



2015 UJA

A Message from UJA 2015 Volunteers Jeff Booke and Sarah Rosenfeld



Because... UJA dollars have a real, positive impact on people's lives.

Because... we believe in building a strong Jewish community.

Because... Jewish people take care of one another.

Some might say that we have a unique perspective on Federation's annual UJA campaign: we've both volunteered in various roles for the campaign, but we have also both worked as professionals in the community and we've seen first-hand how UJA dollars are put to very good use. We know that UJA is all about people. People who need help and connection – and because of UJA, our Jewish community is there for them.

The connection between dollars raised and spent becomes crystal clear when those who have been helped reach out to let you know the impact your organization has had on their lives.

Jeff's example from working as the Executive Director of the JCC: a stranger approached him and said: "thank you for saving my dad's life." A little clarification revealed that this man's father was quite ill and had become a shut-in. After being introduced to the JCC, and provided with a UJA subsidy, he began exercising and quickly made friends. Not long after, the dad's outlook on life improved and he began to address his illness through regular physical activity. Both the fitness program and social connections had a profound impact on the man's life and, in his son's words: "the JCC saved him."

Sarah shared this story from her experience working at Jewish Family Service Calgary: A young woman suffering from an eating disorder (a common psychological response to physical and emotional abuse) received counselling from JFSC. She also benefited from their support for her basic food needs while undergoing therapy. After a few months absence, a follow up meeting revealed that she was now managing her eating disordered behaviour. She was enrolled in school and was dating a healthy and supportive partner and had recently moved in with him. She stated that the services and support she had received through JFSC had made the difference for her, that it was like she had "a group of guardian angels" watching over her who had helped her have the courage to live a healthier, happier life. She was sincerely appreciative and grateful to the JFSC team.

These are but two stories of the real difference UJA dollars make in the lives of real people in our community. Both of the people we are talking about were particularly vulnerable – and the Jewish community made their lives better. But even when we are not vulnerable, we all need community. To educate our children, to celebrate and commemorate, to feel safe and secure.

Please join us in making this the very best UJA campaign Calgary has ever experienced.

Because... together we are stronger.

Jeff and Sarah
2015 UJA Division Chairs



CALGARY
JEWISH FEDERATION
The strength of a people.
The power of community.



United Jewish Appeal

The Value of
a UJA Gift

Outreach services
for one senior

\$2000

\$12

Field trip for
one senior

\$20

Lunch for one
senior at monthly
JCC luncheon

THE AMAZING RACE

UJA CAMPAIGN LAUNCH FAMILY EVENT 09.20.15

Get your passport and step on the starting mat at 11:00am at the JCC.
Race safely and launch Federation's 2015 United Jewish Appeal campaign.

Fun and challenging event for all ages.

\$5 per person, free for children under 2 years

Register online at jewishcalgary.org

Save the Dates

Cell-a-Thon

Thursday October 8

6:00pm • Calgary JCC

Wednesday November 18

6:00pm • Calgary JCC

Major Contributors Dinner

Keynote Speaker: Dr. Ronen Hoffman

Thursday October 15

An expert in crisis management, conflict resolution and anti-terrorism policy, Hoffman founded the *International Institute for Counter-Terrorism* at the *Interdisciplinary Center Herzliya*.

Lion of Judah and Women's Philanthropy presents Amanda Lindhout

Sunday October 18

Amanda Lindhout is a Canadian humanitarian and journalist who was kidnapped by Islamist insurgents in southern Somalia and held hostage for 15 months. Amanda will share her story of survival in the face of lost hope and will illustrate the remarkable strength of the human spirit.

JAC presents Gold & Black Gala

Saturday December 5

Penthouse, International Hotel

Details to follow.

Check out our

UJA

CAMPAIGN VIDEO

and more stories at

JEWISHCALGARY.ORG

Live Generously Donate Now

Support your community by giving
generously to the 2015 UJA campaign.

