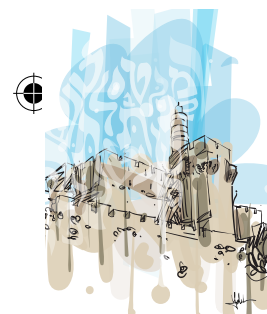


JNF CANADA
**IMPACT
REPORT
2020**

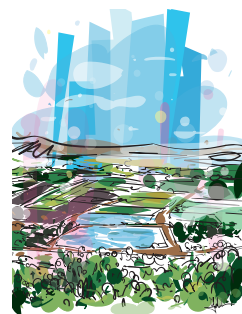




THE NEW JNF TREE & TRIBUTE CARDS



RESTORERS
JERUSALEM



JNF RESERVOIRS



AIRPLANE PARK



FIG TREE



JERUSALEM PINE TREE



PALM TREE

ORDER YOURS AT:
JNF.CA 416.638.7200 NATIONAL@JNFCA



BETH S. PRICE
NATIONAL PRESIDENT



LANCE DAVIS
CHIEF EXECUTIVE OFFICER

NATIONAL PRESIDENT & CHIEF EXECUTIVE OFFICER

As the calendar year has come to a close, we decided to create an impact report for you, our supporters, in order to inform you about our accomplishments and to share pertinent information about JNF Canada. Transparency is a core value of our organization and we are proud to share the facts and figures shown in this report. We thank you for your role in assisting JNF Canada. Our work is driven by generous donors, dedicated volunteers, and committed lay leaders. We are proud to lead this organization and to work with wonderful people like you, who selflessly give in order to enhance and enrich the lives of Israel's citizens, our extended family.

By supporting JNF Canada, you are making a statement to the world. You are communicating that you are optimistic about Israel's future and you recognize the unlimited potential within this country. Although Israel is growing rapidly and achieving incredible results, there are certain sectors and demographics who remain vulnerable. JNF identifies challenges facing Israeli society and then connects donors who want to solve these problems through their

philanthropy. We then work with the best charitable organizations who will have the greatest impact. By bringing philanthropists, community leaders, Israeli charities, and other partners together and working in collaboration, we are able to achieve a great deal. Much more so than if we worked in a silo. If you want to be a problem solver, then support JNF Canada.

This has been a dark year for so many in Canada, Israel and around the world. The challenges facing humanity are staggering. JNF Canada has and will continue to do its part to bring some light into this world. Our projects are not just bricks and mortar. They demonstrate to the Israeli public that Canadians care deeply about them, especially the vulnerable. JNF will do our part to make life just a little bit brighter and we could not do it without people like you.

Thank you and we wish you and your family a happy New Year.

A LITTLE BIT OF LIGHT PUSHES AWAY A LOT OF DARKNESS

JNF CANADA

For decades the Jewish National Fund of Canada has cared for the land of Israel. This mission took the role of planting trees, building water reservoirs, preserving natural habitats, and building parks and bicycle trails.

More recently, JNF Canada has taken on projects to build the social infrastructure of the land of Israel for the benefit of the People of Israel. We collaborate with a variety of important institutions and organizations in Israel to build social service infrastructure to benefit vulnerable populations such as youth-at-risk, victims of domestic abuse, special needs children, veterans and the poor.

JNF directs your donation dollars to where they are needed most. When you donate to the Jewish National Fund, you can choose to direct your support towards our varied programs and projects that transform the lives of Israel's citizens in every corner of the country.

This is Who We Are: JNF Canada is Building the Foundations of Israel's Future



JNF Canada's Core Beliefs

- A strong infrastructure creates the foundations that enhance, enrich and secure the lives of all Israelis
- The Diaspora has a responsibility to help build Israel's infrastructure
- The connection between the Canadian Jewish community and Israel needs to be continuously nurtured in order to remain strong and supportive
- The more the Canadian Jewish community feels connected to Israel, the more it will support it and vice versa
- All friends of Israel should have an inclusive environment in which to manifest their support of the Jewish state
- Our support of Israel should transcend politics and partisanship





