

CRUNCH in the Community

Weekly series on the effects
of the recession
on the Jewish community.
Created and organized
By CJN News Editor
Jeff Rosen

CRUNCH in the Community

This eight-part weekly series was conceived in October 1990 to examine what effect the recession was having upon the Canadian Jewish community. Reporters were assigned to look into their respective areas and develop an article on the recession's impact. As well, CJNI correspondents were asked to report on how the economic downturn was affecting their community.

The series - eventually named Crunch in the Community - finally kicked off February 7, 1991 with a look at Canadian Jewish Congress and the National Budgeting Commission. Following weeks saw the series look into B'nai Brith Canada, Toronto Jewish Congress and local community groups, Israeli-based groups and university organizations. Outside of Toronto, reporters focused on how the recession was affecting the Jewish communities of Montreal, Vancouver, Victoria, Winnipeg, Ottawa and Hamilton.

Design and layout of each segment was done by CJNI News Editor Jeff Rosen.

Canada

Organizations forced to review 1991 budgets

Jewish groups tighten belts as funding reduced

CRUNCH in the Community

First in a series on the effects
of the recession
on the Jewish community

By
PAUL LUNGEN

TORONTO —

Burt Abugov is as much struck by the irony as anyone.

Despite a record community fund-raising drive that reached about \$92 million in Toronto alone, Jewish organizations, including Canadian Jewish Congress, are expected to tighten their belts and make do with less this year.

Abugov, director of the National Budgeting Conference (NBC), the forum where campaign funds are allocated to national organizations, has had the difficult task of informing the agencies that they can expect to receive, on average, 5.8 per cent less in 1991. Congress, one of the largest recipients of funds, will make do with a four per cent reduction compared to its 1990 allocation.

Coupled with an inflation rate of about five per cent, that means CJC and other organizations will experience about a 10 per cent real drop in operating revenues, said Herb Rosenfeld, chairman of NBC.

Though compelling the national organizations into difficult budgetary juggling, treasurers of the groups at one point were bracing themselves to handle a 10 per cent cut — a figure that was reached at a meeting of NBC's steering committee, held last November in San Francisco coincidentally with the General Assembly of the Council of Jewish Federations (CJF).

That figure had marked a revision of an earlier estimate by NBC's national plenary that had frozen the 1991 programs at their 1990 levels — the first of the financial shocks that have buffeted the organizations. (Organizations usually budget for yearly increases in income.)

The steering committee's San Francisco decision quickly came under heated criticism, as the national groups were caught off guard. But, said Abugov, with financial sources down, "it was decided (in San Francisco) that we'd have to change the guidelines for 1991."

But on Jan. 21, a special expanded NBC steering committee met in Toronto to discuss 1991 allocations. Representatives of NBC and the major national organizations were there, along with senior officials of most community federations, which raise the money in their annual campaigns.

Following a six-hour meeting that Rosenfeld and Abugov described as "difficult" and "tense," the 5.8 per cent compromise figure was arrived at.

But with unprecedented generosity being displayed by Jewish contributors this year, why the need for cutbacks?

Much of it is related to the phenomenally successful Operation Exodus campaign to aid the settlement of Soviet Jews in Israel.

"When they launched the Operation Exodus campaign, the federated communities said they would raise the same amount as in 1989 and Operation Exodus would be a separate issue," Abugov said.

They encouraged a repeat of the 1989 pledge but asked for more for Soviet Jews.

Unfortunately, that hasn't been the way things have worked.

While Toronto alone expects to raise \$55 million for Soviet resettlement (ranking it next in total dollars to New York City, which has a much larger Jewish population), its regular annual campaign will raise about \$37 million, a \$4 million drop in contributions from the previous year's total of \$41 million.

"The campaign is not over," Abugov said, "but the recession is hurting and there are concerns over collections."

Montreal, with Canada's second largest Jewish population, will raise \$30 million for Operation Exodus and about \$34 million in its regular campaign, about the same as in last year's drive.

Campus groups feel squeeze

About eight to nine per cent of the funds raised by the federations' campaigns in each major city are allocated to the various national organizations through the NBC process.

A substantial percentage of the money raised goes to aid social and welfare programs in Israel with the remainder being used locally to fund services like education and federation programs.

With less money available overall for Canadian needs, there is less for distribution through NBC. Hence the need for belt-tightening.

NBC's decision to cut allocations means that organizations such as Network, the National Campaign Services Committee, the Canada-Israel Foundation for Academic Exchanges (CIFAE) and other campus groups will have to review their 1991 budgets even though they had already been tentatively approved, Abugov said.

"We are now telling them to replan their budgets to take into account the reduction."

"This is in effect close to a 10 per cent cut when you allow for inflation," he said. "It is going to be extremely hard on the agencies."

Far and away the largest beneficiary of community funds, raised through local campaigns and distributed through NBC, is JIAS. That organization, which services the needs of immigrants to Canada, will experience a seven per cent drop from its 1990 allocation.

But according to Rosenfeld, JIAS can make do with less because one of its main expenses is disappearing.

"We're finally arriving at clearing the last of the [Soviet Jewish] families in Europe," he said. "That was a substantial expenditure over the last few years, creating quite a burden for us after the U.S. government decided it wouldn't reimburse the Joint Distribution Committee [JDC]" for maintaining these people in Rome and

Vienna.

Congress, the second largest recipient of NBC funds, will be hit hard, but not as badly as it had expected after the San Francisco meeting which had proposed a 10 per cent reduction.

Other organizations which will have to alter their budgets are the JDC; the Hebrew Immigrant Aid Society; the Jewish Telegraphic Agency; and the Council of Jewish Federations (which in 1990 received funds for a demographic study).

Because of the cutbacks mandated by NBC, each organization has been sent back to the drawing board to determine how to cope with the monetary loss.

The decision to limit Congress' financial cutback to four per cent, from an anticipated 10 per cent, has served to cool some of the emotions that accompanied announcement of the larger cutback.

Congress officials were angry when they learned of the 10 per cent figure.

Moshie Ronen, chairman of the national executive, said the move by NBC's steering committee was "a slap in the face." He said Congress was shocked when it learned of the NBC cutback proposals.

"There is absolutely no way we can do it," he said.

Congress treasurer Richard Vineberg echoed those sentiments, saying the organization had planned its budget based on guidelines provided by NBC last summer.

Salaries were to be capped and no new programs planned, but "the 90 per cent caught us off guard."

Vineberg told a recent meeting of Congress' national council that it was "impossible" to revise the budget within the 10 per cent limit, given the short time available.

The difference in revenues from what was expected is so significant that budget planners felt unable to juggle allocations to meet the tough new guidelines, he said.

Vineberg was critical of NBC for acting without consulting any national groups when it cut the allocations at the San Francisco meeting.

He said Congress was "prepared to shoulder our equal share of the burden."

For Rosenfeld, who feels the 5.8 per cent overall cut is something all the organizations can live with, the byword now for these groups is to be "as frugal as possible."

With community money going to Operation Exodus, leaving less to the regular campaigns, compounded by the economic downturn and extraordinary expenses due to security costs resulting from the Gulf war, there is less money available for other purposes, he said.

Rosenfeld suggested that campus groups will be hit hard by the cutbacks. Because they have a fiscal year-end of June 30, for the first six months of 1991 they will experience a five per cent reduction and probably a further 5 per cent afterwards.



Herb Rosenfeld (seated) and Bert Abugov acknowledge it will be difficult for national organizations to adjust to cutbacks. (Paul Lungen photo)

"Congress is the most affected," he added, "since the four per cent is more like 10 per cent for them (when inflation and GST are taken into account). They have so many established programs going, it takes time to wind down and to determine priorities as to which have to be wound down."

