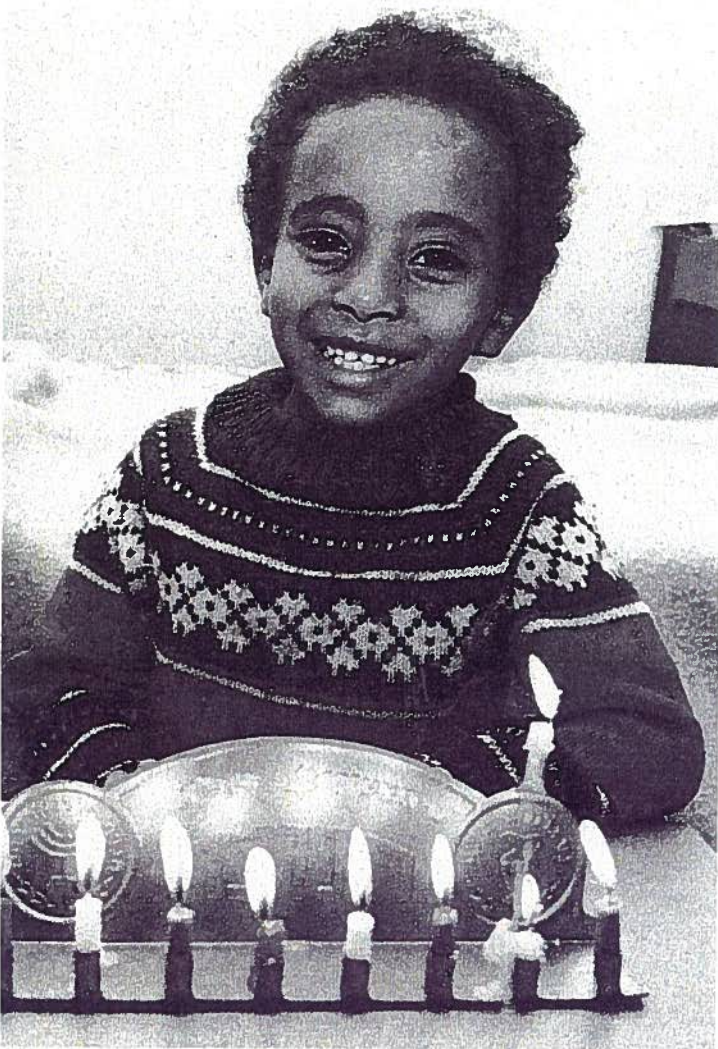


United Israel Appeal of Canada Inc. Annual Report 1992

Your UJA/CJA in Israel





From the President

In the rhythms of the Jewish calendar, every ending marks a new beginning. The end of my term as President of the UIA of Canada also coincides with the New Year, a time for reflection and reappraisal. The past two years have been filled with elation, as we rejoiced at the completion of the rescue of Ethiopian Jewry, the arrival of hundreds of thousands of Olim from the former Soviet Union, and the airlift of hundreds of Yugoslavian Jews to the safety and security of Israel. On the political front, Israel has re-established diplomatic relations with over 30 countries in the last two years, and the continuing peace talks will hopefully yield positive results.

On a sad note, the passing of Walter Hess, Executive Vice-President of United Israel Appeal was a terrible loss for me personally and for UIA of Canada. Walter's professional leadership, coupled with his personal warmth and devotion to Israel, will be greatly missed by all of us.

Whatever has been accomplished by UIA during the past two years is undoubtedly due to the efforts of a remarkable group of officers, who have given unstintingly of their time and knowledge to help UIA during difficult times. Their leadership should be recognized by all Canadian Jews, and they have my profound gratitude and affection for their constant support and advice. Similarly, the superb efforts by our UIA professional and support staff during these very trying times were greatly appreciated by all our lay leadership.

As I move on to new responsibilities at Keren Hayesod and the Jewish Agency, I take great comfort in knowing that our new President, Gerry Halbert, and our new Executive Vice-President, Steve Ain, will lead UIA in responding to the great challenges that face us.



From the Executive Vice-President

United Israel Appeal of Canada enjoys an outstanding reputation in world Jewish circles, reflecting the excellence of the Canadian Jewish community. This is primarily due to our UJA/CJA campaign leadership, both lay and professional, whose achievements provide the foundation for UIA support across the country.

