

## CAMPAIGN 2009 UPDATE THANK YOU FOR YOUR SUPPORT



When planning for the 2009 JCA campaign a year ago, we were aware that this year's fund-raising was never going to be easy. In the middle of a global financial crisis, our community is hurting more than some recognise or would admit.

At time of writing, JCA still needs to raise another \$3.2 million to reach last year's campaign total and that is before the increased needs of today are even considered.

The reality in any fundraising organisation is that 90% of the funds usually come from 10% of our donors. However we now have major donors who can no longer give at the same level, whilst communal organisations' needs have grown and many more members of our community now find that they cannot cope without assistance.

When things get tough for those who have, they get even tougher for those who have not.

### How is your JCA responding to this dilemma?

This year JCA has worked closely with our major communal organisations to look at ways of better managing the money they need to run so that more funds can be channelled towards providing essential services for our community. With increased needs and more people being unable to cope, the Presidents of our largest member organisations are working together on a number of initiatives.

- The affordability of day school education in today's environment and how we can run them more efficiently
- The delivery of aged care services to our community in a more seamless manner; to minimise the impact on our elderly
- Identifying which family and community support services require a specifically Jewish response when we are fortunate to live in a country with a relatively generous and broad based social welfare safety net

These are difficult issues. Our Presidents' willingness to face up to them is a testament to their good will, pragmatism and leadership in recognising that only by working together can we even attempt to handle the growing needs of our whole community.

### Together we can do it

Usually in October, our community holds a capital appeal to benefit one of our member organisations. This year, no appeal will be held, so I ask that you consider donating to our JCA, the pledge you would have given if there was a capital appeal. Expanding your investment in the future of our community, ensures our Jewish continuity - today, tomorrow, forever.

My call to action is please help us maintain communal strength by supporting our own. When considering your donation, please remember that if your decision hinges on:

- Can I give less because the community is going to make up the shortfall? The answer is no as our shortfall and our communal needs are both growing. Only you can help us bridge the gap.
- Should I give more to the community through my donation this year? Think about those in real need and those who are going without and think whether you would really miss that little bit more. Helping our community helps us all and in many cases your small sacrifice provides large support to those who need it most.

The answer is that if now is not the time to step up for your community and help those in need, then when will that time be?

I thank you in advance and wish you and your loved ones Shana Tova.

**Peter Philippsohn**  
Appeal Chairman



WISHING YOU AND YOUR LOVED ONES A  
**HAPPY NEW YEAR**

ה'תש"ט ה'ת"ש

AND WELL OVER THE FAST

## NATIONAL JEWISH SURVEY GEN08 – ANALYSIS OF FIRST STAGE OF RESULTS

Throughout 2008 and 2009, Monash University in Victoria, in conjunction with JCA Planning in New South Wales conducted a National Jewish survey, known as Gen08. The national survey was the first ever undertaken in Australia and New Zealand, and attracted over 6,200 respondents, 2,100 in New South Wales alone.

Results from the survey provide JCA and the community with valuable information about the attitudes, trends and issues facing our community which will allow the community to enhance appropriate areas of service provision, strengthen itself against difficult times and increasing needs and continue to plan for the future.

The first stage of analysis of the survey results has been completed, with Professor Andrew Markus of Monash University launching a report detailing the survey's headline findings. Interestingly, the results showed only a few differences between the Jewish communities of Sydney and Melbourne. The report highlighted the following findings:

- Members of the community have a very strong sense of Jewish identification. Between 80% and 90% of survey respondents see their "Jewishness" as an important characteristic of their lives.
- Over 70% of respondents spend Friday night Shabbat with their families every week or most weeks.

- In Sydney (compared to Melbourne), communal fundraising was perceived as a major strength and benefit. A lower proportion of respondents were concerned with duplication of organisations and services, highlighting the success of the JCA model.
- 80% of respondents regarded themselves as Zionists, while only 13% did not.
- The survey indicated the importance of a person's home life in building their Jewish identity – having Jewish values reinforced in the home is a critical element in building Jewish continuity, along with attendance at Jewish day schools and youth groups.
- The impact of formal and informal Jewish education, through Jewish Day Schools, BJE and youth groups was explored. A formal Jewish education had clear benefits in areas of teaching, such as a person's ability to read Hebrew. Respondents who came from a secular home and either attended a Jewish Day School or non-Jewish School and a youth group had similar feelings about the importance of being Jewish.
- Other findings include information about immigrants, antisemitism, and other attitudes in the community.

If you would like to find out about more of the findings, please contact the JCA Office to purchase a copy of the report.

Monash University and JCA will be delving deeper into many of the survey findings over the next few months.



# Tomorrow Forever

## A Night to Inspire

JCA 2009 GALA EVENT



"Friends, if now is not the time to step up and support your community, when will that time be?"  
*David Balkin, President, Jewish Communal Appeal*



"Communities need to invest in themselves."  
*Bobby Sager, guest speaker and international philanthropist*

"Each time a man stands up for an idea, or acts to improve the lot of others he sends forth a tiny ripple of hope."

*Bobby Sager, guest speaker and international philanthropist*



"Not everything that can be counted counts, and not everything that counts can be counted."  
*Albert Einstein*



# Tomorrow forever

## HONOURING OUR VOLUNTEERS OF THE MONTH JANUARY – SEPTEMBER 2009

Each month, JCA honours a member of our community who is central, through their role as a volunteer for our organisation, to making a difference. Some of the questions asked are why they volunteer for JCA and what the organisation means to them. Here are their answers:



**DINA COPPEL**

To me, JCA means community. It means looking after each other and drawing on the skills and resources of some to assist others and doing so in an organised, efficient, fair and caring way.



**JEREMY DUNKEL**

In a purely pragmatic sense, the JCA represents the most efficient method to raise funds and allocate resources fairly and effectively across our most important communal institutions.



**DAMIEN ELIAS**

Continuity! The Jewish community faces a number of both short-term and longer-term structural challenges. JCA plays a fundamental role in addressing and responding to these challenges.



**JONATHAN AND TAMARA SAMUEL**

The importance of charity is fundamental to us from both a moral and Jewish perspective. Giving to JCA allows us to contribute to ensuring our community has the resources to grow, look after the needy and provide for our way of life.



**JEREMY KAHN**

The JCA has a finger on the pulse of the whole community. Collectively the JCA people have the insights, the heart and the planning ability to support us all.



**STEVEN GROSS**

To me JCA is the central co-ordinating and fundraising body through whose planning and fundraising activities, 21 critical Jewish organisations in NSW are encouraged to develop and prosper.



**TERRI SOLSKY**

Through my involvement, I have come to appreciate and better understand the diverse nature and range of organisations that it takes to build a strong Jewish community.



**RUTH CROMER**

We all benefit from being part of a strong community. The stronger and more successful the JCA is the stronger and more successful our community can be.



**DANNY TAIBEL**

Supporting your community, supporting your own.

*thank you*

If you have not yet had the opportunity to donate to our 2009 Campaign you can donate online at [www.jca.org.au](http://www.jca.org.au) or contact the JCA office on 9360 2344 to pledge