

WAYS TO RAISE:

UJA'S 2025 GUIDE TO FUNDRAISING



TABLE OF CONTENTS

5	THE POWER OF VOLUNTEER FUNDRAISERS
6	WHY GIVE TO THE COLLECTIVE THROUGH UJA
7	FUNDRAISING TIPS & BEST PRACTICES
9	ASKING DONORS TO INCREASE THEIR GIFT
10	FREQUENTLY ASKED QUESTIONS
12	FREQUENT OBJECTIONS
14	UJA GIVING LEVELS
16	WAYS TO GIVE
17	ADDITIONAL GIVING OPPORTUNITIES
18	VOLUNTEER FUNDRAISER CHECKLIST



THE POWER OF VOLUNTEER FUNDRAISERS FOR THE ANNUAL CAMPAIGN

UJA's Annual Campaign is the vehicle through which we address the most pressing challenges facing the Jewish people here in the Greater Toronto Area, across Canada, and around the world. Because of the Annual Campaign, we can invest in a wide array of Jewish programs and institutions addressing Jewish poverty, countering antisemitism, promoting Jewish education, growing Jewish identity, deepening our connections with Israel, and so much more. The Annual Campaign enables us to strengthen the well-being of our community today, while securing and building our Jewish future. We couldn't raise the dollars needed for these critical goals without the help of volunteer fundraisers like you.

How big is your impact? **Volunteer fundraisers raised more than 12 million dollars in 2024.** This makes an incredible difference for our community, lowers UJA Federation's operating expense ratio to approximately 12%, and helps ensure we remain among Canada's top-rated charities. Your role is indispensable to the success of the Annual Campaign, and through it, the Jewish community itself.

Thank you for collaborating with us to build up this community we all love so much. We look forward to working with you to make UJA's Annual Campaign a great success!

WHY GIVE TO THE COLLECTIVE THROUGH UJA?

UJA is the only charity exclusively committed to the mission of developing the Jewish people and strengthening Jewish life, here in Toronto and around the globe. There are many great charities out there, but only UJA plays this unique and irreplaceable role. We do it like no other charity does. How?

First, through community-wide reach. Annual Campaign allocations benefit more than 100 organizations in every area of community life: poverty relief, countering antisemitism, Jewish education, supporting Israel and Jews overseas, and more. Funding and working with dozens of Jewish institutions in Toronto and around the globe means we have an incomparable network we can mobilize to address big challenges in a holistic way.

Second, through a comprehensive strategy. Many organizations do wonderful work addressing specific issues through specific interventions. Only UJA funds work across the full range of our community’s needs. No single intervention can alone address the big challenges facing the Jewish people today. Rather, it takes a comprehensive approach informed by research, expertise, and a 360-degree understanding of our community—the kind of depth and breadth of knowledge that defines UJA.

Third, through our unique capacity for rapid response. Reach, resources and deep expertise enable UJA to mount a powerful response to any emerging crisis. We have seen UJA’s power of rapid response at work. This capability made all the difference during the pandemic locally, in response to the 2022 Ukraine refugee crisis, and in support of Israeli’s post October 7th as well as to help urgent security needs at home.

For these reasons, the unrestricted nature of Annual Campaign giving is critical to our mission.

FUNDRAISING TIPS & BEST PRACTICES

BE PREPARED. REHEARSING WITH A FAMILY MEMBER OR TRUSTED FRIEND CAN BE HELPFUL.

The best pitch is one that is organic and even casual. Having facts at your fingertips is valuable in answering questions.

>> For facts and data about UJA, and information on the key issues and priorities of the Annual Campaign, take a look at the latest Case for Giving and Impact Report.

BREAK THE ICE.

Be warm and sincere, rather than jumping immediately into the pitch. Start by asking how they are doing and thanking them for their past support. If you feel they are in the middle of something or sense it is not a convenient time for them to connect, arrange a time that works best for them.

BE PREPARED TO SHARE.

Your call is first and foremost an opportunity to make a Jewish connection. The most effective canvasses are ones where a personal relationship has been established. As a volunteer fundraiser, why is community important to you and why are you giving your time to the community? Listen to their story and be prepared to share yours. Every interaction should be a conversation—a dialogue as opposed to a monologue. They want to feel inspired, engaged, and to be given a clear sense that their gift has a real impact.