As we look ahead, the future of UIA lies in strengthening the partnership between UIA and communities, in forging relationships which are rewarding and productive. UIA must continue to upgrade its service to campaigns in missions, manpower, in publicity, in creativity. The Canadian community's attachment to Israel is the lifeblood of our campaigns, and it is UIA's responsibility to ensure that Israel's needs remain in the forefront. At the same time, our leadership recognizes that only strong, committed communities can support Israel in the future. It is this symbiotic, mutually reinforcing relationship, which we seek to enhance.

On a personal note, I wish to express my thanks to the leadership of UIA for the confidence they have expressed in me, and to the UIA staff for according me such a warm and cooperative welcome. In particular, Julie Koschitzky's endless dedication to our cause makes any professional's task that much easier. Keren Hayesod and all World Jewry can only be enriched by her leadership.

May we both take this opportunity to wish everyone a Shana Tova, a new year of health, happiness and hopefully, a year of true peace for Israel.

Julia Koschitzky Steve Ain

Mission Statement - United Israel Appeal of Canada Inc.

The United Israel Appeal of Canada, Inc. (UIA), as a member of the Keren Hayesod Family, cooperating and in partnership with the Jewish Federations and the unfederated communities in Canada, is the primary vehicle for fundraising in Canada for Israel. Its role is to ensure the maximum allocation of funds to meet social welfare needs in Israel through the Jewish Agency for Israel, other social welfare bodies and, when appropriate, by UIA itself.

In carrying out this Mission, UIA is committed to strive in all its activities:

To convey the centrality of Israel to Canadian and world Jewry;
To enhance fundraising through informational, educational, canvasser training and leadership development programs in the federation and to directly manage campaigns

in the unfederated communities;
To direct and transfer funds from the federations;
To organize and recruit national missions and special programs for the purpose of long-term awareness and interest in Israel;
Through the UIA office in Jerusalem and the Israel Residents Committee, to adopt, implement and oversee the development of special projects, Project Renewal and other programs in Israel;
To document and monitor transfers of funds to the Jewish Agency and UIA special programs; and projects;
To take all requisite steps to ensure accountability for funds received and the effectiveness of the expenditure thereof, all of the foregoing in compliance with appropriate government regulatory agencies.



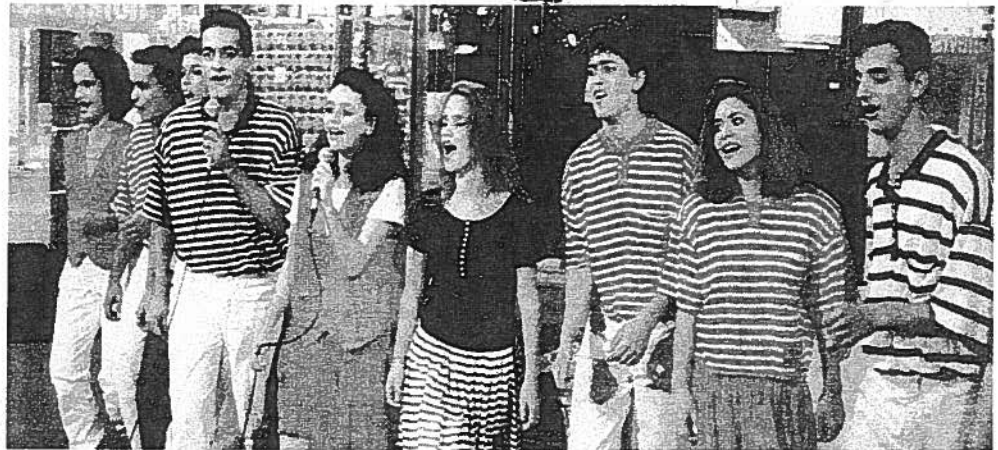
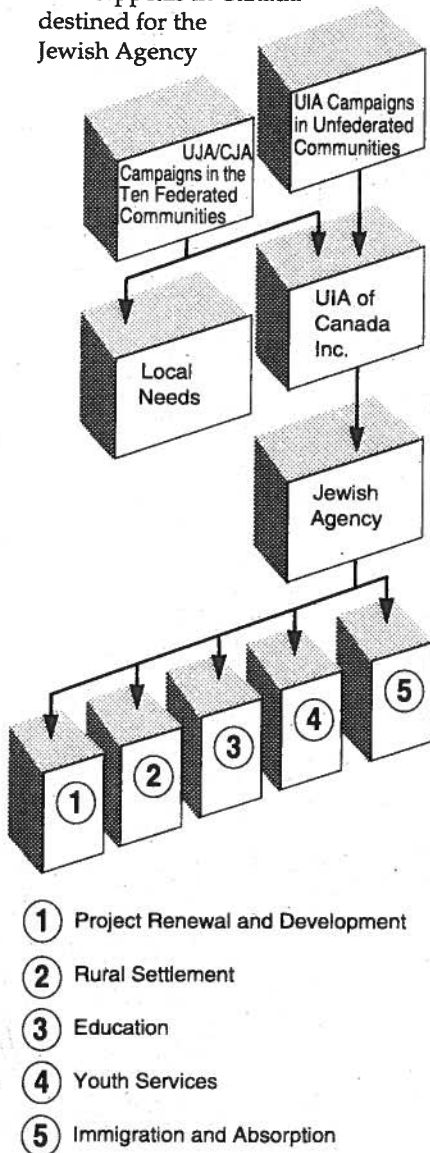
The UIA Role

