

Impact Report 2023



**JNF
CANADA**



Nathan Disenhouse
National President



Lance Davis
Chief Executive Officer

A Message From Our National President & Chief Executive Officer

JNF Canada exceeded all expectations with our fundraising in 2023, thanks to the generosity of our donors from coast to coast. However, our success is not truly measured in dollars raised, but 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, and so on. More importantly, we measure how those assets enhance and enrich the lives of our extended family in Israel. Some things 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.

In response to the emerging challenges of a post October 7th world, we established the Israel Resilience Fund. By collaborating with our dedicated partners in Israel, we ensured the delivery of critical support to address the most pressing needs of the embattled communities, including medical equipment, food supplies, temporary shelter, activities for children, respite for families and psychological support. Thanks to your generosity, the partnership of our wonderful friends in Israel, the dedication of our lay leadership and the devotion of our professional staff, we achieved so much this year. JNF Canada is advancing our core proposition: **to build the foundations of Israel's future** in a myriad of way. With your help, we will continue to bring the Zionist dream to fruition.

Am Yisrael Chai!

Nathan Disenhouse
National President

Lance Davis
Chief Executive Officer

As Strong as **its** 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:

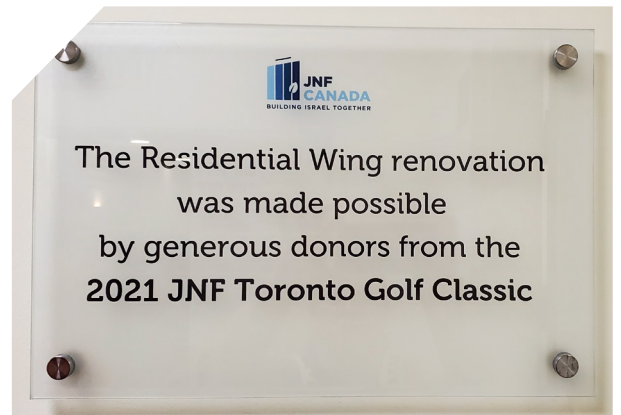
Fundraising for Israel's Needs

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.



Resilience & Rebuilding

For 50 years, we've built stronger communities throughout Israel, especially in the periphery. Protective shelters and classrooms offer crucial safety, with 15-60 seconds to reach a shelter. Centres for therapies like PTSD treatment, animal therapy, family support, and youth services provide vital mental support and wellbeing.

In response to the horrific attacks on October 7, we established the Israel Resilience Fund. By collaborating with our dedicated partners on the ground in Israel, we ensured that this critical aid would address the most pressing needs of the embattled communities, including ambulances, medical equipment, food supplies, temporary shelter, and psychological support.



Redefining on our role & impact for a post-Oct 7 Israel

Due to the October 7 attacks and the subsequent war, the needs in Israel are enormous, and the task is overwhelming. Israel is facing challenges in all areas: health (mental health and physical rehabilitation), education, social service, housing, employment, security, and more.

For our part, JNF Canada aims to raise \$20M-\$30M towards the rebuilding efforts, over the next 2-3 years. We have established a Resilience Committee to identify the greatest needs and where our donors' support can have the greatest impact. We will conduct research, learn from thought leaders and experts, and hear from Israelis themselves, about what they need most. When we look back on our decisions 20-30 years from now, we will proudly state that JNF Canada achieved something outstanding that helped people and families, and the country's overall resilience, in the aftermath of Oct 7.

For this singular period in Israel's history, we need to move away from donor-driven projects to a laser sharp focus on the rebuilding and resilience projects that will best benefit Israelis now and for the years to come. This is a huge cultural change as we pride ourselves on being donor directed, but as this is an emergency, we need to act in a different manner, based on research and data, with a priority given to what Israelis need most.



In 2021, JNF's national staff and executive committee developed a bold, new 7-year vision. The Financial Resource Development (FRD) Plan outlines how JNF Canada will achieve new milestones by 2028. You can read this in our 2022 Impact Report. We continue to work towards these strategic goals while also re-aligning our work to address the greatest needs in Israel.

Major Fundraising Campaigns



ANNUAL TU BI'SHEVAT CAMPAIGN

A new home and life for special needs young adults

This year we've raised funds in support of Kav Lachayim's new housing for special needs young adults who have physical disabilities but normative cognitive and social abilities. It is difficult for these individuals to find their place in the world. They want to enjoy a full life including employment, culture and social activities. Thanks to JNF Canada they can receive the support they need in their new home.