REMEMBER: YOU ARE GIVING SOMEONE THE OPPORTUNITY TO GIVE BACK.

Be optimistic and upbeat about the fact that you are providing an avenue for a caring community member to give *tzedakah*.

KNOW YOUR DONOR. READ ALL THE INFORMATION ON THE DONOR’S PLEDGE CARD.

Personalize the conversation by getting to know your donor before you call. Have they donated in the past or are they new to UJA? Has there been a long lapse since their last donation? The more information you have before you pick up the phone, the better equipped you will be for the call. Talk about their past support and provide a short update on the impact it made.

IF THEY ARE RECEPTIVE, INVITE THEM TO CONNECT YOU WITH OTHERS.

Tell them we would really appreciate their help in spreading the word about the needs in our community and how UJA is helping to address them: “is there anyone you know who you feel would be interested in helping?”

USE ACTIVE LISTENING.

People are most receptive when they have an opportunity to be heard. If you are on a video call, observe their body language, tone of voice, etc. Give them space to share and respond to their observations empathetically and honestly. You may want to ask questions to encourage them to open up. After making an ask, the most important thing is to stop and listen. While it’s human nature to want to fill uncomfortable silences, it’s important to be patient and allow the donor to take the next step in the conversation. Remember, too, that sometimes a longer conversation is needed to allow donors to feel comfortable making their pledge.

START BIG.

Your first ask should be the highest that you believe the donor is in a position to give. Suggested amounts for each donor can be found on their donor pledge card. If they say they are not in a position to increase their gift, ask them if they can renew their gift from last year at the same level.

>> *For tips on how to do this effectively, see the section “Asking donors to increase their gift.”*

SHARE MORE DETAILED INFORMATION.

If they want to know more about how their gift last year made a difference, send them a copy of UJA's most recent Impact Report. If they want to know more about UJA's top priorities this year, send them a copy of our Case for Giving. If they want a financial breakdown of how UJA Federation invests in the community, send them a copy of our most recent Annual Report. If they are interested in learning more about a specific aspect of UJA's work, reach out to a UJA team member and let us know. We have other reports and briefs on specific issues we can share with them.

DON'T BE AFRAID TO SAY: “I DON'T KNOW THE ANSWER, BUT I'LL FIND OUT!”

If you get a question that you are not sure how to answer, let the donor know you will get back to them after you follow up with a UJA team member (and don't forget to do so), or let the donor know that a UJA team member will follow up with them directly.

CONNECT IN-PERSON, BY ZOOM, MICROSOFT TEAMS, OR FACETIME.

Though in-person meetings are always more impactful, video calling also allows you to make a compelling face-to-face pitch. If you require technical support, please don't hesitate to reach out to UJA's professional team. We're here to help!

WHEN CLOSING THE CONVERSATION, CONFIRM THE PLEDGE AND PAYMENT PREFERENCES.

Remember to confirm the pledge amount at the close of the conversation and record any details or preferences they may have about their payment (e.g., if they wish to switch to monthly payments, if they want a UJA team member to call them to take payment over the phone, etc.).

GIVE THANKS.

Regardless of how the conversation goes and its outcome, be thankful and professional at all times. Acknowledge especially any increases they make to their gift, and express our deepest gratitude for their generosity. Your kindness, understanding, empathy, and willingness to listen all send an important message about our values as a community.

>> *Remember: If they can't donate today, they may likely be able to do so in future. Your relationship with a donor is a marathon, not a sprint.*

REPORT BACK.

It is important that UJA staff are informed about your conversations with donors. Please visit [jewishtoronto.com/volunteer-fundraising](https://www.jewishtoronto.com/volunteer-fundraising) to complete our online form following each canvass, or contact your UJA professional. Information submitted through this form will only be shared with UJA team members.

ASKING DONORS TO INCREASE THEIR GIFT

Here's how you can ask donors for an increase in their annual donation in the most effective and positive way possible.

PREPARE TO ASK A DONOR FOR AN INCREASE.

