

JNF CANADA

IMPACT REPORT 2021



NATIONAL PRESIDENT & CHIEF EXECUTIVE OFFICER



BETH S. PRICE
NATIONAL PRESIDENT



LANCE DAVIS
CHIEF EXECUTIVE OFFICER

JNF Canada exceeded all expectations with our fundraising in 2021, thanks to the generosity of our donors from coast to coast. However, our success is not truly measured in dollars raised, rather by the impact of our investments in Israel and how we transform the lives of Israel's citizens. We measure the number of square feet we constructed, the number of acres of trees planted, the number of kilometers of paths we developed, etc. But more importantly, we measure how those assets enhance and enrich the lives of our extended family in Israel. Some items cannot be measured: the smiles of youth-at-risk in after school activity centres, the calm of parents whose special needs child has a residence, the serenity of children benefitting from an animal assisted therapy centre, the laughter of families enjoying a beautiful green space, and so much more.

Because of your generosity, the partnership of our wonderful friends in Israel, as well as the hard work and dedication of our lay leadership and professional staff, we achieved so much this year. We are advancing our core proposition to build the foundations of Israel's future in a myriad of ways. With your help, the we will continue to bring the Zionist dream to fruition.

Am Yisrael Chai!

JNF CANADA: THE BIG NUMBERS

What's in a number? These numbers represent 1000's of lives changed as a result of your donations and support.

Decades of raising funds for Israel

Funded in excess of \$200 million for hundreds of projects.

Trusting relationships with the best Israeli charitable organizations

...To ensure that we transform the lives of Israel's most vulnerable populations.



SINCE 2000:

2M+
TREES
PLANTED

20K+
UNIQUE
DONORS

180+
PROJECTS

1 VISION

JNF Canada is building the foundations for Israel's future



JNF Canada's Core Beliefs

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.

SEVEN YEAR PLAN

In 2021, JNF's national lay leadership and staff developed a bold, new 7-year vision. The Financial Resource Development Plan outlines how JNF Canada will achieve new milestones by 2029. The plan sets out JNF Canada's core initiatives across all donor giving levels and interests, ensuring that all Canadians have an opportunity to Build Israel Together.

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.** Increase our grassroots donor base to 13,000+ donors by 2029.
- 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.
- 4.** Embrace innovation and technology to drive fundraising.
- 5.** Develop fresh talent and cultivate a staff and volunteer leadership pipeline with leaders willing to fundraise on behalf of Israel.



THE STORY OF

JNF IN THE HALUZA REGION



THE SILBER YOUTH CENTRE

Close to the border of Egypt and Gaza lies the Haluza region, in the Negev desert. In 2005, when Israel disengaged from the Gaza strip, 17 settlements were relocated from Gaza to Haluza and more than 8,500 residents began the hard work of rebuilding their lives in a completely new place. The area was destitute and remote, and the residents took on a pioneering role to bring this corner of the Negev to life. Haluza means pioneer in Hebrew.

“When we first came, there was nothing. Just sand and sand... There were no buses, no streetlights, nothing. There were just 11 houses. Our son was the first bris here.” - Yael Halahmi, resident

Rebuilding their lives - a great challenge on its own - was made harder by the dangers of their location. Only a few kilometers away, Gaza launches regular attacks on these communities, resulting in unbearably high numbers of residents (particularly children) suffering from PTSD, stress and anxiety.



ANIMAL ASSISTED THERAPY CENTRE



TRAUMA RESILIENCE CENTER

The need for community building was great, and JNF identified priority projects and undertook fundraising efforts to connect Canadians with this region. For several communities in the area - B’nei Netzarim, Naveh, Shlomit - they needed schools, shelters, parks, and of course, trees. Since then, thanks to our incredible donors, JNF Canada has funded many diverse projects in the region, including several safety shelters, and has become a recognizable and welcome name for residents and the community.