To carry out its mandate, UIA conducts a broad range of activities through its central office in Canada, located in Toronto, and its office in Israel, located in Jerusalem. These activities are:

In Canada:

Fundraising support services; fundraising directly in unfederated communities; project fundraising; community campaign development; Israel mission coordination; Israel advocacy; accounting and documentation entailed in the receipt of campaign funds and their transfer to Israel.

Flow Chart of Income from Appeals in Canada destined for the Jewish Agency



In Israel:

Representation of Canadian federations and UJA/CJA campaigns; allocation and disbursement of campaign funds; project development and management; representation on decision and policy making bodies of Keren Hayesod and the Jewish Agency; mission coordination and other programs with Keren Hayesod.



Our Work in Canada

I. The Centrality of Israel in community campaigns

Through an active program of UIA community visitations, speakers, shlichim and information bulletins, UIA provides communities with the resources to ensure that Israel's social welfare needs remain at the forefront of the campaign.

1. Israeli shlichim are assigned to Canada at UIA's request by Keren Hayesod. They fulfill a special role in the campaign through: face-to-face canvassing; personal communication with contributors, leadership and volunteers; information briefings; and canvasser training.
2. To bring Israel's message to Canadian Jewish communities, UIA sponsors visits by prominent Israeli figures who are able to offer expert comment on a variety of current issues affecting Israel. Speakers from North America and Europe are invited to attend major UIA events.
3. *Hotline* provides specific information and weekly updates on aliya, the status of Jews in distress and news regarding world Jewry.
4. Printed materials and brochures are distributed to campaign leadership, volunteer workers and major contributors. The materials produced by Keren Hayesod in Jerusalem (e.g., the Jewish Agency annual budget and the campaign platform) are distributed to the various federations.
5. To assist with the opening of the 1992 campaigns, UIA organized the cross-Canada tour of Orot Hashchuna, a group of 11 talented Israeli singers and dancers emanating from Project Renewal neighbourhoods in Israel. Their production of "Katya Comes Home," the story of a young

Russian immigrant's first encounter with Israel, was warmly received in the 10 Canadian Jewish communities they visited during their 17-day tour.

II. Community Consultation

Over the past year, UIA played an important role in servicing the various federations across Canada. UIA has been working with individual communities, addressing problems in areas of finance and leadership. UIA provides leadership resources for fundraising and acts as liaison in federation-to-federation services. Assistance is provided in planning missions to Israel, choosing projects in Israel, information on Israeli current events, organizing programs, arranging for speakers and leadership development.

III. National Campaign Conference

The first UIA National Leadership Campaign Conference was held in Montreal last March and attracted 120

participants. Chaired by Linda Nadolny-Cogan, chair of UIA Women's Division, the conference focussed on a wide array of campaign strategies and techniques and included canvasser training sessions and an all-day seminar on the development of a campaign structure.

Here campaign leadership, both lay and professional, from federations across the country, were given the opportunity to learn from one another of the dynamics inherent in each of their communities, how each was coping and whether their ideas and solutions could be applied to other federations - once again, underscoring the depth of Canadian talent. The conference sought to implement a number of initiatives to make "home-grown" resources available to all as a year-round activity.

The conference attracted many internationally known personalities, including Mendel Kaplan, Marvin Lender and Malcolm Hoenlein.



Young Leadership

IV. UIA Small Communities

UIA has recently established the Ontario Region Council, consisting of representatives from the federated communities of Hamilton, London and Windsor and from the unfederated communities of the Ontario Region.

