

WILL A GLOBAL FINANCIAL CRISIS BECOME A LOCAL JEWISH COMMUNITY CRISIS?



On the eve of Pesach, in this unprecedented period of financial turmoil, JCA and its member organisations are seeking to use this period of adversity to make our community more robust and sustainable. We are also looking at how we can support each other when our community's demand for our members' services has never been greater.

Despite these challenges, the JCA's collective leadership have committed to work together to ensure that each organisation has enough financial and human capacity to survive these turbulent times. Our members have taken it upon themselves to operate as efficiently and effectively as they can.

These improvement opportunities are difficult to capture and often require communal cooperation. In many cases they are ours to take on collectively.

A working group of the Presidents of our largest member organisations combined with a number of our Executive Committee has been established to oversee this improvement and rejuvenation initiative. Their goals include:

- Finding effective ways to consolidate resources in order to save communal funds,
- Identifying ways that organisations can improve their own effectiveness and efficiency,

- Identifying how the community's changing priorities are identified, funded and addressed, and
- Using the process itself to reinforce the notion that Presidents sitting around the Board of Governors table are not only accountable to their members, but also to each other, for the performance of their organisation.

If ever there is a time to heed the age old wisdom that 'charity begins at home', it is now. With this firmly in mind, the JCA family is leading by example to assure you, our donors, that we are individually and collectively committed to serving the community in the most effective and efficient way possible. With your support and our resolve, we can ensure that our community is cared for and supported through any crisis we may face today, tomorrow, forever.

Wishing you chag sameach and a healthy Pesach.

David Balkin
President, Jewish Communal Appeal

Jewish Communal Appeal



We wish you and your family
a healthy and happy Passover

YOU + JCA

SUPPORT WHERE IT'S NEEDED MOST

www.jca.org.au

SUCCESSFULLY RELOCATING WITH PROJECT SYDNEY - OUR COMMUNITY WELCOMES THE BERTASSO FAMILY



Cherise and Marcello Bertasso and their two children, Jordan and Chiara moved to Sydney from South Africa in October 2008 and live in St Ives. Having not been on the usual "look-see", this was the family's first time in Sydney. Support from Project Sydney was therefore crucial. The result was a comfortable transition to a foreign country and a warm welcome from the Jewish community.

"Selwyn Shapiro (Project Sydney's director) called me on a regular basis and provided advice and assistance as well as introductions to schools and various other people," Cherise said. "Selwyn was always there to listen to our questions and would always make an effort to answer them – he was amazing."

The Bertassos enjoy their life in Sydney, and have found the North Shore Jewish community extremely welcoming. Cherise notes how her children have settled comfortably in at school and credits "the most wonderful people" in the community for making their first few months in Australia so fantastic.

Cherise loves the Australian way of life and is quick to emphasise how grateful she is to Project Sydney for helping her family through their immigration. "Project Sydney gave us a feeling of warmth and comfort during our transition period."

Project Sydney has supported a number of families through their immigration experience. Assistance includes introductions to potential employers, introductions to Jewish families in Sydney, tours around Sydney, meetings with Jewish Day Schools and general assistance with dealing with the overall challenges of moving to a new country.

This initiative, that began in September 2007, is coordinated by the JCA and NSW Jewish Board of Deputies. Project Sydney has welcomed 85 new immigrants to date and anticipates many more through 2009.

For more information on Project Sydney, visit www.projectsydney.com.au or contact Selwyn Shapiro at selwyn@jca.org.au.

Dear Selwyn,

Words cannot begin to describe what a blessing you and project Sydney have been in our lives. From the first moment we contacted you, back in February 2008, whilst we were still in Johannesburg, you have been amazing.

We and those who's lives you touch are truly blessed. Your never-ending support has made our transition and relocation to Sydney a lot easier than we could have ever imagined.

Thank you for your advice, your wise words and for listening and helping us remain focussed on the long journey we undertook. It is immeasurable the value we have placed on your friendship. We are very grateful for your help in opening doors and introducing our family to the most wonderful people who have also made our first two months in Australia so wonderful.

Selwyn, from the bottom of our hearts thank you.

