

JSA Fundraising Committee Report for the 2022 AGM
Submitted by Rochelle Garfinkel

A huge thank you to our generous donors and supporters of the Jewish Seniors Alliance. Fundraising is always challenging in inflationary times and we are grateful that you acknowledge the work and commitment of our hardworking volunteers and staff through your generosity. Jewish Seniors Alliance is committed to improving the lives of Seniors through its Peer Support Services, Outreach and the Seniors Line Magazine and Advocacy. The fundraising portfolio is focused on the following areas.

Maintaining the Membership base of the donors. The activities include – Annual membership renewals, sending out “thank you’s” following up with lapsed donors, the “Light One Candle Campaign” and this year we will send out an AGM cover letter by email to over 2000 recipients. Each year a letter goes out to the Senior Line recipients who do not make an annual donation there is usually a small update of new members about 5% or 40 new memberships. Data is collected on membership numbers, new donations, amount of donations and renewal dates.

Technology: Fundraising uses the cloud-based donor database called KEELA to track donations, contact and issue tax receipts.

New Funds: We received \$65,000 of new funding for Extending the Reach program, this is challenging because the organization requires funding for existing programs and the capacity to create new programming in response to potential funding criteria is somewhat limited.

Major Donors: The major donors include individuals, foundations and grant applications which include private foundations and government agencies such as New Horizon and Community Gaming Grants. The financial reports detail the sources of this funding. Regular donations from Foundations and individuals have been steady and are consistent with the previous year's fundraising results.

Government Subsidies – The wage subsidies and other COVID-related subsidies have now ended.