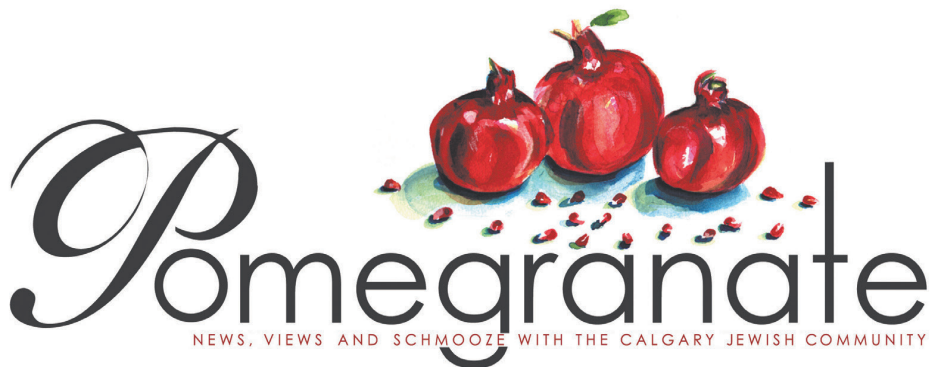


## community calendar

Want to know what's going on in Jewish Calgary?  
Check out the Community Calendar at [jewishcalgary.org](http://jewishcalgary.org)

Have an event?  
Click on "Suggest an Event" to add it to the calendar



### A MESSAGE FROM ADAM SILVER

During a recent Zoom conversation with MK Michal Cotler-Wunsh, she referred to some wisdom from the late Rabbi Lord Jonathan Sacks<sup>z</sup> on the topic of positivity. She noted that he differentiated between optimism and hope in the following way: optimism is wishing for positive outcomes in a passive way, whereas hope stems from the belief that we can and must play a role in making positive outcomes come to life. Both approaches are certainly better than their counterparts, but only hope presents an opportunity and delineates a responsibility for us to actively influence positive results. Being optimistic provides us with a mindset, but being hopeful requires us to embrace our personal role in animating that mindset.

As I write this message we are approaching Shabbat *Shemot*, the Torah portion in which Moses encounters G-d as represented by the Burning Bush, and we see Moses' ascension to leader of the Israelites. Despite the incredible story of how Moses was saved as a firstborn male, how he grew up in the Pharaoh's court, and how he came to see the Burning Bush, perhaps the most interesting side story is how Moses was a reluctant leader.

G-d spoke to Moses and had to address three core excuses that Moses made when he was tasked with leading the Israelites out of slavery. The first concern was that the people would not listen to him, that they would not value what he had to say. His second concern was that he was not good with words, that he couldn't speak. The third concern was actually a declaration – choose someone else. Moses was concerned that no one would listen to him or value his efforts, that he would be poor at leading and making a difference, and wanted to throw his hands up and defer to someone else.

In addressing the concerns and fears of Moses in *Shemot*, Rabbi Michelle Missagieh notes that, "All Moses needed to do was be Moses. All each of us needs to do is be the best person we can be, responding to the challenges around us and using the unique qualities we are gifted. It's about showing up and hearing the call."

Connecting this thinking to my reference to optimism and hope, it is imperative that we, individually and collectively, be optimistic about the future of Jewish Calgary and the Jewish People, and that we animate these

feelings through our hopefulness. Our actions and deeds must align with our thoughts.

This year's UJA slogan – "Together, WE CAN" – is not meant to be only words. It is to serve as a call to action and a reminder that we are a community. Like Moses, we might find ourselves being reluctant, concerned, and uncertain. However, it is in each of us to be successful and to lend our talents and passions to Jewish Calgary. We are caring, we are proud, and we are capable of more than we can dream.

Together, WE CAN care for one another. Together, WE CAN build an incredible community. Together, WE CAN do anything. Best Wishes for a safe, enjoyable, and healthy 2021!

B'shalom,

Adam Silver  
CEO, Calgary Jewish Federation

Building an inclusive community is a priority. Contact us and we will make every effort to meet your needs.

