

# IMPACT REPORT 2022



**BETH S. PRICE**  
NATIONAL PRESIDENT



**LANCE DAVIS**  
CHIEF EXECUTIVE OFFICER

# NATIONAL PRESIDENT & CHIEF EXECUTIVE OFFICER

Dear JNF Canada Supporters,

We are proud to share our Impact Report for 2022.

JNF Canada's leadership recently returned from a mission to Israel where we reconnected with our various partners in Israel to see the progress of our projects and their impact on the lives of Israel's citizens. There are too many to mention but we would like to share a few national highlights that demonstrate how we work together as Canadians, from coast to coast.

**The Glassman PTSD and Health Centre:** Every region across Canada helped to raise over \$8 million to realize a world-class mental health facility in Jerusalem housed at the Herzog Medical Centre. We brought three dilapidated clinics spread out across the city under one roof so that outpatient psychological services for all types of issues can be treated in one location in an accessible and modern complex.

**Bervin JNF Canada House:** In 2019, JNF Canada embarked upon a national initiative to raise more than \$2 million to help fund the construction of an afterschool education and leadership centre for the youth of Sderot and we broke ground in October 2022. JNF Canada took a leadership role, as the youth of Sderot and the surrounding area, deserve every opportunity to achieve success.

**The Climate Solutions Prize** The Quebec Region initiated this concept and the other regions across the country joined in the effort to raise funds for the \$1M USD Breakthrough Research Prize. JNF Canada has been a leader in agricultural research for decades and environmentalism is part of our DNA. Today, we are shifting our focus to the most pressing problem facing the world, climate change. It is literal tikkun olam.

Your gift brings smiles to the faces of children, relief to vulnerable families, hope to those suffering from deprivation, support to those living in difficult communities and so much more. This is the impact of JNF Canada. Our projects are a vehicle to achieve these higher purposes. We cherish your support and hope that we can count on you in 2023.

# As Strong As It's Roots

A tree is only as strong as its roots, and a country is only as strong as its infrastructure. The Jewish community will only be strong if Israel thrives, and this can only happen if it has a strong infrastructure. The Jewish National Fund of Canada has always protected the foundation of what makes Israel strong: first, by planting trees and transforming the land to allow the Jewish people to settle and create strong roots. Later, by providing the necessary infrastructure to ensure that these roots are safe. JNF is comprised of individuals who are determined, optimistic, and pioneers who care deeply about the people of Israel.



# Our Vision & Mission

JNF Canada's vision is to see Israel survive and thrive, remaining a steadfast and safe place for Jews around the world. To achieve this vision, our mission is to build the foundations for Israel's future. We do this through:

## **Fundraising for Israel's needs**

As the needs of Israel changes, so do we. Over the past few years, we have broadened our network of Israeli charities with whom we collaborate. Together, we help identify where our support is needed most, currently focusing our efforts on the greatest needs in social and environmental infrastructure.

## **Connecting Canadian Communities to Israel**

We also work with Canadian communities from coast to coast to bring Israel closer to home. We host events in your local area, teach children in their classrooms, bring in speakers on topics that matter to Canadian-Jews, and bring Canadians to Israel on missions.





# 7 YEAR PLAN

In 2021, JNF's national staff and executive committee developed a bold, new 7-year vision. The Financial Resource Development Plan outlines how JNF Canada will achieve new milestones by 2028. The plan summarized JNF Canada's core initiatives across all donor giving levels and interests, ensuring that all Canadians have an opportunity to Build Israel Together, in whatever form of support they can.

