

PLG

PHILANTHROPIC LEADERSHIP GIFTS

*JOIN THE BUILDERS OF OUR
TORONTO JEWISH COMMUNITY*

UJA

A CALL TO LEAD

UJA Philanthropic Leaders* are the reason we live in one of the most thriving, strongly identifying, engaged and pro-Israel Jewish communities in the world. How? Because together they represent more than half of the dollars donated to UJA's Annual Campaign every year. Their generosity makes Jewish life in Toronto possible. They make an enormous impact in Israel and across the Jewish world. They are big-hearted individuals and families who have taken personal responsibility for our Jewish future.

**Donors to UJA's Annual Campaign who give \$10,000 or more each year.*



I became a PLG donor because I wanted to do my part to strengthen the Jewish people at home, in Israel, and around the world. To do this, there's no more effective gift you can give than a gift to UJA.

Firstname Lastname
Who they are goes down here

UJA PHILANTHROPIC LEADERS DO MORE THAN GIVE

THEY CONNECT: Through bespoke, luxurious, by-invitation-only events featuring globally recognized speakers.

THEY NETWORK: With the most influential and professionally successful groups of Jewish community members in Toronto, as well as abroad.

THEY TRAVEL: Through access to exclusive mission trips visiting unique and fascinating places like Morocco, Argentina, Greece, and—of course—Israel, with more trips planned each year.

**THEY EXPERIENCE ISRAEL
LIKE NO ONE ELSE:**

Through personalized, concierge service from the UJA team.

THEY INSPIRE THEIR FAMILY:

Through participating in exclusive and empowering Jewish experiences, showing their children and future generations the importance of a strong Jewish community.

THEY BUILD OUR FUTURE: Through the influence and impact that comes with being a philanthropist.

THEY LEAD IN CRISIS: Following October 2023, our philanthropic leaders leapt into action. Their generosity through UJA's Emergency Campaign led the way among North American Jewish communities.

THEY BUILD THEIR LEGACY:

By endowing their gifts in perpetuity in order to secure the Jewish future for the next generation.



Firstname Lastname
Who they are goes down here

PLG GIVING LEVELS & OPPORTUNITIES

With an Annual Campaign gift of \$10,000 or more per year, you join the UJA Philanthropic Leadership Gifts (PLG) group, becoming one of the leaders at the forefront of maintaining and building a strong, thriving Jewish community.

As a UJA Philanthropic Leader, you receive these bespoke benefits and curated meaningful opportunities, with higher levels of giving enhancing your experience.

Donors at each giving level have access to all opportunities offered at preceding giving levels.

MAJOR GIFTS (MG) - \$10,000 to \$24,999

Major Gifts Signature Event and Major Gifts By Invitation Only events

- + Complimentary travel consultation services for trips to Israel
- + Leadership pre-reception at Annual Campaign Launch
- + Lion of Judah Signature Event (Women's Philanthropy)
- + Atarah Garden Party (Women's Philanthropy)
- + PLG event in Florida, USA for Southern Hospitality

KING DAVID SOCIETY (KDS) - \$25,000 to \$49,999

- + King David Society annual mission trip

TOP GIFTS (TG) - \$50,000 to \$99,999

- + Top Gifts Dinner

HINENI - \$100,000 to \$249,999

- + Annual Hineni Gathering
- + JFNA Prime Minister's Council events

INTERNATIONAL LEADERSHIP REUNION (ILR)

\$250,000 to \$999,999

- + Intimate ILR events hosted in the homes of leading donors

LEADERSHIP ROUNDTABLE - \$1,000,000+

LEADING THROUGH CRISIS

In dark moments, the Jewish community turns to UJA's Philanthropic Leaders for their invaluable strength. After October 7th, they didn't hesitate to help our Israeli family. They donated millions of dollars within a few days of Hamas' attacks—Because of them, we provided urgent and long-term support to our local Israeli partners, protecting thousands of lives when it mattered most. As the crisis continued, Philanthropic Leadership members were ambassadors of our community. They joined Fly-In Missions to Israel to express our solidarity and support to our partners.

When crisis hits, UJA's Philanthropic Leaders are the rock of the global Jewish community.



THE IMPORTANCE OF UJA WOMEN'S PHILANTHROPY

Women comprise the largest and most influential group of charitable donors in our community, and their impact is only growing. Women who contribute annual gifts of \$10,000 or more are recognized both as members of UJA's PLG group as well as Atarah, a special group of leaders within the internationally recognized Lion of Judah (LOJ) community.*

*Lions of Judah are women who contribute minimum annual gifts of \$5,000.

ATARAH GIVING LEVELS



RUBY LION
\$10,000-\$17,999



SAPPHIRE LION
\$18,000-\$24,999



EMERALD LION
\$25,000-\$35,999



AMETHYST LION
\$36,000-\$49,999



ZAHAV LION
Canary Diamond
\$50,000-\$74,999



SABRA LION
Cognac Diamond
\$75,000-\$99,999



PRIME MINISTER'S COUNCIL LION
Black Diamond
\$100,000+

PLG SPOTLIGHT



MAJOR GIFTS

Israel in Film, January 2024

Philanthropic Leaders enjoyed a unique and immersive film experience and heard a talk by Oscar-winning Israeli director Guy Nattiv.



KING DAVID SOCIETY

Mission to Argentina, April 2024

Philanthropic Leaders explored this incomparably beautiful country, including the rich history of its local Jewish community, the beauty of Patagonia, and Buenos Aires—"the Paris of South America."



TOP GIFTS

Top Gifts Dinner, Spring 2024

Philanthropic Leaders enjoyed a sumptuous dinner and were energized by powerful speeches from global leaders in Jewish activism: Eylon Levy and Shabbas Kestenbaum.



HINENI

Annual Gathering, Summer 2024

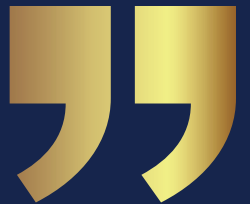
Philanthropic Leaders mingled with fellow community members and heard from one of Canada's most vocal allies of our Jewish community, retired General Rick Hillier.



Being part of UJA's Philanthropic Leadership Group has been a game changer. To network with like-minded Jewish leaders has deepened my sense of community. And I'm so proud that me and my family can do our part in a crisis. To help Israelis when they needed us more than ever... it's so important.

Firstname Lastname

Who they are goes down here



ARE YOU READY TO BECOME A UJA PHILANTHROPIC LEADER?

We can't wait to welcome you among the greatest Jewish leaders of Toronto. To learn more and get started, please contact Anna-Rachel Krakowsky, UJA's Vice-President, Philanthropic Leadership Gifts, at akrakovsky@ujafed.org or 416-635-2883 x5788.

PLG



UJA FEDERATION | UNITED
of Greater Toronto | JEWISH APPEAL

UJA FEDERATION OF GREATER TORONTO
4600 BATHURST STREET
TORONTO, ON M2R 3V2
416.635.2883
WWW.JEWISHTORONTO.COM