The sole purpose of the council is to enhance the ability of all communities in the region to successfully promote their respective UJA/UIA campaigns by developing a strategy of cooperation and utilization of resources in the region to the benefit of each constituent body.

The Atlantic Jewish Council and the Saskatchewan Jewish Council play a primary role in their respective regions in advancing the UIA campaign. Both councils are represented on the Board of the UIA of Canada Inc.

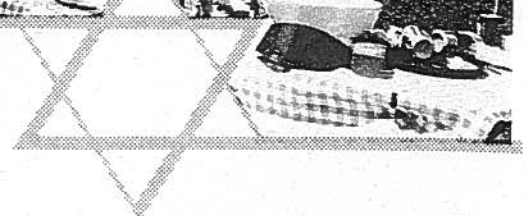
In the summer of 1992, six musically talented Israeli youths from Project Renewal neighbourhoods - four from Or Yehuda and two from Eilat - toured Jewish communities and summer camps in Eastern Canada. Nine communities in Atlantic Canada, seven in Ontario Region and 10 Jewish summer camps from both regions gave a warm reception to the visiting Israeli youth.



Linking the past with the future

In 1992, UIA, in conjunction with local Jewish federations, sent 110 young delegates to Yachdav, the international young leadership mission to Prague and Israel organized by Keren Hayesod. Participants from Montreal, Toronto, Winnipeg, Vancouver, Ottawa and Hamilton spent 10 days of study and dialogue with hundreds of young leaders associated with UIA campaigns in Europe and beyond.

Fundraising was an important element of the mission. Canadian contributions to UJA/CJA/UIA campaigns reflected the momentous impact the mission had on its participants: Toronto mission participants' contributions rose from approximately \$6,500 (in 1992) to \$27,000 (in 1993), while Montreal participants' contributions rose from \$16,500 to \$73,000.



Our Work in Israel

Israel Office

The Israel office is engaged in a wide range of representational administrative tasks, maintaining close contact with the central office in Toronto and a variety of Israeli institutions, local authorities and public figures. Specifically, it serves as an interface function with the Jewish Agency for Israel and Keren Hayesod. As a helpful resource for information and "on-site" contacts, it is increasingly becoming Canadian Jewry's "address" in Israel.

Israel Residents Committee

The management, control and supervision of the affairs of UIA Canada Inc. in Israel is handled through its Jerusalem office under the supervision of the Israel Residents Committee. It fulfills Canadian government regulations by ensuring that all UIA funds are expended in compliance with Revenue Canada guidelines.

Keren Hayesod

As the largest participant in the Keren Hayesod family of 41 countries, UIA Canada has provided extraordinary leadership to worldwide campaigns. In June 1992, Julia Koschitzky succeeded Phil Granovsky as chairman of the World Board of Trustees of Keren Hayesod. Keren Hayesod continues to provide excellent assistance to Canadian missions, as well as supplying emissaries and speakers to Canadian campaigns through UIA Canada.

The Jewish Agency for Israel

The Jewish Agency provides the overall management and direction of overseas funds for the delivery of social and human services in Israel. Over 80 percent of the Jewish Agency budget is derived from the UJA/CJA/UIA campaigns throughout the world.

JAFI budget and policy is developed and approved by a 74-member Board of Governors and its constituent committees. Through UIA Canada, Canadian participation has been particularly prominent with more than 15 Canadians serving on the committees.

The Jewish Agency operates primarily through five departments:

1. Immigration and Absorption

Since 1948, the Jewish Agency has brought more than two million olim to Israel and assisted in their initial absorption. Today, olim continue to come from countries of distress such as Yugoslavia, Albania and various republics of the former Soviet Union.

2. Renewal and Development

Programs for the comprehensive rehabilitation of distressed neighbourhoods and development towns, as well as regional educational, social and economic programs, have been tailored to the demographic changes wrought by the influx of thousands of new olim.



Operation Exodus

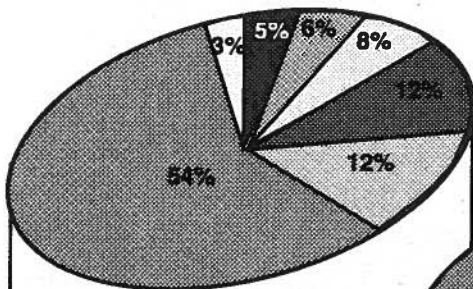
3. Youth Services

Through the Youth Services department, 14,00 youngsters, 11-18 years old, are studying in 67 affiliated youth villages and boarding schools; one moshav and 70 kibbutzim; four Department-owned remedial youth villages and 16 youth day care centres. About half of the youngsters are new immigrants, 5,500 from Ethiopia and 1,500 from the former Soviet Union and half are Israeli pupils from disadvantaged homes.