## Strategic Goals:

- 1.** Raise \$100M over the next 7 years. Increasing our revenue 10% year over year will bring JNF Canada to approximately \$20M. Within 7 years, we will raise \$100+ million.
- 2.** Turn around our shrinking grass-roots donor base (under \$1000) and increase by 25% to 13,000+ donors by 2028
- 3.** Increase our marketing profile to drive our brand, core proposition, and vision to educate and excite our current and prospective donors to choose JNF. We will invest up to 10% of the new revenue driven annually to enhance our branding and donor experience.
- 4.** Embrace innovation and technology to drive fundraising
- 5.** Develop fresh talent and cultivate a staff and volunteer leadership pipeline with leaders willing to fund-raise on behalf of Israel.



# Major Fundraising Campaigns



Former Prime Minister Naftali Bennett addressing the Israeli launch of CSP

## Tu Bi'Shevat Annual Campaign

### FUNDING BREAKTHROUGH CLIMATE SOLUTIONS

An environmental mission for the 21st century, Climate Solutions Prize (CSP) is a competition and \$2 million prize for the most breakthrough, innovative climate solutions in Israel and Canada. Your contributions went towards funding the most breakthrough, innovative climate solutions in Israel. [See the 2022 Prize Winners Here](#)

“ We in Israel can contribute our most valuable resource – the energy and brain power of our people.

- Former Prime Minister, Naftali Bennett

View Naftali Bennett's speech here:



### RENEWAL AND REHABILITATION AFTER RAGING WILDFIRES

In keeping with the tradition of Tu Bi'Shevat (The New Year of Trees), the annual campaign also fundraised for the rehabilitation of forests across the Jerusalem Hills, which were ravaged by wildfires in May 2021.

3322 DONORS

\$436,000 COMMITTED



# High Holiday Campaign

## Bringing play and joy to Ukrainian Orphans

Our High Holiday Campaign, typically centered around a community building project, fundraised to support a group of Ukrainian orphans who came to Israel to escape the war. Though they were only meant to stay temporarily, they have now settled indefinitely at {NAME}. Your contributions helped to fund an outdoor playground so they could, after such a harrowing experience, play, laugh and be kids again.

“ Hello Everyone,  
I’m Leah D. I’m from Ukraine but now I’m in Israel. I love everything there is here.  
But I miss playing at the playground.  
Thanks JNF Canada.

1270 DONORS

\$207,300 COMMITTED



# Climate Solutions Prize

After two years of hard work and planning, JNF Canada's Climate Solutions Prize hosted the first-ever **Climate Solutions Festival & Award Gala**.

Initially targeted for 500 attendees, the event oversold with almost 1,000 attendees from Israel's leading innovators and investors in the climate tech field! During the **Award Gala**, we announced the inaugural winners of the Climate Solutions Prize, with over \$2.2m in prizes and investments.

Thanks to the generous support from all our donors across Canada who contributed towards this ground-breaking initiative, **three of Israel's best and brightest researchers** will continue to develop and implement their innovative research projects that can help build a greener future for our planet:

- **Prof. Yitzhak Mizrahi's** research to reduce greenhouse gas emitted by cow digestion. (**Ben-Gurion University of the Negev**)
- **Prof. Avner Rothschild** research to produce green hydrogen at scale (**Technion - Israel Institute of Technology**)
- **Prof. Malachi Noked** developing sodium-ion batteries for a more environmentally-friendly energy storage system. (**Bar-Ilan University**)

## BREAKTHROUGH RESEARCH PRIZE WINNERS





# 2022 NEGEV EVENTS



## JNF Calgary

**Honouree:** Christian Friends of Israel

**Project:** Performing arts studio at the Clore Centre for Performing Arts

**Date:** May 1, 2022

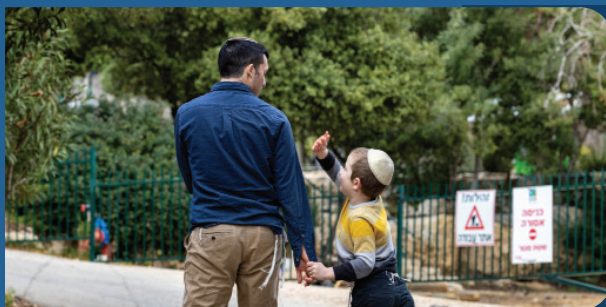


## JNF Edmonton

**Honouree:** Robin and David Marcus

**Project:** Performing arts studio at the Clore Centre for Performing Arts

**Date:** August 18, 2022



## JNF Hamilton

**Project:** Playground and outdoor obstacle gym for the Ukrainian orphans at the Nes Harim Field and Forest Education Center

