



THE GOOD WE DO

IS UP TO YOU!

2017-2018 ANNUAL CAMPAIGN



The Jewish Federation
OF EDMONTON



Join together with Jewish Federation to improve the lives of Jewish people in Edmonton and around the world.

Contribute to the 2017-18 Annual Campaign.

Visit: www.jewishedmonton.org/your-uja

Attend an event or community program.

Visit: www.jewishedmonton.org/jewish-federation-of-edmonton-calendar

Volunteer with Federation and our partners.

Visit: www.jewishedmonton.org/about/contact-us

Participate on a committee and develop your leadership skills.

Visit: www.jewishedmonton.org/about/contact-us

**REMEMBER:
THE GOOD WE DO
IS UP TO YOU!**

DO GREAT GOOD

In Edmonton, across Canada, in Israel and around the world - through Federation



RESTORE HOPE

to families who, through job loss, have lost their footing; to Holocaust survivors who deserve to live out their lives with comfort and dignity.



AWAKEN IDENTITY

by engaging small children with Judaism through the gift of PJ Library books; by reviving our culture and religion in places where it was all but destroyed.



FIND THE ISRAEL WITHIN

through mentoring at-risk Israeli teens, enabling them to join society; through vital job training and Hebrew classes for new and struggling immigrants.

RESTORE HOPE

WHAT IF YOU COULD REACH across the world and touch a life?

Imagine it. You're reaching out from your own kitchen into the all but empty kitchen of an elderly couple in Ukraine. You're putting bread on their bare table. Vegetables in their empty fridge.

And not just in their kitchen—you are putting food on tables in tens of thousands of kitchens. Federation does this through support of the American Jewish Joint Distribution Committee (JDC), Good Deeds Day, Jewish Family Services and Emergency Relief Campaigns.

Through Federation there's no telling how many lives you can impact. Look inside your mind's eye. You see a woman—a single mother hurrying home. She's lost her job and there's an eviction notice on the door. Or maybe there's been a fire. Or a flood. Suddenly, she has no home. No anything. Her world is shattered.

Who can she turn to? She can turn to you. Through Federation's support of these programs, you help her rebuild her home and find temporary shelter for herself and her children. You are there for her and for countless others.





ANGUS

ANGUS

ANGUS

AWAKEN JEWISH IDENTITY

IMAGINE TWO YOUNG Jewish adults.

One of them has had his bar mitzvah. The other has never even set foot in a synagogue. But you're about to change both of their lives.

Through Federation you're enabling them to go on Birthright Israel, March of the Living and the ASPER Holocaust Education trip. And when they return they will no longer be the same people they were when they left.

Climbing with their peers to the top of Masada at dawn and looking out at the land below will awaken something in them forever. A love of Israel. A personal connection to Judaism.

And it doesn't end there.

Innovative local and national programs for young Jewish adults, like BBYO, Hillel and JCORE, kindle a sense of heritage and the desire for a strong Jewish connection.





FIND THE ISRAEL WITHIN

NOW LOOK INSIDE YOURSELF.

Look at the one value that as Jews we all share:

Israel. It is in our hearts.

See yourself in times of peace and in times of crisis, strengthening Israel's promise and fortifying its people. You're easing poverty, supporting victims of terror and violence, helping immigrants start new lives.

You're providing families living under threat with trauma counseling and giving a head start to a disadvantaged preschooler and a scholarship to a gifted teen.

You're supporting community centres, rehabilitation programs and priority educational opportunities in our partnership region of the Upper Galilee.

Through Federation, you're helping to ensure that everyone can achieve the dream of Israel. A dream all of our people hold dear.





SHOW SOLIDARITY

EXPAND YOUR VISION FURTHER.

See yourself as an ally. Standing shoulder to shoulder with Jews everywhere. You're offering support in places where—even a decade ago—none of us thought it would ever be needed.

You're in Europe, where after feeling secure for three generations, Jews are experiencing attacks on schools and businesses.

You're on Canadian university campuses—places where young people are meant to discover themselves. But today, if a student is Jewish, all too often what they're discovering is a hostile environment.

You're preparing them to stand up against hatred and bigotry. So they know what to do if they encounter a slur about wearing a *kippah*, a BDS vote or an anti-Israel discussion in the classroom.

You're in France, England and the former Soviet Union. Through Federation, you are anywhere and everywhere in the world where Jewish communities are in need of support, protection and solidarity.





OUR PARTNERS IN ISRAEL

We are part of a global network of Jewish organizations that nurtures and sustains Jewish community at home, in Israel and around the world. Our international partner agencies include:

The Jewish Agency For Israel (JAFI) which connects Jews with Israel, one another and our Jewish heritage and culture.

The Jewish Joint Distribution Committee (JDC) which relieves hardship for thousands of poor and elderly Jews living overseas by providing food, health care and social services.

