

SUPPORT JEWISH TEENS IN PUBLIC SCHOOL

\$5.3M CAMPAIGN FOR CANADA



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

Projected 2024/25

4,440
Teens

2024/25

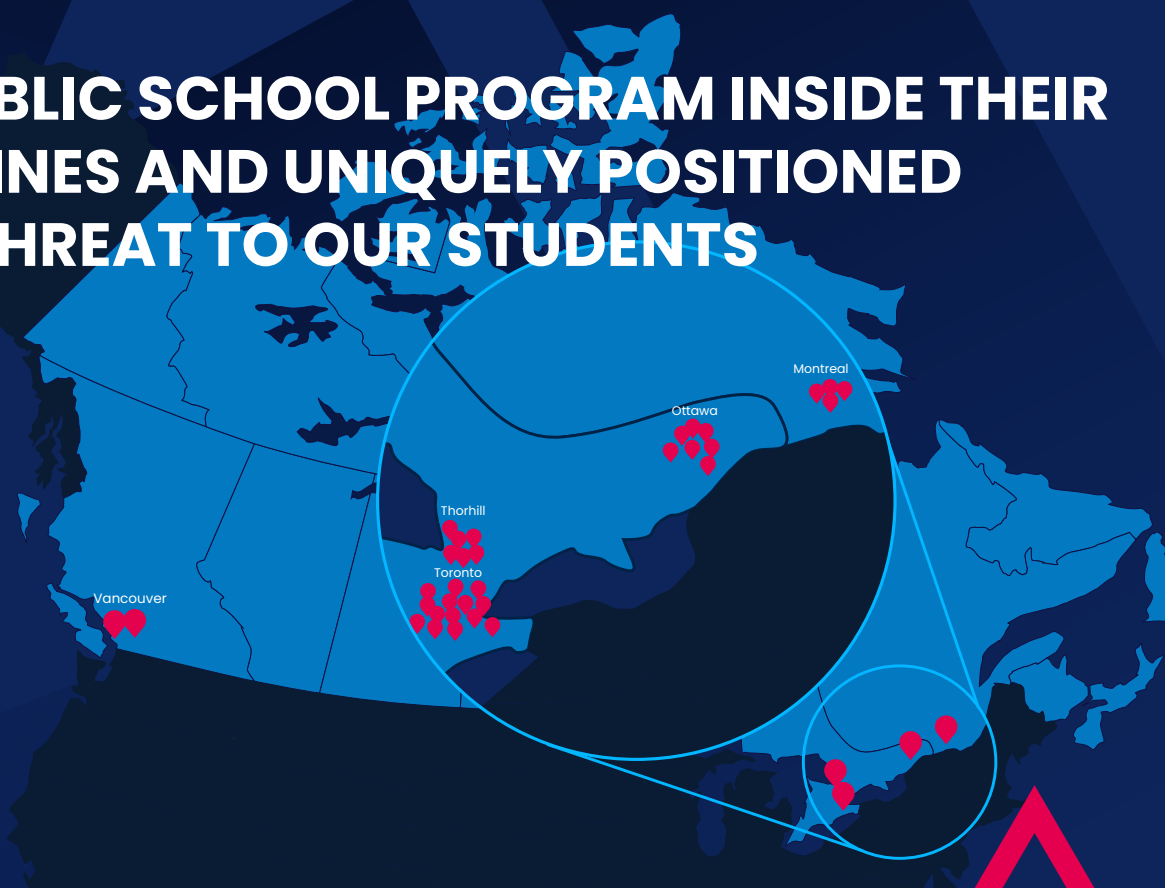
53
Clubs

2023/24

2,920
Teens

2023/24

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



SUPPORT JEWISH TEENS IN PUBLIC SCHOOL

\$5.3M 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.**

JSU \$5,300,000 CAMPAIGN

(OVER 2 YEARS, \$2,650,000 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 53 CLUBS = \$2,650,000 FOR THE YEAR*

**\$50,000 X 8 NEW POTENTIAL CLUBS = \$400,000
ADDITIONAL FUNDS NEEDED****

53 CLUBS IN CANADA

GTA 24

OTTAWA 18

MONTREAL 8

VANCOUVER 2

CALGARY 1

***14 Clubs have opened since October 7, 2023**

**** New clubs to open September 2025**

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

- William Lyon Mackenzie
- Bishop Strachan School
- CHAT
- Crescent
- Crestwood
- Greenwood
- Forest Hill CI
- Halton
- Hodan Naleyah
- Lawrence Park CI
- North Toronto CI
- Northern SS
- Northview Heights SS
- Rosedale Heights SOA
- Stephen Lewis SS
- Toronto PREP
- Thornhill SS
- Upper Canada College
- Willowood
- Westmount CI
- York School
- Ohr Chaim
- Ulpanat Orot
- Associated Hebrew School

OTTAWA

- AY Jackson SS
- Canterbury HS
- Glebe CI
- Glen Cairn
- John McCrae SS
- LDH SS
- Lisgar CI
- Sacred Heart HS
- South Carleton HS
- Sir Robert Borden HS
- Sir Robert Borden Junior

- Merivale
- Nepean
- Earl of March
- Kars Rideau
- WO Mitchell
- Holy Trinity
- Ottawa Jewish community school

CALGARY

- Akiva Academy

MONTREAL

- Azrieli Talmud Torah
- Bialik
- Herzlia
- Maimonides
- Hebrew Foundational School
- Royal West
- Selwyn House Upper School
- Selwyn House Lower School

VANCOUVER

- King David High School
- St. George Private School

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.