**Date:** August 25, 2022



## JNF London

**Project:** Playground and outdoor obstacle gym for the Ukrainian orphans at the Nes Harim Field and Forest Education Center

**Date:** August 17, 2022



## JNF Manitoba/Saskatchewan

**Honouree:** Gail Asper O.C., O.M., L.L.D, and Dr. Michael Paterson

**Project:** The Climate Solutions Prize

**Date:** June 2, 2022

# 2022 NEGEV EVENTS



## JNF Montreal

**Honouree:** Jeff Hart

**Project:** The Climate Solutions Prize

**Date:** June 28, 2022



## JNF Ottawa

**Honouree:** Ron Prehogan

**Project:** Alzheimer's Disease Research

**Date:** November 15, 2022



## JNF Pacific Region

**Project:** Immersive Testimony  
Room at Beit Haedut

**Date:** June – August, 2022



## JNF Toronto

**Honouree:** Rabbi Yitzchak Dovid Grossman

**Project:** The Mishpachton  
(Families' Residence) at Migdal Ohr

**Date:** November 13, 2022



## JNF Windsor

**Honouree:** Jim Crichton

**Project:** Performing arts studio at  
the Clore Centre for Performing Arts

**Date:** June 26, 2022



# 2022 PROJECTS

We don't just raise money - we see our projects come to life. In 2022, we saw **20 life-changing projects** break ground, progress, or open and begin serving the community. This is when we truly see the impact of our dollars and efforts.

## In Progress

- Bervin JNF Canada House for Excellence
- Gardens at Beit Shulamit Cancer Centre
- Ensemble Room at Clore Centre
- Woman's Shelter in Rishon Le'Zion



Beit Shulamit



Clore Centre



Rishon Le'Zion





The Fidel Youth Centre



Shabtai Levi Home



Adi Negev



Resilience Centre



Space Mobile



Beit Haedut

## Completed Projects

- Resilience Centre
- Interior Renovation at Fidel Youth Centre
- Outdoor Renovations at Shaked Club
- Second Floor & Garden Renovation at Jaffa Daled
- Accessible Playground at Kiryat Malachi
- Therapy Room at Keshet Centre
- Immersive Survivor Testimony Room & Barracks at Beit Haedut
- The Space Mobile
- Cycling Trail in Hashlucha National Park
- Gathering Space for Retorno's Drug Recovery Program
- Recreational Outdoor Areas in Airplane Park
- Playground at Kibbutz Amir
- Aviv House, Home for Adults with Autism
- Sports & Therapy Areas at Neve Ofer After School Centre
- Physiotherapy Room, Hospital Treatment Room, Orthopaedic Trail at Adi Negev

# NATIONAL BOARD OF DIRECTORS 2020-23

## **Alberta**

Ariella Benjamin  
Beth Price  
Lewis Wasel

## **Pacific Region**

Ilene Jo Bellas  
Bonnie Belzberg  
Bernice Carmeli  
Harvey Dales  
Ruth Freeman  
Howard Jampolsky

## **Manitoba/Saskatchewan**

Jessica Cogan  
Nola Lazar  
Michael Silver  
Larry Vickar

## **Ottawa**

Allan Baker  
David Baker  
Alan Blostein

## **Quebec**

Karen Aflalo  
Renna Bassal  
Shlomi Levy  
Barbara Maldoff  
Stanley Plotnick  
Wendy Eidinger Spatzner  
Allan Wiener