World ORT is a global force in making education matter. It is one of the world's largest non-governmental educational organizations, operating in over 60 countries. Its focus on technology-driven education and vocational training has transformed the lives of millions.



WE ADVOCATE FOR ISRAEL AND CANADIAN JEWRY

We are improving the quality of Jewish life in Canada and overseas by countering antisemitism and increasing support for Israel.

The Centre for Israel & Jewish Affairs (CIJA) - our advocacy arm - addresses issues that unite Canada's Jewish community: freedom, human rights, social justice and support for the people and land of Israel.

CIJA advances understanding of the Jewish community in Canadian society by building alliances within government, media, campus, interfaith and ethnic communities.

This year, CIJA helped fund Hillel, Heritage Days, the Edmonton Jewish Film Festival, the Holocaust Education Symposium and political awareness events.



2017-18 OVER-AND-ABOVE CAMPAIGN

Renewing Jewish Studies at the University of Alberta



For decades, Jewish studies at the University of Alberta has been important to Jewish life in Edmonton, serving as a centre of Jewish scholarship, as well as a link between the University and the Jewish Community. With the retirement of two well-respected University of Alberta faculty members, and a shrinking university budget, funding for Jewish studies has been severely cut back. **A new source of funds is urgently needed.**

To demonstrate our Community commitment to Jewish studies at the University of Alberta, The Jewish Federation of Edmonton is partnering with the Faculty of Arts in a campaign to raise \$500,000 to fund a five-year faculty position in Jewish studies.

The Faculty of Arts will contribute an additional \$175,000 towards the position. **The Jewish Federation of Edmonton is seeking support from the Jewish Community, both for gifts to the UJA Over-and-Above Campaign, and for five-year gifts directly to the Faculty of Arts.**

The Faculty of Arts Religious Studies Program, led by Professor Andrew Gow, examines religious traditions from around the world to better understand the vast influence of religion on our everyday lives. Judaism must be sustained as a core part of the Religious Studies curriculum, both because Judaism is a major world religion that has significantly impacted the development of modern civilisation, and because it is the parent religion of both Christianity and Islam, the world's largest religions – to study these religions, students must first understand how they are rooted in Judaism.

Your gift to this campaign will allow the University to attract an emerging Jewish studies scholar, who will give Judaism its due place in the Religious Studies curriculum. Continuing the work of retired professors Francis Landy and Ehud Ben Zvi, the new faculty member will participate in community outreach, encourage more students to pursue Jewish Studies, and supervise graduate students who conduct important research that contributes to a better understanding of Judaism and Jewish culture.

The five-year term of this position would be renewable, allowing the University to continue to offer a wide range of courses in Jewish studies, and to recruit and attract students.

Your support of the 2017-18 UJA Over-and-Above Campaign will ensure a place for Jewish scholarship at the University, a point of outreach from the University to the local Jewish Community, and a means for our Jewish legacy and way of life to be protected and understood.

Your help allows our voices to be heard and our culture and heritage to be embraced!

THE GOOD WE DO IS UP TO YOU!

We have a vision for vibrant Jewish life in Edmonton; where our synagogues and Jewish day schools prosper; where our kids have opportunities to build their Jewish identity through camps, Israel trips and educational programs; where there is always a helping hand for our poor, our sick and our elderly; where our Jewish values of Tikkun Olam and Tzedakah flourish; where we all stand shoulder to shoulder with Israel, and are advocates for Jewish people and Jewish interests locally, in Canada and worldwide.

The Jewish Federation of Edmonton is a cornerstone of our vision. For over 50 years, Federation/UJA has strengthened our Jewish community by collective, centrally-coordinated fundraising. It is the only organization that supports the many facets of our Jewish life here in Edmonton, while also supporting Jewish life in Israel and around the world.

By supporting UJA, we strengthen the fabric of our Edmonton Jewish Community, and at the same time touch so many Jewish lives across the globe.

Please support us by making a gift to the United Jewish Appeal 2017-2018 Campaign.

Your gift helps to ensure a bright and thriving future, for Jews at home and abroad.

Remember, the good we do is up to you!