ALUMNI

Since October 7, we have been offering a series of classes titled "Why The Jews," delving into the rich historical fabric of the Jewish people. These sessions provide comprehensive insights into our 'mesora,' or Jewish traditions, elucidating our origins, defining our identity as a Jewish community, and underscoring the significance of Israel for our people.

The discourse on unity and the value of togetherness within the Jewish community remains a focal point. Emphasizing the importance of Jewish unity, we continue to nurture a collective spirit among our students.

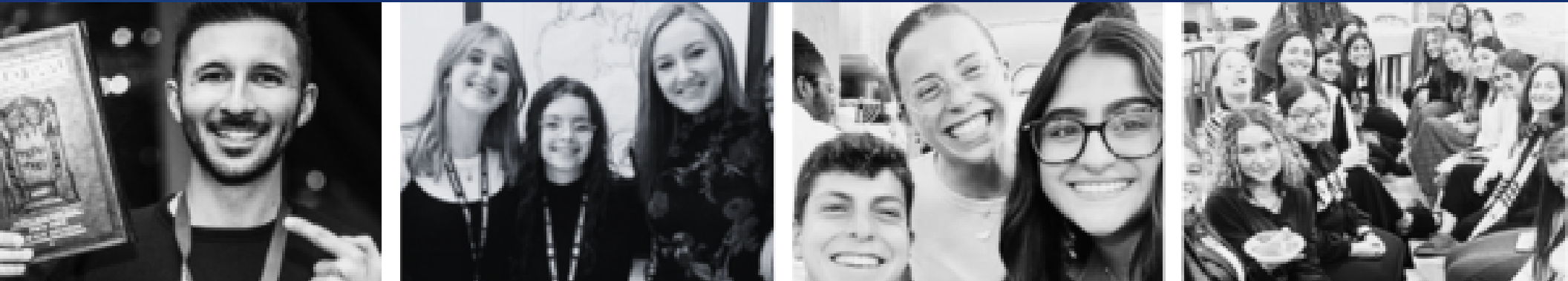
Despite the challenges posed since October 7, our Torah learning has not only endured but strengthened. Remarkably, our students have forged deeper connections with their Torah studies since the outbreak of the war.

NCSY Campus has experienced a notable increase in attendance since the onset of the conflict. More students are participating in our Learn N Earn sessions and engaging in various events and programs. The period since October 7 has left some students grappling with feelings of loneliness and isolation, and NCSY Campus has emerged as a valuable remedy, fostering connections among Jewish peers.

An uplifting outcome of this challenging period is the surge in students undertaking new Mitzvot. From lighting Shabbat candles to observing Shabbat, putting on tefillin, and donning tzitzit, students are embracing these meaningful practices.

In these trying times, NCSY Campus stands as a steadfast and reassuring presence for our students. Especially during the war, it has provided them with a secure and affirming space, allowing them to feel a sense of belonging to something important and meaningful.

SUPPORT JEWISH TEENS ON CAMPUS - NCSY ALUMNI ON CAMPUS



Since October 7, NCSY Campus has been offering a compelling series of classes titled "Why The Jews," unraveling the rich historical fabric of the Jewish people. These sessions delve into the essence of our 'mesora,' shedding light on Jewish traditions, exploring our origins, defining our communal identity, and highlighting the profound significance of Israel.

This campaign will help us to continue to and enhance:

- Unity Discourse: Fostering unity within the Jewish community.
- Resilient Torah Learning: Strengthen students connection to and with Torah studies.
- Enrollment: NCSY Campus sees a notable surge in attendance, with more students participating in Learn N Earn sessions and events.
- Combatting Loneliness and Isolation: NCSY Campus acts as a valuable remedy, fostering connections among Jewish peers, giving them a safe space
- Acts of Mitzvot: Students embrace meaningful Jewish practices, from lighting Shabbat candles to donning tzitzit.

NCSY Campus: A Steadfast Support

In the midst of these trying times, NCSY Campus remains a steadfast and reassuring presence for our students. Particularly during the ongoing conflict, it has offered a secure and affirming space, allowing students to feel a profound sense of belonging to something important and meaningful.

NCSY Alumni on Campus serves five universities throughout Ontario, establishing connections with nearly 125 students from these institutions.



Connect With Us

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JSU is a program of NCSY.