Check the donor pledge card for our recommended increase ask before contacting the donor.	Prepare to ask for an actual dollar amount increase—not a percentage increase. Donors react more positively to a request for a specific amount.	Be transparent. Tell your donor that we are asking every UJA donor to consider increasing their pledge (as opposed to “we are asking you to increase your pledge”).
---	---	---

START BY EXPLAINING “THE WHY”: *HELP DONORS FORMULATE A CLEAR IDEA OF THE OVERALL GOALS THEY WANT TO ACHIEVE.*

- We recommend you give one (or more) of the following reasons when asking for increases:**
- Our community needs your help.** Consult this year's Case for Giving and learn how the needs have evolved, and why more support is needed.
 - We need to keep up with rising inflation.** Inflation and the rising cost of goods and services is making it more expensive to deliver the same programs over time.
 - UJA recognition levels and perks.**
 - >> *For women giving under \$5,000, let them know that \$5K is a Lion of Judah gift.*
 - >> *For those who have capacity to increase to the Major Gifts (\$10K) or Top Gifts (\$50K) divisions, please speak to your UJA team member about the best way to ask.*
 - >> *See a breakdown of the different UJA Giving levels on page 12.*

MAKING THE ASK.

Begin by asking for the increase and then ask for the full amount of their previous gift if they do not want to increase. Have a conversation with your UJA professional to determine an appropriate ask amount.

OVERCOMING RELUCTANCE TO INCREASING THE DONATION.

- One way donors can increase their gift is by switching from a single payment for their annual gift to a monthly payment plan. They could then spread out the increase across many months. For example: a donor who gives \$5,000 annually could instead give \$500 monthly—this would add up to \$6,000 annually, spread out over the year.
- >> *For donors who pay in monthly installments: consider asking for an increase to their monthly installment or, if their payments spread over less than 12 months, ask them to consider an additional monthly payment for the same amount. For example: \$88 to \$100 per month is a 14% increase. Turn \$100 over 10 months into \$100 over 12 months, which increases the donation by \$200.*

ALWAYS KEEP IT POSITIVE.

If the donor does not choose to increase their gift, **thank them for their ongoing support.** Whatever the result, we remain grateful for their donations. Make them feel appreciated.

FREQUENTLY ASKED QUESTIONS & HOW TO ANSWER THEM

Below you'll find the answers to some of the most common questions our volunteer fundraisers hear from donors. Remember: if you are asked a question you don't know the answer to, let a UJA team member know and we can follow up with the donor.

CAN I DONATE MY GIFT TO A SPECIFIC AGENCY OR PROGRAM?

There are many agencies doing great work in our community. I encourage you to make them a part of your charitable giving. At the same time, there is only one organization that has the resources, strategy, and community-wide reach to take care of the comprehensive needs of our community. UJA is focused on the holistic needs of the Jewish people, and all the issues we face together. That includes improving the well-being of the most vulnerable Jews here in Toronto and around the world, addressing antisemitism, supporting critical Jewish identity-building programs, and much more. We can't afford to neglect any of these challenges if we want to ensure our community stays strong, which is why we ask donors to make a gift to the Annual Campaign.

>> If donors want more information, offer to send the most recent Annual Report, which includes a breakdown of our fundraising allocations.

CAN I SEE A BREAKDOWN OF WHERE MY DONATION WILL GO?

I'D LIKE TO KNOW WHICH ORGANIZATIONS UJA IS FUNDING AND HOW MUCH THEY RECEIVE.

I am happy to send you our latest Impact Report, which shares stories and details about the many important initiatives supported by the Annual Campaign. I can also send you a copy of our latest Annual Report, which shares a specific financial breakdown of how Annual Campaign funds are invested in the Jewish people.

HOW EFFICIENT IS UJA IN THE USE OF DONOR DOLLARS?

UJA works strategically to leverage every dollar donated through government grants, private foundations, and other sources. On average, every dollar you give is grown by an additional \$0.48, meaning your impact is even greater and your gift even more powerful.

At the same time we grow your investment, we use your donation efficiently to maximize your impact for the Jewish people. UJA Federation's operating costs are only 8.2% of our combined revenues. Research indicates we are significantly below the average among comparable Canadian charities.

These are two reasons why UJA is the best investment you can make to strengthen the Jewish people.