## **Regional Ontario**

Sharon Hart  
David Loewith  
Jeffrey Phillips

## **Toronto**

Yoram Birenzweig  
Nathan Disenhouse  
Abe Glowinsky  
Kevin Green  
Harry Lebovic  
Wolf Lebovic  
Dan Mader  
Faye Minuk





# **EXECUTIVE COMMITTEE**

## **2020-23**

**President: Beth Price, Calgary**

**Vice President: Bonnie Belzberg, Vancouver**

**Vice President: Yoram Birenzweig, Toronto**

**Vice President: Nathan Disenhouse, Toronto**

**Vice President: Larry Vickar, Winnipeg**

**Treasurer: Allan Weiner, Montreal**

**Secretary: Renna Bassal, Montreal**

**Director at Large: Alan Blostein, Ottawa**

**Director at Large: David Loewith, Regional Ontario**

**Director at Large: Barbara Maldoff, Montreal**

**Director at Large: Wayne Pulver, Toronto**





# JEWISH NATIONAL FUND OF CANADA INC.

## STATEMENT OF FINANCIAL POSITION

### AS OF DECEMBER 31, 2021

#### ASSETS

##### Current

	2021	2020
Cash	\$ 10,493,990	\$ 8,772,085
Investments held by third parties	21,943,018	14,850,560
State of Israel bonds	64,880	55,767
Accounts receivable	779,216	1,564,602
Prepaid expenses and sundry assets	16,722	44,806
Balance of sale receivable	<u>-</u>	<u>892,486</u>

33,297,826                      26,180,305

Life insurance policies                      283,874                      275,638

Loan receivable                      280,000                      280,000

Property and equipment                      59,994                      73,542

Intangible assets (net of accumulated amortization of \$370,978;  
2020 - \$365,350)                      22,513                      28,141

\$ 33,944,207                      \$ 26,837,626

#### LIABILITIES

##### Current

Accounts payable and sundry liabilities	\$ 129,372	\$ 64,713
Salaries and vacation payable	151,428	221,780
Deferred contributions	<u>9,754,550</u>	<u>5,510,585</u>

