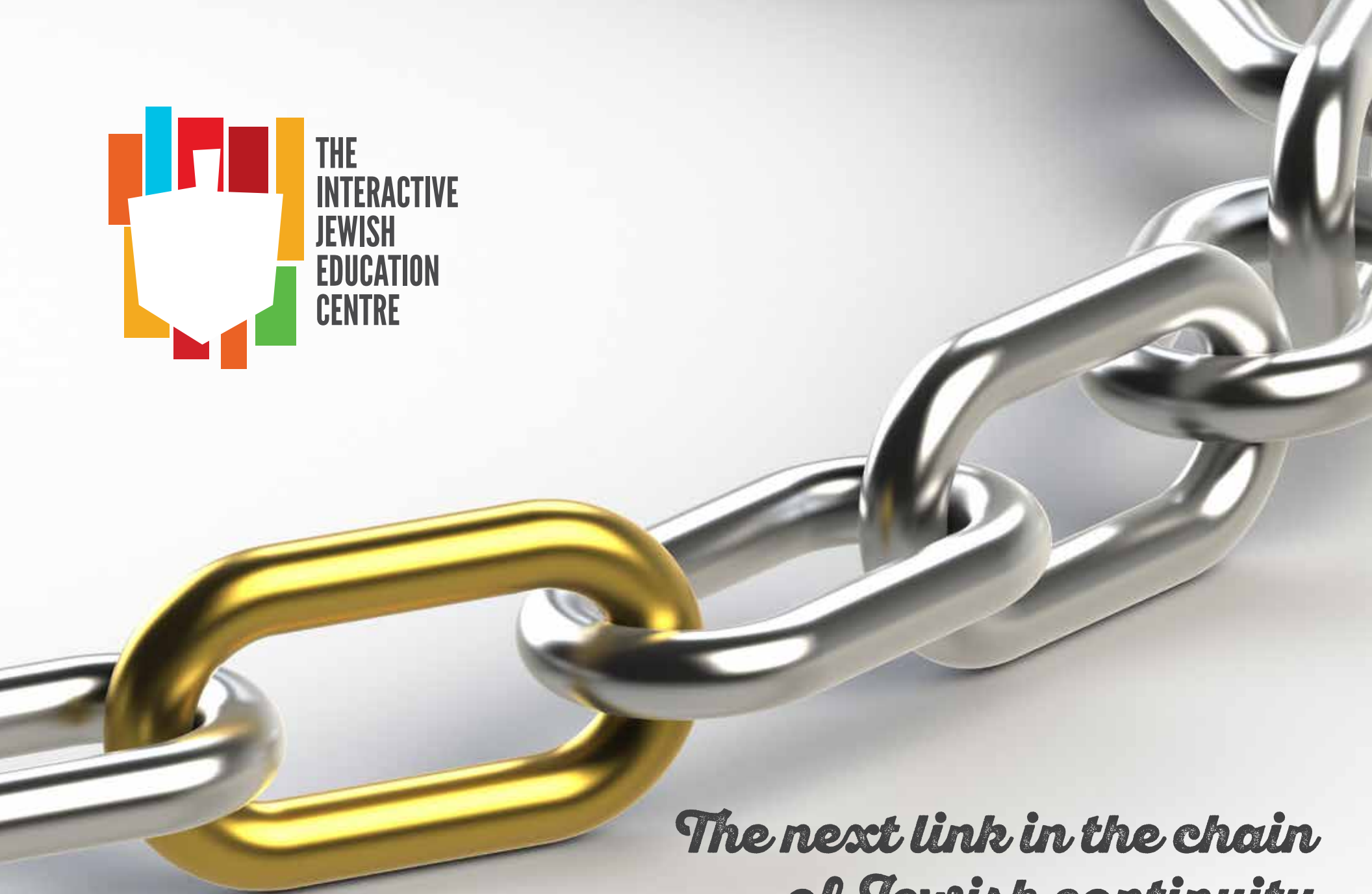




THE
INTERACTIVE
JEWISH
EDUCATION
CENTRE



*The next link in the chain
of Jewish continuity*





ARE YOU *Jewish?*

WHAT DOES IT MEAN?

MY FRIENDS AREN'T JEWISH.

MY SCHOOL ISN'T JEWISH.

Is there a Jewish future for me?



THE CHALLENGE

To engage our youth, we have to compete with MTV, Reality TV, video games and Social Media.

Jewish education and programs need to demonstrate that Judaism is more exciting and relevant than popular culture.

They need to be well planned and well funded.

TIJEC offers something unique that today's youth severely lack and desperately crave:

Relevant, exciting, meaningful and educational programming.

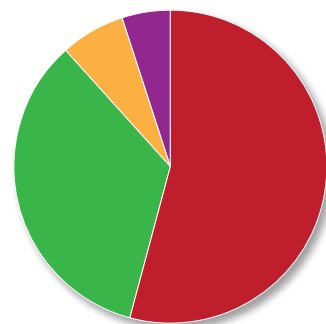


THE STATE OF JEWISH EDUCATION



In the GTA, 34% of Jewish children attend Jewish Day School, 33% attend supplementary Jewish education, and another 33% receive no Jewish education whatsoever.

Several studies have shown that Jewish education is the only guaranteed way to positively impact Jewish identity.



Jewish Education in the GTA

- Public School: 54.3%
- Jewish Day School: 34.2%
- Non-Jewish Private School: 6.5%
- Other: 4.9%

Source: UJA Census, Jewish Life in Greater Toronto by Charles Shahar and Tina Rosenbaum (February 2006)

OUR MISSION

To imbue children with Jewish awareness, identity and pride.