***Together with
JNF, we can
address the need
for additional
mental health
resources”***

***- Dr. Yehezkel Caine,
CEO Herzog Medical***

**This facility will enable 25% more
patients to be served**

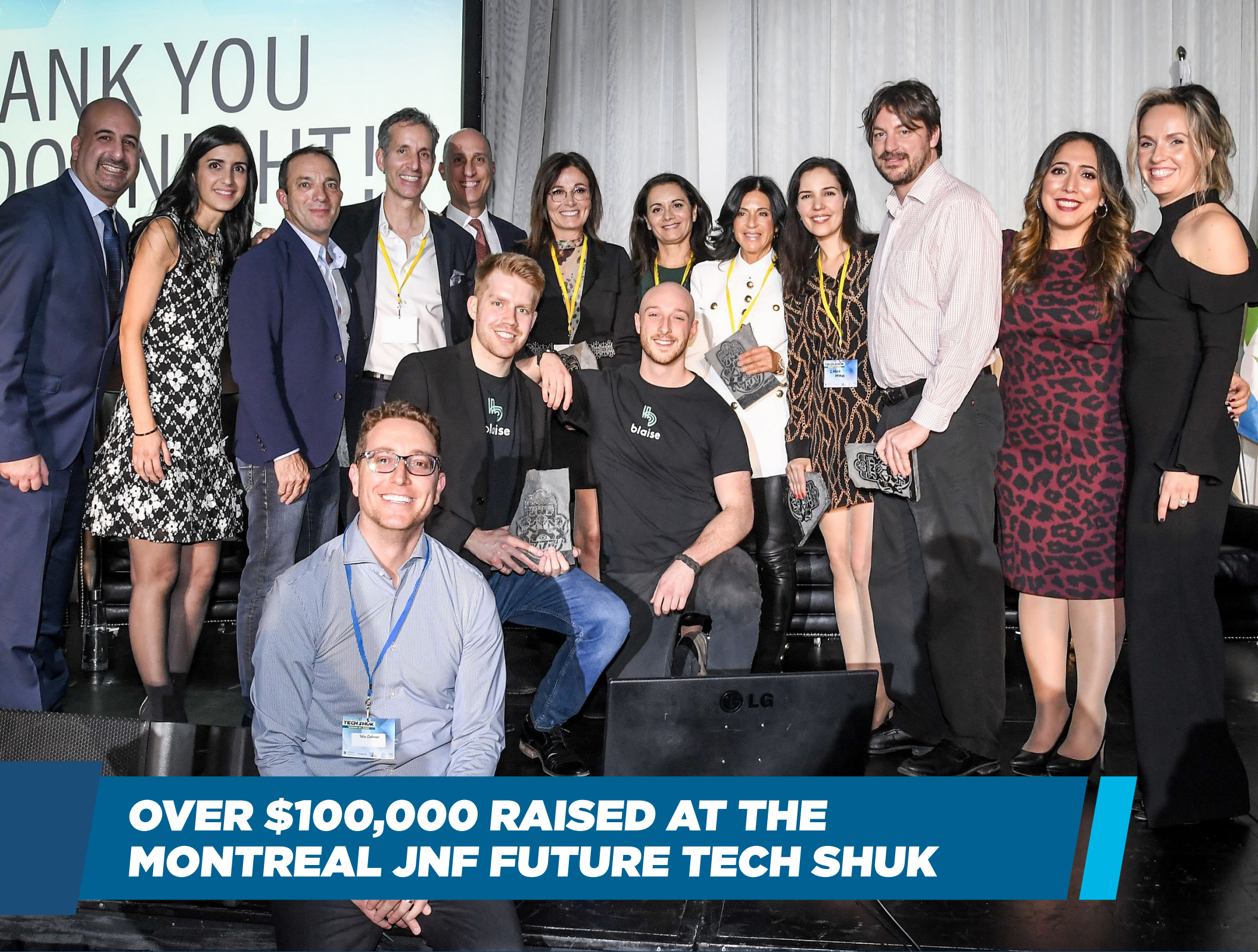


THE DR. MAX Z"U & GIANNA GLASSMAN PTSD & HEALTH CENTRE

Can you imagine being a senior citizen dealing with dementia issues related to your age as well as PTSD caused by a terror attack?