FAQs

WHY ISN'T AN ORGANIZATION I CARE ABOUT FUNDED BY UJA?

UJA is tasked with looking after the comprehensive needs of our community—and we currently support more than 100 partner organizations. We approach every challenge with an evidence-based strategy that maximizes the impact of the community's charitable dollars. This sometimes means making necessary but difficult decisions. If we weren't willing to do so, we wouldn't be fulfilling our responsibility to the community.

We are also sensitive to and supportive of every Jewish organization—funded or not—that shares our values and is working hard to strengthen the community. We recognize that there are many Jewish organizations we don't directly fund that are doing incredible work in our community. We support these organizations in different ways. For example, we may promote their work and events through our newsletters or collaborate with them directly on shared projects. We encourage you to support the organizations and causes that are important to you, while making an annual gift to UJA to strengthen our community as a whole.

WHY DOES UJA FUND JEWISH EDUCATION?

One of the things that makes the Toronto Jewish community uniquely strong is our diverse and accessible Jewish education system. Our entire community is stronger when children benefit from Jewish learning.

For example, if you look at most other cities in North America, day schools are mainly used by no more than a very small minority in the community and usually only among Orthodox community members. Here in the GTA, roughly 1 in 3 community members send their children to day school—with a wide range of schools across the spectrum of Jewish practice. This in turn strengthens our entire community, as day school graduates have higher levels of involvement in Jewish community organizations.

Day schools are one pillar of our multi-faceted strategy for Jewish education and identity-building, which includes supplementary Jewish school, summer camp, JCC programming, and Israel experiences.

I NEED HELP (OR "I KNOW SOMEONE WHO NEEDS HELP"). WHAT SHOULD I DO?

With your permission, I will share your contact information with a UJA team member, who can follow up about how we can help. If this is for someone else, please provide their contact information and consent, and the same urgent response will take place.

CAN I GET INVOLVED IN ANY OTHER WAY, BESIDES DONATING FUNDS?

Yes please! If you're interested, I would be happy to share your contact information with a UJA professional. They can connect you with the many opportunities to get involved as a volunteer. Additionally, we are always looking for more community members to fundraise for UJA's Annual Campaign. Either way, your donation of time would be highly appreciated.

FREQUENT OBJECTIONS & HOW TO RESPOND

Below you'll find suggested responses to some of the most common objections our volunteer fundraisers hear from donors.

I CAN'T AFFORD TO GIVE RIGHT NOW BECAUSE OF A SIGNIFICANT PERSONAL CHALLENGE.
(E.G., JOB LOSS, BUSINESS CLOSURE, FAMILY ILLNESS, ETC).

I'm so sorry to hear that. How can we assist? Is there anything specific that you need right now?
>> If they require assistance from UJA or our partner agencies, please record details and—with their consent—share this with your UJA team contact for follow up.

[If the donor says they need assistance finding a job or require another form of help] UJA's funded network of Jewish social services agencies can offer assistance to community members who may need help, whether finding a job, emergency financial aid, or other forms of support. These services are fully confidential, and if you'd like, I'd be very happy to connect you.

Just as you have been such an incredible supporter of our community over the years, please know the community is here for you during this very difficult time.

I WANT MY DONATION TO GO DIRECTLY TO ISRAEL.

By giving to the Annual Campaign, we nurture the growth and future of our community's pride and prosperity, so that we can continue to support Israelis for decades to come. It's so important that we continue supporting Israelis in need after October 7th—especially our friends in Sderot and the Israeli villages along the Gaza border that were devastated by Hamas' attack. We're proud of the fact that for more than a decade, gifts donated to UJA's Annual Campaign have been invested in strengthening the resilience, mental health, and long-term prosperity of the people of Sderot. We will continue to partner with them in the months and years to come as they rebuild their communities in the wake of Hamas' devastating attacks.

As well, we need the next generation to share these values so they too can continue helping Israelis. That's why it's so important we continue to help kids from low-income families get the chance to experience Jewish life, through experiences like summer camp. It's why it's important we help struggling community members, like families struggling with poverty, isolated seniors, and crucially, our Holocaust survivors. It's why it's important we mobilize the community to fight antisemitism at home and show our support for Israel. It's because the Toronto Jewish community is so strong: we strongly identify as Jewish, we strongly identify with Israel, and we have such a strong culture of generosity and philanthropy here.

