

## Quarterly Report- Q2 2025 (April-June)



### Meet the CJPME Board and Team

*Dear Supporters,*

*Your generous support and commitment are the foundation of everything we achieve at CJPME. Behind every campaign, every piece of research, and every voice raised for justice, there is a passionate team and board working tirelessly to advance Palestinian human rights and push for meaningful policy change in Canada. We want to take a moment to introduce you to these dedicated individuals who make our mission possible.*

*Learn more about the people leading CJPME here: [Our Leadership](#).*

*Thank you for standing with us. Together, we are creating meaningful change.*

*With deep appreciation,*

*The CJPME Team*

### Why Your Support Fuels Change

What drives a movement isn't just the issues, it's the people. CJPME began with a simple belief: that ordinary Canadians can shape a more just and principled foreign policy. Today, that belief lives on in every letter we send to Parliament, every public forum we participate in, and every policy we challenge. What drives a movement isn't just the issues, it's the people. CJPME began with a simple belief: that ordinary Canadians can shape a more just and principled foreign policy. Today, that belief lives on in every letter we send to Parliament, every public forum we participate in, and every policy we challenge. We're not a massive institution, but we've grown significantly in recent years to meet the urgency of the moment. As the challenges have intensified, so has our response. We've expanded our team, deepened our impact, and taken on more than ever before to ensure that Palestinian voices are heard in spaces where they've too often been ignored.

From rapid-response advocacy to long-term policy work, we are in it every day because we know that justice doesn't happen on its own. But this growth requires more support to sustain. Every campaign we launch, every media interview we give, and every MP we hold accountable, it all starts with people like you.

*In a landscape where silence too often prevails, you help us speak louder. And that makes all the difference.*

## **How We Made an Impact This Quarter**

With your powerful support, CJPME achieved major breakthroughs this quarter in pushing Palestine to the centre of Canada's political and media landscape. From a bold election campaign that reshaped political discourse to editorial corrections in mainstream outlets and resistance to anti-Palestinian repression, our collective voice continues to make waves. Here's how we made an impact together:

### **Bringing Palestine to the Ballot Box:**

In the lead-up to Canada's federal election on April 28, CJPME launched its most ambitious electoral campaign ever, ensuring Palestinian human rights were front and center on the national agenda. Our [2025 Federal Election Toolkit](#) empowered thousands with practical tools to engage candidates and influence the vote. It included scripts, debate questions, and event ideas aligned with the five key demands of the Vote Palestine campaign.

To amplify pressure, CJPME partnered with *Point Blank Creative* to launch a professional national ad campaign featuring online images and mobile billboard ads that directly challenged political leaders on arms exports to Israel and Canada's complicity in genocide. [Animated truck ads](#) circled Radio-Canada's Montreal studios during the leaders' debates, confronting party heads like Mark Carney and Pierre Poilievre with powerful messages such as "*Say Genocide.*"

This pressure delivered immediate results. During the French-language debate, NDP Leader Jagmeet Singh [echoed the campaign's core message](#) by directly challenging then-Liberal leader Mark Carney: "Why don't you call things as they are? This is a genocide." Liberal candidate Adam van Koeverden publicly broke ranks with party leadership by doing the same, refusing to back down even under a smear campaign. These were watershed moments for the movement.

Our comprehensive [Federal Election Guide](#) helped Canadians vote with clarity and conscience by analyzing party platforms and candidate positions on Gaza, settlements, and international law. The campaign also drew attention to Canada's ongoing arms trade with Israel, driving thousands to sign [a petition](#) demanding an arms embargo which will be delivered to the new Parliament.

Your contributions made all of this possible. Over \$60,000 was raised to power this campaign. Thanks to your efforts, Palestine became a national election issue. What once seemed politically impossible is now within reach:

- 17 Liberal MPs publicly endorsed the Vote Palestine platform
- 6 NDP MPs and 1 Green MP pledged support for Palestinian rights
- Fares Al-Soud made history as only the second Palestinian Canadian ever elected to Parliament
- CJPME recruited over 5000 new digital supporters

This campaign demonstrated the power of principled organizing by transforming public outrage into electoral action.