The Glassman PTSD and Health Centre at the Herzog Medical Centre is one of JNF Canada's flagship projects. This \$10M+ facility will enable medical professionals to treat 25% more patients by bringing three clinics under one roof. The doctors no longer have to travel through Jerusalem's busy traffic to treat clients at various clinics. As well, patients who have a variety of issues, do not have to visit numerous clinics as all of the services are located in one building. This medical centre will serve as a model within Israel and around the world. JNF Canada provided the funding for this state of the art medical facility and the talented doctors at Herzog Hospital now have the appropriate infrastructure to care for their current patients and reduce the waiting list significantly. **Opening spring 2021**





**OVER \$100,000 RAISED AT THE
MONTREAL JNF FUTURE TECH SHUK**

CULTIVATING THE NEXT GENERATION

JNF Canada is committed to building a leadership pipeline for the next generation so that we will have a steady stream of leaders prepared to guide our organization for decades to come. Our educational emissary, Yifat Bear Miller, dedicates countless hours to children and youth through Jewish day schools, supplementary schools, youth groups and summer camps. JNF University program offers students opportunities to engage with Israel while on campus. Upon graduation, JNF engages the 25-40 age cohort through JNF Future. The Future Committee organizes events, parties, speakers, and more to deepen their connection to Israel and JNF. Unfortunately, due to COVID 19, our outreach and programming was organized virtually. Nevertheless, we did not stop our efforts.

The Montreal Region hosted Tech Shuk in January 2020 and raised over \$100,000. This program celebrated Israeli High-Tech innovations and provided a “Lions’ Den” experience for Canadian entrepreneurs to present their early stage businesses to a group of extremely accomplished businesspeople and leaders within the Montreal Jewish community.



PORCH PICTURES FROM JNF TORONTO NEGEV 2020 DINNER



**OVER \$1,000,000 RAISED THROUGH THE
JNF TORONTO 2020 NEGEV CAMPAIGN**

2020 FALL FUNDRAISING

Due to COVID 19, all of the in person 2020 Negev Dinners were canceled and we pivoted to on-line virtual events. Each region within the JNF family organized a fundraising event in the fall as our mission to support Israel remains, regardless of the pandemic. In Edmonton, we organized a traditional Negev Dinner honouring Jacob and Odette Masliyah, virtually. In the Pacific Region, we planned an on-line event featuring Itzik Cohen, better known as Captain Ayub from Fauda. In Toronto, Winnipeg, Atlantic, and Regional Ontario, we prepared broadcasts highlighting four vitally important projects and we honoured front line workers for their incredible dedication to the Canadian and Israeli public. In Calgary, we culminated our campaign with a Chanukah celebration and in Ottawa, we will hold an on-line event in January featuring MK Avi Dichter speaking on Israeli security issues and the new Middle East. The needs in Israel are ongoing. Therefore, JNF must continue to raise much needed funds to build the projects that will have a profound impact upon the lives of its citizens.

Over \$150,000 was raised in honour of Jacob and Odette Masliyah in support of Beit KKL - The Bervin JNF Canada House of Excellence in Sderot. This was the first time in JNF Canada's history that we hosted a virtual Negev Dinner. Congratulations to the board and staff of JNF Edmonton for leading the way!





Dear Friends at Jewish National Fund of Canada

We can't express in words the level of gratitude and how profoundly it warms our hearts in Ashkelon, to know, that our brothers and sisters in Canada, stepped up to support their community in Israel, when most needed ...

- Dr. Chezy Levy, CEO

EMERGENCY CAMPAIGN

In April 2020, JNF Canada undertook an emergency campaign as COVID 19 was raging across Israel. The hospitals were full and people were dying. JNF decided to pivot from its usual fund-raising projects to action to address the most pressing need at that time – obtaining hospital grade ventilators. Lives were at stake and JNF took action. Hundreds of donors from across the country responded with gifts ranging from \$18 - \$36,000. The generosity of our donors enabled us to fund 5 ventilators at the Barzilai Medical Centre (Ashkelon), Herzog Medical Centre (Jerusalem), and the Soroka Hospital (Beer Sheva). Now that the second wave has hit Israel, these ventilators are sadly being used far too often.



JNF RAISED OVER \$200,000 TO FUND 5 VENTILLATORS FOR ISRAELI HOSPITALS.



**JNF Canada lay leadership and staff
preparing for the national broadcast with YidLife Crisis**

ONLINE ACTIVITY

At the beginning of the pandemic due to health regulation, JNF canceled all of its in person events and pivoted to on-line programming. We organized dozens of webinars on a variety of topics including Israeli security, Jewish cooking, technology, potential break throughs for Covid 19, sports, and leadership. We raised money for Israel through online trivia nights for both adults and children. Some of our guest presenters included, Izhar Shay – Israeli Minister for Science and Technology, John Tory – Mayor of Toronto, David Broza

– Israeli performer, Yossi Abramowitz
– Israeli green tech entrepreneur, Gil Troy – thought leader and historian, and many more. As we could no longer travel to Israel, we organized a number of virtual missions. Just before Christmas, we will host a virtual tour for the Christian community connected with JNF to help connect them with Israel during this special time of the year. As Chanukah approached, we offered a special Temple Tunnels tour for many of the regions across the country.

