

HE WHO SAVES ONE LIFE IT'S AS IF HE SAVED THE ENTIRE WORLD

מי שהציל נפש אחת - כאילו הציל עולם ומלואו

Celebrating **Jewish Toronto**

2010/11

ANNUAL REPORT



UJA Federation
OF GREATER TORONTO



A COMMUNITY UNLIKE ANY OTHER

In 2010/2011, UJA Federation, backed by one of the world's leading Diaspora communities – Jewish Toronto – continued to provide unique and inspiring leadership.

Today, UJA Federation of Greater Toronto stands out from virtually every other North American Jewish Federation due to our determination to successfully increase allocations and initiate strategic, innovative projects with our community agencies that meet well-defined needs, improving the lives of Jews, in Toronto, Israel and around the world.

And, in a year that was truly remarkable, it was fitting that, on May 29th in downtown Toronto, the year culminated with the inaugural Walk with Israel Family Fundraising Challenge that attracted approximately 12,000 members of our community to walk proudly for the State of Israel, proving beyond a shadow of doubt that Jewish Toronto lives here!

**JEWISH
TORONTO
LIVES HERE**



For a more in-depth look back at UJA Federation's last year, including photos, videos, stories, and more, please visit www.jewishtoronto.com/annualreport

Through UJA Federation we all benefit from living in one of the greatest communities in the world and UJA's Centre for Jewish Philanthropy - the engine that drives UJA Federation - plays an essential role in Jewish Toronto's vibrancy. Over the past year, thanks to the unprecedented generosity and vision of our donors, we have been incredibly successful in all streams of fundraising - the Annual Campaign, the Jewish Foundation of Greater Toronto and the Tomorrow Campaign. From the thousands of stalwart Annual Campaign donors who nurture the community, to those who offer permanent legacies through the Foundation, to the hundreds of individuals whose names have been permanently etched into the fabric of Jewish Toronto through the Tomorrow Campaign, we have seen an eclectic range of philanthropy embraced by many.

Here is a snapshot of just some of the successes of the past year.



ANNUAL CAMPAIGN

United Jewish Appeal's 2011 Campaign, chaired by Jeff Rosenthal and Sherry Firestone, raised a remarkable \$63 million from over 21,000 donors in a bid to strengthen Jewish life and assist Jews in need in Toronto, Israel and around the world.

Women's Philanthropy, chaired by Sarena Koschitzky, raised \$9.3 million for the Campaign and continued to engage Jewish women from different backgrounds in impactful and relevant programs.

(L-R) Sherry Firestone, Jeff Rosenthal and Sarena Koschitzky at the 2010 Hineni Gathering at Oakdale Golf and Country Club.



Construction of the second phase of the Joseph and Wolf Lebovic Jewish Community Campus.

BIG PLANS FOR TOMORROW

UJA Federation's \$400 million Tomorrow Campaign, an unprecedented Jewish infrastructure initiative, continues to reshape our city's Jewish skyline. The Tomorrow Campaign is making enormous strides, raising funds to build the infrastructure for our growing community across the GTA.

This year, tremendous progress was made on the construction of phase two of the Joseph and Wolf Lebovic Jewish Community Campus in York Region, where the future Schwartz/Reisman Centre and other facilities are scheduled to open in 2012.

On Sherman Campus, at Bathurst and Sheppard, the new Lipa Green Centre for Jewish Community Services and the Donald Gales Family Pavilion of the Prosserman JCC are bustling with activity, setting the stage for our next phase of development which will include centres of excellence for arts and culture, health and wellness, education, recreation and more.

JEWISH FOUNDATION

This past year, the Jewish Foundation of Greater Toronto, UJA Federation's planned giving and endowment development arm, saw the creation of 58 new funds, bringing the total number of funds to over 660. The Jewish Foundation has secured future planned gifts through bequests, insurance policies, or other vehicles, totaling \$186 million.

Today, the Jewish Foundation chaired by Morris Perlis, has grown to more than \$410 million in permanent assets and planned gifts.

The impact of the Jewish Foundation and its family of fund holders was felt across the Greater Toronto Area and in Israel with over \$20 million distributed to a myriad of organizations. These grants help support the education, health, welfare and social programs that are vital to the ongoing strength of our community.



Fred and Mary Litwin signing their Book of Life story at the Annual Book of Life Celebration.