## **Holding the Media Accountable**

CJPME's Media Accountability Project (MAP) continued to achieve tangible wins in the battle for fair and accurate reporting on Palestine:

- Jason Toney's [exposé in \*The Breach\*](#) revealed how the *National Post* manipulates CP stories on Palestine. Additionally, Anthony Issa's [TikTok series](#) unpacked the pro-Israel partiality of its editor-in-chief, Rob Roberts.
- After a disagreement between CJPME and leading figures at CBC went [viral](#), CJPME's efforts were covered in an investigation by [The Grind](#). CJPME leveraged the affair and has had numerous impacts related to CBC coverage in the aftermath.

- On May 9, CJPME Media Analyst Anthony Issa published [a letter in the Hamilton Spectator](#), responding to a hostile op-ed that smeared the Vote Palestine campaign as fringe. His response helped reclaim the narrative and defend the campaign's integrity.
- On May 16, the *Sherbrooke Record* published Issa's [letter highlighting political interference](#) by Quebec Education Minister Pascale Déry, who admitted to pressuring Dawson College to censor Palestinian course content. CJPME exposed Déry's ties to CIJA Québec and demanded accountability.
- On June 9, CJPME submitted a complaint to *Radio-Canada* over an AFP article that claimed Gaza was no longer occupied. By June 19, *Radio-Canada* issued [a correction](#) affirming that Gaza remains occupied under international law, citing the International Court of Justice.
- On June 19, CJPME also succeeded in pushing *CBC* to correct [a misleading headline](#) about starvation in Gaza, ensuring accurate language that reflected the crisis.

These wins show that persistent public pressure can shift editorial standards and reclaim space for Palestinian narratives.

## **Advancing Justice & Defending Freedoms**

CJPME remained on the front lines of advocacy by challenging political repression, pushing for sanctions, and defending the rights of students, protesters, and refugees:

- We launched urgent [email actions](#) opposing anti-protest “bubble zone” bylaws spreading across Canadian cities. The CJPME Foundation also published [a landmark report](#) exposing their disproportionate use against pro-Palestinian demonstrators.
- CJPME [called on McGill University](#) to reverse its decision to terminate its agreement with the SSMU. We denounced the crackdown on student advocacy as a threat to freedom of expression.
- CJPME issued a public [statement](#) urging prime minister Carney to reject U.S.-Israeli efforts to take over humanitarian aid distribution in Gaza and warned of the aid weaponization strategy endorsed by Israeli Finance Minister Smotrich.
- We joined an [open letter demanding](#) that Quebec provide health coverage to Palestinians fleeing Gaza.
- CJPME [demanded the RCMP investigate](#) Canadians who have joined the Israeli military.
- We urged the federal government to protect the Freedom Flotilla and [issued a statement](#) demanding safe passage for the Madleen, a civilian aid ship heading to Gaza.
- Following Israel's unprovoked attack on Iran, CJPME issued a statement and [mobilized thousands](#) to demand that Canada impose sanctions and help de-escalate the conflict. You can also check our Factsheet [here](#).
- We reiterated last year's [policy recommendations](#) urging Canada to recognize the Nakba, oppose Nakba denial, and support international accountability mechanisms including reparations and support for Palestinian refugees.
- In June, we hosted a special webinar to strategize around the new Parliament and discuss advancing the Vote Palestine demands, arms embargo efforts, and the fight against anti-Palestinian racism.

## **CJPME in the Media**

CJPME's advocacy was featured across the country this quarter:

- CJPME's call for the RCMP to investigate Canadians who committed war crimes in Gaza was widely reported by the [Canadian Press](#) and [Postmedia](#), and published in newspapers across the country.
- Media analyst Lynn Naji was interviewed by *Redeye Radio* on [bias in Canadian coverage of Gaza](#).
- Director of Media Advocacy Jason Toney spoke to *CKUT* about McGill's [repression of student activism](#).
- Senior Director of Strategy and Parliamentary Affairs Alex Paterson was interviewed by *The New Arab* about [growing support for an arms embargo](#).
- Acting President Michael Bueckert shared CJPME's [election analysis](#) with *Pivot*.
- CJPME [defended](#) Vancouver City Councillor Sean Orr [after smears](#) by pro-Israel lobbyists.
- Our critiques of Carney's refusal to acknowledge genocide were cited by [Al Jazeera](#) and [TruthOut](#).