Since March, JNF has hosted over 100 virtual events, reaching over 10,000 participants



2020 NEW INITIATIVES



The Climate Solutions Prize is being presented to incentivize and motivate the best and brightest non-for-profit researchers and/or organizations throughout Israel with funding to curb the climate crisis. This prize will consist of an annual 1 Million USD fund that will be awarded to applicants as evaluated by a world-class judging panel. Prize recipients will be announced at a live ceremony, which will take place in the heart of Israel and viewed across the world.

BUILDERS CIRCLE



THE SPRINGER FAMILY

WE ARE FAMILY
WE ARE BUILDERS



The Builders Circle is a great opportunity for you and your family to choose a specific project and **'Make Your Mark'** in Israel while having an immeasurable impact on the lives of Israelis.

With our decades of deep relationships in Israel, only JNF has access to such a wide variety of projects to choose from. You may support a project where your relatives live or fund a specific cause close to your heart. Whether in healthcare, education, the environment, or supporting vulnerable populations such as seniors and citizens living in poverty, we will find a project that's right for you.

'Make your Mark' in Israel with your own Builders Circle and create your legacy for future generations with family or friends.

THE BERVIN JNF CANADA HOUSE OF EXCELLENCE



JNF CANADA PROJECTS UNDER CONSTRUCTION IN 2020

Glassman PTSD and Health Centre, *Jerusalem*

Daniel Alfredsson Social Services
Complex at the ITEC, *Kiryat Shemonah*

Airplane Park, *Kiryat Shemonah*

Animal Assisted Therapy Centre, *Sderot*

Surgical Wing and Terrace at SACH, *Holon*

Terrace at Aleh, *Jerusalem*

Western Entrance of the Martyrs Forest, *Outside of Jerusalem*

Rehabilitation of the Ben Shemen Forest, *Modi'in*

Physiotherapy Centre at Beit Halochem, *Ashdod*

Therapeutic Gardens at
Eitanim Psychiatric Hospital, *Outside of Jerusalem*

Adi's Rehabilitation Hospital, *Outside of Beer Sheva*

Jaffa Daled After School Educational
and Enrichment Centre, *Jaffa*



Daniel Alfredsson Social Services Complex at the ITEC



Airplane Park



Physiotherapy Centre at Beit Halochem

NATIONAL BOARD OF DIRECTORS 2020-23

EXECUTIVE COMMITTEE 2020-23

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Alberta

Ariella Benjamin

Beth Price

Lewis Wasel

Erin Wright

Pacific Region

Ilene Jo Bellas

Bonnie Belzberg

Bernice Carmeli

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Renna Bassal

Shlomi Levy

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Director at Large: David Loewith, Reg. Ont

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, 2019

JEWISH NATIONAL FUND OF CANADA INC.

STATEMENT OF REVENUE & EXPENSES

FOR THE YEAR ENDED DECEMBER 31, 2019

ASSETS

| | 2019 | 2018 |
|---|----------------------|----------------------|
| Current | | |
| Cash | \$ 6,615,973 | \$ 6,323,709 |
| Investments held by third parties | 12,186,387 | 13,917,953 |
| State of Israel bonds | 58,689 | 76,782 |
| Accounts receivable | 1,242,042 | 555,925 |
| Prepaid expenses and sundry assets | 38,397 | 29,802 |
| Current portion of balance of sale receivable | <u>866,261</u> | <u>841,060</u> |
| | 21,007,749 | 21,745,231 |
| Life insurance policies | 269,529 | 267,402 |
| Loan receivable | 280,000 | 280,000 |
| Balance of sale receivable | 892,448 | 1,758,711 |
| Investments in real estate | 3,123,605 | 6,430,219 |
| Property and equipment | 82,778 | 99,669 |
| Intangible assets (net of accumulated amortization of \$358,315; 2018 - \$349,623) | <u>35,176</u> | <u>43,054</u> |
| | <u>\$ 25,691,285</u> | <u>\$ 30,624,286</u> |

LIABILITIES

| | | |
|---|----------------|----------------|
| Current | | |
| Accounts payable and sundry liabilities | \$ 1,223,841 | \$ 113,648 |
| Salaries and vacation payable | <u>150,319</u> | <u>160,722</u> |
| | 1,374,160 | 274,370 |

