

 JEWISH FEDERATION ANNUAL CAMPAIGN

Federation Annual Campaign Opening Event

FEDtalks

Join us for a thought-provoking and inspiring evening



The Honourable
IRWIN COTLER, P.C., M.P.



ELI WINKELMAN,
Founder, Challah for Hunger



RABBI DAVID WOLPE,
"The most influential Rabbi
in America" — Newsweek



DAFNA LIFSHITZ,
CEO, Appleseeds Academy;
Prime Minister's Prize
for Innovation

Thursday, September 17, 2015 | 7:30 p.m. | Queen Elizabeth Theatre
Event Tickets are \$40 | \$18 for Students and Young Adults

Purchase tickets online at jewishvancouver.com

Join the conversation **#YVRFedTalks**

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Welcome to Federation Focus, the quarterly supplement about your Jewish Federation, its partner agencies and their impact on Jewish life. Federation Focus keeps you informed and connected with important issues in our community, ensuring that everyone knows where to find a helping hand and where to extend one.

New Format Means Something for Everyone at Annual Campaign Opening Event

FEDtalks

Judaism is a broad tent. Our backgrounds, levels of observance and opinions span a wide spectrum. But we remain united by our history and our Jewish values. That is the impetus for FEDtalks — Federation's Annual Campaign opening event, Thursday, September 17, featuring four speakers, each distinguished in his or her own right and each speaking to a different aspect of the Jewish experience. The event is modelled after the enormously popular TED Talks — the far-reaching and compelling live speakers' series that has compiled more than one billion views online.



Prominent human rights lawyer, Professor Irwin Cotler, will speak about *Global Trends and the Impact on the Jewish Community*. He will provide a Canadian perspective on global trends, including the rise of anti-Semitism and the fallout from failing states — particularly in the Middle East. Professor Cotler is an Emeritus Professor of Law at McGill University, former Justice Minister and Attorney General of Canada, and in his practice as an international human rights lawyer has served



as Counsel to Andrei Sakharov, Nathan Sharansky, and Nelson Mandela, among others.

What exemplifies Jewish values — and culture — more than feeding someone? Eli Winkelman is the founder of Challah for Hunger. It is only fitting that her FEDtalks topic is *Chesed* (loving kindness). Winkelman co-founded Challah for Hunger when she was a college student 10 years ago in California. The organization has grown to include 70 chapters on three continents and brings people together to bake and sell challah, raising



money and awareness for social justice causes. Winkelman's work with Challah for Hunger has been recognized by President Bill Clinton, the *Jewish Week's* "36 Under 36," and *Austin Woman* magazine.

Another Jewish woman impacting young people is Dafna Lifshitz, CEO of Applesseeds Academy,

an Israeli non-profit that aims to bridge social and economic gaps by diminishing the country's technological divide. Her FEDtalk, titled *Start-Up Region: Building a Biotech Hub in Northern Israel*, will demonstrate how the Net@ program, supported by Jewish Federation in our partnership region of the Upper Galilee, helps high school students in disadvantaged areas develop high-level computer skills. Under Lifshitz's leadership, Applesseeds has impacted over one million young people. Lifshitz was named in *Ha'aretz's* Israel's 100 Most

Influential People and was awarded the prestigious Prime Minister's Prize for Innovation.



Rabbi David Wolpe, of Sinai Temple in Los Angeles, has been named

the *Washington Post* and *The Huffington Post*.

From global politics to baking a difference, from high-tech in the Upper Galilee to the universal truths of the Jewish spirit, this year's Federation Campaign Opening features speakers and subjects that will stimulate our minds, touch our hearts and bring us together as a community.

For more information or to buy tickets, visit jewishvancouver.com.

Four speakers, each distinguished in his or her own right and each speaking to a different aspect of the Jewish experience.

the most influential Rabbi in America by *Newsweek Magazine* and one of the 50 most influential Jews in the world by the *Jerusalem Post*. So few others may be as qualified as he to speak about *Inspiring Jewish Life*. Rabbi Wolpe will examine what is at the core of our Jewish experience and what it means to be Jews, individually and collectively.

