



THE CENTRE FOR JEWISH CAMPUS LIFE

Hillel House

UNPRECEDENTED SUCCESS ...

... A ONCE-IN-A-LIFETIME OPPORTUNITY



HILLEL VANCOUVER
THE FOUNDATION FOR JEWISH CAMPUS LIFE

www.vancouverhillel.ca
Email: development@vancouverhillel.ca

OPPORTUNITY OF A GENERATION

Dear Friends of Vancouver Hillel:

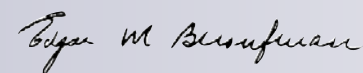
Vancouver Hillel, one of the fastest-growing and best run Hillels in our global network, has been presented with an unprecedented opportunity to have Hillel at the University of British Columbia (UBC) remain at the centre of campus until at least 2084! We urge you to join with other friends of Vancouver Hillel to help realize the most dramatic and exciting opportunity in its 60-year history.

Internationally, the entire Hillel enterprise is undergoing a period of dramatic growth, with ever-increasing student demand for Hillel's programs and services. Vancouver Hillel is engaging more and more Jewish students, while providing these students with opportunities to connect with their Jewishness in ways that are meaningful, distinctively Jewish and universally human. Vancouver Hillel's success is a model and an inspiration, an assurance that the ambitious goals we have set for ourselves are indeed achievable.

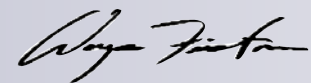
In March 2006, Hillel International recognized the excellent relationship between Vancouver Hillel and UBC's administration when Dr. Martha Piper, then president of UBC, was presented with Hillel's first President's Exemplar Award. This award is now a semi-annual commendation bestowed by Hillel International on exemplary university leaders worldwide.

We are proud of Vancouver Hillel's success, and urge you to review the case for Vancouver Hillel and to support this vital project. Vancouver Hillel has less than a year to meet the goal of \$8 million for construction and operating endowment for Hillel at UBC. Simply put, Vancouver Hillel has been presented with the opportunity of a generation. We hope you will support this important capital campaign, and help provide UBC's Jewish students with a home of their own on campus for many years to come.

Sincerely,



Edgar M. Bronfman
Chairman, Hillel's International Board of Governors



Wayne L. Firestone,
President, Hillel: The Foundation for Jewish Campus Life



The Student Lounge is one of the largest, most inviting social spaces on campus. Because the UBC Hillel House is located in the center of student life on campus, hundreds of students each day stop and relax between classes or to attend Jewish programs.



Dr. Martha Piper, President, UBC

The University of British Columbia has offered Vancouver Hillel an opportunity to obtain an 80-year lease extension at the vital heart of Canada's third-largest university if Hillel constructs a new facility and creates an endowment for operations. As the only non-university institution on academic land at UBC, Hillel must take this opportunity to reinforce its position on campus.

"Today, and every day since the chapter was established in 1947, Hillel has contributed to life and culture at UBC, increasing the chances for Jewish students to succeed and expanding the horizons of all of our students, faculty and staff. For that, UBC is very grateful. Thank you for the remarkable contributions that [Hillel has] made and will continue to make to the University of British Columbia. We are a better university as a result of them."

Martha Piper, President
Speech December 2005

Hillel has launched an \$8 million capital campaign to construct a 13,500 sq ft facility. We must reach our goal or forfeit this profound opportunity.

Please reflect on how you can make a difference in students' lives. This vision could not be possible without your steadfast foresight and support.

Students Need Hillel ... Hillel Needs You!



Location, Location, Location!

Ours is probably the best located Hillel House in North America - adjacent to all student services buildings - in the centre of the UBC campus.

Staying at the heart of campus is urgently important. Vancouver Hillel's recent exponential growth and unparalleled accomplishments are due to a range of reasons. But location is a significant factor.

Our land is owned by UBC. If we remain on site, Hillel House will be the only non-university facility in the academic sector of campus. All others have been moved. Over the past 60 years, UBC has grown up around Hillel House. Now, the university has made a generous offer that will allow Vancouver Hillel to remain at this ideal location at the heart of campus until 2084 if - and only if - Hillel constructs a new facility.

We are mobilizing our local community to see Vancouver Hillel through this period of exceptional growth and expansion. But we are also seeking help from allies around the world who realize the magnitude of our challenge and the significance of our opportunity. Our local community cannot fund this opportunity by ourselves. We need your help to ensure that hundreds of thousands of Jewish students - many of them from across North America - receive our guidance and support over the next 80 years.