Vineberg agrees, saying Congress had not yet decided which programs will be affected. An administrative committee of officers, regional chairmen and representatives of major federations are expected to meet to make

various regions also getting no increases in 1991.

Vineberg said the Jan. 21 meeting helped dissipate the animosity that had been engendered by the NBC announcement of the 10 per cent reduction — a decision he said that was "a little hasty" and that forced the national agencies to vie against each other for funds.

He suggested that in future, organizations should meet to determine a broader planning structure to determine how best to provide to the Jewish consumer the programs they need.

Abugov seems to agree. This year, he said, NBC "wants to look at the overall picture, to set overall community standards."

Some services by national organizations might be better provided by local federations, Abugov suggested.

Despite the belt-tightening expected of the organizations, Abugov sees a silver lining in all the budget reductions. Contributions have been raised to new levels this year, auguring well for the future, he maintains.

A new threshold of giving has been reached, and contributors will be expected to increase the new, higher levels in subsequent years, Abugov suggested.

But with Soviet ally expected to accelerate and the recession subject to developments in the Persian Gulf, hard times may yet be ahead for local Jewish organizations.

Congress to examine programs

preliminary recommendations as to where costs can be cut.

Some ideas already being tossed around are for Congress to leave vacant two part-time positions; to set aside less money in a reserve fund for the tri-annual plenary assemblies; and to control travel costs for national officer and executive committee meetings.

Vineberg said he could foresee cost freezes on CJC programs, with the

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Canada

B'nai Brith Canada cuts back as budget is slashed \$1.55M

By BEN ROSE

TORONTO — The flow of money to Operation Exodus, the economic recession, and a resulting shortfall in its fund raising campaign has meant a slash of \$1,550,000 in the overall budget of B'nai Brith Canada.

The most seriously affected operation is B'nai Brith Youth Organization and Hillel student activities on university campuses. Despite the budget cuts, Frank Dimant, BBC's executive vice-president, told The CJN that all its social services, the League for Human Rights and the Institute for International Affairs remain intact.

B'nai Brith Canada is not funded by the National Budgeting Conference.

It claims a membership of 20,000, which would make it the largest Jewish dues-paying organization in Canada.

The budget cuts have reached deep within it. For example, the Canadian Jewish Lay Students Association lost two-thirds of its budget. Funding for the Jerusalem Pavilion, sponsored by B'nai Brith as part of Caravan, has been drastically cut.

"There's no doubt that we're operating very tightly and that everyone is working a lot harder," said Dimant.

Mark Sandler, chairman of the League for Human Rights, a volunteer, said the League has experienced some reduction in staff, but its operations have in no way been curtailed. In fact, the League has added a new activity, sponsorship of a national human rights print and visual contest for



high school and public school students. Brian Morris, chairman of the Institute for International Affairs, also a volunteer, said none of the Institute's operations have been affected.

The Charles Goldlust Human Rights Centre was completed in the fall of 1989. But fund-raising efforts to sell components within the two-storey addition have met with less success than BBC officials anticipated.

A major donor campaign being orchestrated by the Martin Group, a national fund raising consulting agency specializing in the not-for-profit sector, was aborted in December, 1989, after eight months of planning and an investment of some \$100,000.

In a letter dated Dec. 14 to lodge presidents, B'nai Brith Canada President Marilyn Wainberg said: "It is with deep sadness that we have to write to you regarding decisions taken by the District Administrative Board of B'nai Brith at our meeting on Dec. 10.

"As you know, the demands for fund raising on the Jewish community have been tremendous this year. The needs to fund Operation Exodus are massive. This combined with the recession have resulted in a shortfall in our own fund raising."

District operating on deficit

District 22 of the international order, (which stretches from Atlantic Canada to Alberta), has been operating on a deficit for the past several years. To add to this difficulty, a \$2.5 million mortgage was taken out in 1988 to finance construction of the new wing of B'nai Brith Canada's Downsview headquarters, as well as to renovate the existing facilities on Hove Street.

JCC forced to respond to allocation reduction

By PAUL LÜNGEN

TORONTO — "Are we the first Jewish agency that's crying the blues?" "Every organization has the same concerns and problems," says Paul Brownstein, executive director of the Jewish Community Centre.

For Brownstein, tough economic times have brought the JCC's financial situation to front and centre, though every effort is being made to spare the membership from the consequences of the current budgetary squeeze.

Most of its members will not notice the JCC's financial difficulties — if only because a conscious effort is being made to project an image of business as usual. But behind the scenes, budget planners are being forced to come to grips with a \$60,000 reduction in the Toronto Jewish Congress' (TJC) 1991 allocation and projected higher costs on everything from utilities to paper clips.

The response has been a combination of schemes to enhance revenues and cut costs. Fifteen people have been let go at the Centre's five branches, including both full-time and part-time employees ranging from a branch manager to secretarial and maintenance staff.

Plans to introduce day care at the Bloor Street branch have been put on hold indefinitely and most community programs have been frozen in place with no hope of expansion.

In other cost-cutting moves, staff salaries have also been frozen while cutbacks are planned for behind the scenes expenses — everything from less frequent garbage collection to the conserving office supplies.

On the revenue-enhancing side of the ledger, the Centre has offered a 20 per cent cut on fees in a bid to entice new members, while those renewing their membership saw the annual fees stay frozen for the first time in at least 20 years.

Up to \$300,000 is expected to be trimmed off the Centre's payroll, Brownstein said.

A large part of the reason for the financial crunch being felt by the Centre is the expected 10 per cent cut in the \$600,000 allocation it received last year from Toronto Jewish Congress, the community's fund-raising arm.

Even though Toronto's Jews have contributed funds in unprecedented amounts, reaching \$92 million in 1990, most of that (\$55 million) was raised in the Operation Exodus campaign for Soviet Jews settlement in Israel. Only \$37 was raised in the regular annual campaign — a drop from \$41 million the year before.

That means less is available for Canadian agencies and organizations, resulting in the 10 per cent cutback for the JCC's allocation in 1991. Coupled with inflation, the real cost could reach closer to 15 per cent.

While revenue is coming down, costs are going up: utilities are more expensive, inflation is up, the GST



JCC executive director Paul Brownstein

is boosting the costs of everything, pay equity provisions will raise the salaries of female employees and an expected new union contract may also contribute to higher costs, Brownstein said.

While the JCC (which includes the North Y, Bloor St. Y, North East/Valley branches, the Koffler Centre for the Arts and Leah Posluns Theatre) is bracing for leaner times ahead, things could be much worse, Brownstein says.

The \$60,000 shortfall is not catastrophic in the light of the agency's \$9 million budget, he says.

Funds received from TJC are earmarked for specific uses, he explained, such as programs for the disabled, a friendship club for the developmentally handicapped, day camp and membership scholarships (subsidies), singles programs, cultural events, Judaic and cultural programs and the annual book fair.

"We're not going to throw then out onto the street," Brownstein said. "The programs will continue," but the financial impact will be felt throughout the agency.

Where the JCC is really hurting is in its capital costs, he said. The Centre has a bank debt of more than \$5 million arising out of renovations and expansions in past years. That translates into a bank payment of about \$50,000 per month — or \$600,000 per year.

Pledges towards the Centre's capital fund have been received from a number of benefactors, "but we're not collecting," Brownstein said.

That means JCC's bank payments go only towards payment of interest and no debt will be made on the principal, stretching out the JCC's debt long into the future. With the economy in a downturn and with Operation Exodus laying claim to funds in the community, it would be crazy to restart a capital campaign at this point, the executive director added.

