

ANNUAL REPORT 2024



Table of Contents

03

Message from the
Executive Director

04

Message from the
Board Chair

05

Mission, Vision, Story

06-07

Community Work

08-09

Parliamentary Work

10

Looking Ahead

11

Financial Performance

12

Who We Are



Message from the Executive Director

It is difficult to believe that, for the second year in a row, I am writing about the ongoing war between Israel and Hamas, following the horrific terror attacks of October 7, 2023. More than a year later, hostages remain in Gaza, Israelis face rocket and missile attacks, and Palestinian casualties continue to rise. Too often, it feels as though the world has grown numb as the death toll climbs to unimaginable heights.

For many of you, our supporters, partners, and community members, this past year has been painful, disorienting, and emotionally exhausting. We've all experienced grief, anger, and deep concern for the future. Amid it all, your continued engagement has been an act of hope. For that, I am profoundly grateful.

Paradoxically, the aftermath of October 7 briefly felt more hopeful than today. It seemed possible that peace talks might be revived, that international pressure could prevent atrocities, and that from such horror, a new beginning might emerge.

I still believe in that future, because we must. There is no alternative. Isolationism, extremism, and despair cannot be the final chapter in the story of Israel or the Zionist dream. The centuries-long desire for a homeland must not end in darkness.

The path ahead is steep. A diplomatic resolution and negotiated two-state solution feel more distant than ever. But we hold onto hope not because we see the light, but because we are determined to be the ones who create it.

That's why the work of JSpaceCanada has never been more urgent. I'm honoured to present our 2024 Annual Report—not only a record of a year of growth and impact, but also my first year as JSpaceCanada's inaugural Executive Director.

Throughout 2024, JSpaceCanada stood as a principled, progressive, and courageous voice in the Canadian Jewish community. We led the conversation on peace, hosted Canada's first Jewish-organized postwar conference on a two-state solution along with our partners at New Israel Fund of Canada and Canadian Friends of Peace Now, called for sanctions on violent settler extremists in the West Bank, and testified in Parliament on Canada's role in advancing peace.

We convened impactful panels, published widely, and engaged with policymakers and diplomats. We built partnerships across Jewish, Palestinian, and interfaith communities, amplifying dialogue over division.

Our mission is clear: to show that the Canadian Jewish community is not monolithic, and that many of us support diplomacy, reject extremism, and believe in a future where a secure Jewish state exists alongside a sovereign Palestinian one.

Much has been said about shifting views within our community, but shifts don't happen on their own. They are led - by people and organizations willing to take bold, values-driven stances and mobilize for change.

If 2023 was a year of new beginnings, 2024 was a year of courageous leadership. We used the trust we had built, not to protect ourselves from criticism, but to act with integrity when it mattered most.

As you read this report, I hope you see in JSpaceCanada a voice that speaks when others fall silent. A community that chooses courage over comfort. A team committed to the Zionist dream and the justice of its full realization.

Looking ahead, our goals are ambitious: grow our advocacy, deepen partnerships, and amplify the values that define us - justice, equity, peace, and dignity for all.

Thank you for standing with us. Change is coming, because of you.



Maytal Kowalski
Executive Director
JSpaceCanada

Message from the Board Chair

Dear JSpaceCanada supporters;

"We do not have the option or luxury of giving up hope".

"You, as members of the diaspora Jewish communities, have a stake in the future of the State of Israel. We need your support in our fight to preserve Israel's democracy, and to find a way out of endless war and occupation. Israel's democracy, her very existence, is at risk. Get involved in the fight."

These are the two most consistent and compelling messages I have heard in the last year in my many conversations and meetings with Israeli activists, community workers, politicians, and organizers. That despite the torrent of bad news - the worsening violence in the occupied territories, the emboldening of far-right Jewish extremists, the ongoing efforts to dismantle Israeli democracy, and worst of all, the endless war in Gaza and its horrifying toll on Gaza's civilian population, coupled with the heartbreaking failure to return the remaining hostages to their loved ones in Israel - that despite all of this, we cannot and must not lose hope. That we, as diaspora Jews who support the concept of self-determination for Israelis and Palestinians, the two-state solution, the end of violent conflict, and the dream of a peaceful, collaborative future for Israelis and Palestinians, have a voice, and we must use it.