Online

www.jewishcalgary.org

In person

Aviva Kolotinsky at the Federation Office

Mail

Calgary Jewish Federation / UJA
1607 90 Avenue SW, Calgary, AB T2V 4V7

Phone

403-444-3157

Calgary Jewish Federation is planning to raise an estimated \$3,000,000 this year through the annual United Jewish Appeal Campaign. Estimated campaign costs are 12 percent of funds raised. UJA charitable gifts will be allocated to programs described in Federation publications including our Annual Report, Pomegranate, E-Pom and www.jewishcalgary.org. For more information, contact Diana Kalef at 403-444-3154. Our address is Jerusalem Road, 1607 - 90 Avenue SW, Calgary, AB T2V 4V7. We are incorporated in the Province of Alberta.

Campaign



Because...

All Jews are responsible for one another.



Stock photo courtesy of JFNA.

After “Lyvia” had back surgery and her husband became gravely ill, she worried that they would lose their home as they struggled with daily expenses. They worked hard cleaning offices, but came to rely on Jewish Family Service Calgary (JFSC) for help. When Lyvia’s husband passed away suddenly at 59 years of age, the challenges of survival increased significantly. She was able to sell many of her belongings to pay for a funeral and to secure a smaller place to live, but steady income was a challenge, given her back problems and diabetes.

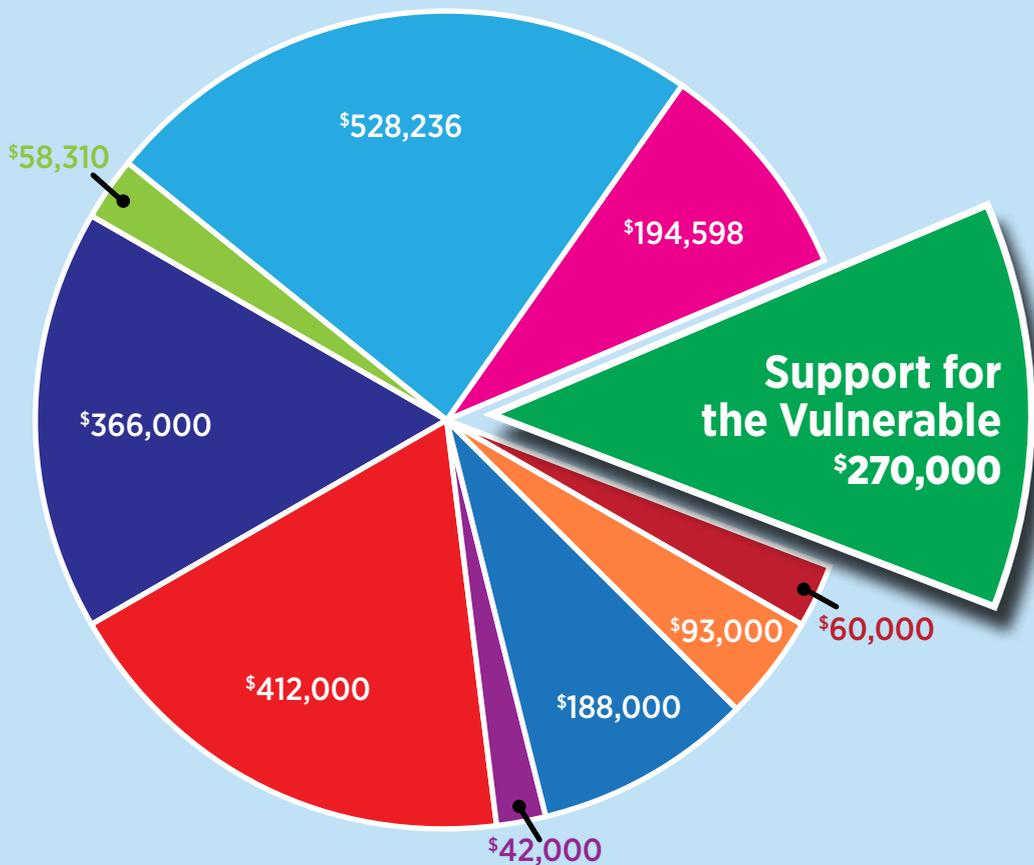
Lyvia’s daughter encouraged her to contact Jewish Family Service again. The staff at JFSC listened to her story and found the means to provide her with a modest subsidy to help with her mortgage, and free groceries to help her stretch her fixed income to cover other necessities, like medication. Having the groceries brought to her door by JFSC staff means she doesn’t have to make difficult trips to the store nearly as often. Traditional foods provided for Jewish holidays, mean that Lyvia can enjoy the chagim.