TOTAL JEWISH AGENCY BUDGET FOR 1992-\$654,000,000

(Including \$22,000,000 community funded Project Renewal programs)

Total outlay for Aliyah (including Operation Exodus) - \$354,268,000



DISTRIBUTION OF TOTAL BUDGET

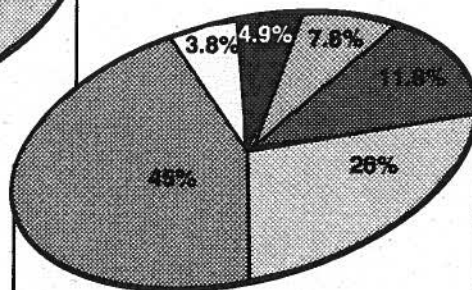
54%	- Aliyah
3%	- Finance and Administration
5%	- The Authority for Jewish Education
6%	- Rural Settlement
8%	- Other Functions
12%	- Youth Aliyah
12%	- Renewal and Development

4. Rural Settlement

The Rural Settlement department has played an important role in absorbing new immigrants into the rural sector in Israel. In recent years, the department has aimed at helping settlers achieve economic self-sufficiency.

5. The Jewish-Zionist Education Authority

This Jewish Agency/WZO Authority administers and coordinates all educational programs to provide activities aimed at strengthening Jewish-Zionist identity in communities abroad.



OPERATION EXODUS BUDGET \$231,900,000

45%	- Ticket Home
3.9%	- Jobs
4.9%	- Aliyah Promotion
7.8%	- Social Welfare
11.6%	- Education
26.8%	- First Home

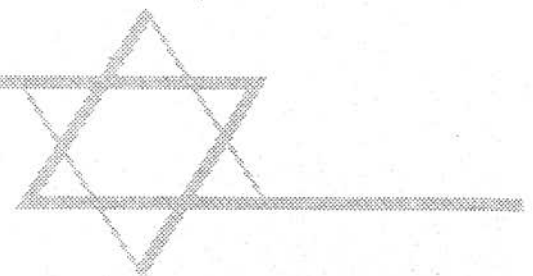
The Miracle Continues

Since 1990, more than 400,000 Jews (mostly from the former Soviet Union and Ethiopia) have made their way to Israel. Hundreds of thousands more are expected to continue to immigrate to Israel in the coming years.

The Operation Exodus budget covers aliya and initial absorption costs for olim from the former Soviet Union and Ethiopia. Olim from all other countries are covered under the regular budget. The Jewish Agency is solely responsible for the transportation of olim from distressed lands to Israel as well as for their personal luggage and freight.

Absorption centres in Israel provide a temporary home for olim from Ethiopia in their first year in the country. Information centres in four major cities in Israel serve as one-stop information and absorption services for new olim. A host of education programs prepare olim to take their place in the work force and to make the transition to the Israeli school system.

In addition, Operation Opportunity programs have been allocated \$9 million. The programs are designed to stimulate the creation of employment, utilizing the resources of Soviet olim as the basis for economic growth in Israel, through innovative initiatives such as "incubators," to nurture the start-up of new business, vocational training and loan funds for small businesses.