“JNF Canada has been with us right from the beginning, after the evacuation. It started with playgrounds, the big synagogue, the youth club and during Tzuk Eitan [a period of conflict] with the security tree planting.” - Yedidya Hochman, Community Leader



COMMUNITY SYNAGOGUE

“On the one side, we have all the terror that we suffer being close to Gaza. On the other side, you see our population going up. This is because we invest a lot in the resilience of our community. Together with JNF Canada, we invest in strong communities today and for the future.” - Alon Davidi, Mayor of Sderot



SECURITY TREES



JOHN BAIRD PARK



ANCIENT SYNAGOGUE MOSAIC

Haluza lies on the border of Egypt (to the south-west), and Gaza (to the north-west). Some communities are less than 2km from the border.



Thanks to the generosity of JNF Canada donors, we have supported these communities with:

B’nei Netzarim

- Safe Education Shelter
- Security Tree Line
- The Silber Youth Centre
- Community Synagogue

Ma’on

- Ancient Synagogue & Mosaic Restoration

Sderot

- Animal-Assisted Therapy Centre
- The Bervin JNF Canada House of Excellence
- John Baird Park
- Trauma Resilience Centre

Yated

- Safe Education Shelter

MAJOR FUNDRAISING CAMPAIGNS



Tu Bi'Shevat Annual Campaign

A Home for Holocaust Survivors

2021's Tu Bi'Shevat Annual Campaign fell on the same day as International Holocaust Remembrance Day. Your contributions ensure the residents of Amcha, after the horrors they endured, have a respectable and dignified home, with everything they need to live out their golden years.

“ Our vision for Amcha is a real home with high quality care where we can transform the lives of the survivors we care for, through the immense attention, time and skills of our care providers.

- Dafna Mitrany Dagan, Clinical Psychologist & Director, Amcha Rehovot

1298 DONORS

\$150,000 COMMITTED

Saving the Bees in Plugot Forest

In the tradition of Tu Bi'Shevat (The New Year of Trees), the annual campaign also fundraised for Plugot Forest, with an initiative to plant bee-pulling trees in this northern Negev forest.

1550 DONORS

\$100,000 COMMITTED



[>>> WATCH VIDEO](#)



High Holiday Campaign

Shelter for Safe Education

Our High Holiday Campaign, typically centered around a community building project, fundraised to build a new shelter for safe education for the kids and community in the Eshkol region, near the border of Gaza and Egypt.

In nearby B'nei Netzarim, we built a similar safe shelter. In this video, community member Yael Beit Halahmi shares why this shelter and JNF Canada's support makes such a difference for her community.

“ It gives us a lot of strength. Helping us build another shelter, another synagogue. To have support, someone who helps us, someone who tells us that we live in the right place, that we continue to settle and bloom the Negev... it gives us the strength to continue to build and for that we are very thankful.

2548 DONORS

\$125,000 COMMITTED

NEGEV CAMPAIGNS



THE BERVIN JNF CANADA HOUSE OF EXCELLENCE

JNF COMMITMENT:
\$2,000,000*

SUPPORTED BY:

JNF Manitoba Negev Gala in honour of Dr. Edward (Ted) Lyons

JNF Hamilton Negev Gala in honour of Lowell and Cindy Richter

JNF London Negev Gala in honour of Denise and Ron Wexler

JNF Ottawa Negev Gala



AVIV HOUSE FOR YOUNG ADULTS WITH ASD

JNF COMMITMENT:
\$118,000

SUPPORTED BY:

JNF Pacific Negev Campaign

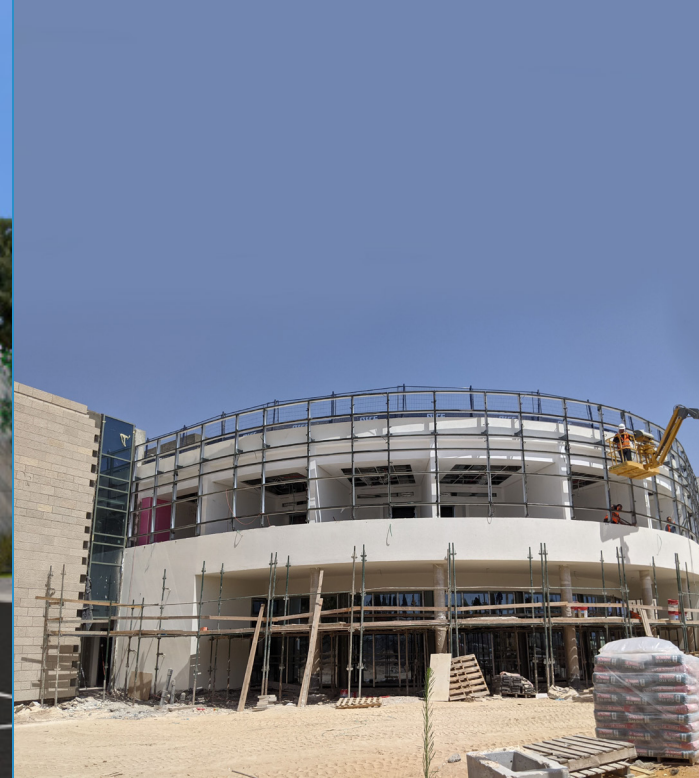


HOME FOR LIFE FOR YOUNG ADULTS WITH ASD

JNF COMMITMENT:
\$600,000

SUPPORTED BY:

JNF Toronto Negev Dinner in honour of 18 Spiritual Leaders in the Toronto Community



ADI NEGEV REHABILITATION HOSPITAL

JNF COMMITMENT:
\$250,000*

SUPPORTED BY:

JNF Atlantic Negev Gala in honour of Arnold Chippin



KIBBUTZ AMIR PLAYGROUND

JNF COMMITMENT:
\$100,000

SUPPORTED BY:

JNF Edmonton Negev Gala in honour of Gayle Tallman



TRAUMA RESILIENCE CENTRE

JNF COMMITMENT:
\$600,000*

SUPPORTED BY:

JNF Calgary Negev Gala in honour of Diane Colley-Urquhart

*This commitment is based on multi-year, multi-event and individual donations.

MAJOR/NEW INITIATIVES

CLIMATE SOLUTIONS PRIZE

CLIMATE SOLUTIONS PRIZE LAUNCHES

The Climate Solutions Prize (CSP), an initiative launched by JNF Quebec, aims to curb the climate crisis by galvanizing the innovative spirit of Israel, known as the Start-Up Nation, with a \$1-million annual prize for the best ideas to address the climate crisis.

With world-renown climate experts, global partners and a bold mission, CSP not only protects the environment but can preserve our philanthropic achievements for future generations, while helping develop Israel into a global leader in green technology.

CSP is a natural extension of JNF's core environmental mission rooted in afforestation, preserving natural habitats, and securing Israel's water supply, as well as a reaffirmation of its guiding principle of Tikkun Olam - repairing the world. It will be JNF Canada's 2022 Tu'Bishevat Annual Campaign project and will roll out nationally in early 2022.

[>>> Click to read the launch media coverage:](#)

THE TIMES OF ISRAEL

[With \\$1m annual prize, donor hopes Israeli ideas will help solve climate crisis](#)

THE JERUSALEM POST

[Jewish National Fund launches \\$1M. climate solution contest](#)

JNF Quebec has raised \$3.4M for the Climate Solutions Prize fund

CSP is not only a prize. It includes a Green Festival in Israel, a platform of global partners, and a series of speakers who are moving the needle on addressing climate change.

BUILDERS CIRCLE GOES NATIONAL



Holocaust Remembrance at Beit Haedut

Beit Haedut museum serves as a powerful symbol of resilience - it was built by Holocaust survivors almost 30 years ago. It's 10,000s of visitors learn about the atrocities in this dark period of Jewish history, connect more deeply with the subject, and meet survivors. Recently, the museum received a train car from Germany that was used to transport Jews to extermination camps. Thanks to a JNF Builder, the train car now stands as an open-air exhibit, where visitors can enter the wagon and connect to their feelings and emotions.