1346 Donors / \$250,000 Committed



Rejuvenate the Segev Forest

In keeping with the tradition of Tu Bi'Shevat (The New Year of Trees), the annual campaign also fundraised for the rejuvenation of the Segev Forest.

For 70 years, the Segev Forest has provided the shade of trees, unique flowers and wildlife, walking and cycling trails, and incredible archaeological sites in the Lower Galilee. Residents from all backgrounds – Jewish, Arab, Bedouin, and more – have shared these trails, gathered for picnics, and admired the vistas of the Akko Valley. Your contributions funded XX acres of forest rehabilitation.

1584 Donors / \$120,000 Committed



HIGH HOLIDAY CAMPAIGN

Helping teen boys recover from abuse and rebuild their lives.

Our High Holiday Campaign, typically centered around a community building project, fundraised to support the renovation of ELEM - a shelter in Jerusalem where abused youth try to be themselves again. Without ELEM, youth on the street have little chance of recovery. The current facility was terribly dilapidated. Your contributions helped to fund a warm and comfortable shelter to serve as a home for them.

2318 Donors / \$110,000 Committed



ISRAEL RESILIENCE EMERGENCY CAMPAIGN

In light and in response to the October 7th attack and war on Israel we have launched an Emergency Campaign and created a Resilience Fund to help Israel recover from these dark times now and in the long term.

6996 Donors / \$4,026,640 Committed



Negev Projects & Honourees 2023



JNF Manitoba & Saskatchewan

Honouree: Elaine Goldstine

Project: The Hadar School for Special Needs in Sderot

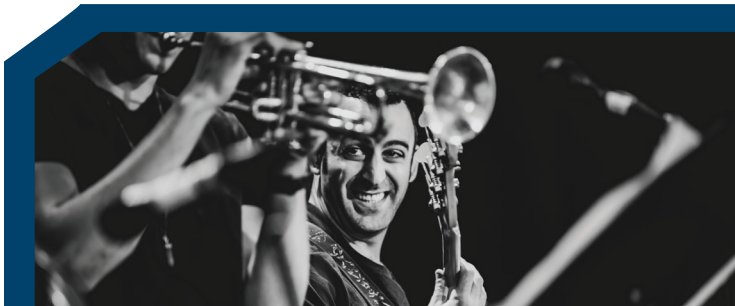
Date: Thursday, May 11, 2023



JNF Calgary

Project: Or Yehuda Family Care Centre

Date: Thursday, May 18, 2023



JNF Hamilton

Honouring Israel at 75

Project: Orchestra and Ensemble Studio for the Clore Centre for Performing Arts in the Upper Galilee

Date: Tuesday, June 06, 2023



JNF London

Honourees: Michelle and Jack Bottner

Project: Dental Clinic for Patients with Special Needs in Beit Shemesh

Date: Sunday, June 11, 2023



JNF Edmonton

Honourees: Rosemary & Stan Kitay
Project: Eshkol Sheltered Children's Educational Activity Room

Date: Sunday, June 25, 2023



JNF Pacific Region

Special Guest: Noa Tishby

Project: Covered Riding Areas at the Carmel Farm in Meir Shfeya

Date: Thursday, June 29, 2023

2023/2024 Upcoming Negev Honourees



JNF Toronto

Honouree: Harley Mintz

Project: Climate Solutions Prize

Date: Sunday, November 12, 2023



JNF Manitoba/Saskatchewan

Honouree: Moses Levy

Project: Ethiopian Women's Empowerment Centre in Beth Shemesh

Date: May 2024



JNF Quebec

Honouree: Paul Desmarais III

Project: Climate Solutions Prize

Date: June 2024



JNF Toronto

Honouree: Jeff Rubenstein

Project: Gateway to Jerusalem

Date: November 2024

Connecting Donors to Meaningful Projects

Youth at Risk in underserved communities have a higher chance of ending up in dangerous or criminal activities. Programs and spaces that offer extra support, attention, mentors and structure can stop recurring cycles of poverty and redirect kids to education, meaningful employment and healthier, happier futures.