CJA still expecting increase

Fund raising stable in Winnipeg

By MYRON LOVE

WINNIPEG —

A survey of Winnipeg Jewish fund raising organizations revealed the recession has yet to take any large bite out of their revenues for the most part.

The consensus is that it may be harder to sell the larger campaigns in the spring but the small contributions continue to come in at the same rate as usual.

Typical was the response of Shira Waldman, executive director of the local chapter of the Canadian Technion Society. "We're running comparable to last year," she reports. "People are in the habit of making small donations for tribute cards. No one's going to quibble over \$5 or \$10 for a card."

With many of the local chapter's members south for the winter there are no campaigns going on. "People are rethinking their priorities," she says. "For a large campaign, we will have to be flexible in perhaps accepting donations paid out over time."

Both Bob Lapidus, executive director of Canadian Friends of the Hebrew University-Winnipeg Chapter, and Sharon Weinstein, president of the Hadassah-WIZO Council of Winnipeg, agree there has been little effect yet from the recession but they won't really know what effect there will be until they launch their major campaigns in the spring.

"We don't expect any big increases through our Youth Aliya Dinner in the spring," says Weinstein. "Our goal is to maintain the status quo. If we can maintain cur-

rent levels, we will be doing well."

Lapidus expects some negative impact from the recession and on the Hebrew University spring campaign. As well, he notes, people are committed to Operation Exodus. "Once we get going, I think the going will be harder but we think we will be close to reaching our goals."

The local chapter of Canadian Associates of Ben-Gurion University of the Negev had a major fund raising event in November which exceeded expectations. The guest speaker was Natan Sharansky.

Successful campaign

"Without him we might not have done quite as well," says executive director Anya Strauss. While she hasn't noticed any recessionary effects yet, she says the organization has lowered its expectations.

Shmuel Ben Shachar, shaliach of the Jewish National Fund here, says the annual High Holiday campaign was successful and trees continue to sell well, but the recession is being felt on the bigger fund raisers. "It's too bad this is happening at a crucial moment in our history," he says.

David Wilder, executive director of the Israel Bonds office in Winnipeg, is optimistic new instruments the organization has introduced will attract larger investors and more than make up

for any \$250 bond purchasers that are lost.

The official totals aren't in yet from the city's major campaign — the Combined Jewish Appeal — but it looks certain there will be increases over last year. "We've lost some business-related contributions," says Sheldon Zamick, the campaign director, "but card for card we're ahead of last year. The campaign has been quite successful."

Zamick feels the recession is as much perception as reality. "When you are inundated by the media about how bad times are, you come to believe it though your income hasn't been affected. Winnipeg is a stable community. People realize this is a recession, not a depression. We are satisfied with the way people have rallied around the campaign."

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Canada

Day schools hardest hit

Operation Exodus puts dent into TJC program budgets

CRUNCH
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on the Jewish communityBy
GIL KEZWER

TORONTO —

Owing to the nature of Toronto Jewish Congress's budgetary process — in which funds pledged to its United Jewish Appeal fund-raising arm in one year are collected and allocated for the next fiscal calendar — the effect of the current recession on the Jewish community's network of social service agencies will not be felt until 1991/1992, says TJC's senior planning official.

Because Operation Exodus has been given priority since last spring, TJC's 42 local and national beneficiary agencies and programs were already operating under fiscal restraint even before the economy went into a tailspin, Allan Reitzes, TJC's director of planning and allocations explained in an interview.

In an extraordinary display of generosity, Toronto Jewry donated or pledged \$57 million during the six-month Exodus drive, which ended in October.

But the unprecedented success of Operation Exodus was achieved in part at the expense of the regular UJA campaign, which fell several million short of repeating its \$40.8 million achievement of the previous year.

Due to the recession, it is unclear what percentage of donors will now be unable to honor their pledges.

On Nov. 12, when TJC officers approved their current fiscal year budget (covering July 1, 1990 to June 30, 1991), they cautiously decided to "hold back" five per cent from all local beneficiaries pending the receipt of outstanding pledges.

"We'll know in another couple of months if the holdback will become a cutback," Reitzes emphasized.

As the Toronto community's central fund-raising body, just over half of TJC's regular budget is given to Israel for social and welfare programs.

Last fall, in a foretaste of more cuts which may be on the plate in the future, TJC's community planning and allocations committee, chaired by Aaron Brotman, noted that all domestic agency budget requests could be met only by reducing TJC's overseas portion by 2.7 per cent.

The officers rejected that conclusion, reasoning that the needs of Soviet olim must prevail over local demands. Instead, 1.4 per cent was eliminated from domestic expenditures.

As well, the budget was augmented through the re-allocation of education funds unspent from the 1989-1990 fiscal year and a special distribution of TJC Endowment Funds monies.

So far for TJC, the retrenching has been relatively painless. But as noted above, the five per cent holdback may become a cutback this spring. A review of communal priorities is currently taking place for the coming fiscal year beginning July 1.

TJC executive director Steve Ain is emphatic about not reducing Toronto Jewry's allocation to Israel. With the pressing needs generated by mass aliyah and the damage done by recent Scud attacks, he declared, "We won't borrow for domestic."

TJC president Charlie Diamond concurred. "If we're the leading community organization, we have to lead the way. We can't tell any other organization to cut if we're not prepared to do so."

The hardest hit of TJC local beneficiaries have been day schools — one per cent was cut from education.

Tuition — paid in monthly instalments — provides the day school system with its principal source of revenue. Difficulties with collections are a good indicator of the impact of the recession on Jewish families across the city.

At present, two-thirds of the 6,235 students from Grades 1 to 13 at Board of Jewish Education-funded schools pay the full fee while one-third are assisted. The vast majority of the system's 2,300 nursery and kindergarten pre-schoolers pay full tuition.

It is the middle class — paying full fees which exceed \$5,000 per child per year — which is currently being hit the hardest.

In recent months, there has been a marked increase in the number of families applying to school tuition committees for a change of status.

School administrators are reluctant to discuss specifics lest the reporting of the scale of the problem encourage other parents caught in a cash squeeze to put a stop on their cheques.

"People are finding it generally harder to meet their commitments," Arthur Landa, the director of administration for the four branches of the Associated Hebrew Schools, conceded.

But he emphasized it is school policy not to penalize a child for his parents' inability to meet a financial commitment.

According to Bernie Shoub, direc-

tor of budget at the Board of Jewish Education, the increase in uncollectable cheques has been dramatic.

The problem will likely be exacerbated in the next academic year, he predicted.

Shoub said the shortfall caused by diminishing tuition payments would have to be made up by using surpluses, internal fund raising and increasing the schools' deficits.

If tuition fees were to go up next year in excess of the rate of inflation, that could force still more families to request subsidies.

But Steven Hacker, the administrator for the United Synagogue Day Schools' three campuses, says that, notwithstanding the school's \$500 per child non-refundable deposit due last month, it is still too early to determine if reenrollments are being affected.

TJC gives some funding to agencies like the Jewish Vocational Service, Senior Care, the Reena Foundation, the Bernard Betel Centre, the Jewish Family and Child Services, and the Jewish Community Centre, which serve a non-

sectarian clientele.

But those organizations receive the majority of their funding from the Ontario government and the United Way, both of which are capping expenditures and allocations as the recession worsens.

United Way president Anne Golden told The CJN that the nine Jewish social service agencies will receive the nearly \$3 million allocated to them this year as part of the UW's \$45.5 million campaign.

Like TJC, the United Way is still spending the money raised in the previous campaign when the economy was robust.

"What it means for the next year I cannot say," she warned. "Agencies should not expect significant increases if the present economic climate continues."