UIA Projects in Israel

Canada's Profile in the Jewish State

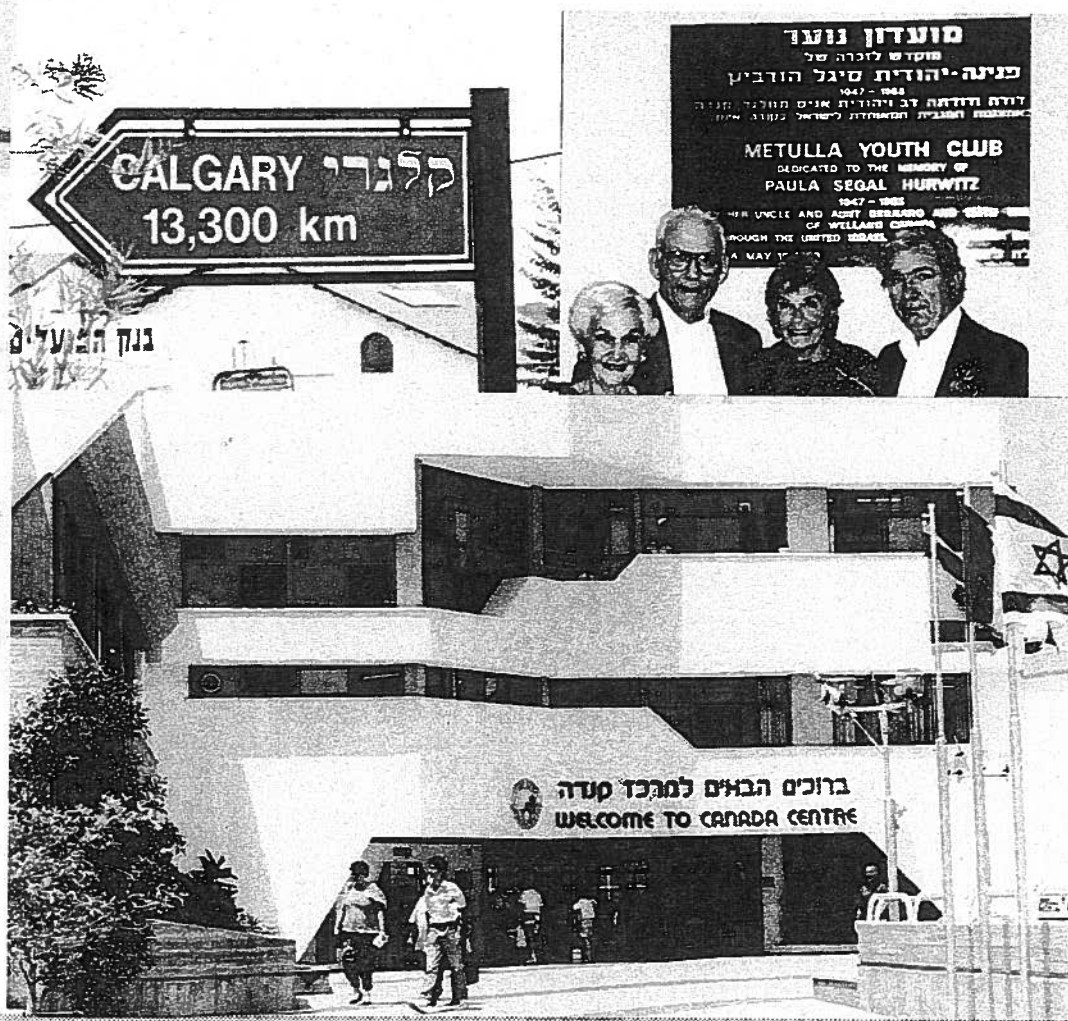
Canadian projects in Israel, from Metulla in the north to Eilat in the south, are proof positive of the Canadian Jewish community's commitment to strengthening Israeli society. Hundreds of

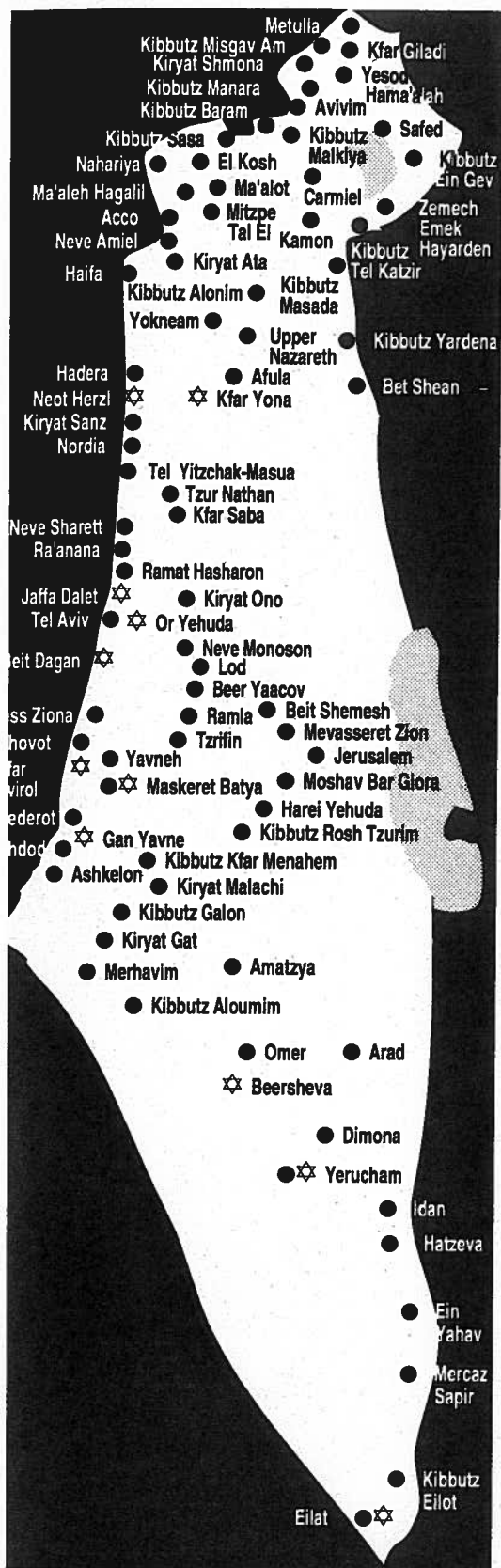
cultural, educational and recreational projects have been built over the years.