STRONG FOUNDATIONS

British Columbia's Jewish community in 1947 had the foresight to create a centre for engaging and empowering Jewish students in British Columbia. Today, many of the Jewish community's leaders are Hillel alumni.

Sixty years later, we need to renew this vision for a new century. Times change... But students need Hillel now more than ever.

THE WORLD MEETS AT HILLEL HOUSE

As the third largest university in Canada, the University of British Columbia is a destination for Jewish students from across Canada, throughout the United States, from Israel and worldwide. As a leading destination for Jewish students, UBC is home to a warm, welcoming Hillel House that is a celebration of diverse cultures and exceptional individuals.

We are a large Hillel thriving in a growing but relatively small Jewish community. To continue delivering this high caliber of services to Jewish students from around the world, we are seeking your help!



With room for more than 150 students at a sit-down dinner, Hillel's superb dining hall will be the only kosher facility on campus and one of the city's largest and most accessible kosher food service facilities. Shabbat dinners, Jewish holiday celebrations, special events and simchas of all sorts will be celebrated in this magnificent space.

JEWISH IDENTITIES

DISTINCT JEWISH IDENTITIES = CONTINUITY



The added height in the new building will grant spectacular, panoramic West Coast views of the mountains, while students avail themselves of quiet study space in a dedicated Jewish library.

85% of young Jews attend university. Nowhere is there a more concentrated number of unaffiliated Jews than on university campuses.

This staggering number represents the Jewish community's best hope to engage successive generations.

80% of young Jews arrive on campus with no formal Jewish education.

This startling statistic tells us we have an enormous amount of work to do!

Hillel is the only organization mandated to reach out to this critical demographic at the most important moment in their lives - when they are exploring their independent identities. This is the time when their affiliation to our community, our people and our future will be determined.

Most young Jews walk in the doors of Hillel House unaffiliated, uncertain or ambivalent. Their understanding of their Jewish identity has been shaped by others. At Hillel, students explore the multitude of ways they can connect to their Jewishness on their own terms.

Vision and Mission

Hillel's mission is to enrich the lives of Jewish undergraduate and graduate students so that they may enrich the Jewish people and the world. Hillel helps students find a balance in being distinctively Jewish and universally human by encouraging them to pursue tzedek (social justice), tikkun olam (repairing the world) and Jewish learning, and to support Israel and global Jewish peoplehood.

At Hillel, students can explore history, religion, culture, language and thought. They can work with like-minded students on issues of Israel advocacy, Holocaust and genocide awareness, environmentalism, human rights, feeding the hungry and serving the world in ways that are fulfilling, impactful and meaningful. At Hillel, students experience, often for the first time, the magnificence and awe of Jewish tradition.

For thousands of young Jews, Hillel is the only avenue to affiliation at the most important moment in their lives.



Jewish Students
Need Hillel -
Hillel Needs You!

OUR COMMITMENT TO YOU

Excellence in Governance and Services

Vancouver Hillel has won international awards for our professional governance. We have demonstrated our responsible stewardship of donations and are committed to providing measurable results to our donors. We have been recognized internationally for distinction in operations, donor accountability, leadership and engagement. We provide results!

Hillel has grown by utilizing sustainable business practices, benefiting from efficiencies and economies of scale.

We were the first Hillel in Canada to be accredited under Hillel International's stringent new standards for excellence

and professionalism in governance, administration and programming.

Our success is visible every day among the thousands of Jewish students walking tall in the world, but the real impact of our work will become known as our students and alumni continue to grow in their roles as Jewish leaders, educators, parents and citizens.

Since 2000, demand for our services and the number of students we serve has increased by more than 1,000%. To sustain and enhance this growth, Vancouver Hillel has implemented innovative strategies for student engagement, service delivery, administration, governance and long-range planning.

This infrastructural foundation has allowed us to open a second and a third Hillel House in B.C. - now reaching the vast majority of Jewish students on this province's three largest campuses.

Join us in ... *trust us to ...*

Engage Jewish students on their own terms

Providing a place of rejuvenation and inspiration where Jewish students can learn, work, play and connect to the Jewish past, present and future.



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"Our success
is visible
every day."



8

This new UBC landmark will be the Center for Jewish Campus Life for the next 80 years and is the largest Hillel House in Western Canada, servicing thousands of Jewish students. We are one of the best located Hillel Houses on any campus in North America.

Help us to ...

**Empower
Engage
Advocate
Educate**

Create

- the 85% of young Jews who attend university - 4,000 in B.C.
- the 80% of Jewish students with no formal Jewish education
- for the issues that matter to students and our community
- about Jewish traditions and values, the Holocaust, Israel and global Jewish peoplehood
- a home of inspiration and creativity for Jewish students from around the world

ACCOMPLISHMENTS

Jewish engagement is not just about enriching people with Jewish knowledge.
It's about equipping people with diverse means of connecting with their Jewishness.