## **On The Horizon**

CJPME is actively preparing the next wave of advocacy and action. Here's a glimpse of what's underway:

### **• Launching the CJPME Lobby Corps:**

CJPME is proud to launch [the Lobby Corps](#), a major new initiative designed to build a skilled, nationwide team of volunteers who will directly engage MPs to demand urgent action on Palestinian human rights. With growing but uncertain political support, this project is essential to holding leaders accountable and pushing for key policies like an arms embargo, sanctions, and an end to Canada's complicity in occupation and apartheid.

We kicked things off with our first onboarding session on June 26th, which drew over 100 participants. Since then, more than 60 volunteers have joined our dedicated WhatsApp community and are already actively contributing. The feedback has been overwhelmingly positive. People are inviting their friends to join, and the network is growing faster than we expected. We're doing our best to keep up with the demand and harness this momentum. Some participants are even using the Lobby Corps as a springboard to launch new local CJPME chapters in their communities.

Your continued support makes this ambitious effort possible, empowering us to influence Canada's political future and advance justice for Palestine at a critical moment.

### **• CJPME co-edits new book on media's anti-Palestinian bias:**

CJPME is proud to announce a forthcoming book about media coverage of Palestine in Canada, titled [When Genocide Wasn't News](#), published by Breach Books with significant CJPME collaboration. This first-of-its-kind anthology compiles award-winning investigations and critical analysis by The Breach and leading independent journalists.

### **• Sanctions Now:**

CJPME will remain a core member of the national Arms Embargo Now campaign and engage in global efforts like the international push against the F-35 supply chain. We'll support continued efforts to close loopholes that allow Canadian-made weapons to reach Israel via the United States, and we'll keep pushing for federal sanctions against Israel's crimes in Gaza and beyond.

### **• Pursuing Accountability for Gaza:**

We're advancing and amplifying multiple legal and public campaigns demanding that Canada face its role in the Gaza genocide. This includes legal action on arms transfers, genocide complicity, and the

failed Gaza Visa Program. We'll also press for measures to block former Israeli soldiers involved in Gaza operations from entering Canada or escaping legal consequences.

## **What Your Support Makes Possible**

CJPME exists because people like you believe that justice shouldn't be optional. We receive no government funding and no corporate money. Our independence is powered entirely by individuals who care.

Your support fuels action where it's needed most:

- **Challenge misinformation** and expose the "Palestine exception" in Canadian politics and media.
- **Engage policymakers** to push for human rights-based policies.
- **Mobilize grassroots activism** through community-driven campaigns and education.
- **Produce impactful research** to inform decision-makers, activists, and the public.
- **Amplify critical voices** via the Palestine Debrief podcast, speaking tours, and expert panels.
- **Strengthen our reach** with cutting-edge media and advocacy tools.

## **Ways to Give**

- One-Time Donation: Fuel our advocacy and public awareness efforts with a single contribution. [Donate here.](#)
- Monthly Donation: Help sustain our long-term initiatives with reliable support. [Sign up here.](#)
- Direct Bank Deposit: Contact our Senior Director of Development at [maryann.matta@cjpme.org](mailto:maryann.matta@cjpme.org) for details.

## **Contact Information & Social Media Handles**

- **Get in Touch:**  
Email: General inquiries: [info@cjpme.org](mailto:info@cjpme.org) | Donations: [maryann.matta@cjpme.org](mailto:maryann.matta@cjpme.org)  
Phone: (438) 380-5410  
Website: [www.cjpme.org](http://www.cjpme.org)
- **Stay Connected:** [Facebook](#) | [Twitter/X](#) | [Instagram](#)