## WHY CHOOSE JEWISH DAY SCHOOL EDUCATION?

A Jewish day school education is a centerpiece of enrichment for your child, a supportive community for you, and a building block of collective Jewish life.

Contact our two Jewish day schools to find out more:

**Halpern Akiva Academy:** 403-258-1312  
**The Calgary Jewish Academy:** 403-253-3992

DAVID AND TIBELE halpern akiva academy  
בית ספר הלפרן אקיבה  
[halpernakiva.ca](http://halpernakiva.ca)

**CJA**  
The Calgary Jewish Academy  
בית הספר היהודי בקלגרי  
[cja.ab.ca](http://cja.ab.ca)

# BELONGING

## שייכות

### Jewish Youth and Young Adults

# Inclusion Video Contest\*

POWERED BY CALGARY JEWISH FEDERATION

**INCLUSION**  
POWERED BY CALGARY JEWISH FEDERATION

**Calgary Jewish Federation**  
The strength of a people. The power of community.

**Hillel Calgary**

**JAC**  
JEWISH ACTION CENTER

**JEWISH COMMUNITY FOUNDATION OF CALGARY**  
Your voice is our mission. Inspiring philanthropy for more than 25 years.

Create a video about **inclusion and accessibility** - do this solo or as a group!

Information (including rules and entry form) available at [jewishcalgary.org](http://jewishcalgary.org)

Submission Deadline: **SUNDAY, JANUARY 24, 2021**

Prizes generously provided by:  
**The Lenny and Faigel Shapiro and Family Creative Awards**

Junior Division (15-18 years)	Senior Division (19-25 years)
1 <sup>st</sup> Place: \$600	1 <sup>st</sup> Place: \$600
2 <sup>nd</sup> Place: \$300	2 <sup>nd</sup> Place: \$300
3 <sup>rd</sup> Place: \$100	3 <sup>rd</sup> Place: \$100
Special Mentions: \$50	Special Mentions: \$50

\*For Calgary residents

## LEARN HOW YOU CAN LEAVE YOUR OWN JEWISH LEGACY AT CALGARY JEWISH FEDERATION

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403-444-3154 • [dkalef@jewishcalgary.org](mailto:dkalef@jewishcalgary.org)

# Together

## UJA 2020 WE CAN

All activities on this page are made possible by your gifts to Federation's annual UJA Campaign.

# JEWISH CALGARY'S ANNUAL FUNDRAISING CAMPAIGN

## THANK YOU • TODAH RABAH

# Together

**UJA 2020 WE CAN**



**TOTAL PLEDGES**

**\$2,615,559**



**DONORS**

**1,108**

**JEWISH  
TOGETHER  
FUND**

**\$150,000**



**JTF GRANTS  
(ROUND 1 & 2)**

**\$88,000**



**UJA CHAIR**

**MESSAGE**

**T**his past year, I decided to continue a second term as UJA Campaign Chair, knowing that we were faced with fundraising during the COVID-19 pandemic. We all put our heads together to tackle this challenge and with the leadership of Adam Silver, Diana Kalef, and of course our Federation Co-Presidents, Jordan Balaban and Jared Shore, we came up with a plan to stay the course with the objective of a flat campaign to mirror the previous year.

We initiated the Jewish Together Fund and charged our volunteers and canvassers to go out and meet our goal and guess what... we matched last year's campaign and raised an additional \$150,000 for the Jewish Together Fund! Thank you to our working group and many canvassers who were responsible for making this happen. This success is the result of the collective efforts of many people.

I would like to extend a special thank you to you, the donors, for coming through in a great time of need. You are all responsible for making this year's campaign as successful as it was – because **Together WE CAN!**

**IT'S NOT TOO LATE TO DONATE: ONLINE** [jewishcalgary.org](http://jewishcalgary.org) **PHONE** 403-444-3157 **EMAIL** [lwolf@jewishcalgary.org](mailto:lwolf@jewishcalgary.org)