



#icount

#everyonecounts

You could say that Jacob is truly a product of our Jewish community. His mother started hanging out with him at the JCC when he was a baby. He attended Jewish day school from preschool through junior high. A highlight of his Grade 9 Israel Experience was the *mifgash* (cultural exchange) supported by Federation's Partnership2Gether Program (P2G). He was both a camper and staff member at Camp BB Riback for many years.

In Grade 10, he could have lost his "Jewish connection," but he came back from the March of the Living feeling more passionate than ever about his Jewish Identity. Hillel provided a "Jewish home" for him on campus at the University of Calgary. Jacob gladly took the opportunity for a free trip to Israel through Birthright-Taglit, sharing that impactful experience with other young Jews.

Strong Jewish Identity is nurtured through the constant presence of meaningful Jewish opportunities for young people to develop a love for Israel and our traditions. Everyone should have these opportunities – that's how a strong Jewish community is built and how we keep Jewish life thriving. With your gift to Federation's UJA campaign, you can help ensure that when it comes to living Jewishly, **everyone counts**.