As Lyvia aged, she transitioned from a JFSC Basic Needs client to a Senior Support client, ensuring the continuity of her personal relationship with the agency. As Lyvia says about her favourite JFSC staffer: “I know Hashem put her there to help, for people who are not used to taking and would rather give if they could.”

Calgary Jewish Federation supports both basic needs and senior support programs at Jewish Family Service Calgary.

Your donation to Federation’s annual UJA Campaign ensures that JFSC and other agencies in our community can continue to help people in need.

2015-16 Allocation of Funds



Allocations are recommended to the Federation board by a committee of community volunteers who carefully review applications for funding. Requests always far exceed available funds.

- Mikvah and Kashrut
- Jewish Education (includes IBP subsidies)
- Youth and Young Adults (includes IBP subsidies)
- Support for the Vulnerable
- Jewish Culture
- Holocaust Commemoration and Education
- Outreach, Engagement, Community Relations
- Active Seniors
- National, Israel, and Overseas
- JCC Community Living Room

The allocations depicted here do not include: Federation administrative overhead, annual campaign (UJA) expenses, designated gifts, special campaigns.

UJA Plus Giving

When you increase your Federation UJA Campaign gift, you may designate 50% of the increase to one of our partner agencies or funded programs. Ask your canvasser or see the online donation form at: www.jewishcalgary.org/waystogive, and click on “give now”.



Calgary Jewish Federation and UJA Partner Agencies





Shana Tova!

From the Board and Staff of Calgary Jewish Federation



CALGARY JEWISH FEDERATION
The strength of a people.
The power of community.



A MESSAGE FROM ADAM

Few symbols in Judaism carry more power and more recognition than the *shofar* (ram's horn). This iconic ritual item is blasted a number of times throughout the year, with its most frequent and powerful use associated with the month of *Elul* and *Rosh Hashana*. Not only does the sound of the *shofar* serve as a call to action, but the three distinct blasts, *Tekiah*, *Shevarim*, *Teruah*, each carry unique meaning. There are many interpretations about the symbolism of each sound, most of which incorporate some parts of the following:

Tekiah – a long, forceful blast that serves to announce or herald in the new year. For some this also serves as a coronation of sorts for G-d's role in our lives; for others, simply the proclamation of a new beginning to the year... a fresh start, so to speak.

Shevarim – three medium blasts in succession which many suggest serve as a metaphor for our sobbing hearts, in recognition of the fact that although we may have tried our very best, we have not fully lived up to our potential over the

past year. We are reminded to "mourn" our shortcomings, while concurrently being optimistic about our future.

Teruah – a burst of nine staccato blasts resembling the cry of an alarm clock... a wake-up call. It is suggested that the purpose of this series of blasts is to wake us up, to remind us to think more deeply on a daily basis. We are encouraged to reflect on the past year, and to truly consider how we might more successfully maximize the gifts we possess. How can we be better to one another? How can we be better to our families? How can we be better to ourselves?

The use of the *shofar* and its representative notes speak to me at this time of the year, especially, reminding me of all that we have achieved as a community, as well as the great distances we still need to travel in the coming year. The *shofar's* call to action, its startling yet comforting noises, should inspire us to do more, be more, aspire for more... as individuals and as a community.

As we share *Rosh Hashana* and *Yom Kippur* together in the coming weeks, let's all agree to take a pause, at least

for a moment. Let's agree to take several deep breaths, away from our mobile technologies, away from the internet, and away from outside distractions. Let's agree to imagine a Jewish Calgary that meets and surpasses our current and future needs. Let's agree to heed the *shofar's* call to action.