Charlie Diamond speculated how Toronto Jews will respond to a shrinking disposable income. Will it mean cancelling a family vacation, or pulling a child out of day school, he wondered.

"Hopefully, helping their fellow Jews will remain a priority."

Rising unemployment puts strain on Hamilton's Jewish social services

By
MOURA WOLPERT

HAMILTON —

When kosher food barrels were set up jointly by Hamilton Jewish Social Services and the Hamilton-Wentworth and Area Jewish Federation late last summer, it was partly in response to a need that had become increasingly apparent over the previous year, and partly as a means of educating the community about kashruth.

While still "a great educational tool," the food barrels have since then become "very, very useful" in helping Jewish Social Services cope with the results of the current recession, says director Carol Krames.

Her office has been "inundated," she says, "with people who have been laid off and are looking for help."

JSS resources are stretched to the limit. "A lot of the budget goes on relief and more and more people are coming in." In addition, a 15 per cent budget cut has meant "trimming expenses to bare essentials."

Hamilton, Krames points out, has been hit not only by the recession but by last summer's long Stelco strike, which affected the scrap business and other related industries.

Trucking and other businesses have been affected, companies are closing, and as a result, says Krames, "there are a lot of Jews who are scraping by on very low incomes."

Dispelling the general perception that this is a community of mainly affluent business and professional people, she further points out that there

are many Jews here in highly skilled manual jobs, such as tool and die makers and pipe fitters, as well as truck drivers and sales people on commission.

These, "and even some white collar workers," are the ones now coming to her office. Many, says Krames, are in their 40s and 50s and have never been on welfare. "They don't know what is going to happen to them."

Hardest hit are recent immigrants from the Soviet Union who have been sponsored by relatives, especially those affected by a new ruling under which they are neither able to work for the first year nor are eligible for any kind of social assistance.

In response to a recent appeal by JSS, Temple Anshe Sholom's social action committee raised \$11,000 for these Russian immigrants — "quite a feat, in view of the recession," stated chairman Alice Sorger.

The food barrel in the Temple's foyer is also being kept well-filled but apart from that, the only other noticeable effect of the recession so far, says Sorger, is that "begging letters are coming in faster than before," with some from "fly-by-night organizations no one has ever heard of."

Neither of Hamilton's other two congregations, the Orthodox Adas Israel and Conservative Beth Jacob, have so far been affected by the recession.

However, Rabbi Israel Silverman of Beth Jacob has noticed that bar and bat mitzvot "are not as elaborate as they used to be" and that there is beginning to be "some concern among people on fixed incomes."

But the recession is being felt, to some degree, by the schools.

At Beth Jacob, reports principal Gloria Silverman, "more scholarship funds are being allocated." Some people are asking for extensions on tuition payments, while others are unable to pay for the time being, she explains.

Rabbi Morton Green of Adas Israel Synagogue and dean of the Hamilton Hebrew Academy, notes that the recession has "definitely hit the school."

Tuition has been affected although "so far, we're OK," he says. "But if (the recession) continues, we may have to cut teaching staff next year. There's no two ways about it."

Yet, there is one positive note in all this gloom and it comes from Federation executive director, Claire Mandel.

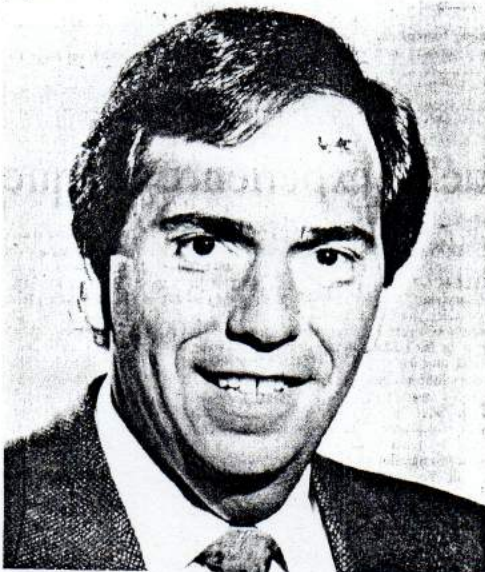
While she concedes that the UJA campaign has been affected to some degree, "on the whole, the community was able to maintain its gift level."

And "in our case," she adds, "Operation Exodus was not affected."

Furthermore, Mandel states "unequivocally" that not only was the Operation Exodus campaign successful, it also "did not affect any other campaign in the community."

Budgets are reviewed monthly "and there have been cuts based on cash flow" but these have not yet been "overly significant."

But, cautions Mandel, the recession is only just starting and "we won't really know how it will affect us until the start of the next campaign."



TJC executive director Steve Ain

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Canada

UJA, UIA launch emergency campaign

Economic downturn, war affect Israeli-based groups

By
RON CSILLAG

TORONTO — It's said good (and bad) things come in threes, but this triple whammy is testing even Toronto Jewry's enviable fund-raising apparatus: Between Operation Exodus, the recession and the emergency cash campaigns for Israel following the Iraqi Scud attacks, there's simply less money for the myriad of Israel-based organizations in the city.

Operation Exodus ended last October and Toronto Jewry donated or pledged \$57 million to the campaign.

About the same time, the economy began slowing down, which means less disposable income for individuals and hard times for charities.

Then, in January, the Scuds began raining on Israel and the money machinery kicked into high gear again. UJA and the United Israel Appeal launched an emergency campaign. This wasn't for pledges, but for hard cash, to be paid now.

Canadian Magen David Adom, which raises money for the Israeli version of the Red Cross, also went to the well for emergency relief supplies. The Tel Aviv Foundation appealed for money to help begin rebuilding the 1,000 or so buildings damaged or destroyed in the missile madness.

State of Israel Bonds got into the act, with an emergency blitz to raise \$10 million in securities immediately.

As if those weren't enough, tourism to Israel is decimated, unemployment is rising and Soviet Jews continue to pour in by the thousands. The nation's treasury, it's fair to assume, just won't have much more money for Israeli universities, schools and hospitals.

Those facilities may need more but it's likely that less will be raised here for them because of the economic climate and a community that's being tapped out. Across the board for Israel-based groups, 1991 will be a bullet-biting year.



Ben Prossin

• At the Jewish National Fund, pledges and cash are down between eight and 10 per cent, says director Ben Prossin. "That's considered not too bad," Prossin says, "what with Operation Exodus, the recession and the fact that our shaliach (Col. Joshua Bar-Am) had been ill for the last four months." (Bar-Am died earlier this month). Rather than pursue large gifts, JNF is stressing smaller donations and is gearing up for its annual Negev dinner on Sunday, Dec. 1. The organization is also marking its 90th anniversary this year. For 1991, "we're being cautiously optimistic," Prossin says. "We're sensitive to the fact that the recession and Operation Exodus have affected the community."

• "People are turning inward" during the recession, says Sheila Dropkin, national director of the Canadian Shaare Zedek Foundation. "They're not participating to the same extent in terms of galas. But we're finding that in times of crisis, people dig deeper." The foundation, which raises money for one of Israel's largest hospitals, also mounted an emergency drive after the Scud attacks. "We were very pleasantly surprised at the response," Dropkin says. But for normal fund raising, such as a planned concert in April, the founda-



tion has noted a marked drop in participation.

• The same pattern is being noticed at Na'amat, the women's group that raises money for a variety of social services, schools and day care centres in Israel, says executive director Lorraine Levene. "We're feeling the pinch in our capital campaign. That has come to a standstill." But Na'amat has also launched an emergency drive to resettle those whose homes were destroyed in the missile attacks, and for that, "people are finding the dollars. I certainly can't complain."