Yours in gratitude

Cherise & Marcello Bertasso





NEW APPEAL CHAIRMAN FOR JCA 2009 CAMPAIGN

A wealth of communal experience, a passion for community and the dedication to ensure that people are engaged appropriately is the ideal recipe for an Appeal Chairman. Peter Philippsohn is then, the ideal person.



As a founder member of Mount Sinai College, Peter's communal experience began 29 years ago. As President for its inaugural four years, Peter was instrumental in growing and nurturing the College together with fellow board members and staff, making it the formidable education institution it is today, servicing one of our largest growing Jewish communities in Sydney's South East.

Peter is also no stranger to JCA. Since 1998, he has served on the Allocations Committee, Status Committee, Building and Capital Committee and the Planning Committee which initiates and implements projects to ensure our communal sustainability in New South Wales and ACT.

Moving into this challenging position in a difficult economic climate, Peter is optimistic about his role in upcoming fundraising campaigns. "Together with a strong JCA Executive, Appeal Board and supported by office staff I am looking forward to working with the community to ensure that we are able to help those who need it most," said Philippsohn.

"It's during a difficult financial climate that the less fortunate feel the pain even more. We who can afford to, need to do more and not less." 🌟



NURTURING OUR RELATIONSHIPS WITH YOU

JCA recently welcomed on board the newest member of its team, Deborah Beder. Deborah's role as Donor Relations Manager will encompass working to facilitate the expansion of JCA's Endowment Program as well as continuing to nurture the relationships with our major donors and loyal supporters.

Deborah has a long association with the not-for profit sector and is highly experienced having held numerous positions in the fundraising arena. Prior to joining JCA she has held positions including Marketing and Development Manager at the Fundraising Institute of Australia, Manager at the Woolcock Institute of Medical Research and Director NSW Fundraising of the National Heart Foundation of Australia.



Deborah brings with her to JCA a high level of leadership, management and people skills in the field of donor relations. Having worked with donors of all calibres for a number of years, Deborah is highly sensitive to the needs of donors as well as the necessity to match these needs with the goals of an organisation to create a symbiotic relationship for all parties. With the knowledge and expertise of our newest team member and the ongoing support from our loyal donors, together we can build a stronger, sustainable Jewish community today, tomorrow and forever. 🌟



CAMPAIGN 2008 UPDATE

To all who have donated to us in the 2008 campaign, we would like to say a heart felt thank you. In these difficult times, your support to those in need is so appreciated.

JCA's Campaign 2008 closes at the end of April 2009. When we close our books we anticipate that an amount of \$12.2 million will be raised in total through the general campaign. This will be a shortfall of \$400 000 compared to our 2007 campaign.

Due to the growing severity of the financial crisis, requests for funding to cope with a need for increased services in the community care and aged care sectors will be exacerbated by decreasing dollars raised through fundraising. JCA has therefore already adjusted its strategy to work harder to make every dollar raised work "smarter". Only with your support can a global financial crisis not translate into an urgent local financial crisis for our community.

A more comprehensive update on allocations and funding will be available in the Community Source magazine publishing at the end of May.

JOIN NOW!

Are you concerned about human rights, security and the rise of racism and antisemitism?

Are you interested in policy and governance of our community?

Are you prepared to stand up and to be counted?

Become a Member of the Board NOW and be part of the solution. **Membership is free for the first year or if you are aged 18 - 25**

www.nswjbd.org or phone **9360 1600**
ensuring the physical & political security for our community

YOUR DONATION MAKES A DIFFERENCE THROUGH CAMP SABABA

The Jewish Communal Appeal was able to make a difference by ensuring funding so that Camp Sababa could go ahead successfully for the second year running. Twenty children from the Jewish community with a range of special needs requirements attended the four day camp held at St Ignatius College, Riverview at the end of 2008.

Year 11 and 12 volunteers from Moriah and Masada College together with volunteer parents and teachers were instrumental in providing care and nurturing as well as entertainment. It was an experience never to be forgotten by all that were involved.

“The JCA is intent on ensuring that this Camp goes ahead. In addition to providing much needed respite for the parents of the children attending, it was an opportunity for volunteers and campers to grow as people by learning about each other,” said Peter Philippsohn, Appeal Chairman and Vice President of the JCA.

Other supporters included the Sony Foundation, Dalwood Foundation and the Deloitte Foundation.*