10,035,350                      5,797,078

#### NET ASSETS

##### Unrestricted

23,908,857                      21,040,548

\$ 33,944,207                      \$ 26,837,626

# JEWISH NATIONAL FUND OF CANADA INC.

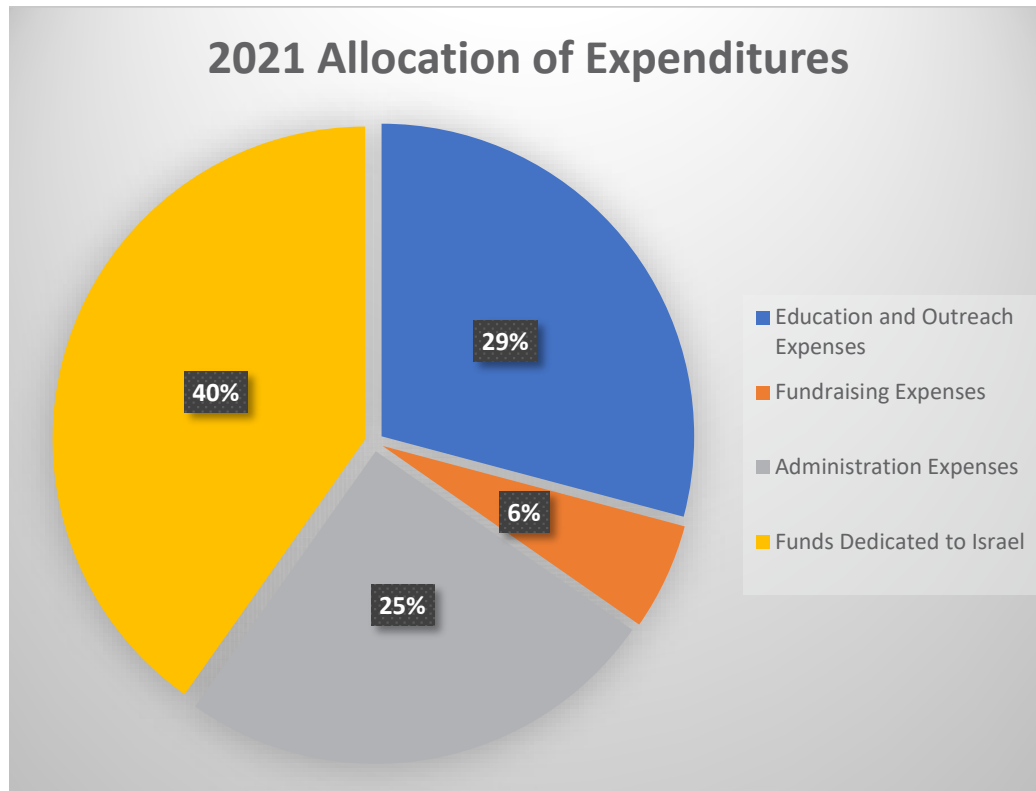
## STATEMENT OF REVENUE & EXPENSES

### FOR THE YEAR ENDED DECEMBER 31, 2021

<b>REVENUES</b>	<b>2021</b>	<b>2020</b>
Receipts from contributions	\$12,822,264	\$6,782,634
Receipts from contributions deferred	-7,752,314	-1,082,491
Deferred contributions recognized	3,508,349	2,338,638
Increase in cash surrender value of life insurance policies	8,236	6,108
Investment Income	1,193,626	518,824
Interest income from balance of sale receivable	16,213	42,476
Government Assistance (due to Covid)	692,297	932,346
	<b>10,488,671</b>	<b>9,538,535</b>
 Fundraising Expenses	 1,529,016	 1,044,979
Excess of revenues over fundraising expenses	8,959,655	8,493,556
 General and Administrative	 3,236,714	 3,037,432
Amortization	19,176	22,972
	<b>3,255,890</b>	<b>3,060,404</b>
 Gain on Investments	 672,893	 813,591
Excess of total revenues over total expenses	<b>\$6,376,658</b>	<b>\$6,246,743</b>
 Charitable activities - in Israel	 1,971,880	 417,950
Charitable activities - in Canada	1,536,469	2,338,638

# JEWISH NATIONAL FUND OF CANADA INC.

## 2021 ALLOCATION OF EXPENDITURES



### Definitions:

#### **Education and Outreach:**

Educational activities in day schools, supplementary Hebrew Schools, and various Canadian Jewish organizations, etc...

Programming to engage and empower university students and young professionals, Israel experiences for Jewish schools, etc... Programming to educate the general community about Israel and Zionism.

#### **Fundraising:**

Expenses related to programs, events and campaigns.

#### **Administration:**

Expenses related to managing the organization i.e. rent, accounting services, IT, legal, consulting fees, staff, and project management in Israel.

#### **Funds Dedicated to Israel:**

Funds that will be flowed to projects in Israel that advance our core proposition of building the foundations for Israel's future.



**THANKS TO YOUR GENEROSITY,  
WE ARE:  
IMPROVING SPECIAL NEEDS FACILITIES  
BUILDING TRAUMA & THERAPY CENTRES  
SUPPORTING HOLOCAUST SURVIVORS  
PLANTING & REPLANTING IMPORTANT ECOSYSTEMS  
UPLIFTING AT-RISK YOUTH & FAMILIES  
PROVIDING EDUCATIONAL OPPORTUNITIES  
BUILDING RESILIENT COMMUNITIES**

**TOGETHER WE ARE  
BUILDING THE FOUNDATIONS FOR ISRAEL'S FUTURE**



**514.934.0313**

**WWW.JNF.CA**

**NATIONAL@JNF.CA**