Rabbi Wolpe's work has been profiled in the *New York Times*, and he is a columnist for *Time.com* and writes for publications including *The LA Times*,

Federation Annual Campaign: Breaking Down Barriers to Jewish Life

A family that manages to cover Jewish day school tuition for two children, but simply cannot find the money to send their third. A man in his late 80s, living on his own and struggling with housing costs in an effort to remain in the neighborhood he's called home most of his life. Young families, moving far from the hubs of Jewish life. As our community grows in numbers and diversity, some of our needs are not always immediately visible, but they are no less fundamental to our collective well-being — and they are at the heart of the Federation Annual Campaign.

With the unusually high cost of living in the Lower Mainland, many in our community are unable to fully participate in Jewish life, even if they make

what might be considered a "comfortable" living nearly anywhere else in the country. Young families, even with both parents working, are increasingly moving to ever more outlying areas in order to afford housing. The logistics of then sending children to Jewish day schools, or participating in programs with other Jewish families becomes difficult and sometimes impossible. The higher housing costs faced by those living more centrally often mean the need for deeper subsidies.

Nearly half of the Lower Mainland's Jewish community now lives outside of the City of Vancouver. Jewish Federation's partner agencies can only reach as far as their resources allow. They need support

to extend services to those who need them. The Federation Annual Campaign gives our partner agencies a secure fiscal foundation and enables them to strengthen our expanding community.

Our seniors populations is growing and is expected to double by 2030. Approximately 16% of Jewish seniors live in poverty, with many at risk of social isolation. They need easy access to the community programs and services on which they rely — and the Jewish life they've known for decades. Funding from the Federation Annual Campaign enables our partner agencies to develop innovative outreach programs that keep our seniors healthy and

YOUR GIFT
SECURES
A FUTURE...



engaged in community life. Likewise, the Annual Campaign funds programs like Hillel BC and Axis for our growing population of young adults. By reaching youth on campus and off, we're cultivating a generation of community leaders, volunteers and philanthropists — the cornerstones of a secure

future. Many unmet needs remain, but Jewish Federation is working strategically with our partner agencies to provide not only solutions for today, but also the infrastructure that will underpin the growth to come. Jewish Federation is building upon a strong

foundation to carry us forward. The needs are many, but so are the solutions. The Federation Annual Campaign is providing the means for those solutions to become reality. Every gift secures our community's future. **Make your gift online at jewishvancouver.com.**

Community Conversations Inform New Strategic Direction

Community means, among other things, conversation. Over the past year, Jewish Federation's leadership has been engaged in a substantive conversation with a wide cross-section of community stakeholders, partner agencies, communal professionals, volunteers and donors. More than 100 community members participated in this dialogue, the results of which form the basis for Jewish Federation's five year strategic plan.

Participants provided their ideas and input regarding Jewish Federation's role over the next 10 years in three key areas: Federation as funder, Federation as facilitator, and Federation as fundraiser. While acknowledging Jewish Federation's role as a steady and consistent funder of partner agencies, community stakeholders asked for more involvement and engagement of a broader range of community members in

the planning process. They emphasized the need to strengthen our regional communities, embrace different population groups, and attract the next generation. Jewish Federation's leadership will be convening a task force with the mandate to develop an action plan for the regional communities, a new committee to coordinate community-wide security and emergency planning initiatives, and will continue to seek out diverse representation of community members to participate in our planning processes.

Participants supported Jewish Federation's role as the community's central fundraising organization with increasingly sophisticated and professional approaches, and want to build on that strength by creating opportunities to engage existing donors, new donors, and the next

generation. Community financial resources should be developed collaboratively with partner agencies, and presented to donors to align their philanthropic interests with community priorities.

To those ends, Jewish Federation will create a strategic plan that identifies current and future funding needs and priorities. We will develop new opportunities to engage donors and community members based on their philanthropic areas of interest, and work with young adults to find philanthropic opportunities that reflect their particular values.

Jewish Federation CEO Ezra S. Shanken said a year ago that he wanted to begin his tenure here by listening — to donors, partner agencies, and stakeholders — in short, to the community. He and Jewish Federation

leadership have done just that. Now, guided by what they heard, along with National Household Survey data for the Lower Mainland community and the findings from the Jewish Education Task Force, the Jewish Federation board and senior management team will be preparing a

strategic plan for 2020 and beyond — building on an already strong foundation to ensure a vibrant, healthy and inclusive community for decades to come.

Learn more at jewishvancouver.com and join the conversation on Twitter using [#ourcommunity2020](https://twitter.com/ourcommunity2020).

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Over 100 community members participated in the community conversations.

jewishvancouver.com