ORT pledges paid more slowly

• Ditto at Women's Canadian ORT (Organization for Rehabilitation through Training), which launched a special drive to repair several of its vocational and technical schools hit by Scuds in Tel Aviv. The campaign did very well, but overall, women's ORT "is a bit down," says national executive director Diane Uslaner. "We're finding that pledges made before the Gulf War are being paid more slowly." Uslaner says that ORT, and probably other organizations, will have to rethink what fund raising is all about in these lean times. "The old-time things, like \$500 per person dinners and fashion shows, don't work anymore. We'll have to get more serious and less frivolous."

• At the Canadian Friends of Hebrew University of Jerusalem, the most successful fund raiser among the Israeli universities, the current economic climate "is the worst we've seen since the 1981-82 recession," says executive vice-president Shimon Arbel. The Friends anticipate revenue for 1990-91 to be \$13 million, down from last year's \$14 million. Pledges will likely shrink to \$6.5 million from \$7.25 million last year. The organization has frozen salaries, cut back staff and put off equipment purchases. "It's a dramatic drop, but not draconian," Arbel notes. "We just have to do more with less." Overall, donations are off between 15 and 20 per cent, despite December's lavish dinner honoring financier Conrad Black. A dinner in Montreal in May will pay tribute to Power Corp. chairman Paul Desmarais. Arbel says the good news is that the Friends have been able to keep expenses to below nine per cent of income.

• This year, "it's going to hurt" at the Canadian Friends of Tel Aviv University, notes national director Seymour Aron. Last year, the Friends took in a record \$1.5 million for Israel's largest university, up from \$800,000 in 1989. But in 1991, "I'd be happy to accept a decrease of \$500,000," Aron says. "There are a number of solid supporters who suddenly can't afford their commitments or have put them on hold." The current pinch couldn't have come at a worse time, he adds, because Tel Aviv is a favored place to live by thousands of Soviet immigrants, while the university is keen to snap up as many Soviet professors as it can.

• Donations to the Canadian Friends of Haifa University are down by "at

least" 30 per cent over last year, according to national director Fran Yacoubov. Because the Friends put its fund-raising campaign on hold last year to make room for Operation Exodus, "the money just isn't coming in now. We're doing the best we can, but we're very down." Yacoubov adds that a planned fund-raising evening for May 3 has been cancelled because of the economic pinch.

• Payment and redemption of pledges at the Canadian Society for the Weizmann Institute of Science "have been seriously affected" because of the economy, says the society's Gloria Snow. Although it's "science as usual" at one of the world's most prestigious institutes of higher learning, donations to the Canadian arm are falling off from last year's cash gifts of \$4 million and pledges of \$2 million, Snow says. There will be no major fund-raising campaign this year, she adds.

• The recession "is going to hurt a lot" at the Canadian Friends of Bar-Ilan University, where donations are expected to drop off this year by at

least 20 per cent, says national director Meir Rottem. In 1989, the Friends raised some \$1.2 million, while the goal for 1990 was \$3 million. In a city with so many "Canadian friends" groups, Rottem says his organization must redouble its efforts to maintain what he calls a qualitative edge over the others. Located just outside Tel Aviv, the university is attracting Soviet immigrants in droves and "that's an opportunity we can't miss. Unfortunately, the recession and absorption [of immigrants] came at the same time." On March 18, the university's dean of students, Rabbi Pincus Hyman, formerly of Calgary, will be in Toronto to whip up support.

Park. The honoree will be Rabbi Gunther Plaut, in whose name a chair in project management for a Soviet scholar will be announced.



Mannie Shimon

• Considering what's going on elsewhere, the news is not too bad at the Canadian Technion Society. Cash revenues were \$3 million in 1990, compared with \$2.8 million the year before, while pledges last year were also \$3 million, down from \$4.3 million '89. But national director Mannie Shimon explains that pledges, especially large ones, are often paid out over several years. This year will feature the society's biennial fund-raising drive, and because about 20 per cent of Russian olim are engineers who want to continue their training, the society will mount a Russian Absorption Campaign soon to raise at least \$1 million. "I'm very optimistic," Shimon says. "We've been quick off the mark."

Technion revenues down from 1989

• Officials at the Canadian Associates of Ben-Gurion University of the Negev are tight-lipped about their fiscal plight. "We're not really that down," says Toronto executive director Claire Horowitz. "People want to express their solidarity. We're going ahead with fund raising and we're asking people to pay their pledges. So far, there's been a good response." A dinner last November, featuring Natan Scharansky, did not raise as much funds as were hoped, but the Associates feel any slack will be taken up by another dinner, scheduled for April 24 at the Inn on the



Canadian Friends of Hebrew University is receiving fewer donations this year to help the Israeli university. The university's Mount Scopus campus is seen here from an aerial view.

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Canada

Recession has not yet hit province

Vancouver Jewish community fund-raising successful



By MAURICE LUCOW
VANCOUVER —

The recession "horror stories" heard here from Toronto and the rest of central Canada do not apply to British Columbia — at least not yet.

That's the word from economists and from the B.C. government who claim that the province had one of the strongest provincial economies last year, thanks to greatly increased immigration, especially from other provinces, and due to an increasing flow of exports to Japan and the rest of the Pacific Rim.

The government's latest economic report says that the current situation suggests that growth in the economy is "slowing," because it is being dragged down by central Canada and by the generally weak North American economy. "But the momentum of the past few years will help ensure that B.C. will continue to record a moderate pace of economic growth," says the report.

All of this is good news for the burgeoning local Jewish community, which is having great success in its fund-raising campaigns.

The Jewish Federation of Greater Vancouver has raised \$3,910,000 in its regular Combined Jewish Appeal campaign, plus \$3,518,544 for Operation Exodus (canvassed on a three-year pledge). The Federation hopes to reach its 1990-91 goal of \$4,359,919. Of this amount, \$1,757,790 is for the United Israel Appeal of Canada, as a regular allocation and not including Operation Exodus. Total local agency allocation are budgeted at \$1,171,860.

Israel Bonds chalked up sales of \$7.5 million in U.S. funds, an increase of more than \$2 million over 1989.

The Vancouver Jewish Community Centre is expanding at a total cost of \$6.5 million and there are hopes to complete construction work within

12 to 18 months. The capital campaign was halted temporarily because of Operation Exodus but, if all goes well, a "select" campaign will get under way shortly for \$2 million, preceding the major campaign, which has already been promised funds by Go B.C., the provincial lottery.

The Louis Brier Home (Vancouver's Baycrest) is optimistic about raising another \$4 million, required to complete its \$8.5 million expansion program.

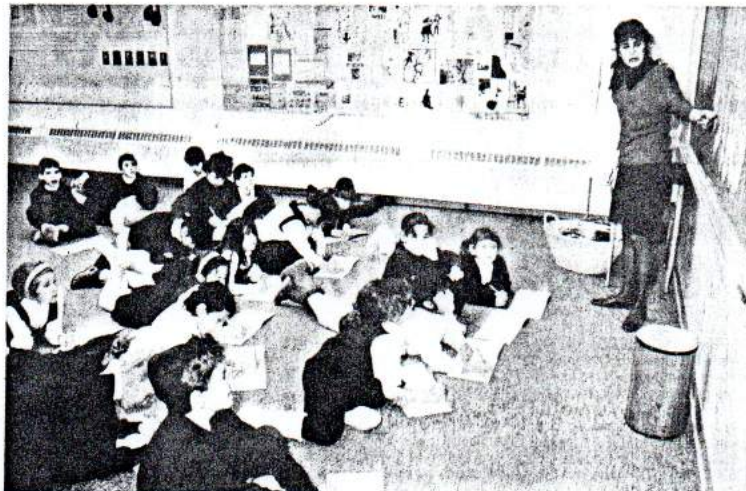


Steve Drysdale

On top of this, the Federation executive director, Steven Drysdale, reports that "we have had a better experience than other communities in cash collections, particularly for Operation Exodus." The recession, he noted, "has hit B.C. somewhat later than elsewhere and it is hard to judge if it has hit as hard or if it will."