Lavi Field & Forest Cabins

The Lavi Field and Forest Center provides fun, hands-on outdoor education, and overnight accommodations for 500 students and teachers at once. Here, students learn about the wonders of ecology and the land of Israel, all in the fresh air and cool shade of the oaks and pines. Engaging youth in environmental issues is a crucial step towards a climate-resilient future. They will be the next champions of our environment. Thanks to a JNF Builder, the cabins were upgraded to be more modern, safe, accessible, and accommodate larger groups of students.



Garden at The Hosen Drug Centre

The 'Hosen' Centre is a holistic health centre, providing mental health care to Israel's diverse population of men, women, families, new immigrants, and a large Arab Bedouin community. The centre supports more than 400 patients a year who struggle with PTSD, depression, anxiety and schizophrenia, using holistic approaches proven to be the most impactful way to help those struggling with mental health to lead healthier and happier lives. A JNF Builder's donation funded the transformation of the barren outdoor space into a calm, green garden.

Builders Circle continues to gain momentum around the country, providing donors of all giving levels with the opportunity to support their very own project and Make their Mark in Israel.



"It's important to support Israel from the standpoint not just of funding; it's important to support Israel personally and emotionally. What I found with JNF... is that they made you feel that you are really doing something important."

- Rina & Irv Gottesman



SHABTAI LEVI HOME



AMCHA SENIOR HOME



THE GLASSMAN PTSD & HEALTH CENTRE



DEKALIM SPECIAL NEEDS HIGH SCHOOL

2021 PROJECTS

We don't just raise money - we see our projects come to life. In 2021, we saw **15 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

- ADI Negev Rehabilitation Hospital - Interior Construction
- Amcha Senior Home - Interior Renovation
- Aviv House for Young Adults with ASD - Interior Renovation
- Home for Life for Young Adults with ASD - Interior Renovation
- Kibbutz Amir - Playground
- Safe Education Shelter - Yated & B'nei Netzarim
- Shabtai Levi Home - Safe Rooms
- Warm Haven for Orthodox Girls - Interior Renovation

COMPLETED

- ADI Jerusalem - Residential Wing Renovation
- Beit Haedut - Holocaust Remembrance Exhibit
- Dekalim High School - Vocational Training Kitchen
- Eitanim Psychiatric Hospital - Courtyards
- The Glassman PTSD & Health Centre - Full Build
- Plugot Forest - Bee-Puller Planting
- SACH Pediatric Cardiac Centre - Surgical Wing & Courtyards



EITANIM HOSPITAL COURTYARDS



SACH PEDIATRIC CARDIAC CENTRE



WARM HAVEN FOR GIRLS (pre-renovation)

NATIONAL BOARD OF DIRECTORS 2020-23

EXECUTIVE COMMITTEE 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 Maldo
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

President: Beth Price, Calgary

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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, 2020

ASSETS

	2020	2019
Current		
Cash	\$ 8,772,085	\$ 6,323,709
Investments held by third parties	14,850,560	13,917,953
State of Israel bonds	55,767	76,782
Accounts receivable	1,564,602	555,925
Prepaid expenses and sundry assets	44,805	29,802
Current portion of balance of sale receivable	<u>892,486</u>	<u>841,060</u>
	26,180,305	21,745,231
Life insurance policies	275,638	267,402
Loan receivable	280,000	280,000
Balance of sale receivable	-	1,758,711
Investment in real estate	-	6,430,219
Property and equipment	73,542	99,669
Intangible assets (net of accumulated amortization of \$365,350; 2019 - \$358,315)	<u>28,141</u>	<u>43,054</u>
	<u>\$ 26,837,626</u>	<u>\$ 30,624,286</u>
LIABILITIES		
Current		
Accounts payable and sundry liabilities	\$ 64,713	\$ 113,648
Salaries and vacation payable	<u>221,780</u>	<u>160,722</u>
	286,493	274,370
NET ASSETS		
Unrestricted	<u>26,551,133</u>	<u>30,349,916</u>
	<u>\$ 26,837,626</u>	<u>\$ 30,624,286</u>

JEWISH NATIONAL FUND OF CANADA INC.

