

Calgary Jewish Federation wants you!
We have lots of exciting information to share about upcoming programs and events. If you are not already receiving our publications, please send us your contact information and we will be sure to bring you up to date on happenings in Jewish Calgary. To sign up today, please contact Elliott Steinberg at 403-252-5801 or esteinberg@jewishcalgary.org.



A MESSAGE FROM BRUCE AND ADAM

"You are not obligated to complete the work, but neither are you free to desist from it." Pirkei Avot (Ethics of our Fathers): Chapter 2

Success in anything begins with a first step: a concept, a meeting, a first dollar raised, a volunteer saying "let me do it." And then we carry on: successful, engaging Jewish communities acknowledge that the necessary work, time and resources comprise a rarely ending continuum. Dedicated members take up the work of community building, often with the understanding that leadership, projects and responsibility for completion will be passed on.

Acknowledging that continuum, we can proudly report that over the last year, we have accomplished much as the Jewish Community of Calgary. Calgary Jewish Federation has worked with our partners to ensure educational services are continuously improving and that we, as a Community, are offering safe and engaging opportunities for Jewish children and youth to build the next generation of our Jewish Community. Observances, celebrations and Community commemorations saw strong levels of participation. The vulnerable in our Community received support and services to assist them, often in very difficult situations and, even

more often, not to the level required. We have begun our work; it is far from complete. We have accomplished some very meaningful things together; we still have much work to do.

In an effort to reach out to our Community, to get a sense of how well we are doing at sharing information and at understanding Community needs, and to simply spark people into thinking about our structure, our priorities, and our challenges / successes, Calgary Jewish Federation broadly distributed an online survey in March. From the feedback collected, we learned quite a bit: many of us are very satisfied with our Community's collection and allocation of funds to support important priorities; we are doing a fairly good job with our local, national, and Israel advocacy; we are doing a good job of juggling competing priorities. We learned most respondents believe we can do better in at least some areas; that many respondents have diverse and grossly differing priorities. Sadly, many respondents shared an inaccurate understanding of how and where funds are collected and distributed. As well, some respondents would like transparent

information shared with the Community on a more frequent basis. We are pleased to share a snapshot of interesting findings from the survey in this edition of the Pomegranate. We hope you will find value in reading them.

While we are not obligated to complete the work, we cannot shy away from it. As a Community, we must maintain our commitment to ensuring Jewish Calgary has every opportunity to thrive, for now, for tomorrow and for our future. Please continue to engage, continue to inquire, continue to challenge and continue to be proud. We have much still to do; equally as much to celebrate.

Wishing you a safe and enjoyable summer,

Bruce Bruce Libin, President
Adam Adam Silver, CEO
 Calgary Jewish Federation



2015 CALGARY JEWISH FEDERATION SURVEY

Thank you to those who took the time to answer Calgary Jewish Federation's recent online survey. Several people asked whether we would share the results of the survey – and the answer is: Yes!

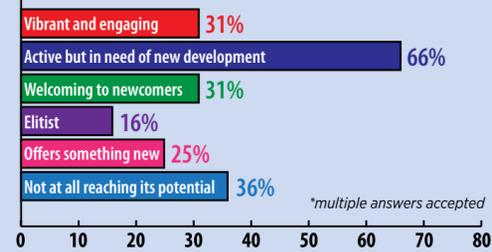
Our goal in sending out the survey was to assess how much our community members know about the programs we provide ourselves and the programs we fund through our fundraising and allocations process; whether you are satisfied with the service we provide and whether you have suggestions for improvement.

The results of the survey confirmed what we suspected: that our communication has not been as successful as we'd like in informing and educating our constituents. Several people commented that filling in the survey actually made them aware of how little they do know about Federation.

So over the next months, we will try to bring some clarity to our activities – and we hope you will continue to share your thoughts with us going forward!

Meanwhile, a few significant survey results:

- **245 people responded** to the survey. Not a huge sample, but the answers seem to reflect a cross-section of the community.
- **Answers to the question*: The Calgary Jewish community is...**



This tells us that our community is doing well – but there is always room for improvement. An equal number of people see our community as vibrant and engaging as those who say we are not at all reaching potential.

