

SUPPORT JEWISH TEENS IN PUBLIC SCHOOL

\$5M CAMPAIGN FOR CANADA



NCSU
Inspiring the Jewish Future

JSU
JEWISH STUDENT UNION

TORAH HIGH

THEY NEED YOUR HELP NOW!

JEWISH STUDENTS ARE UNDER THREAT AT THEIR OWN PUBLIC HIGH SCHOOLS

Fights, threats, ruined friendships, disrupted events.
Jewish students do not feel safe.

Since October 7th, they are:

- ◆ Experiencing rampant antisemitism from their peers
- ◆ Facing anti-Israel teachers and administration
- ◆ Afraid to organize Jewish events in school

"A kid came into my JSU club screaming 'Free Palestine!'"

- Gili

"In my school, there were swastikas drawn in our bathrooms."

- Sammy

"Someone called my friend a 'dirty Jew' in the cafeteria."

- Penina

"I was told that I should have my head cut off along with the babies in Israel."

- Avery

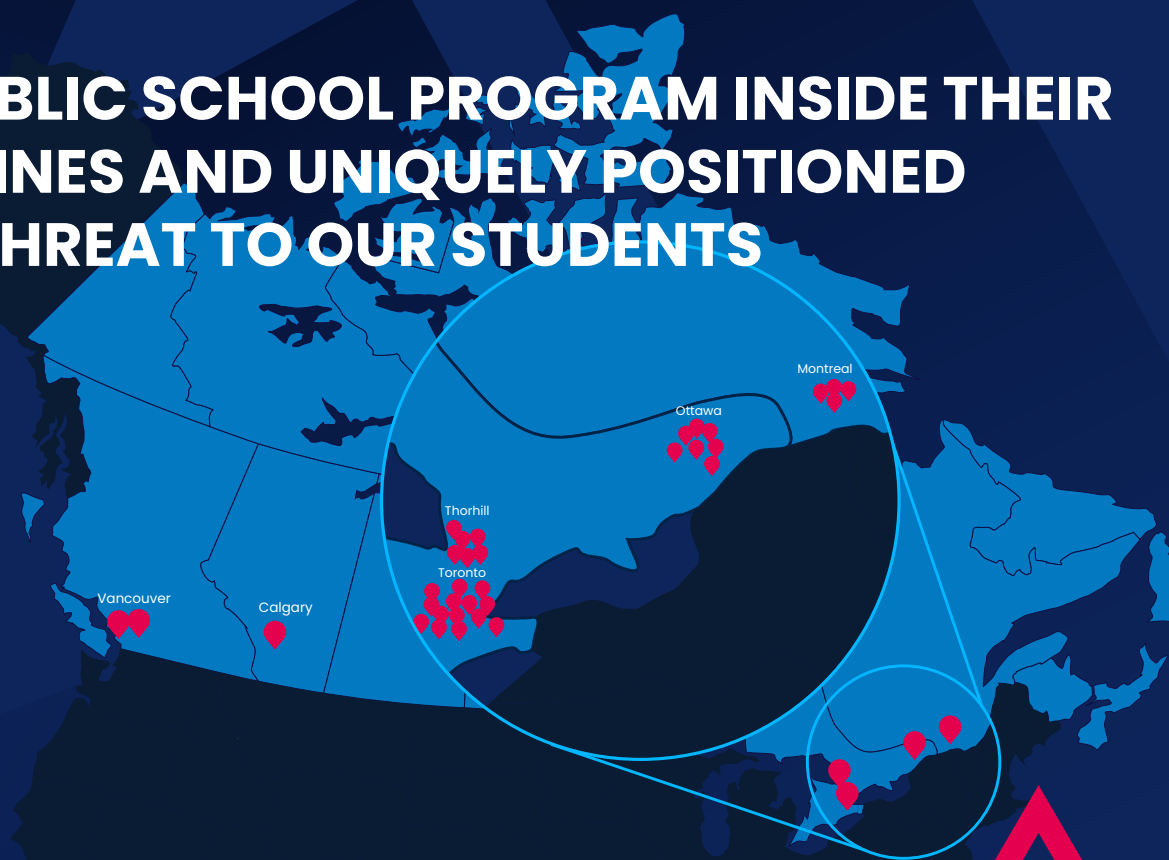
Last year we reached 2,920 teens, but so many more need our help.



JSU, AS THE ONLY JEWISH PUBLIC SCHOOL PROGRAM INSIDE THEIR SCHOOLS, IS ON THE FRONT LINES AND UNIQUELY POSITIONED TO ADDRESS THE IMMINENT THREAT TO OUR STUDENTS

2,920
Teens

41
Clubs



JSU's mission is to create welcoming and vibrant Jewish communities for teens to learn and connect with each other, explore Jewish culture and history and discover opportunities for deeper engagement.

Programs & Activities

Celebrate Jewish Holidays

**Leadership Cohorts
and Fellowships**

Latte & Learn

Friday Night Dinners

**Cultural and Charitable
Activities**

Social Events

Travel and Trips

- ◆ JSU Summer
- ◆ Relief Missions



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\$5M CAMPAIGN



We are working with schools, directors, advisors and students to launch new clubs, crucial Jewish programming, lead urgent pro-Israel events and strengthen Jewish connections. We are also **increasing security measures and mental health support** for our JSU students and staff.

