

Here for
SUPPORT



We are here to help families and communities bounce back from setbacks, stronger than ever. Through our support of Jewish Family Services, The Jewish Senior Citizens' Centre and The Jewish Free Loan Society, we helped to provide a resilient support system that withstood the test of crisis. To aid individuals and organizations most impacted by the pandemic, we established a COVID Relief effort, securing over \$100,000 in grants and donations. To reduce the burden of social isolation on the most vulnerable, we offered an array of compelling virtual events. We served the broader Edmonton Community through our Good Deeds Day - Stuff the Truck Project, a major collection drive for Edmonton's Food Bank. Beyond Edmonton, we provided a lifeline for vulnerable Jews in Israel and the Former Soviet Union through support of JDC, JAFI and World ORT.

Here for
OUR KIDS

We are here to enrich our kids' lives through access to Jewish education and community. With finances strained and parents overwhelmed by pandemic burdens, the needs were clear. We helped children attend Talmud Torah School and Camp BB through IBP bursaries, and also inspired young learners and connected them to their heritage through allocations to Camp Gan Israel and BBYO. Our PJ Library program thrived with new events and the addition of PJ Our Way for kids 9 to 12. Our Summer Fun program brought Jewish kids together for outdoor activities and Shabbat celebrations. To educate students of all backgrounds about Jewish history, we offered The Dianne and Irving Kipnes Holocaust Education Seminar, virtually, to hundreds of Edmonton high school students. Serving our kids as they moved on to university, we funded a vibrant Edmonton Hillel program.



Here for
CONNECTIONS



We are here to help Jewish people and Jewish institutions build meaningful connections to each other and to the Jewish way of life. When the pandemic hit, we got creative, finding new ways to connect people, safely, to share Jewish culture, traditions and togetherness. For Jewish learners, we offered the Jewish Speakers Series. For chefs, Michael Solomonov's holiday cooking demonstrations brought delicious smells into Edmonton kitchens. Chanukah was bright even for those living alone, thanks to our "No Menorah Lit Alone" virtual celebration. Holocaust Remembrance Day drew us close, through a video featuring multi-generational Edmonton families discussing how personal stories of Holocaust survival were shared and passed on. Film lovers enjoyed our largest-ever Edmonton Jewish Film Festival, with over 4,000 viewers tuning in from around Edmonton, Canada and the world. We actively sought participation from synagogues and other Jewish organizations so these would all be collaborative, community-wide events.

Here for
ISRAEL

We are here to build pride in our Jewish homeland and create unbreakable bonds with our extended family in Israel. Our P2G Geshar Chai partnership kept our "living bridge" strong, bringing participants from the Galilee Panhandle and Edmonton together, virtually, to share highs, lows, holidays and memorial days. While travel to Israel was impossible, we kept Israel front and center in our cultural programs; the Jewish Speakers Series connected us to Israeli history, politics, and culture with virtual lectures by prominent Israeli speakers, while the Edmonton Jewish Film Festival showed us the vibrancy and diversity of Israeli society through film. Our Israel pavilion at the Edmonton Heritage Festival showcased our homeland to all Alberta, providing a positive counterweight at a time when the dialogue about Israel is so negative. Meanwhile, on the ground in Israel, we continued to support the most vulnerable populations through JDC, JAFI and World ORT.



Here for
ADVOCACY AND SECURITY



We are here to advocate for Jewish interests and strengthen security, keeping our community confident and flourishing in the face of the alarming rise in anti-semitism and anti-Zionism. In response to the recent anti-Semitic incidents here in Edmonton, our expert Community Security Director worked closely with law enforcement and national partners to assess threat levels and keep the community informed. Our security grants and training helped schools and synagogues to be prepared in the event of potential threats. As the ugly voices of hate grew louder, so, too, did our Jewish voices in reply. Locally, we worked intensively with Alberta's political leaders, Edmonton's Anti-racism Advisory Council, and the media, to bring balance and accuracy to the dialogue. Nationally, together with CIJA, our national advocacy partner, we contributed to the Stop the Hate Campaign and provided support sessions for Jewish teens and university students struggling with the growing flood of hate on social media.

HELP US BE
Here for

GOOD

IN A WORLD FILLED WITH UNPRECEDENTED
NEED FEDERATION ROSE TO THE OCCASION
AND THRIVED.

WE WERE ABLE TO DO SO BECAUSE OF THE
GENEROUS SUPPORT YOU PROVIDED.