In looking at various questions where respondents were asked to define Federation's role in the community, the majority of people were correct in identifying our role as the "central address" and representative voice of the community, but some were confused about our direct service. Federation funds several community agencies but does not oversee the operations of the schools, Jewish Family Service or the JCC, all of which are independently governed. Although we fund recreational programs and counseling, we do not provide those services. And while we applaud the incredible achievements of the Jewish Historical Society of Southern Alberta, we cannot take credit for either supervising or funding those activities.

78% of respondents identified UJA as the fundraising arm of Calgary Jewish Federation or as our annual fundraising campaign – both of which represent a reasonably accurate assessment.

But almost 20% answered that UJA was either an independent organization or a sister organization to Federation.

This tells us that we have work to do in better communicating that UJA and Federation are one entity!

55% felt that Calgary Jewish Federation efficiently provides programs and services, either directly or indirectly, to the Jewish Community

52% felt that Calgary Jewish Federation communicates effectively with the Jewish Community

Clearly, these two answers are related – and we've got work to do!

In terms of ranking of community priorities:

- Jewish identity and affiliation programming (i.e. camp, day school education, immersive experiences) ranked highest, followed by Israel and Jewish Advocacy, Fund-raising and Support for the Vulnerable locally.

Who do we fund:

- Most respondents knew that Federation funds Akiva Academy, The Calgary Jewish Academy, Camp BB-Riback, Calgary JCC, Calgary Kollel, and Jewish Family Service Calgary. However, many people mistakenly identified other non-funded agencies as receiving a portion of funds raised in the annual UJA campaign, including Hadassah-WIZO, JNF, the Jewish Family Loan Association and the Calgary Jewish Community Foundation.

Comments:

- Write-in comments offered some very positive feedback, plus suggestions for more programming for newcomers, seniors and university students, praise for Holocaust Education, PJ Library® and the Integrated Bursary Program, and a suggestion for more tuna on the tuna melt in the café!

To those who answered the survey – Thank you again for communicating with us. We hear you – we need to communicate more effectively with you! Please continue to share your thoughts with us. Feel free to be in touch with our CEO directly at asilver@jewishcalgary.org.

Your help in shaping the community's future is very much appreciated.



Leaving a Legacy

"Our voice is no longer heard after we're gone, but our actions will live on forever."

Planning for the future is part of human nature, whether it's what to have for lunch or what to leave your children after you're gone. For those who can, leaving a gift for family is a given, but a gift to community is often not.

The old expression "the gift that keeps on giving" is truly manifesting in the selfless act of **Planned Giving** – leaving a legacy gift that benefits a charitable organization indefinitely. Such a gift ensures continuity for that organization and adds a measure of financial stability when an uncertain future looms. Calgary Jewish Federation has been blessed to have three such endowments generously bestowed by Lion of Judah members Marilyn Libin, Sandy Martin and Donna Riback.

When asked what their motivations were, Donna told a story of her grandmother who gave money to two men who came to her door, even though she didn't like their demeanour. When Donna asked her why she gave them money, her grandmother said "because they're Jewish." Donna feels strongly about helping to ensure that the Jewish community is still here and thriving in the years to come.

Marilyn pointed out that we're only 1% of the population, so it's incumbent upon us

to make sure our philanthropy supports the Jewish community, in addition to other worthy causes. Her background working in the Jewish community gives her the sense that there is diminishing support for Israel and Jewish causes. By leaving a legacy, she hopes to have an impact on countering that trend.

Over 30 years ago, Sandy's father set up a charitable foundation, knowing his philanthropy would go on after his death at an early age. This ensured strength and vibrancy for our community as a benefit of his own good fortune. This resonated with her as a young woman and had a profound effect on her future behaviors. Sandy came to understand that her own life actions could ensure a secure future for her children and for others that did not have the same opportunities.

Marilyn, Sandy and Donna all agreed that it is only natural for women to encourage long-term stability for our community and to get the men in their lives on board. If we follow the example of these women, the future of our community is in good hands.