This campaign will:

- ◆ Double the number of teens in JSU Clubs
- ◆ Triple the investment in each student
- ◆ Enable more kids to travel to Israel
- ◆ Open more JSU clubs for at-risk students
- ◆ Support the families of JSU students
- ◆ Increase security at clubs and events

**Now is the time our Jewish students need us most.
Help us show up for them with all that we can.**

FRIEDBERG FOUNDATION IMPACT STUDY:

RESULTS

NOVEMBER 2022

Following the release of the Friedberg Foundation Impact Study, which looked at respondents' participation in and attitudes toward Jewish life, the results are in. The survey measured a multitude of indicators measuring Jewish affiliation, attitudes, and practice, including attitudes towards intermarriage, Shabbat practice, and frequency of learning Jewish texts and ideas.

Out of the 25% college teens who said that they made a religious change resulting from their participation in NCSY, they now identify as traditional (16.7%) and orthodox (45.8%) totalling 67.5%.

Here are some additional highlights:

- 73.5% of teens agree, strongly agree or very strongly agree indicate that they have decided to marry a Jew as a result of their participation in NCSY.
- 78.6% of respondents agree, strongly agree, or very strongly agree that it is important to make Shabbat special as a result of their participation in NCSY.
- 37.8% of respondents indicate that they have stopped using electricity always, frequently, or occasionally on Shabbat as a result of their participation with NCSY.
- 60.1% of respondents indicate that they are regularly learning Jewish texts or ideas always, frequently or occasionally as a result of their participation with NCSY.
- 42.8% of respondents indicate that they keep kosher always, frequently, or occasionally as a result of their participation in NCSY.
- 72.5% agree or strongly agree that as a result of their participation in NCSY that they want to take on leadership roles in the Jewish community.
- 79.4% of respondents agree, strongly agree, or very strongly agree that their connection to Israel has strengthened as a result of their participation in NCSY.
- 64.2% of all respondents very strongly agree that they engage in Israel advocacy in their high school or college as a result of their participation in NCSY.
- 68.4% of respondents say that they hang out in Jewish social circles always, frequently, or occasionally as a result of their participation with NCSY.

JSU \$5,000,000 CAMPAIGN (OVER 2 YEARS, \$2,500,000 PER YEAR)

BUDGET

COST PER JSU CLUB (AVERAGE 30-50 STUDENTS PER CLUB)

Scholarships for Shabbatons and Summer	\$20,000
Staff	\$15,000
Programming, speakers, food, admin, etc	\$15,000
Cost Per JSU Club	\$50,000

\$50,000 X 41 CLUBS = \$2,050,000 FOR THE YEAR
\$50,000 X 9 NEW CLUBS = \$450,000 FOR THE YEAR*

*5 Clubs have opened since October 7, 2023

41 CLUBS IN CANADA

GTA	17
OTTAWA	15
MONTREAL	6
VANCOUVER	2
CALGARY	1



AMENDMENT

Scholarships for Shabbatons and Summer in Israel

1. A typical Shabbaton scholarship is on average \$100-\$200 per JSU student per Shabbaton. (we offer 3 Shabbatons a year)
2. A typical Summer Scholarship is \$1,000-\$2,000 per JSU students (we offer 20, month long summer educational programs in Israel)

Staff

1. Salary for a full time staff member per club is \$15,000. Each staff member runs up to 3 JSU clubs.

Programming, speakers, food, admin, etc

1. On average a JSU brings in 3 professional guest speakers to a club on an annual basis. The average speaker we bring charges 1k per speech for a total of \$3,000 for speaker's fees per club over the course of the year.
2. On average a JSU club provides 4 boxes of free kosher pizza per club. The average cost for that equals \$75 per club per day * 30 clubs over the course of the year comes to a total average cost of approximately \$2,250.
3. On average a JSU club spends \$250 a week on supplies. An example of supplies for a club would be Menorahs for Chanukah, Siddurim/prayer books for every individual, a subscription to an online trivia service such as Kahoot, Bristol boards, food items and more. This comes out to an average of approximately \$7,500 per club for the year.
4. On average a JSU Club does 2 school wide special Jewish holiday-based programs for the entire school to attend. The JSU club hosts the holiday party and invites the teachers and students to learn about the relevant Jewish holiday. The cost of each program is approximately \$1,200 (for a total of \$2,200) and includes extra food, supplies and educational materials needed to accommodate the large amount of individuals from the school that attend these special events.

TORONTO

- North Toronto
- Forest Hill
- Lawrence Park
- Mackenzie
- Earl Haig
- Toronto Prep School
- Northern Toronto
- CHAT
- Rosedale School of Arts
- Upper Canada College
- Crescent
- North View Heights
- The Bishop Strachan School

THORNHILL

- Stephen Lewis Secondary School
- Westmount Collegiate
- Hodan Nalayeh Secondary School
- Thornhill Secondary School

MONTREAL

- Bialik
- Hebrew Academy (one for girls, one for boys)
- Herzlia
- Maimonides (one for girls, one boys)

- Azrieli Talmud Torah
- Hebrew Foundational School

OTTAWA

- AY Jackson
- Bell
- Canterbury
- Globe
- Glen Cairn
- John McCrae
- LDH (7-8)
- LDH (HS)

- Lisgar
- Sacred Heart
- South Carlson
- SRB (7-8)
- SRB (HS)
- WO Mitchell
- Yeshiva HS

VANCOUVER

- King David High School
- St. George Private School

CALGARY

- Akiva Academy





Connect With Us

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JSU is a program of NCSY.