Several years ago, UIA Canada made a commitment to give its support to Israeli towns and settlements along the Northern border, known as the "confrontation line." As a result of our efforts, numerous Canadian projects now dot Israel's northern frontier, adding immeasurably to the quality of life of the residents of Israel's northern region.

Examples of two Canadian projects that are making a

difference to thousands of Israelis are: Canada Centre (in the border town of Metulla), a recreation complex that offers a combination of indoor and outdoor pools, an ice skating rink and sports facilities; the Jack Posluns Cultural Centre in Ness Ziona which provides the community with a wide range of cultural and recreational activities through the establishment of a municipal library, a music conservatory, a dance centre and a dramatic arts centre in one central complex.





UIA Projects in Israel

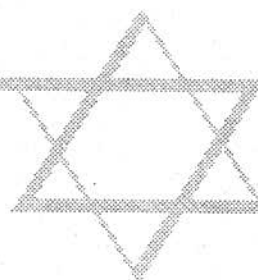
- 27 Cultural Centres
- 21 Youth Centres
- 21 Educational Centres
- 19 Health and Welfare Facilities
- 25 Sports and Recreational Facilities
- 76 Daycare and Pre-Kindergarten Centres
- 6 Libraries
- 12 Synagogues
- 7 Immigrant Absorption Centres

● Projects

☆ Twinned Communities

Twinned communities:

Canadian Community	Israeli Neighbourhood/Town	Population	Year of Twinning
Calgary	Mazkeret Batia	3,000	1987
Montreal	Yerucham	6,500	1979
	Beer Sheva	115,000	1989
Ontario and Atlantic Regions	Or Yehuda	22,000	1979
Ottawa	Neot Herzl	8,000	1986
Toronto	Beit Dagan	2,500	1980
	Kfar Gvirol	1,800	1985
	Eilat/Eilot		
	Regional Council	26,000	1989
Vancouver	Kfar Yona	4,000	1984
Western Region	Jaffa Dalet	12,000	1979
Winnipeg	Gan Yavne	3,700	1984



Project Renewal

The concept of Project Renewal is much more than a simple restoration or renovation plan: The Project Renewal ideal is intended to radically transform the quality of life for tens of thousands of people in disadvantaged Israeli communities by joining together the government of Israel, the Jewish Agency for Israel, municipal government, Diaspora communities and the local residents.

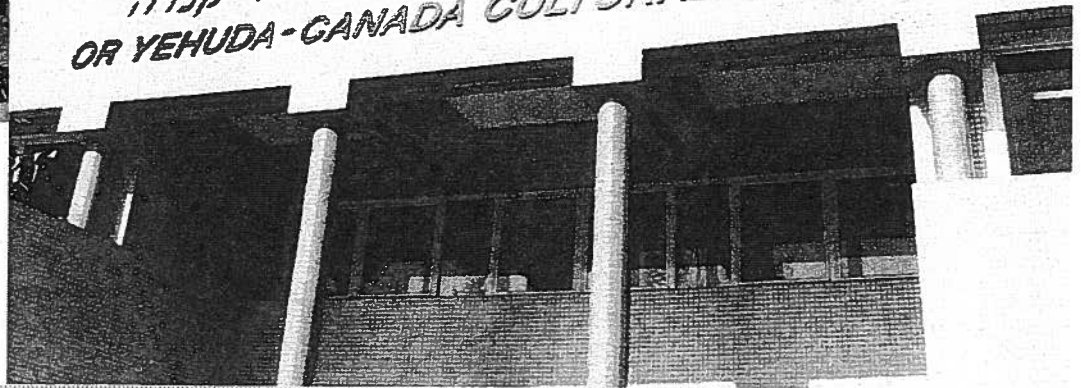
In the 12 years since its inception, Project Renewal has been internationally recognized as

an innovative and successful approach to disadvantaged neighbourhoods. The people-to-people connection has proven to be one of the enduring and endearing features of the relationship.