Please consider leaving a legacy gift to our community. **To find out more, please contact Diana Kalef at Calgary Jewish Federation at 403-444-3154.**

An Intimate Chat

with Marilyn Libin, Sandy Martin and Donna Riback

Innovative Philanthropy: A Lion of Judah Event
 Watch for information on a very special guest!

Thursday September 10 at 7:00pm
 Wine & Cheese at the Palliser Hotel



MAZEL TOV AND TODAH RABAH

TO
 Debbie Ryder • Larry Katz • Yannai Segal



FOR ASSUMING THE
2015 UJA CAMPAIGN LEADERSHIP

Save the Dates

LION OF JUDAH EVENT • SEPTEMBER 10
CAMPAIGN LAUNCH / AMAZING RACE • SEPTEMBER 20

MORE DATES TO COME!

For more information please contact
 Diana Kalef at 403-444-3154 or
dkalef@jewishcalgary.org.



Because...

Volunteers make it happen

The UJA Campaign runs from September to December and Federation needs YOU to join our volunteer team.

Contact Diana Kalef at 403-444-3154 or dkalef@jewishcalgary.org or
 Irena Karshenbaum at 403-537-8594 or ikarshenbaum@jewishcalgary.org
 to find out how you can help.

For more information visit www.jewishcalgary.org and click on the *Because...* link.

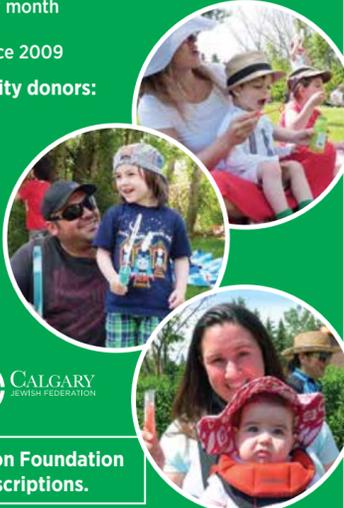
Calgary Jewish Federation welcomes and supports children and adults with special needs. If you or a loved one needs special accommodations to participate in any of our events, please contact Judy Shapiro at 403-444-3153 or jshapiro@jewishcalgary.org.

THANK YOU! PJ Library®

- 500 Children receiving PJ books every month
- Hosted 13 community programs
- Delivered 20,937 books in Calgary since 2009

Thank you to our generous community donors:

- Calgary Jewish Federation's UJA
- Shoshanna and Zeev Berger
- Cathy and Marty Cole
- Maxine and Milt Fischbein
- Jackie Halpern and Glenn Solomon
- Vivian and Ben Herman
- Marilyn Libin
- Network Recycling
- Beth and Lorne Price
- Evelyn Sheftel-Shapiro and Phil Shapiro
- Cheryl and Morley Shore
- Ida and Sam Switzer
- Kathie and Stephen Wainer
- Fanny Wedro



Thank you to The Harold Grinspoon Foundation for sponsoring 50% of all subscriptions.

PJ and YLD Popsicles in the Park

Thank you to the Sam and Ida Switzer Fund for sponsoring our Sixth Annual Popsicles in the Park. Over 300 families enjoyed a morning of fun with Butterfield Acres petting zoo, face painters, bubbles and 750 popsicles.

save the date

for a fun morning at
heritage park

Join YLD and PJ Library®
sunday august 30

Bring your own picnic lunch
 More details to follow



For more information contact
 Diana Kalef at 403-444-3154 or
dkalef@jewishcalgary.org or
 Kathie Wainer at 403-537-8592 or
kwainer@jewishcalgary.org.

All programs on these pages are funded in part by your donation to United Jewish Appeal.

JEWS, SHMOOZE & CANOES

Over the last weekend of May, the Calgary, Edmonton and Winnipeg Hillels joined together for a weekend of celebration and leadership development at Camp BB Riback. The second annual Jews, Schmooze and Canoes had 30 attendees participate in camp rotations and student led programs. The relaxing weekend of reflection was a successful conclusion to the dynamic programming of the Hillel year. We'd like to thank Camp BB for hosting us and look forward to next year's weekend.