Drysdale stressed, however, that if additional emergency campaigning for Israel is necessary because of the war, "we will most likely invoke a moratorium on other fund raising until we can assess the situation."

At the Federation's recent annual meeting, the retiring president, Daniel Pekarsky, cautioned that be-



Class in progress in Talmud Torah School's new wing. [Robert Edel photo]

cause of "economic uncertainty of the future," and increasing demands on the Federation, there will have to be careful evaluation of programming. Therefore, says Drysdale, existing services must be prioritized and the original six per cent increase scheduled for the agencies may have to be reconsidered, because of the Exodus campaign. Thus the original 1990-91 budget projections will be scrutinized and probably revised."

But Karl Taussig, president of the Jewish Community Centre, who has lived in Vancouver for 32 years, says past experience shows the curves of the local economy go up and down but are never flat. "It's never good and never really bad," he said.

Ken Levitt, administrator of the Louis Brier Home, said "I'm always optimistic. I'm sure we'll meet our goal." He's hoping the corporate community will help complete the campaign.

The Louis Brier Home was built in 1946, specifically as a retirement place for indigents. Louis Brier was an unknown philanthropist who left a sizeable estate when he died. The nature of the place has changed, and it serves now as a home for the elderly and as a hospital, and anyone who qualifies under provincial standards can seek admission.

The campaign has been promised a capital grant by the Vancouver regional district. It has a global operating budget of \$5 million and "we live within it." The provincial government, which Levitt describes as "a good partner," provides operating funds but not to the level the board feels necessary to give residents the service they should have "so there's always a need for fund raising" to meet the budget.

Taussig, president of the Jewish Community Centre, said membership is increasing so rapidly that there's a tremendous pressure on space. One phase of expansion was completed a couple of years ago and now, the one-

storey building will "go up" so that no more land will be needed. He said it's hoped the expansion will provide sufficient space for at least the next 25 years.

The new addition will permit space for a Holocaust memorial centre, a 350-seat theatre, a larger, updated pool, more space for educational programs — especially for pre-school children who can't all be accommodated now, and better facilities for adult education programs (including English as a Second Language — ESL), and for regular activities.

The JCC is home for the Federation, Canadian Jewish Congress, the Golden Age Club, an art gallery and has the only kosher restaurant in Vancouver. It houses the Jewish Festival of the Arts Society, the Jewish Historical Society, the Jewish Music Society, the National Council of Jewish Women, Hadassah-WIZO, the Canadian Zionist Federation, Russian Jewish Seniors, a number of Israel-based organizations and other activity groups. In effect, it's Vancouver's version of Toronto's Lipa Green Building and Jewish Community Centre but under one roof.

An indication of the rapid increase in Vancouver's Jewish population is the growing attendance at the Jewish day schools, whose allocation from the federation has been increased in the 1990-91 year by 15.9 per cent to \$429,170.

The 50-year-old Talmud Torah, with 511 students, is one of the largest elementary schools in the province. It recently completed a second floor addition. A new gym and auditorium should be ready by the fall. The Talmud Torah will also open in Richmond and has an allocation from Federation of \$69,000 to help with the startup. This is in addition to its \$374,000 allocation.

The Maimonides Hebrew High School, with 32 students, will get bigger as Talmud Torah students move up and will likely require greater

funding from Federation. The allocation now is \$30,000.

The other day school, the Hebrew Academy, has 106 students and gets \$25,170.

Federation also funds afternoon schools and in all, the budget for Jewish education is \$570,845, covering 1,243 students, according to Jean Gerber, director of planning and allocations.

In addition, the Jewish Community Centre operates the Shalom Preschool and adult education programs, especially ESL for immigrants, which are funded from its federation allocation of \$260,000.

The Jewish Family Services Agency, another major Federation beneficiary, looks after an extensive social services program including a food bank, family counselling, teen programs, assistance for seniors and a program for Soviet Jews who have come to Vancouver. Funding is in the \$145,000 range with extra going to Soviet seniors.

Through its New Connections program, the JFS operates a job bank, which has helped place Soviet Jews and other newcomers to the city. Rate of placement is about 50 per cent.

The JFS food bank delivers about 104 hampers each month to 180 individuals — 55 singles, 15 couples and 30 families. These are people mainly on fixed incomes, the working poor, plus some who are on welfare.

At last count, there were 5,200 households in the Greater Vancouver Regional District with at least one Jewish member. The population is close to 20,000, 23 per cent of whom are over 50 and 11 per cent over 65.

Vancouver has a thriving, vibrant Jewish community and Jewish life. Canadian Jewish Congress, with a minuscule staff, plays an important role in community relations and the office here serves the entire province. It is funded through the National Budgeting Conference.



The Jewish Family Services Agency's kosher food bank delivers food to people shut in their home during a heavy snowfall. [Robert Edel photo]

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Canada

Priority for elderly, poor, education

Montreal community agencies feel effects of recession



By
JANICE ARNOLD

MONTREAL — Local agencies that are beneficiaries of Combined Jewish Appeal can expect a 5-7 per cent reduction in their allocations in 1990-91 Allied Jewish Community Services budget, due April 1, said AJCS executive director John Fishel.

The 1990 CJA total barely matched the \$34 million raised in the 1989 campaign, he said. Almost 60 per cent of that goes to Israel.

The parallel Operation Exodus drive, was launched simultaneously with the CJA last spring, instead of in the fall as usual, and raised \$30 million. Fishel speculates this extraordinary campaign may have detracted somewhat from the CJA.

AJCS's lengthy budget process, which began in September, continues. Fishel said those agencies that work in areas deemed community priorities will be less severely cut. These areas are the frail elderly, Jewish education and "vulnerable families," including the poor. He would not specify which of the 19 agencies can expect the worst.

Collections for last year's campaign have been "relatively good," Fishel said, indicating the Gulf crisis and the Soviet immigration apparently helped convince people to pay up. And the early start of the campaign has put the budgeting process ahead of schedule.

Fishel, however, does not minimize the possible effect a prolonged recession could have maintaining community institutions. "No one is fully recession-proof. A number of businesses have been impacted dramatically, both in the manufacturing and service industries... Inflation and the GST are factors that alone can have an effect even without an economic downturn."

Assistant executive director Nancy Rosenfeld said agencies were asked to present a "core budget and float," that is, the 80 per cent core portion, would represent the absolute minimum the agency felt it could get by on.

"Resources are not unlimited. Some creativity and prudence is required," Fishel said. To help agencies operate in a more business-like manner, a committee of the agencies and AJCS has been set up to look into ways of saving money, such as through joint purchases or increasing fees for services.

This year's CJA is expected to begin at its normal fall date, with no repeat of Operation Exodus.

No matter how long the recession lasts, AJCS is studying the financial requirements and fund-raising capacity of the Montreal Jewish community over the long term, and the effect.

The recession is being felt at the Israel-based fund-raising organizations, but not among the top category of donations, says Carolyn Steinman, Montreal director of the Canadian Friends of the Hebrew University of Jerusalem and chairman of a committee of such organizations.

She said her organization has seen no diminution of its receipts of gifts of at least \$500,000, and plans are going ahead for a spring dinner in honor of Quebec industrial Paul Desmarais, which it is hoped will raise \$2 million. She termed 1990 as an

"excellent" year. The very wealthy, she thinks, are not hard hit by economic cycles.