Bervin JNF Canada House

The 'Bervin House', a flagship JNF Canada project, will be an academic centre for high school students in Sderot, with a mission to provide the educational advantages typically found in larger, better-resourced cities. State-of-the-art technology, professional instructors, and qualified madrichim (guidance counsellors) will give students social mobility, job opportunities and prosperity. The Bervin House will be a key institution for Sderot's next generation of leaders.



Tennis & Education Centre for Sderot and Gaza Envelope

Israeli Tennis and Education Centres teach children so much more than just tennis. ITEC runs many programs, with diverse focuses like integrating children from diverse backgrounds (religious, ethnic, socio-economic), empowerment programs for girls, welcoming newcomers, special needs classes, and more. Tennis brings the children to the centre and the education programs offered ensure that they have a bright future ahead.

JNF Toronto Region
fundraised for this project.

“

I fell in love with the place;
I decided to not leave Sderot
without doing something to
support this special community.

”

- Kevin Green,
2015 Toronto Negev Honouree and
JNF Canada Board Member





School for Children with Special Needs

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The Hadar School provides education and care for children with special needs in the Gaza area. The school welcomes children with autism and other physical and cognitive disabilities. It also relieves the burden on parents as primary caregivers, so they can maintain a regular income, and support other family members. The Hadar School operates 5 days a week, serves 3 meals a day and provides before and after-school care. It currently can accommodate 38 students but with JNF Canada's funding, the current renovation will more than double the Hadar school's capacity, to serve more than 80 students.

JNF Manitoba/Saskatchewan Region supported this project for their 2023 Negev Gala.

“

These parents are grateful to be able to access the right educational programs for their child's needs, right in their own community. The Hadar School will be the first of its kind in the whole region of the Gaza Envelope.

- David Greaves,
JNF Manitoba/Saskatchewan
Executive Director

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Sheltered Education Room

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During times of escalation, schools are often forced to close. This interrupts crucial childhood development, stops regular social interaction, and leaves children and parents isolated at home (sometimes for days). An attack-proof education room allows them to remain active and engaged during a school shutdown. This also provides parents with time to 'pick up the pieces' before welcoming their children back home.

JNF Edmonton Region fundraised for this project for their 2023 Negev Gala.

“

These sheltered educational rooms help us keep a routine, which is very important for our kids. To have support, someone who helps us... it gives us the strength to continue to build and for that we are very thankful.

- Yael Beit Halahmi,
community member in nearby B'nei Netzarim

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Project Updates: Seeing our projects come to life

PROJECTS STARTED IN 2023

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ELEM Youth Shelter
Apartments for Patient's Families at Rachashei Lev (Tel HaShomer Hospital)
Therapeutic Garden at Israeli Alzheimer Centre
Bomb Shelter Upgrades in Beer Sheva
Sensory Room at Deganit Kindergarten
Ashkelon Playground
Accessible Community Housing for Kibbutz Hagoshrim
Chayal Court Youth Club
Warm Home (Youth Club) in Sderot
Ohel Asher Special Needs Dental Clinic

PROJECTS COMPLETED IN 2023

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Yahav Yovel Playground
Or Yehuda Family Centre
Vertigo Eco-Village Terrace
Ensemble Room in the Clore Centre
Woman's Shelter in Rishon Le'zion
Bike Trail in Hazon
Wosk Peace Forest
Shading & Bomb Shelter at Carmel Farm
Hadar School for Special Needs Students
Shelters for Shabtai Levi Home
Food Waste Education at Shuni Field & Forest Centre
Basketball Court at Jerusalem Hills Therapy Centre
Girls Dormitory Renovation at Jerusalem Hills Therapy Centre
Sheltered Room for Yated Community
Segev Forest

Jewish National Fund of Canada Inc.