One of the strengths of Jewish Toronto is its unwavering commitment to core Jewish values, including our unbreakable bond with Israel, and our dedication to tikkun olam, serving the most vulnerable in our community. Programs that strengthen and nurture Jewish Identity are essential in maintaining our community's growth in addition to providing a safety net for thousands of our most vulnerable citizens. UJA Federation touched so many of the lives of our diverse and vibrant community, celebrating Jewish life, standing up for the Jewish homeland, and inspiring younger generations to explore their connection to their roots.

WE STAND WITH ISRAEL AND THE JEWISH WORLD

Since the birth of Israel in 1948, UJA has strengthened Israeli society by investing in vulnerable Israeli communities and assisting new immigrants. By leveraging our investments with matching dollars from Israeli philanthropists and the Israeli Government, and by working in partnership with the Jewish Agency for Israel (JAFI), UJA is making transformational changes.

In partnership with JAFI, UJA has been instrumental in:

- Facilitating aliyah for those who choose to make Israel their home.
- Absorbing thousands of Ethiopian Jews across the country.
- Reconnecting Jews from the Former Soviet Union (FSU) to their Jewish roots.
- Responding to crises in Israel and around the Jewish world.
- Engaging young Jews from Israel and across the globe in social activism.
- Addressing the needs of vulnerable Jewish populations worldwide.

SPECIAL TORONTO PARTNERSHIPS

In order to deepen and enhance the impact of the work we are accomplishing with JAFI, UJA has initiated three unique partnerships with the Israeli municipalities of Bat Yam, Eilat/Eilot and Sderot. Work being carried out in these communities through UJA's support is transforming vulnerable populations, offering opportunities and possibilities where once there were none. Through innovative programs which provide educational, vocational and health services, UJA is changing the socio-economic and cultural landscape of Israeli society.



TOGETHER WE ARE CHANGING LIVES

CARING FOR OUR VULNERABLE

We embrace Jewish Torontonians in need at every age and stage. Together with our network of partner agencies, we provide a safety net for the most vulnerable, and a "hand up" to people transitionally in need of support. Programs include: Financial Assistance for those living below the poverty line; employment assistance; support services for abused women and their children; addiction and mental health support; and programs for children and adults with disabilities, to name a few.

Supporting seniors is a fundamental responsibility of our community. During the past year, we have established an innovative program to serve isolated Jewish seniors in their homes; advocated for additional funds to assist vulnerable Holocaust survivors with emergency funds and home care services; and provided increased transportation for isolated seniors.



CHANGING LIVES: A WELCOMING COMMUNITY

Last year, UJA Federation of Greater Toronto continued its mandate of creating exciting, diverse initiatives and programs designed to increase community affiliation. Some of these include:

Young Emissary Program

Out of a compelling need to redress the gap between young people's love and understanding of Israel, UJA Federation's Young Emissary Program has grown from 2 to 14 young Israelis who have come as emissaries, teaching about Israel informally in Jewish day schools, synagogues, supplementary schools, youth movements, and summer camps. The young emissaries live with host families, thus providing a transformative experience for the family who gain an Israeli son, daughter, sister, or brother. The young emissaries impact the lives of more than 1,200 Jewish community members, including many young people, on a weekly basis.

Canada Israel Experience

Canada Israel Experience sent almost 2,000 youth and young adults to Israel on both long and short term trips to build Jewish identity, including Taglit Birthright Israel, March of the Living, MASA and high school/ youth movement programs.

The Birthright Alumni Community (BAC) and UJA's Community Connect engaged more than 6,000 young adults in their twenties and thirties in programs, events and long-term leadership projects.

Jewish Camping

Summer 2011 saw Jewish Camping grow in leaps and bounds across the Greater Toronto Area. A number of innovative UJA Federation initiatives saw all our camps enjoy growth, with over 1,200 children receiving community funding to attend Jewish summer camp in 2010. In addition to needs-based subsidies providing nearly 600 campers an opportunity to attend camp, TopBunk, UJA Federation's Jewish camp incentive program in cooperation with the Foundation for Jewish Camp's One Happy camper program, attracted close to 500 new campers. J-Academy, an exciting and innovative arts-camp designed specifically for Russian-speaking teens, welcomed close to 100 participants.

Itanu Toronto

Inclusion is a core value of our community. In the past year, Itanu Toronto - UJA Federation's inclusion initiative - continued to promote a more inclusive Jewish community where people with special needs are able to fully participate in educational, spiritual, communal, social and recreational activities. Once again, Inclusion Action Week, held in April 2011, was an outstanding success in raising awareness. Synagogues across the GTA participated in Shabbat Itanu with a variety of activities.