The most effective learning is done when children do not identify the experience as formal education. Our programs are informal and therefore have the highest impact. They are engaging and encourage children to appreciate and understand Jewish heritage in a hands-on fashion.

TIJEC's programs enhance the children's experience by making it more exciting, accessible, and memorable. Our greatest strength is that our reach extends to schools, malls, and other places where we touch the lives of children who would otherwise not receive any exposure to Jewish education or culture.





Community Programs

Our programs bring children and families together for shared social, cultural and educational experiences.

- ▲ Bar/Bat Mitzvah Lessons
- ▲ Jewish Sports Leagues
- ▲ Holiday Awareness Campaigns
- ▲ Sukkah on Wheels
- ▲ Educational Literature
- ▲ Scholarship Fund
- ▲ Shabbatons
- ▲ Jewish Seniors Circle
- ▲ Jewish Birthday Parties
- ▲ Educational Games for Jewish Events



COMMUNITY PROGRAMS

EDUCATIONAL PROGRAMS

Education is a life-long journey, but the values and skills imparted to children in their formative years have the most profound, lasting impact. Our educational programs are carefully crafted to awaken the inner potential of each individual child and give them the knowledge and tools they need to live a meaningful, Jewish life.

- ▲ Our after School programs focus on drama, art and music and lay the foundation for children's future development as young adults with a strong sense of Jewish identity.
- ▲ Jewish Youth Clubs & Scouts give children the opportunity to meet other Jewish children in their age group and to experience Jewish life through fun and engaging outdoor activities.
- ▲ Publications & Media, including a seasonal children's magazine, emails, newsletters, website and informational literature play an important role in keeping the youth connected in the information age.



Educational Programs





Special Events

Our Special Events are dramatic productions that bring hands-on experiences combined with high quality theatrical edutainment and special presentations to tens of thousands of children:

- ▲ Rosh Hashanah Shofar Factory
- ▲ Honey Bee Hive Alive
- ▲ Sukkot Marketplace
- ▲ The Dreidle House Wonderland
- ▲ Chanukah Traveling Theater
- ▲ Olive Press
- ▲ Multimedia Megillah
- ▲ Interactive Purim Puppet Show
- ▲ The Exodus Experience
- ▲ Passover Model Matzah Bakery
- ▲ Lag Ba'Omer Parade
- ▲ Torah Scroll Factory
- ▲ Mezuzah & Tefillin Workshop
- ▲ Jerusalem Temple Discovery
- ▲ Tallit Factory
- ▲ Havdallah Candle & Spice Workshop
- ▲ Kosher Workshop Crash Course



Our Feedback

TIJEC is at the forefront in creating exciting programs that really speak to our students. The positive feedback we get from students and teachers after our events indicates that it is an experience that meets the educational requirements of the teachers and in an entertaining fashion for the students.

“STUDENTS CAME BACK RAVING ABOUT YOUR PROGRAM YESTERDAY. THANK YOU SO MUCH FOR SUCH A FINE PRODUCTION.”
— CHARLOTTE, PRINCIPAL

“THE EVENT WAS A GREAT SUCCESS. THANKS SO MUCH FOR YOUR CONTRIBUTION. LET’S TRY ANOTHER ONE NEXT YEAR.”
— JAMES, SCHOOL BOARD TRUSTEE

“THANK -YOU VERY MUCH. ALL OF OUR STUDENTS HAD A GREAT TIME.”
— MIKE, TEACHER

“THAT WAS AWESOME! WHEN ARE WE GOING TO DO SOMETHING LIKE THIS AGAIN.”
— JONATHAN, STUDENT



Future Plans

The Interactive Jewish Education Centre is embarking on an ambitious project to build a centre for Jewish children – the first of its kind in Canada. The centre will house a Children’s Museum, , as well as facilities for TIJEC’s programs and events. It will also provide us with the space we need to expand our programs and offer a new array of exciting experiences for children and families.

CHILDREN’S MUSEUM & FAMILY CENTRE:

- Jewish Children’s Museum
- Interactive Educational Displays
- Art Gallery
- Screening Room
- Meeting Spaces
- Holiday Workshops
- Jewish Theatre
- Games & Sports Arenas
- Banquet Facility

Partnership Opportunities

CAN YOU SAVE THE WORLD? YES, YOU CAN.
 If each one of us does our part, then we can do it together. Contributing to TIJEC is an opportunity to be a partner in building the next links in our glorious chain.

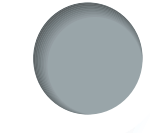
OUR FUNDRAISING GOAL: \$360,000

BUDGET SUMMARY

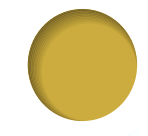
	REVENUE	EXPENSE
COMMUNITY PROGRAMS	\$100,000	\$226,000
EDUCATIONAL PROGRAMS	\$220,000	\$265,000
SPECIAL EVENTS	\$65,000	\$207,000
ADMINISTRATION		\$87,000
GRANTS	\$40,000	
TOTAL	\$425,000	\$785,000

100 SHARES at \$3,600/SHARE

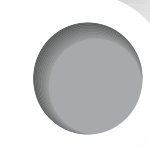
PLATINUM PARTNER
 10 SHARES \$36,000

 x 3 = \$180,000

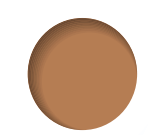
GOLD PARTNER
 5 SHARES \$18,000

 x 5 = \$90,000

SILVER PARTNER
 2 SHARES \$7,200

 x 10 = \$72,000


BRONZE PARTNER
 1 SHARE \$3,600

 x 25 = \$90,000





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TIJEC is affiliated with Tzivos Hashem,
Chabad's international children's organization.