Statement of Revenues & Expenses

For the Year Ended December 31, 2023

REVENUES

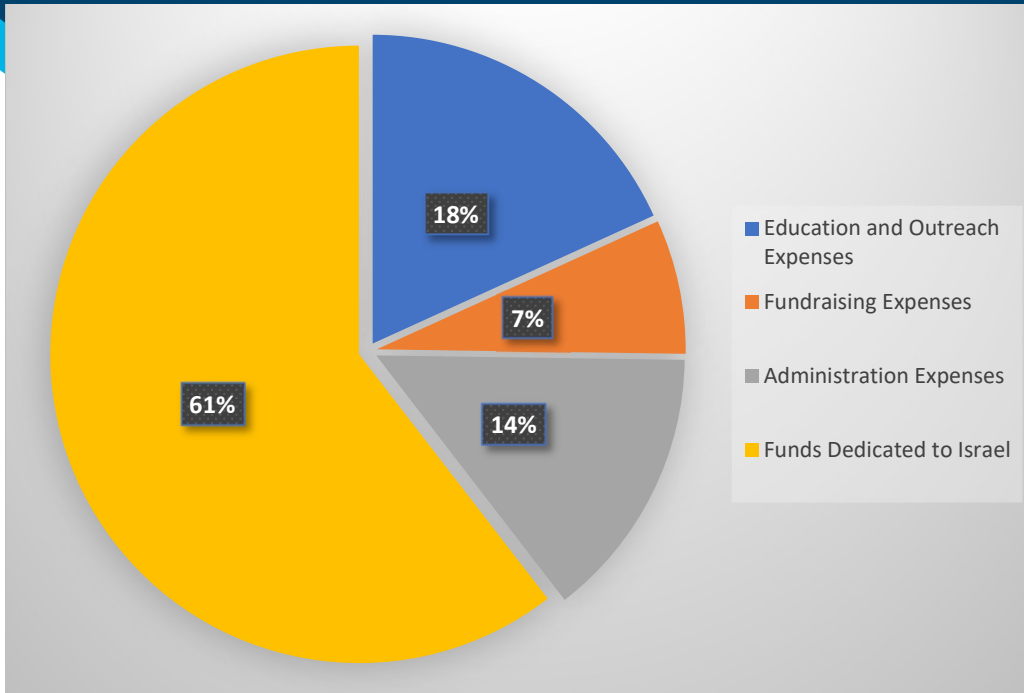
	2023	2022
Receipts from contributions	\$ 20,176,599	\$ 13,193,030
Receipts from contributions deferred	- 15,563,233	- 7,152,768
Deferred contributions recognized	13,605,843	6,192,867
Increase in cash surrender value of life insurance policies	- 15,503	11,243
Investment Income	1,236,522	384,586
	<u>19,440,228</u>	<u>12,628,958</u>
Fundraising Expenses	<u>4,140,926</u>	<u>3,877,942</u>
Excess of revenues over fundraising expenses	<u>15,299,302</u>	<u>8,751,016</u>

EXPENSES

General and Administrative	4,677,921	3,936,763
Amortization	12,465	15,457
	<u>4,690,386</u>	<u>3,952,220</u>
Gain on Investments	<u>849,914</u>	- 1,631,606
Excess of total revenues over total expenses	<u>\$ 11,458,830</u>	<u>\$ 3,167,190</u>

Charitable activities - in Israel	\$ 10,965,952	\$ 4,679,500
Charitable activities - in Canada	\$ 2,639,891	\$ 1,513,367

2023 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.

National Board of Directors, Executive Committee

Executive Committee

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Ronald Appleby
HONORARY COUNSEL

Bonnie Belzberg
VICE PRESIDENT

Yoram Birenzweig
VICE PRESIDENT

Alan Blostein
MEMBER AT LARGE

Nathan Disenhouse
PRESIDENT

Wendy Eidinger Spatzner
PAST PRESIDENT
& HONORARY COUNSEL

Cheryl Gurevitch
MEMBER AT LARGE

David Loewith
SECRETARY

Barbara Maldoff
MEMBER AT LARGE

Beth Price
PAST PRESIDENT

Wayne Pulver
MEMBER AT LARGE

Larry Vickar
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Allan Wiener
TREASURER

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Bonnie Belzberg

Bernice Carmeli

Harvey Dales

Averbach Gorsk

Howard Jampolsky

Manitoba & Saskatchewan

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Nola Lazar

Michael Silver

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David Loewith

Carol Marcus

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Toronto

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Yoram Birenzweig

Nathan Disenhouse

Abe Glowinsky
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Kevin Green

Harry Lebovic

Wolf Lebovic

Dan Mader

Faye Minuk

Ottawa

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Alan Blostein

Aaron Smith
INCOMING CHAIR

Quebec

.....

Barbara Maldoff

David Tordjman

Allan Wiener

“

We don't need magic to change the world, we carry all the strength we need within ourselves: the power to imagine that it could be better.

”

- J.K. Rowling

(Written on the wall of the Women's Shelter in Rishon Lezion)