FREQUENT OBJECTIONS & HOW TO RESPOND

WHY SHOULD I SUPPORT UJA WHEN I DON'T SUPPORT ISRAEL?

Supporting UJA means supporting community members here in Toronto, in Israel, and around the world. While the bulk of your gift benefits Jews in our community, the work that UJA funds in Israel is apolitical and aims to support Israelis living in communities facing unique challenges, including educational programs and other essential services.

Our efforts in Israel support some of the most vulnerable people in the country. In Israel, UJA funds programs and organizations that help those living in poverty, new immigrants, victims of terrorism, and at-risk youth, to name just a few examples. Israelis are incredibly diverse—politically, culturally, and religiously. Whatever one thinks of politics in Israel, as Jews our mutual commitment to Jews in need should always rise above political differences.

A meaningful relationship with Israel and Israelis is a core element of the Jewish identity of the vast majority of community members. This is why, in addition to supporting important programs in Israel, a significant part of our Israel-related efforts involve building person-to-person ties between community members here and in Israel. Through programs like UJA's ShinShinim, which places young Israelis at Jewish institutions in the GTA for a year of service post-high school, we enable these personal relationships to be established. Again, this isn't about politics, but about people.

I CAN'T MAKE A DONATION NOW. CAN YOU GET BACK TO ME IN A FEW MONTHS?

If you are able to make a pledge now, bear in mind it can be paid any time between now and the end of December 2026. Your commitment will be included as a part of our planning. You also have the option to make your gift in smaller, monthly increments. For a small amount each month, you can continue strengthening our community and helping those in need.

UJA GIVING LEVELS

If a donor has a question about the Ben Gurion Society, Lions of Judah, Major Gifts and Top Gifts donor groups, let a UJA team member know and we will send them a brochure or connect them with the appropriate UJA professional.

COMMUNITY

COMMUNITY CAMPAIGN:	>\$9,999	<p>This is the heartbeat of UJA's Annual Campaign. Approximately 10,000 donors give each year, and enjoy networking opportunities, events, and updates on the impact of their gift.</p> <p><i>Within the Community Campaign, there are several subsections for women and donors 40 and under.</i></p>
BEN-GURION SOCIETY (BGS): <i>FOR DONORS AGED 40 AND UNDER</i>	\$1,000+	<p>An international leadership and donor recognition society for individuals 40 and under who contribute a minimum annual gift of \$1,000. They enjoy intimate events, unique volunteer initiatives, mentorship, and networking opportunities across a variety of industries.</p>
LION STEP-UP: <i>WOMEN'S PHILANTHROPY</i>	Starting at \$1,800	<p>For women looking to become Lions of Judah, this program allows them to start with an annual donation of \$1,800 and build to a \$5,000 gift over five years. Participants in the Step-Up program enjoy invitations to LOJ events and are recognized at our annual marquee event.</p>
LION OF JUDAH: <i>WOMEN'S PHILANTHROPY</i>	\$5,000+	<p>Sitting in both Annual Campaign and Women's Philanthropy, this is for women who are actively engaged in UJA's work through special programs throughout the year, including the signature Lion of Judah event, the biennial international Lion of Judah Conference, and other local programs.</p>
NEXT GEN MAJOR GIFTS: <i>FOR DONORS AGED 40 AND UNDER</i>	\$5,000+	<p>Recognizing Next Gen philanthropists, individuals 40 and under, who contribute \$5,000 or more to the Annual Campaign. Paving the way as future leaders of our community, they enjoy exclusive events, unique networking opportunities, and special access to Major Gifts experiences—all while making a powerful impact.</p>
ATARAH STEP-UP: <i>WOMEN'S PHILANTHROPY</i>	Starting at \$5,000+	<p>The Atarah Step-Up Program provides a meaningful pathway for donors to grow their impact and achieve a \$10,000 annual gift. Current Lions of Judah are invited to take a one-step increase, starting with a contribution between \$7,500 and \$8,500 in the first year, and reaching the full \$10,000 commitment in the second year. Step-Up donors receive exclusive invitations to Atarah events and unlock access to exceptional opportunities in Philanthropic Leadership.</p>

PHILANTHROPIC LEADERSHIP GIFTS (PLG)

PLG donors have access to all opportunities in their level, as well as those offered at preceding giving levels.