That is where JSpaceCanada fits in. To be the voice of progressive Canadian Jews who believe in the possibility of peace as realized through a two-state solution where the right of self-determination for Israelis and Palestinians is paramount. To fulfill this mandate, JSpaceCanada is actively engaged in educational and advocacy efforts at the local and national levels. Through the course of 2024, we offered webinars, organized our annual conference, and held numerous meetings with Members of Parliament and other officials. All this work was, and will continue to be, dedicated to offering a different vision of what is possible in Israel-Palestine in the context of a peaceful two-state solution. Having been to Israel-Palestine numerous times, having met with Israelis and Palestinians who share this hope and dream of a better future for both peoples, I marvel at their vitality and strength as they continue to fight to realize this dream.

For JSpaceCanada, 2024 was a transitional year. In Maytal Kowalski, we hired our first full-time Executive Director, and she has outdone herself in the fulfilment of her duties. With her keen understanding of the issues both here and in Israel-Palestine, she has been tireless in connecting with people and delivering JSpaceCanada's message. In 2024, we also had our most successful fundraising efforts. It is thanks to you, our friends and supporters, who have made this possible and for that, I am most grateful and thank all of you.

We also have an active and engaged Board of Directors; all of whom are passionately committed to JSpaceCanada's work and message. Our plans for the coming year include an update to our strategic plan, and the setup of standing Board committees to broaden our reach and impact.

My thanks again to all of you for engaging with and supporting JSpaceCanada. Those of us who love Israel, who love its vibrancy and its diversity, who yearn to see it realize a peaceful two-state solution with its Palestinian neighbours, so that all who live on that land can do so in dignity, in peace, in prosperity and with full and meaningful lives, we all have a voice. JSpaceCanada is here to amplify our collective voice.

With my warmest personal regards,



Norm Hanson
Board Chair
JSpaceCanada

MISSION

To build a Canadian Jewish community that is a leader in promoting solutions for peace.

We will achieve our mission through:

- 03 • Advocacy to promote pro-peace policies within our national and local institutions.
- 04 • Offering educational experiences that bring diverse viewpoints and foster meaningful dialogue.
- Training and supporting youth to shift our community's conversation about Israel.

VISION

Our vision is self-determination for the Jewish and Palestinian peoples, championed by the Canadian Jewish community.

OUR STORY

JSpaceCanada is the home for Canadian Jews who are deeply committed to self-determination for Jews and Palestinians.

Our organization formed because voices like ours need to be louder.

As Jewish Zionists, we are stakeholders in Israel, and therefore have a role to play in ensuring Israel's future as a democratic state. For this to happen, we must be able to engage critically in conversations about the Israeli-Palestinian conflict.

Community Work

6

Webinars with notable Jewish
and Palestinian voices

Over
200

attendees at our in-person
conference, in partnership
with New Israel Fund of
Canada and Canadian Friends
of Peace Now

1st

Canadian Jewish in-person
conference post-October 7
on the topic of peace and a
two-state solution

1,500+

Signatures on
JSspaceCanada petitions

Our work within the Canadian Jewish community is a crucial component of leading toward the change we want to see. By opening up important conversations in the community, we are able to expose the diversity of thought within our community. And when we discover views and ideas that are often otherwise suppressed, we are able to bring these to key political leaders to show that our community wants Canada to be a champion for diplomacy between Israelis and Palestinians toward a two-state solution.

In 2024 we....

Hosted our first in-person conference after COVID-19, in partnership with the New Israel Fund of Canada and Canadian Friends of Peace now, bringing in Israeli experts from leading NGOs and think-tanks to discuss what a day-after for Israel and Palestine must look like. This was the first conference by Canadian Jewish institutions to discuss pragmatic steps toward peace through a two-state solution after October 7.

Sponsored the joint memorial day ceremony in Israel hosted by Parents Circle and Combatants for Peace.

Brought on our first paid, full-time executive director, Maytal Kowalski, through successful fundraising efforts to allow for the hiring of staff, achieved for the first time in the organization's history through Kowalski's leadership and vision.

Spoke at synagogues across Canada about the future of the Canada-Israel relationship, the Jewish diaspora and Zionism.

Hosted a "back to school" webinar series in the fall, discussing the foundational issues of the Israeli-Palestinian conflict with Israeli and Jewish educators and academics.