Whatever areas of activism, education, recreation or exploration students seek, they can find it at Hillel House. At Hillel, students can:

- ✓ Advocate for Israel. Improve dialogue about Israel, its achievements, values and its contributions to the world community
- ✓ Stop anti-Israel campaigns on campus, which include boycotts of Israeli companies, universities and academics, divestment from Israeli companies, anti-Israel resolutions emanating from student governments and trade unions, anti-Israel media bias, countering depictions of Israel as an "apartheid" regime, and restricting free expression by pro-Israel speakers
- ✓ Commemorate and educate about Jewish and Israeli history and the Holocaust
- ✓ Expand pathways for religious, spiritual, cultural, linguistic and intellectual exploration
- ✓ Celebrate Jewish holidays
- ✓ Experience, often for the first time, the awe of Shabbat
- ✓ Learn or practice Hebrew
- ✓ Develop leadership opportunities locally, nationally and in Israel
- ✓ Implement programs with Jewish values of tzedekah and tikkun olam
- ✓ Increase intercultural understanding and cooperation



Hillel provides hundreds of programs annually that connect Jewish students with their heritage and traditions. Hillel integrates students seamlessly into the broader Jewish community, strengthening the local, national and international Jewish community.

When he visited in 2006, here is what Israel's most decorated soldier and former Prime Minister, Ehud Barak, had to say:

"Hillel has played an essential role in engaging Jewish students as well as doing some of the most vital frontline work defending Israel in difficult times. The students of Hillel at UBC, Simon Fraser and the University of Victoria have been among Israel's most dependable friends in a time of need and I would like to say ... *todah rabah*."



Moe Samuel, a longtime friend of Vancouver Hillel, greets former Israeli PM Ehud Barak.



Creating new generations of leaders is a core mandate of Hillel. The new Hillel House at UBC will have the amenities students need to succeed, including adequate space for conceiving, planning and implementing programs. Hillel programming staff and Jewish student leaders have dedicated office space to create innovative and engaging Jewish programming for thousands of students.

WE CANNOT MISS THIS OPPORTUNITY

*O*ppportunity: UBC has offered Vancouver Hillel the opportunity to create a new Hillel House on campus for the next eight decades - a legacy to ensure that future generations of Jewish students have the support to define their identities and continue our shared traditions.

Students Need Hillel ... Hillel Needs You!

*D*uring Hillel's most dramatic period of growth and success, the University of British Columbia presented to us an offer that will impact decades of future Jewish students. If we construct a new, state-of-the-campus facility, we can remain at the vital centre of campus until the year 2084. If we fail, we lose the astounding momentum that has defined Vancouver Hillel's recent history.

We have an obligation to the future of our community. As British Columbia becomes even more of a destination for Jewish students from around the world, the positive impact on our community is incalculable.

We cannot miss this opportunity.

If we could do it without your help, we would not ask. Though growing very quickly, British Columbia's Jewish community remains comparatively small. Hillel is growing far faster than our community as a whole and we are struggling to meet the demands of students arriving every year from across Canada, the USA, Israel, South America, Europe and elsewhere.

Now, we are presented with the most outstanding opportunity in the history of our organization - one that will redefine British Columbia as a centre of Jewish life in the 21st century.

You can be a part of it. We need your help to realize this opportunity.

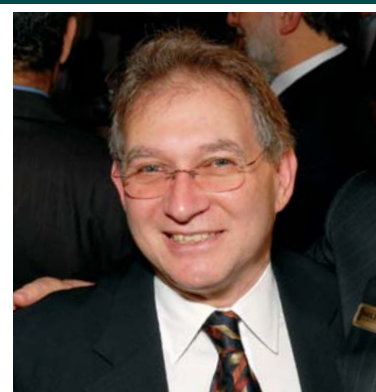
This is an exceptional case by a remarkable organization at a unique moment. Please consider making a commitment to Vancouver Hillel's Capital Campaign. Call us today at 604-224-4748 or email development@vancouverhillel.ca.

Thank You

Isaac Thau,
Chair, Vancouver Hillel Capital Campaign
Hillel International Board of Governors



Hillel is the best place on campus for Jewish students to hang out. The new Hillel House will make creative use of limited space, including a Games Room in the basement for those between-class breaks, attracting Jewish students to hang out with other Jewish students.