PLEASE GIVE WHAT YOU CAN TODAY, SO
THAT GOOD CAN CONTINUE TO GROW
THROUGHOUT OUR COMMUNITIES NOW AND
IN THE FUTURE.

To support Edmonton UJA, contact:
Susan Schiffman
#100, 10220-156 St.
Edmonton, AB T5P 2R1
780-487-0585 ext. 206
susans@edjfed.org

CO-CHAIRS LETTER

Dear Edmonton Community,

Oh, what a test of resilience the past year has been. People, communities, and organizations the world around have re-invented the way we do things to cope and stay strong. At the Jewish Federation of Edmonton, we are very proud of our accomplishments — proud of how we have evolved, innovated and invented ways to support and connect Jewish Edmonton.

To meet unprecedented needs, we cut costs and maximized allocations to beneficiaries, created a COVID Relief Fund to expand help for the vulnerable, and offered an array of great new cultural programs to touch lives in an immediate and impactful way. As the 'new normal' evolves, we will continue to help those in need and to actively engage our community so that good grows at home, in Israel and around the world.

We have set a community-wide goal to raise \$850,000 through this year's UJA Campaign. As UJA Co-Chairs, we passionately believe in the good we can do collectively through UJA. We are convinced that the cumulative result of the gift you make, your family and friends make, all of us make, will be a more vibrant, more connected, and more resilient Jewish community.

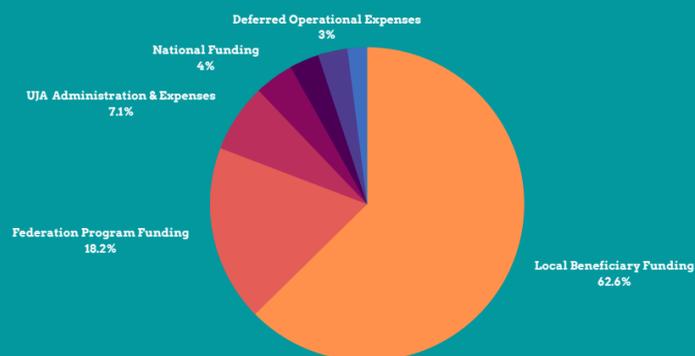
It has been a tough year economically, on top of all else, yet, we ask you to please give generously. If the past year has taught us anything, it is the importance of a strong Edmonton Jewish community equipped to assist those in need and advocate for our interests. Your gift is an investment in the power of community and the future of Jewish life. **It is an investment in good and a good investment!**

Please join us in doing good, through a gift to the 2021/22 UJA Campaign.

Thank you for your generosity.

Howie Sniderman & Darryl Antel,
UJA Campaign Co-Chairs

EDMONTON UJA CAMPAIGN	\$802,497
GRANTS	\$60,000
OTHER SOURCES	\$1,179,811
TOTAL RAISED AND ALLOCATED	\$2,042,308*



Local Beneficiary Funding	\$1,260,466	0.62
Federation Program Funding	\$368,357	0.18
UJA Administration & Expenses	\$152,286	0.07
National Funding	\$72,160	0.04
Israel & Overseas Funding	\$71,280	0.03
Deferred Operational Expenses	\$70,500	0.03
Potential Surplus for Allocation	\$47,259	0.02
	<u>\$2,042,308</u>	1.00

*COVID-19 related government grants of \$170,000 not included

LOCAL, NATIONAL, AND INTERNATIONAL BENEFICIARIES

LOCAL MONETARY AND IN-KIND BENEFICIARIES

BBYO

Beth Israel Synagogue

Camp BB Riback

Chabad Lubavitch of Edmonton

Chevre Kadisha

Congregation Beth Shalom

Edmonton Jewish Community Charitable Foundation

Hillel of Edmonton

Jewish Archives & Historical Society of

Edmonton & Northern Alberta

Jewish Community Centre Offices

Jewish Family Services

Jewish Free Loan Association

Jewish National Fund

Jewish Senior Citizens' Centre

Menorah Academy

Partnership Together (P2G)

Talmud Torah School

Temple Beth Ora

University of Alberta Jewish Studies

NATIONAL BENEFICIARIES

Jewish Federations of Canada-UJA

CIJA – The Centre for Israel & Jewish Affairs

INTERNATIONAL BENEFICIARIES

JAFI – The Jewish Agency for Israel

JDC – The Joint Distribution Committee

P2G - Partnership2Gether

World ORT

YOUR
UJA



HERE FOR GOOD
EDMONTON UJA
YEAR IN REVIEW
2020/2021



The Jewish Federation
OF EDMONTON