Joshua Institute

The goal of The Joshua Institute for Jewish Communal Leadership is to identify, recruit and train, place and track the volunteer leaders of today and tomorrow. Through an engaging curriculum, the Joshua Institute will educate, inspire and empower volunteers in funded agencies, schools and synagogues to learn together and develop collaborative relationships as well as a shared vision of community. In doing so, we strengthen the collective power of the agency network to sustain and serve the Jewish community and advance the strategic goals of UJA Federation of Greater Toronto.

Jewish Information Service of Greater Toronto - Restitution Services

Celebrating its double chai anniversary, JIST continues its 36 year tradition as a gateway to our community and the myriad of resources, organizations, volunteering opportunities, jobs and more it has to offer. Last year JIST staff and dedicated volunteers answered over 10,000 questions on the phone, by email or in person. And the Community Resources section of UJA's website had over 606,000 visits and 108,000+ page views in the past year.

TOGETHER WE ARE STRONGER

Supported by UJA Federation of Greater Toronto and other Canadian Federations, the national advocacy system has been consolidated into one unified, focused agency, the newly established Centre for Israel and Jewish Affairs (formerly CIJA). The Centre, the official voice for all issues concerning the organized Canadian Jewish community, including those formerly handled by Canadian Jewish Congress, the Canada-Israel Committee, and the Quebec-Israel Committee, is dedicated to:

- Advancing support for Israel within Canadian society.
- Defending Israel in the media, on campus and wherever the legitimacy of the Jewish state is challenged.
- Teaching community members, particularly young people, about Israel issues and how to advocate on her behalf.
- Taking the lead on behalf of the community in addressing all issues on the Canadian Jewish agenda – including anti-Semitism, relations with other communities, and social policy.

The Centre and UJA Federation invest over \$2 million annually in nearly 25,000 Jewish students, the majority from Toronto, on university campuses across the country. Significant resources are devoted to events that generate positive attitudes toward Israel and combat those who question Israel's right to exist.

As distortions of truth about Israel increase, UJA Federation and the Centre are teaching hundreds of Jewish high school students about Israel's history and the controversial issues confronting her, in addition to helping young people become activists for Israel online.

Grassroots mobilization – The Centre and UJA Federation are creating grassroots groups within the community on Israel's behalf, organizing Israel-related community events, and keeping the community fully informed about issues of urgent Jewish importance.

In partnership with UJA Federation supported agencies, the Centre is advocating for social service policies and funding that benefit our community's vulnerable.

Participants enjoy Hillel of Greater Toronto's Layla Lavan (White Night) event - an all-night celebration of Israeli creativity, art and fashion.



Holocaust survivor Alexander Eisen shares his family's story of survival with a high school student at an annual education symposium on the Holocaust.

EDUCATING FOR THE FUTURE

Devoted to fortifying and advancing quality Jewish education in schools, UJA Federation's Centre for Jewish Education has served Greater Toronto's Jewish community in several capacities over the last year. In 2011, 11,500 children attended Jewish Day Schools and 5,200 attended Supplementary Schools. UJA Federation continues to support various services including collection and analysis of school data, and dissemination of over \$10.5 million in tuition subsidies and program grants for both day and supplementary schools.

UJA Federation provides support for:

- Professional development for teachers, administrators and senior school officials.
- Consultation and funding for diverse learners in schools.
- Collaborative research in the field of supplementary education.
- City-wide events such as Rikudiyah, Zimriyah, Bible Contest, Creative Writing Contest and a revitalized Media Centre and Library.