NET ASSETS

| | | |
|---------------------|----------------------|----------------------|
| Unrestricted | <u>24,317,125</u> | <u>30,349,916</u> |
| | <u>\$ 25,691,285</u> | <u>\$ 30,624,286</u> |

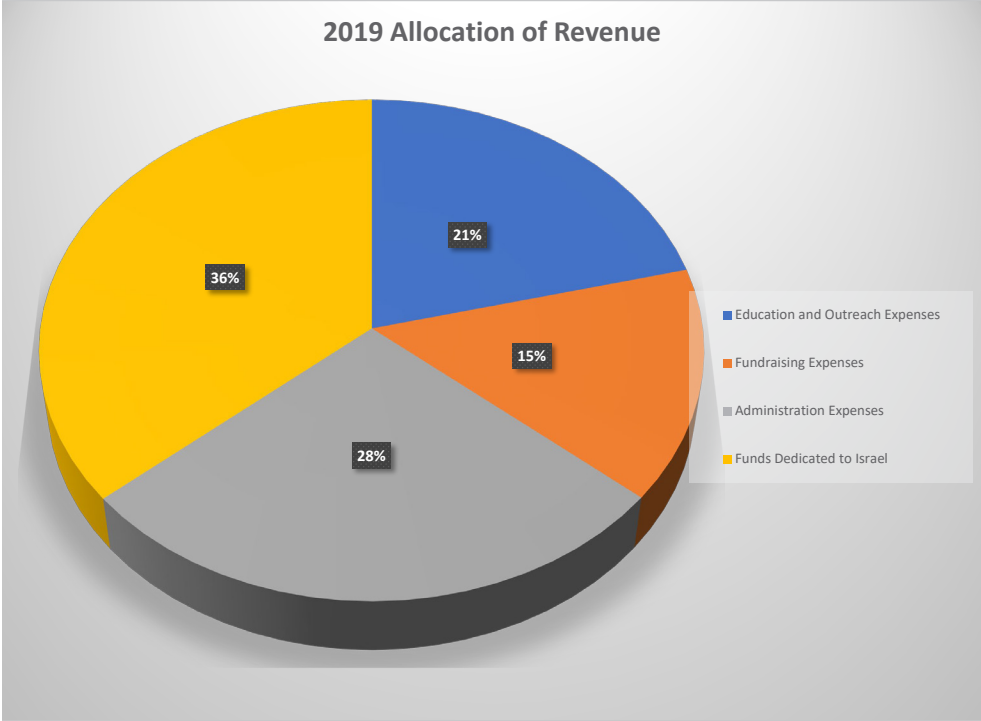
REVENUES

| | 2019 | 2018 |
|---|----------------------|----------------------|
| Receipts from contributions | \$ 11,759,383 | \$ 11,562,343 |
| Increase in cash surrender value of life insurance policies | 2,127 | 3,386 |
| Investment income | 398,603 | 1,183,000 |
| Interest income from balance of sale receivable | <u>67,637</u> | <u>92,074</u> |
| | 12,227,750 | 12,840,803 |
| Fundraising expenses | <u>2,832,291</u> | <u>3,073,156</u> |
| Excess of revenues over fundraising expenses | <u>9,395,459</u> | <u>9,767,647</u> |
| Expenses | | |
| General and administrative | 3,886,285 | 3,569,793 |
| Amortization | <u>27,374</u> | <u>31,925</u> |
| | <u>3,913,659</u> | <u>3,601,718</u> |
| Excess of revenues over expenses | 5,481,800 | 6,165,929 |
| Charitable activities - in Israel | 9,254,628 | 6,723,033 |
| Charitable activities - in Canada | <u>3,302,070</u> | 4,007,689 |



JEWISH NATIONAL FUND OF CANADA INC.

2019 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.

THE STEPHEN J. HARPER HULA VALLEY VISITOR AND EDUCATION CENTRE



Since the lockdown over 100,000 israelis have visited the hula valley for much needed rest, relaxation and respite



**WITH YOUR HELP WE ARE
BUILDING SPECIAL NEEDS FACILITIES
PROTECTING VICTIMS OF DOMESTIC ABUSE
SUPPORTING THERAPY AND
REHABILITATION CENTRES
HELPING TO FEED ISRAEL'S HUNGRY
STRENGTHENING ISRAEL EDUCATION
ASSISTING ISRAEL'S INJURED VETERANS
EMPOWERING AT-RISK YOUTH
YOU ARE HELPING JNF
BUILD THE FOUNDATIONS
FOR ISRAEL'S FUTURE**