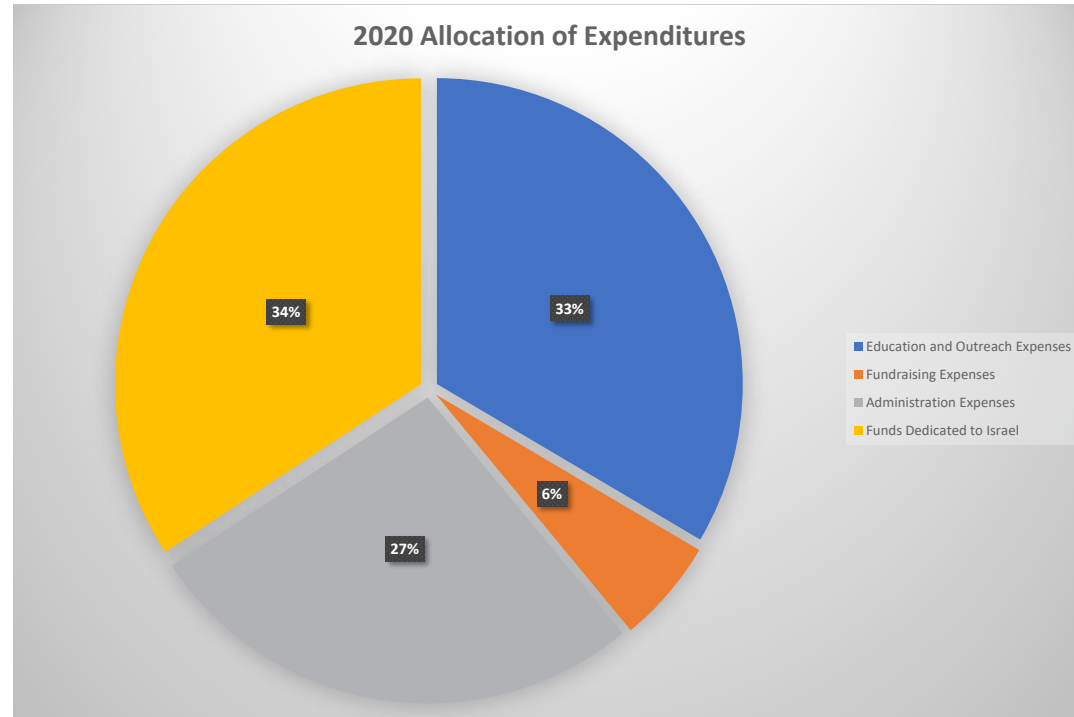
STATEMENT OF REVENUE & EXPENSES

FOR THE YEAR ENDED DECEMBER 31, 2020

REVENUES

	2020	2019
Receipts from contributions	\$6,782,634	\$11,759,383
Increase in cash surrender value of life insurance policies	6,108	2,127
Investment Income	518,824	398,603
Interest income from balance of sale receivable	42,476	67,637
Government Assistance (due to Covid)	<u>932,346</u>	
	8,282,388	12,227,750
Fundraising Expenses	1,044,979	2,832,291
Excess of revenues over fundraising expenses	7,237,409	9,395,459
General and Administrative	3,037,432	3,886,285
Amortization	<u>22,972</u>	<u>27,374</u>
	3,060,404	3,913,659
Gain on Investments	813,591	1,042,107
Excess of total revenues over total expenses	4,990,596	6,523,907
Charitable activities - in Israel	417,950	9,524,628
Charitable activities - in Canada	2,338,638	3,302,070

JEWISH NATIONAL FUND OF CANADA INC. 2020 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



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