critical mental health and community services.

Your gift to the 2025 Annual Campaign will strengthen the safety net we offer for our most vulnerable, locally and globally. Whether helping local Holocaust survivors to remain in their homes with dignity, assisting impoverished Jewish communities in Eastern Europe, or empowering residents of southern Israel to return to their homes and build thriving communities, your gift will elevate the quality of life of those who are struggling.



1 in 9 members of our Greater Toronto Jewish community is struggling with poverty.

More than 2,000 community members, including Holocaust survivors, rely on UJA-funded food security programs. More Jewish low-income households need this support than ever before.



STRONG AND PROUD: IT'S WHO WE ARE

BECAUSE OF



DONORS
LIKE YOU.



PROUDLY JEWISH



UJA FEDERATION | UNITED
of Greater Toronto | JEWISH APPEAL

 [UJAFEDERATIONTORONTO](#)

 [UJAFEDERATION](#)

 [UJAFEDERATION](#)

 [JEWISHTORONTO.COM](#)