Why? Because. Because, as Hillel said: "If I am not for me, who will be? If I am only for me, what am I? If not now, when?" Because. Because, together we are stronger, together we are better.

On behalf of the staff and board of Calgary Jewish Federation, particularly our President Bruce Libin who is currently cycling across America, I wish you and those you love a *Shana Tova U'Metuka* – A happy and sweet new year, and a safe and meaningful fast.

Adam Silver, CEO, Calgary Jewish Federation

MARCH OF THE LIVING SPRING 2016

The March of the Living program to Poland and Israel is open to Jewish students in grades 10-12. Parents and students are invited to come learn about this meaningful program.

NEW DATE

INFORMATION SESSION: Thursday September 17 • 7:00pm • Calgary JCC

For more information please contact Ilana 403-444-3162 • ikrygierlapides@jewishcalgary.org

Jewish Life in Germany 2015
with guest speaker **Melanie Carina Schmoll**
Wednesday October 7 • 7:00pm • Calgary JCC

Melanie Carina Schmoll, PhD, is a Political Scientist and Lecturer in International Relations. She teaches at the University of Hamburg as well as the University of the Federal Armed Forces in Hamburg. Her research is focused on Israel and the Middle East. She will speak about Jewish life in Germany and Germany-Israel relations.

For more information, please contact Judy Shapiro at 403-444-3153 or jshapiro@jewishcalgary.org.

PJ Library® and Beth Tzedec Congregation invite you to our Fifth Annual **Smoothies in the Sukkah**

Sunday October 4 • 10:30am • Beth Tzedec Congregation

All children, parents and grandparents are invited to celebrate Sukkot with us at Smoothies in the Sukkah. This program is suitable for children under eight. There is no charge but please bring a foodbank donation.

Please RSVP to Kathie Wainer at 403-537-8592 or kwainer@jewishcalgary.org

2015 FEDERAL ELECTION

- LEARN** about the issues
Go to www.cija.ca/election
For a Federal Election Issues Guide, which covers everything from Canada-Israel relations to social justice policies to community security.
- ATTEND** a debate
All Party Federal Election Forum
Wednesday September 30 • 7:00pm • JCC
This is your opportunity to hear about the policies of the parties before the October Federal election.
- VOLUNTEER** for the party of your choice
- VOTE**

For more information please contact Judy Shapiro at 403-444-3153 or jshapiro@jewishcalgary.org.

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.

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

KESHER KLUB IS READY FOR FALL!

Kesher Klub – the social, cultural and recreational program for Jewish adults (18+) with disabilities – brings participants together on the first and third Sundays of each month. New members and volunteers are warmly welcomed!

Upcoming dates:
September 20, October 4 and 18, November 1 and 15, December 6 and 20

For more information, contact our Shalom Calgary and Inclusion Coordinator, Karina Szulc, at 403-389-6994 or karinas@jewishcalgary.org.

You're Invited...

Sunday October 18

Lion of Judah and Women's Philanthropy present

Amanda Lindhout

Amanda Lindhout is a Canadian humanitarian and journalist who was kidnapped by Islamist insurgents in southern Somalia and held hostage for 15 months. Amanda will share her story of survival in the face of lost hope and will illustrate the remarkable strength of the human spirit. Open to all.

Tickets: \$25

Purchase at: jewishcalgary.org

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



ALL PARTY FEDERAL ELECTION FORUM



Wednesday September 30 • 7:00pm • Calgary JCC

This is your opportunity to hear about the policies of the parties before the October Federal election.



For information contact Judy Shapiro at 403-444-3153 or jshapiro@jewishcalgary.org.

Show Your Support!



For Federation President Bruce Libin's bicycle journey across America, raising funds for our community as he goes.

For more information go to our website at www.jewishcalgary.org/ways-to-give/bruce-libin-portland-to-portland or click Bruce's photo on our homepage.

