



# The Jewish Federation OF EDMONTON

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This weekend we launched our United Jewish Appeal (UJA) campaign, “Here for Good”, along with our partners at the Calgary Jewish Federation. A huge thank you to the staff and volunteers who collaborated for a Jewish Alberta launch featuring prominent guest and author, Yossi Klein Halevi, in a moderated discussion about this Jewish Moment. It was a poignant and nuanced conversation about Israel and about antisemitism in progressive spaces. You can watch [the video here](#).

The Jewish Federation of Edmonton has showed throughout this pandemic that we have been here for good, for the betterment of the entire community. Online programming, supporting Jewish continuity through Shalom Baby and PJ library, security grants, Israel advocacy, combatting antisemitism, and more all happen because of your UJA gifts.

When President and CEO of Jewish Federations of North America Eric Fingerhut joined us at the UJA launch this past weekend, he thanked our Alberta Federations for the powerful communities we have in place that have weathered through the pandemic and more this past year. He knows firsthand that a strong community is cultivated and does not magically appear. Eric shared an experience from when he was at the helm of Hillel. A donor wanted to give towards “fighting Boycott Divestment Sanctions (BDS)” and Eric pointed out to him that this would take a community of students integrated, coordinated, and at the ready. Sponsoring dinners and events were the initial step to building that community.

I found this example timely, as just this past week my daughter introduced me to two university students she met through Hillel. One, a University of Alberta exchange student from France, the other was his friend who hails from Kamloops (coincidentally a Francophile) studying at Campus St. Jean. I asked these two men how they found one another, sharing a common interest but from different schools. Their answer was at our first Hillel social event of the season. They attended the event wanting to meet Jewish undergraduates and have formed a friendship, while also meeting other young Jews in our city.

Jewish Edmonton has helped new parents form connections through Shalom Baby and newcomers meet people at our summer fun series. It also has supported the formation of a Jewish Medical Students’ Association, which benefits from Hillel programming and events. These are the ties that strengthen the community.

I always like to include a bit of news and I am thrilled to inform you that Tamara Vineberg has joined our team as Associate Director of Marketing and Communications. Tammy has worked in health care communications for the last 10 years and will bring a fresh approach to leading our

communications strategy. Please join me in welcoming Tammy and in wishing her a 'Yasher Kocheh' on her most recent accomplishment, two awards from the Canadian Public Relations Society for her plan and execution on the 2020 BBYO Bagels for Breakfast fundraiser.

This Thursday, September 30 is the National Day of Truth and Reconciliation. Orange Shirt Day, which falls on the same day, recognizes and raises awareness about the tragedy of residential schools. We will send out a curated list of resources for you to learn, listen and reflect this coming week and plan to provide meaningful opportunities for collaborative exchange and dialogue when in person programming is safe again.

The fourth wave of the pandemic and the impact on our health care system weighs heavy on our minds. If you have not yet been vaccinated, I urge you to discuss your concerns with a professional. Thank you to our many health care professionals working tirelessly and who continue to do so in extraordinary circumstances.

Shabbat Shalom,

A handwritten signature in blue ink that reads "D. Lewitt". The signature is written in a cursive style with a small dot above the 'i' in Lewitt.

Stacey