A slowdown can be seen in the everyday small gifts, she said. "We're just not getting as many phone calls."

Smaller Israel-based organizations are suffering more than the well-established Hebrew U Friends, she suspects, because they "never had major gifts to begin with." The Gulf War, however, has helped some organizations, such as Shaare Zedek Hospital and Magen David Adom, that offer direct services to those injured by missile attacks, Steinman said.

The Quebec office of B'nai Brith is feeling the economic pinch these days. The staff has been reduced to three with the elimination of one position, and the organization moved to smaller quarters this year.

A serious blow was the cancellation of last November's dinner to Steinberg chief Michel Gaucher. These annual testimonials are the major fund raising of BB in Quebec. Regional director Yechiel Glustein said Gaucher bowed out for "personal reasons," although it was well publicized at the time Steinberg was having some financial problems.

Programs have not been cut

Glustein said demands on the community in Operation Exodus have also made it more difficult to fund raise. Nevertheless, he said no programs have been cut and volunteers are relied upon more than ever to get the work done. BB has about 3,000 members in Montreal, he said.

BBYO has been given a reprieve in Montreal, after parents, alumni and lodge members pledged to help bail it out, he said.

"I'm not pessimistic... We're trying to do our best just to hang in there."

At Canadian Jewish Congress, Quebec Region executive director Michael Crefinthen said that all regions have been warned by the National Budgeting Conference to expect cuts. He expects to receive more details at an NBC meeting in Ottawa March 12.

"At this point, our budget status is up in the air. I've prepared a very lean budget, but I'm just waiting and seeing. You could say I'm cautiously vigilant."

The other major national Jewish organization, the Canadian Zionist Federation, which has its head office in Montreal, continues to be mired in money woes that well predate the recession.

The good news is that CZF has halved its deficit to about \$400,000, said Barry Brodwin, former comptroller who continues to serve as financial consultant.

The CZF problems grew critical a couple of years ago when the World Zionist Organization severely cut the

CZF's budget. The CZF continues to operate without a national director and recently reduced its office space by 40 per cent.

With no further cuts expected in the budget it will receive from the WZO in April, Brodwin described the CZF's situation as "stabilizing." The officers have been successful in raising some funds in Canada, he said to offset the debt.

"The CZF does not have the activities it used to have, and what it does have are either self-financing or low cost. But no regional offices have closed."

At the grassroots level, that the recession is affecting Montreal Jews is manifesting itself in a number of ways.

Jewish Family Services has seen an increase in the number of requests for its financial supplementation program.

The YM-YWHA is receiving more requests for subsidized memberships, said assistant executive director Monette Malewski. In addition, there is greater demand for services from more disadvantaged segments of the community.

This is becoming difficult to meet because last year the number of higher-priced donor categories of membership fell off, and in the last two or three months regular member-

ships has dropped off as well, she said.

The Y relies heavily on membership fees because AJCS contributes only 11 per cent of its annual budget, she said.

Malewski feels the extra demand of Operation Exodus, compounded by a weak economy, have taken their toll on the higher categories of members.

Branch closing

The Y is closing its Davis branch in Cote St. Luc in June after some 25 years at that location and has put off indefinitely plans to build a home for its West Island branch. Instead, it is looking for better rented premises. And although it is not flourishing, the Y feels an obligation to keep open its Laval branch to serve the 7,000 Jews remaining there.

"We're looking at our budget to find creative ways of doing more for less," she said.

Hard times are showing up at the Jewish day schools in the form of parents not coming through with their monthly payments.

Reform shul seeking solutions to keep congregation functioning

By
DAVID LAZARUS

MONTREAL — One of only two Reform congregations in the Montreal area is in a state of "financial tightening" and may have to consider some creative solutions to keep its congregation functioning.

The 30-year-old Rodeph Shalom synagogue in Dollard des Ormeaux has not renewed the contract of its spiritual leader, Rabbi Larry Kaplan.

But Rabbi Kaplan, 61, said in an interview with The CJN that he will be leaving June 30 after four years of service because of health considerations for himself and his wife. He said he will be seeking the friendlier climes and a new position as a rabbi in his native United States.

But individuals familiar with the situation at the synagogue said the congregation was seeking ways to extricate itself from financial problems that may be threatening its future viability.

One possibility said to have been discussed was some sort of amalgamation with the much larger Reform congregation in Montreal, the Temple Emanuel/Beth Shalom.

June Weiss, president of the Rodeph Shalom, declined to comment on the synagogue's health, saying it would be a "waste of time" prior to the June 3 meeting of the synagogue's board of directors.

Weiss, however, did not outright

deny rumors that the Rodeph Shalom was seeking ways to keep itself afloat. But the trouble with rumors is that they "can start and bounce around so quickly it's almost a sin," she said.

Besides, she said, whether the subject comes up at all "depends on what happens" between now and June 3. "It's a tough market out there."

The annual meeting, and not before, would be the time for any such issue to come under discussion, she repeated.

The departure of Kaplan "leaves all sorts of rumbles in the foundation" and the synagogue "has an adjustment to make," Weiss acknowledged, but that applies to all synagogues when rabbis leave.

Schools operating

She also declined to comment on whether ideological differences between the congregation and Kaplan was a factor in his departure.

Weiss did want to make the point, however, that the Reform congregation's nursery school and afternoon school were still functioning routinely, as was the synagogue.

And Weiss was confident that the Rodeph Shalom would continue to function since it was "created slowly and deliberately" and "a synagogue to me is never-ending."

As well, she noted, any future theoretical change to the synagogue's

"I have no facts and figures yet, but we are getting more NSF cheques than ever before," said Association of Jewish Day Schools executive director Joseph Rabinovitch.

The actual number of requests for reduced fees may not have increased, but families whose children are already receiving scholarships are asking for larger ones, he said.

The pre-registration for next year won't be completed until the end of February, but Rabinovitch said he does not anticipate any reduction in overall enrolment.

Among synagogues, conditions vary widely, but Synagogue Council of Greater Montreal vice-president Edward Wolkove does not see much evidence of the recession. He pointed to multi-million-dollar expansions completed at the Beth Tikvah in Dollard des Ormeaux and the Beth Zion in Cote St. Luc. Plans are going ahead for the construction of a new Conservative synagogue in DDO, Adat Re'im.

Those that are hurting were doing so before the recession started, he said, namely, those congregations east of Decarie Blvd., which are aging and suffering from the shift of the Jewish population westward.

Generally, though young people seem to be maintaining synagogue memberships, he said.

status or any Reform synagogue's status needs the involvement of the Union of American Hebrew Congregations.

Membership at the Rodeph Shalom, Weiss said, has seen no "growth" in recent years and stands at around 80 families, including 70 children enrolled in the nursery and 40 in the afternoon school.

A relatively recent arrival to the West Island, the four-year-old Conservative Adat Re'im Synagogue, has drawn away a "few" of the Rodeph Shalom's congregants but not an appreciable number, she said.

The most popular synagogue seeing steady growth has been the Orthodox Beth Tikvah Synagogue.

For his part, Rabbi Kaplan said it would be "inappropriate" to comment on the synagogue's situation since it's a "very delicate time for the congregation" and he did not want to influence the synagogue's future seeing that he was leaving.

But he did feel that his time as spiritual leader has "ultimately served to strengthen the congregation."

Another factor Kaplan mentioned for his leaving was the political uncertainty in the province. "I'm at a point in my life where I would like a sense of solid ground. There are questions about the future here."