MAJOR GIFTS (MG):	\$10,000 to \$24,999	<p>Major Gifts donors contribute \$10,000–\$24,999 annually to UJA's Annual Campaign. Donors are recognized annually in the Honour Roll and enjoy exclusive benefits, including access to special events, networking opportunities with fellow philanthropic leaders, and briefings about timely issues relevant to Canadian Jews.</p>
ATARAH: <i>WOMEN'S PHILANTHROPY</i>	\$10,000+	<p>Women who contribute annual gifts of \$10,000 or more are recognized both as members of UJA's Philanthropic Leadership Gifts group as well as Atarah, a special group of leaders within the internationally recognized Lion of Judah (LOJ) community.*</p>
KING DAVID SOCIETY (KDS):	\$25,000 to \$49,999	<p>UJA's King David Society (KDS) is an internationally recognized giving society for committed Jewish philanthropists who contribute \$25,000 or more annually to the Annual Campaign. Members bespoke events, unique travel opportunities worldwide, and annual recognition in the Honour Roll.</p>
TOP GIFTS (TG):	\$50,000 to \$99,999	<p>Top Gifts donors are a part of Toronto's leading Jewish community leadership network. They receive annual recognition in the Honour Roll, access to exclusive travel experiences, engage in private briefings with UJA's President & CEO, and attend events featuring globally renowned leaders. Donors can also participate in personalized family activities, including philanthropy workshops and volunteer opportunities.</p>
HINENI:	\$100,000 to \$249,999	<p>Hineni donors exemplify leadership and a dedication to Jewish values by championing the growth and vitality of Toronto's Jewish community. As members of a distinguished network of philanthropists, business leaders, and innovators, they gain access to exclusive events, one-of-a-kind missions, and tailored opportunities to foster meaningful connections and relationships. Highlights include the annual Hineni Gathering—an intimate event bringing together like-minded leaders and philanthropists with inspiring guest speakers—and participation in JFNA Prime Minister's Council events, among other unique experiences.</p>
INTERNATIONAL LEADERSHIP REUNION (ILR):	\$250,000 to \$999,999	<p>The International Leadership Reunion (ILR) brings together top philanthropists dedicated to strengthening the global Jewish community. ILR donors play a vital role in shaping the future through significant investments and leadership. Members connect at world-class events, exclusive missions, and private gatherings with prominent Jewish leaders and experts. Past events have been held in cities like Paris, Madrid, Cape Town, New York, and throughout Israel, offering unparalleled opportunities to engage with global leaders and make a meaningful impact.</p>

LEADERSHIP ROUNDTABLE: \$1,000,000+

WAYS TO GIVE

There are several options for payment of pledges:

1.

WE CAN CALL
THE DONOR

A member of UJA's professional team can call the donor so they can pay over the phone.
2.

THEY CAN CALL US

Our UJA hotline can be reached at **416-631-5705**. A member of our professional team can process the donor's payment by phone.
3.

PAY ONLINE

ujadonations.com/payment
4.

PAY BY INTERNET/
TELEPHONE BANKING

Select "United Jewish Appeal of Greater Toronto" as payee and include your UJA number in the message.
5.

PAY BY MAIL:

Send a cheque to UJA at the following address—United Jewish Appeal, Sherman Campus 4600 Bathurst Street, Toronto, ON, M2R 3V2.
6.

PAY BY E-TRANSFER

Send to donorservices@ujafed.org and include your UJA number in the message.
7.

STOCK PAYMENTS

Get transfer forms at ujastocks.com or contact stockdonations@ujafed.org or **416-631-5830**.

Payment timing: Schedule your payment when it is convenient for you. You can make a payment today, next month, or divide your gift into two or more payments. While your full payment is not formally due until December 31, 2026, we prefer you pay your gift in full by December 31, 2025, if possible. This allows UJA to plan and allocate our programming budget for the coming year.