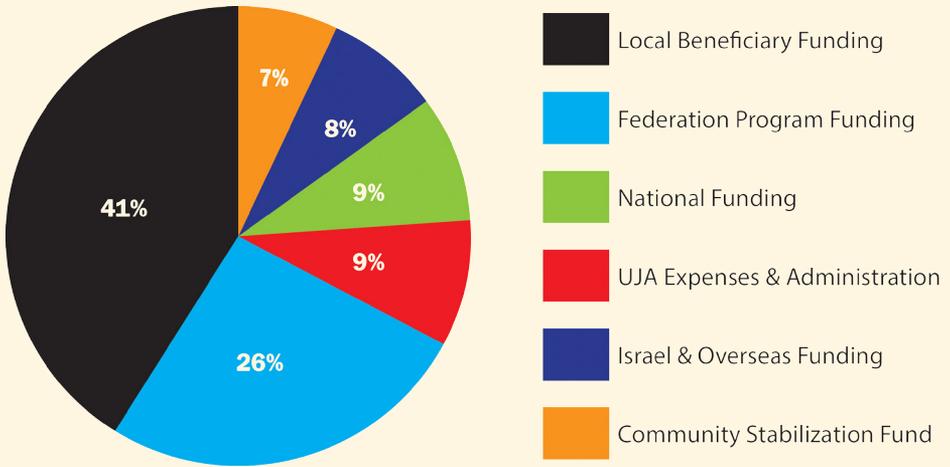
Thank you for your generosity.

Lisa Redmond and Karen Oshry



2017 - 2018 Edmonton UJA Co-Chairs

2016-2017 Edmonton UJA Campaign Allocations



ALLOCATIONS	PERCENTAGE ALLOCATED
Local Beneficiary Funding	41%
Federation Program Funding	26%
National Funding	9%
UJA Expenses & Administration	9%
Israel & Overseas Funding	8%
Community Stabilization Fund	7%
Total 2016-2017 Allocations	\$1,250,713



LOCAL FUNDING

The Budget & Allocations Committee conducts an annual comprehensive review of partner agency funding applications to determine the local funding distribution that best meets emerging community needs.

Your gift to the Federation UJA Campaign provides a consistent base of funding for programs that ensure a strong, vibrant and enduring Jewish community in the Edmonton area.

LOCAL FUNDING HIGHLIGHTS 2017

- \$221,464 for Jewish day schools, including Talmud Torah School and Menorah Academy.
- \$75,000 for Jewish Family Services Edmonton to support those most in need.
- \$34,500 to support Jewish summer camp experiences for our youth at Camp BB Riback.
- \$20,750 for BBYO youth programming and Maccabi Games.
- \$7,953 from our Over-and-Above Campaign for bursaries to Camp BB Riback and Talmud Torah.

ISRAEL & OVERSEAS FUNDING

The National Budget and Allocations Committee and local P2G Committee review a range of new and existing programs of partner agencies that ensure long-term economic and social stability for Jews living overseas and in Israel, and strengthen Canada-Israel relations.

Your gift to the Federation UJA Campaign provides a safety net for the most vulnerable Jews around the world.

ISRAEL & OVERSEAS FUNDING HIGHLIGHTS

- \$28,913 to the Edmonton Israel Fund, supporting High Priority Projects in our partner region of the Upper Galilee Panhandle.
- \$7,400 to support the life-changing Taglit-Birthright Israel trips for young adults.
- Our support of the Jewish Agency for Israel (JAFI) connects Jews with Israel, one another and our Jewish heritage and culture.
- Through the Jewish Joint Distribution Committee (JDC), we provide food, healthcare and social services for thousands of poor and elderly Jews overseas.
- We continue to build connections to Israel by funding locally-based initiatives that reinforce the ties between our communities through programs such as P2G.

NATIONAL FUNDING

Your gift to the Federation UJA Campaign, combined with contributions from other communities across Canada, funds the operations of national partner agencies that coordinate shared programs and services across the country.

The Centre for Israel and Jewish Affairs (CIJA) ensures that causes important to Canada's Jewish community are, likewise, important to Canadian leaders in key sectors, including government, media, universities, and civil society.

Jewish Federations of Canada- UIA (JFC-UIA) coordinates national relations and advocacy work among Jewish Federations across Canada, with the rest of North America, and the world.



The Jewish Federation
OF EDMONTON

The Jewish Federation of Edmonton – UJA

By caring for people in need at home, in Israel and around the world, we nurture the Jewish Community of today and tomorrow.

The good we do is up to you!

Please give generously to The Jewish Federation of Edmonton – UJA campaign today.

Donate online at www.jewishedmonton.org or call 780-487-0585 ext. 207

THANK YOU!

Local Partners & Beneficiaries

- Beth Israel Synagogue
- B'nai Brith Youth Organization (BBYO)
- Camp BB Riback
- Chabad Lubavitch of Edmonton
- Congregation Beth Shalom
- Edmonton Jewish Community Charitable Foundation (EJCCF)
- Edmonton Jewish Free Loan Association
- Edmonton Kollel - EDJGE
- Edmonton Talmud Torah School
- Hillel of Edmonton
- Jewish Archives and Historical Society of Edmonton and Northern Alberta (JAHSENA)
- Jewish Community Centre Offices
- Jewish Family Services (JFS)
- Jewish Senior Citizen's Centre
- Menorah Academy
- Our Parents' Home
- Partnership 2Gether (P2G)
- Temple Beth Ora

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