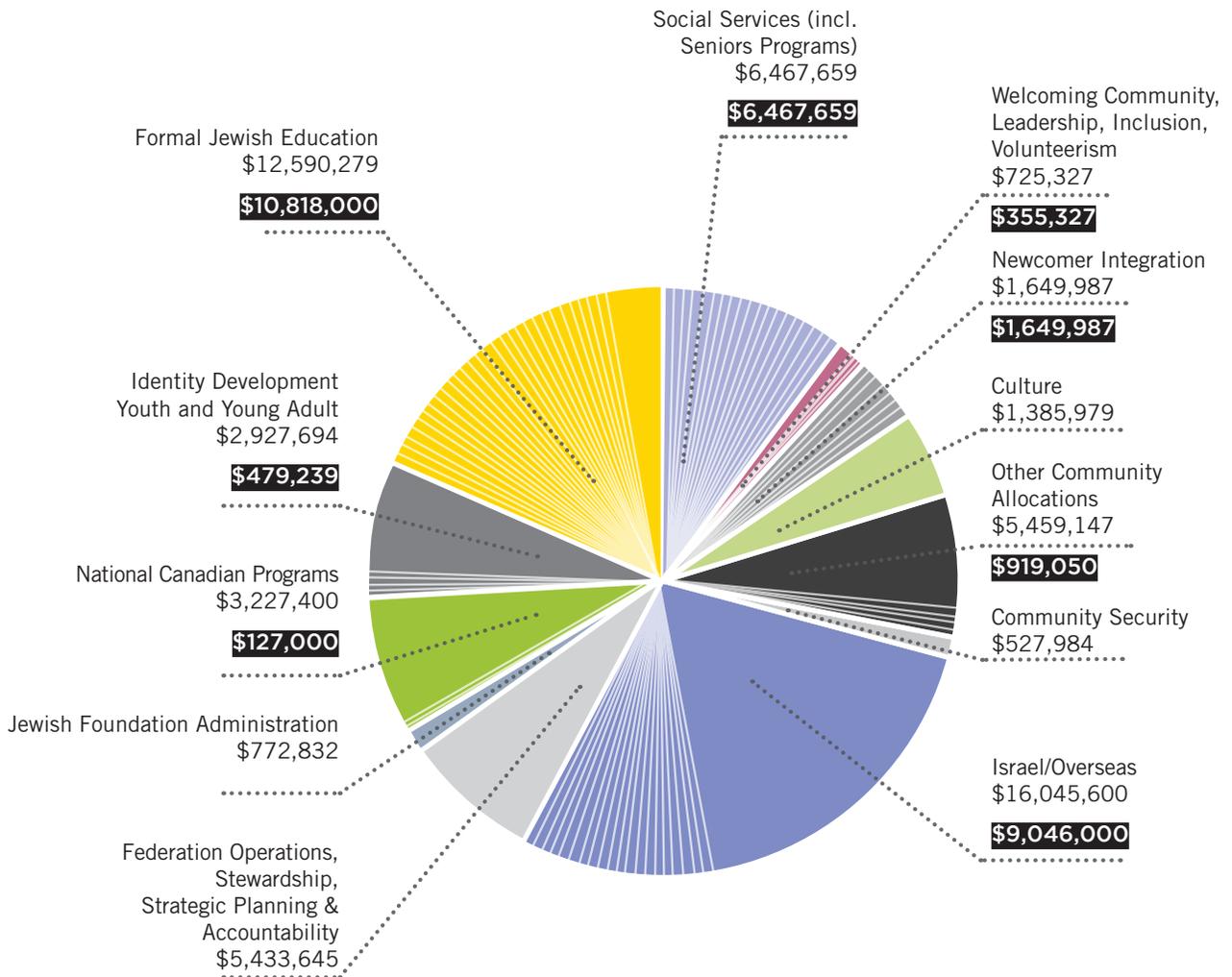
ARTS, CULTURE, HERITAGE

UJA Federation invests \$1.5 million annually in arts, culture, and heritage programs that serve audiences of over 260,000 a year and hundreds of thousands more globally via web and social networks.

UJA funded agencies that receive arts and culture core funding are: Koffler Centre of the Arts, Sarah and Chaim Neuberger Holocaust Education Centre, Miles Nadal JCC arts programs including "Culture at the J", Ontario Jewish Archives and Committee for Yiddish.

Together these serve thousands of people a year in exploring, innovating, and preserving Jewish culture, creativity, heritage and history.

UJA FEDERATION ALLOCATIONS 2010/11 BASED ON FUNDS RAISED BY CAMPAIGN 2010



52% of all funds allocated, **\$29,862,262** are specifically allocated to services for the vulnerable. This is represented by the striped areas and bolded amounts above.

Funds spent in 2010/11 come from the 2010 Annual UJA Campaign.

Funds raised by UJA Federation are strategically distributed in Israel and overseas through UIA Federations Canada and a network of agencies.

COMBINED FINANCIAL RESULTS



* Israel Emergency Campaign

* Please note the 2009 net loss is mainly due to investment losses in the Jewish Foundation because of the economic downturn.

Years ended June 30 (in thousands of dollars). 2011 amounts are based on preliminary unaudited figures.

Consolidated financial statements are available for viewing at www.jewishtoronto.com/annualreport

	REVENUE \$000S
	1. UJA annual campaign revenue
	2. Capital, endowments and bequests
	3. Income from securities
	4. Community Centre operations
	EXPENDITURES \$000S
	1. Allocations, grants and programs
	2. Operations (net)
	3. Community Centre operations expenses
	NET \$000S

In 2010/11, UJA Federation had combined annual revenues of \$124 million.

We thank our donors for their continued vision, compassion and generosity.

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