Monthly giving*: Make giving a habit with UJA's Monthly Mitzvah—an ongoing monthly gift to UJA. Monthly Mitzvah provides a steady, reliable source of funding to help us consistently tackle the biggest challenges facing the Jewish people, and strengthen Jewish life every day, week, and month of the year. A monthly donation will be deducted from the donor's account automatically every month on the day of their choosing. They will receive a consolidated tax receipt by email for all their monthly contributions twice per year.

To set up a Monthly Mitzvah, donors can go online to jewishtoronto.com/donate, or you can take their pledge. Our donor services team will then follow up with them.

Automate your giving: Endow your gift to UJA through the Jewish Foundation. Simply multiply your annual gift by 25 and have your donation go through automatically every year. For example, open a fund for \$25,000 if your Campaign gift is usually \$1,000, and let us handle the rest. Contact us today at **416-631-5703** or jewishfoundation@ujafed.org to learn more.

ADDITIONAL GIVING OPPORTUNITIES

GIVING TO SPECIFIC
JEWISH COMMUNITY
PRIORITIES.

Our community faces urgent challenges and incredible possibilities. These require our focused attention. That's why we create special campaigns distinct from our Annual Campaign, where we raise needed funds for strategic priorities—like our Antisemitism Strategy, Generations Trust day school scholarship program, Holocaust Survivors Fund, and more. If donors are interested in contributing to one of these campaigns, they can contact Orna Richter at orichter@ujafed.org.

STRENGTHENING THE
JEWISH COMMUNITY
FOR THE LONG-TERM.

The Jewish Foundation of Greater Toronto is a community foundation that makes charitable giving easy. For more than 60 years, individuals and families have been fulfilling their philanthropic goals, while supporting a range of causes about which they care.

The Foundation's professionals can help with estate planning, endowment options, and ensuring the causes donors care about today remain supported well into the future. The most flexible way to do this is through a donor advised fund (DAF). This is a formally structured vehicle for charitable giving that enables donors to recommend which charities will receive their donations each year. Having a DAF at the Jewish Foundation is an incredible option for intentional philanthropists, especially because of the Foundation's close connection to UJA. To learn more, contact jewishfoundation@ujafed.org.

BECOMING A
CORPORATE SPONSOR.

Partnering with UJA Federation of Greater Toronto is more than a charitable contribution—it's a smart business decision. Through UJA's Corporate Partners Circle, companies can align with a trusted and respected organization while gaining direct exposure to Toronto's most influential business and philanthropic leaders, allowing businesses to demonstrate leadership, community commitment, and shared values.

UJA's high-profile events and campaigns attract thousands each year, offering businesses the chance to enhance brand visibility, build valuable relationships, and connect with sophisticated, high net-worth individuals. Based on sponsorship level, company logos will be highlighted on a tiered basis across a variety of UJA events, digital platforms, and promotional materials.