Through home hospitality encounters, Canadians meet face to face with those who benefit from Project Renewal. The result is a lasting friendship that accomplishes the ultimate goal of UIA's purpose in Israel - identifying our commitment to Israel with a meaningful human bond.



היכל התרבות אור יהודה - קנדה
OR YEHUDA-CANADA CULTURAL CENTRE



Missions

Canada's bridge to Israel

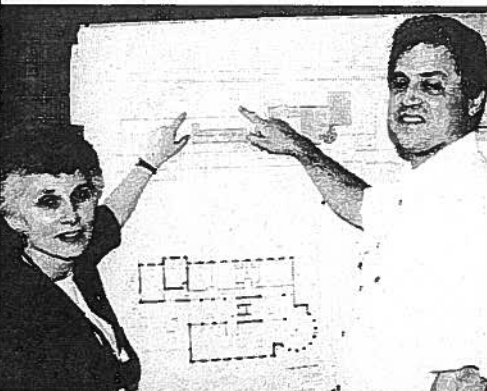
UIA, through its Israel office and in cooperation with Keren Hayesod, works closely with the federations in implementing their missions program. Missions have consistently proven to be the single most effective campaign vehicle. The first-hand Israel experience creates an understanding and emotional impact that have no substitute.

Over the years, community efforts to send leaders and volunteers to Israel have given Canada a prominent place on the "missions map." This past year, mission participants have again returned home as motivated and enlightened spokesmen for the Jewish state.

Missions

Sept. 1991 - Sept. 1992

City	Total
Vancouver	30
Edmonton	23
Calgary	66
Winnipeg	26
Toronto	174
Ottawa	11
Ontario Region	8
Montreal	155
Total	493



March of the Living

The March of the Living took place from April 26 to May 10, 1992. More than 300 students from across Canada participated in the event, tracing Jewish history in Poland - from the shtetl to the gas chambers - and joyously celebrating Israel's independence during a special event organized for 4,500 young Jews from around the world in Israel.

They Never Knew

Children's clothes in a display case
Clothes that still belong to those very children
They weren't meant to die
They lived for truth
No sins were committed, no crimes at all
Punished for being an individual
Punished for no valid reason
Not knowing why
These children were meant not to die

Jessica Strauss, age 15
Ottawa, Ontario

Canadian participants

Vancouver	24	Toronto	104
Edmonton	12	Ottawa	18
Calgary	11	Ontario Region	16
Saskatchewan	3	Montreal	95
Winnipeg	27	Atlantic Region	17

One Question

We speak of two Jerusalems
One in our world
And one in the world to come
You, my brothers and sisters,
Only got to see one.
Now, as I stand before the Kotel
And climb Massada
Walk on the land of my two thousand
year old home,
I think of you
Of where you walked
The lives you led
The lives you left behind
I've been there too
I've seen the side of my history
That isn't about
Singing and laughter and
Joy.
And I think now,
As I sit under a Jerusalem sky
Staring up at a hundred million stars
Looking for a face
In one of those windows
Is there laughter in your Jerusalem too?
Is there joy in the one Jerusalem that you
did get to see?

Aviva Goldberg, age 17
Winnipeg, Manitoba



United Israel Appeal of Canada Inc.

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Charles Bronfman

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Vice-Presidents**
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Morris Latchman
Nathan Silver
Mirial Small
Rubin Zimmerman

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Chairman of the Board
Phil Granovsky

President
Julia Koschitzky

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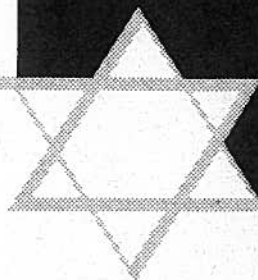
WALTER HESS (Z"L.)

1939-1991
In memoriam

The past year saw the untimely passing of Walter Hess, Executive Vice-President of UIA Canada since 1981.

During his tenure, Walter Hess worked tirelessly and selflessly in advancing the cause of Israel and the Canadian Jewish community.

He will be sorely missed.





United Israel Appeal
of Canada Inc.
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