GIVING OPPORTUNITIES

NAMING AND

Building Needs

Interior of Building	
Main Floor	
Student Lounge / Multi Purpose Room (RESERVED)	\$ 500,000
Furnishings (RESERVED)	\$ 500,000
Student & Program Offices	\$ 350,000
Elevator	\$ 200,000
Front Entrance/ Atrium (RESERVED)	\$ 100,000
Executive Director Office	\$ 100,000
Main Administration Office	\$ 100,000
Jewish Art Décor	\$ 100,000
Stairwell	\$ 100,000
Student Kitchenette	\$ 100,000
Donor Board	\$ 72,000
Student Multi-media Entertainment Centre	\$ 72,000
Mezzuzah Dedication	\$ 54,000
Student Bulletin Board	\$ 18,000
Second Floor	
Dining Hall/ Multi Purpose Room (RESERVED)	\$ 500,000
Kosher Kitchen (includes all supplies)	\$ 325,000
Student Computer Centre	\$ 250,000
Development Office	\$ 100,000
Stairwell	\$ 100,000
Third Floor	
Library	\$ 500,000
Student Conference / Multi Purpose Room	\$ 500,000
Roof Top Deck	\$ 250,000
Lower Mezzanine	
Student Entertainment Centre/ Games Room - Pool Table, Ping Pong Table, etc...	\$ 100,000
Exterior	
Terrace (1st floor outdoor patio)	\$ 100,000
Exterior landscaping	\$ 72,000
Sukkah	\$ 54,000
Benches	\$ 18,000/ea
Security System	\$ 18,000

Shabbat & Holiday Programming Endowment

Kiddush Cups, Challah covers, Shabbat candlesticks, Kippot, table cloths, Shabbat Educational resources, Chanukah Observance Items, Sukkah (and observance items), Pesach Seder Items, Rosh Hashanah & Pesach (Passover) baskets for Jewish students in residence.

Total endowment of \$1,000,000
1,000 units at \$1,000/each

Endowment Needs

* each one million dollars in endowment generates approximately \$50,000 in annual income in perpetuity for Hillel programs and operations.

Operations	
Operations UBC	\$ 500,000
- Staffing (5 staff positions)	
- Rent/ Maintenance	
Operations SFU	\$ 300,000
- Staffing (2 staff positions)	
- Rent/ Maintenance	
Operations UVic	\$ 300,000
- Staffing (2 staff positions)	
- Rent/ Maintenance	
Office supplies - Phones, Copiers, Filing Cabinets, Fax Machines, etc...	\$ 36,000
Programming (UBC/SFU/UVic combined)	
Israel Experience Fund	\$ 500,000
Tzedek & Tikkun Olam Programming	\$ 250,000
Israel Awareness/ Advocacy Programming	\$ 250,000
Jewish Programming (Jewish Student Association)	\$ 250,000
Jewish Student Leadership Development Fund	\$ 250,000
Holocaust Awareness Program Fund	\$ 250,000
Hot Lunch Program	\$ 250,000
Community Outreach Programs	\$ 100,000
Kosher Kitchen Mashgiach	\$ 100,000
Hebrew Classes	\$ 100,000
Jewish Multi-Media Library (RESERVED) - music, movies, etc..	\$ 36,000
Technology (UBC/SFU/UVic combined)	
Internal Sound System	\$ 36,000
Power Point Projector/ screens	\$ 18,000/ea
Computers/ Printers/ High speed Internet Connections	\$ 18,000/ea
Multi-Media Centre	\$ 18,000/ea
Judaica Items	
Hebrew language books and software (learning resources)	\$ 9,000
Menorah	\$ 7,200
Siddurim	\$ 7,200
Israeli Flags	\$ 1,800/ea
Shabbat & Holiday Programming Endowment	\$ 1,000/ea
Shabbat Dinner Tables	\$ 3,600/ea
Shabbat Dinner Chairs	\$ 1,000/ea

Building Naming Gift

The ' _____ ' UBC Campus for Jewish Life	\$3,000,000
The ' _____ ' UBC Hillel House (RESERVED)	\$2,000,000
The ' _____ ' SFU Hillel House for Jewish Campus Life	\$1,000,000
The ' _____ ' UVIC Hillel House for Jewish Campus Life	\$1,000,000



With a dedicated student conference and board room overlooking the West Coast mountains, students can convene to discuss important issues and plan for the engagement and affiliation of more Jewish students.



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Charitable Registration Number (USA): 52-1844823
Charitable Registration Number (Canada): 11881 2221 RT0001

Design by Jennifer Propp

Hillel is a proud constituent
agency of JFGV

Live Generously.
COMBINED JEWISH APPEAL
SHELTER. DIGNITY. HOPE.

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