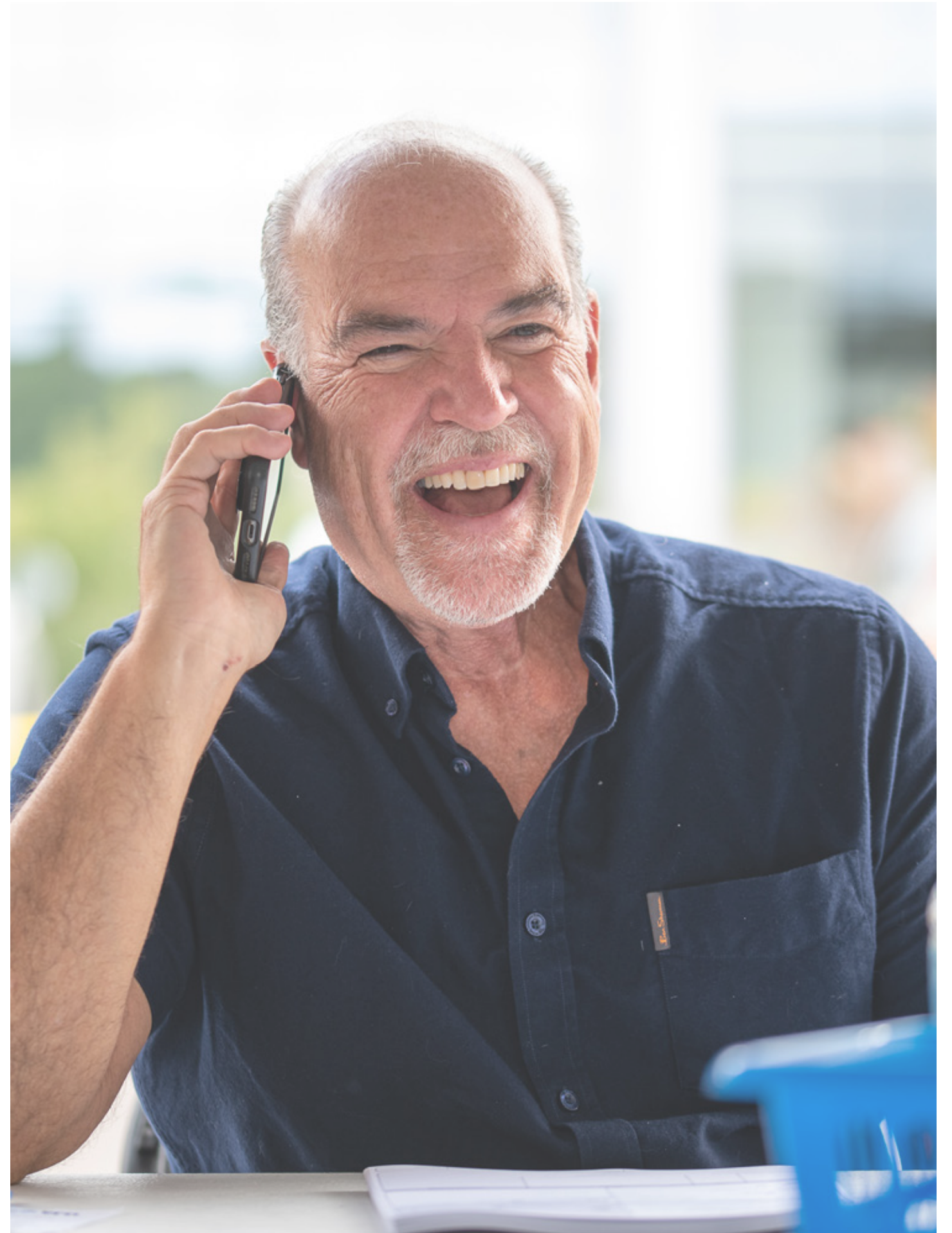
If donors are interested in becoming a corporate partner or sponsoring an upcoming event, they can contact Lesley Cogan at lcogan@ujafed.org.

VOLUNTEER FUNDRAISER CHECKLIST

A QUICK REMINDER

Use this checklist during a canvass to make sure you go through the most critical stages in the process. Keep this handy during your conversations with donors.

- ❑ Know your donor by reviewing their past giving and speaking to your UJA team member if you have any questions.
- ❑ Try to schedule a face-to-face conversation (in person, Zoom, or FaceTime instead of a phone call) and, where helpful, invite a UJA team member to join.
- ❑ Talk about this year's Case for Giving. Use active listening and engage in a conversation with the donor based on their questions, thoughts, and feedback.
- ❑ Make the ask! Aim for the highest amount you think this donor could give, if inspired. Refer to your donor card for a recommended amount to ask for.
- ❑ Confirm the pledge amount and ask the donor for their preferred payment method.
- ❑ Thank the donor for their generous gift before concluding the canvas.
- ❑ Following the canvas, follow up with the donor by email, thanking them and confirming the pledge amount in writing. It is recommended to include a UJA staff professional on the email.
- ❑ Complete UJA's online Volunteer Fundraiser Submission Form by visiting: jewishtoronto.com/volunteer-fundraising or contact your UJA professional.



THANK YOU FOR BUILDING UP THE JEWISH PEOPLE AND STRENGTHENING JEWISH LIFE.

ANY QUESTIONS? CONTACT YOUR UJA TEAM MEMBER OR
LISA LEVSTEIN AT 416-631-5830 OR LLEVSTEIN@UJAFED.ORG



UJA FEDERATION | UNITED
of Greater Toronto | JEWISH APPEAL

UJA