He said he and his wife, Phyllis, would depart Montreal by the end of June even if the synagogue had not yet hired a successor.

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CRUNCH
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Last in the series

Operations streamlined in Ottawa community

By
RANDY FISHER

OTTAWA — Ottawa may be considered by some to be a sleepy hollow, but when it comes to giving, it's way ahead of the pack. Even with the double-whammy of the recession and Operation Exodus, it's steady as she goes in the Ottawa fund-raising sweepstakes.

"The regular campaign was fairly flat with a three per cent rise," said Gerry Kaufman, executive director of the Jewish Community Council. Operation Exodus was a big winner last year, as giving totals "matched" 100 per cent of the total monies raised for the regular campaign, Kaufman said. He would not reveal any dollar amounts.

The three per cent rise in regular campaign contributions will be eroded by inflation, Kaufman said. "It barely meets our basic needs."

As such, the community will be streamlining community operations before chopping any programs. The budgets for this year are being prepared. Said Kaufman: "We're looking for more efficiencies in administration."

The jury is still out as to why the community was unable to raise more than three per cent more than last year's regular campaign, despite the fact that Ottawa is Canada's fastest growing Jewish community. Kaufman said the campaign results were being analyzed.

Stephen Victor, a past-president of the Vaad, may have the answer. Newcomers from Toronto and Montreal just aren't giving, he said in a profile interview with The CJN.

"I think they could have a positive effect, but the problem is that they demand greater services and these young people do not have the means, or do not wish to contribute to pay for [existing and future] services," he said.

"An effort has to be made to raise their level of giving to the UJA," Eric Weiner, president of Ottawa's

relatively small Tamir Foundation (supporting a group home for developmentally handicapped adults) said that his organization has had to "work harder" to raise money in the face of the recession.

"Donations have probably fallen by about six to seven per cent," he said. The competing demands of the recession and Operation Exodus notwithstanding, "people who have it in their heart to give are going to give no matter what," said Weiner.

To make up for the shortfall, "we're negotiating with the government for some ongoing funding," he said. Approximately 10 per cent of Tamir's funding will come from the Vaad, and "we've even had resort to bingo," said Weiner.

Abe Engel, executive director of Israel Bonds for Ottawa and Eastern Ontario region said last year's sales were "up substantially."

"We've had a 47 per cent increase over last year, Engel said. "True, the recession has had a negative impact, but Israel Bonds are a proven and competitive investment vehicle."

"You'd do better with Israel Bonds than if you bought Campeau stock," Engel added.

UJA campaign director Neil Silvert hasn't seen any major problems either. "We're still ahead. Our cash flow is good," he said. "There's a high level of commitment here."

Co-chairman of Hadassah-WIZO's wintertime wonderfest A Taste of Chocolate, Miriam Silvert, teacher and professional storyteller, said the exhibit drew 3,500 people and nearly doubled sales (in the low five figures) over last year.

"It was our best year yet," she said. "You wouldn't have known there was a recession."

Silvert feels that the community could have tried harder to come to the event.

"Unfortunately, the Jewish community doesn't support it. The Jewish people who come out are (almost exclusively) Hadassah-WIZO," she said. "That's strange."



Stephen Victor (Randy Fisher photo)

In Calgary:

Shivat Zion campaign a success

CALGARY — The significance of creating a sense of identification with the central Jewish Federation among all the Jewish agencies and organizations in the community, was underscored recently by Drew Staffenberg, executive director of the Calgary Jewish Community Council (which is the Calgary Federation).

If the Federation is successful in building up this sense of belonging, the various components in the community will "buy into" its activities, and especially into the campaign, to make it work, she said.

Staffenberg spoke at a meeting of federation executives and campaign directors from communities in Western Canada, held in Vancouver at the end of January.

He referred specifically to Calgary's Shivat Zion — Operation Exodus campaign 1990, which raised \$1.6 million for Exodus on top of \$1.5 million for the regular UJA campaign. The result for the regular campaign alone was 17.5 per cent higher than the previous year.

For a community the size of Calgary, with about 5,000 Jews, this was undoubtedly an outstanding result, and a fine starting point for this year's campaign, which will be launched in the next few weeks. Calgary is the only community in Canada which runs a UJA campaign in the spring.

Staffenberg said it took two to three years to get the message across that the Federation is actively seeking the involvement of all agencies, their board members and workers. Gradually, through a process of communicating "ventilation," in which people could express what was bothering them, a sense of networking was established, creating the necessary support.

"I regard the campaign as a barometer of how the community feels about itself," Staffenberg said. "It's not just raising dollars."

The community, including its agencies, endorsed the special Shivat Zion campaign because they realized the needs of the massive Soviet aliyah, but also because they understood that it would expand the campaign's overall base into the future, which will benefit them as well in the long run. This created a "win-win" situation.

Lesley Jacobson, Calgary's resource development director, provided further information on the Shivat Zion campaign. She wrote:

"Hal Joffe, then president of the Calgary Jewish Community Council, set the ball rolling in two ways. First he recruited a super-dynamic UJA campaign leadership team combining dedication to the community, leadership ability and youth. Together with his professional staff, Joffe drafted a resolution which affirmed Calgary's support for the massive Soviet aliyah to Israel."

The resolution stated: "Be it resolved that we seize this historic opportunity to assist in the immigration and absorption (Klitah) in Israel of the Jews of the Soviet Union and Ethiopia; and be it further resolved that in order to achieve these ends the UJA campaign be charged with the responsibility of raising Calgary Jewry's fair



Calgary's Shivat Zion—Operation Exodus campaign was a success for that community of about 5,000 Jews. From left are campaign chairs, Larry Martin, Faith Riback, and David Martin.

share required by the state of Israel at this historical moment, while at the same time continuing to meet our local, national and other international needs."

Jacobson observed: "As a method of building community consensus, the resolution was first presented to the Federation executive, which approved it unanimously. It was then presented to the boards of every constituent agency who gave their support. Finally, the resolution was unanimously endorsed by the Federation's board of directors."

"Every constituent agency was invited to join the community fact finding mission which travelled to Israel in March. Led by veteran leader Joe Spier, the mission comprised participants from divergent community institutions, all of whom actively participated in the campaign upon their return."

"In January," Jacobson stated, "our new campaign leadership took over. Faith Riback and brothers David and Larry Martin developed campaign cabinets that reached into every level of the community, including past leaders."

"Community leadership adopted the concept of Operation Exodus but felt that something more was part of it: the return to the Jewish homeland, as expressed in Israel's Declaration of Independence.

"Consequently, we adjusted the

Exodus logo to reflect our personal concept of it. Thus was born our Shivat Zion/Operation Exodus logo, and it soon became synonymous with every CJCC letter and publication."

"The week after Pesach, Calgary inaugurated its 1990 UJA campaign by conducting a Freedom Seder. A special Haggadah was written to reflect this modern exodus. A special surprise had been planned for after the festive meal. The video presentation *Anna and Lena* was projected onto large screens, and at its conclusion the diminutive Lena Kuna, a Soviet immigrant to Israel, stepped to the podium. People were moved to tears. Two thirds of our \$3 million plus campaign was pledged that evening."

"To maintain momentum, mailings of our Shivat Zion Update provided information regarding this aliyah which were not available through the general media. As well, a large portion of our monthly newsletter, Dor L'Dor, was, and still is, devoted to Shivat Zion."

"Super Sunday, under the direction of Lou Bracey, was successful as never before. Faith, David and Larry maintained high profiles whenever and wherever Calgary Jews met. Nobody was ignored, everyone was listened to. To celebrate this enthusiasm, a Campaign '90 booklet was produced, under the talented direction of Marilyn Sheftel."

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