Hosted an October 7 online memorial event in partnership with the New Israel Fund of Canada and Canadian Friends of Peace Now that brought together Jews, Muslims, Palestinians, and Israelis; members of parliament and communal leaders to commemorate the atrocities of October 7, of the war in Gaza, and to hold hope for peace and alternative to war and destruction.

Community Work

15+

media mentions

100+

Attendees at our Synagogue
appearances

75%

Growth in donorbase

7,000+

Database contacts receiving our
communications through email,
phone calls, texts, and social
media posts.

Brought on Norm Hanson as Board Chair. He brings a strong background in volunteer work in the Jewish community, including serving as Treasurer and then President of the Edmonton Talmud Torah, where he led the project to design and build a new building for the school. Norm also served as a board member of the New Israel Fund of Canada for 8 years until the end of his term in 2019, and now serves as a member of the NIFC Advisory Board.

Released our second annual survey of Canadian Jews in partnership with the New Israel Fund of Canada and Canadian Friends of Peace Now, *Arguments for the Sake of Heaven*, showing that, even post-October 7, Canadian Jews are diverse in their feelings on Israel, Canadian-Jewish identity, and Zionism.



Parliamentary Work

5

Petitions to government officials
and policy-makers

Now in our second year of focusing on meeting with parliamentarians and policy-makers, we continue to build political power within the Canadian government to advocate for a future of peace through a two-state solution in Israel-Palestine. As a non-partisan charitable organization, we work with all parties within the federal government who are open and interested in hearing from us and understanding our positions.

In 2024 we...

Met with various policy-makers and presented policy briefs and JSpaceCanada positions during every month in which the House of Commons was sitting.

3

policy briefs through the
JSpaceCanada Policy Centre
presented to key elected officials and
policy-makers

Released our policy paper calling on the Canadian government to recognize an independent Palestinian state as a part of a two-state solution with a Jewish state of Israel alongside an independent Palestinian state.

Broadly supported the New Democrats' Opposition Day motion, calling for a release of the hostages, a ceasefire, an end to the war, and steps toward a two-state solution. Our policy paper on recognition of a Palestinian state was quoted in the House of Commons, as was the JSpaceCanada statement in support of the motion.



Testimony from Maytal Kowalski,
JSpaceCanada Executive Director, heard at
the government's Foreign Affairs Committee
on the topic of Canada's Role in Advancing a
Two-State Solution

Sent five different petitions to various members of parliament and cabinet ministers, with success on the call for sanctions against violent individual Jewish settlers and settler organizations, the passing of the opposition day motion of Israel and Gaza, and the inclusion of Israeli-Palestinian peacebuilding as a part of the G7 communique.

Released three policy papers through the JSpaceCanada Policy Centre:

"Recognizing Palestinian Statehood: Steps Canada Can Take to Advance Regional Peace"

"Creeping Annexation in the Shadow of the War in Gaza: Why Canada Must Stay Focused on the Occupied West Bank"

"Brief following the Standing Committee on Foreign Affairs and International Development on the Topic of Canada's Advancement of a Two-State Solution"

15+

Statements to media, supporters,
and broader community

Brought leading Israeli experts from human rights NGOs and think-tanks to speak with parliamentarians about the need to work with Israelis and Palestinians to preserve the prospects of peace.

Parliamentary Work

10+

In-person meetings with government officials and policy-makers

Advocated for and were successful in getting the Canadian government to add a commitment toward peace to the official communique for the G7 conference in Italy.

Advocated for and were successful in achieving sanctions on individual violent extremist settlers and organizations by the Canadian government.

Testified at Parliament's Foreign Affairs Committee on Canada's role in advancement of a two-state solution. Both Executive Director Maytal Kowalski and JSpaceCanada Policy Centre Chair and former Canadian ambassador to Israel Jon Allen testified before this committee and supported Canada recognizing an independent Palestinian state alongside a Jewish state of Israel.

5

Israeli voices were on Parliament Hill to speak to elected officials about the need for international pressure to advance peace and a two-state solution.

Called for the Canadian government to sanction extremist ministers in Knesset including Itamar Ben-Gvir and Bezalet Smotrich. This call was echoed by organizations similar to ours in the UK and the US.



Released our 2024 poll of Canadian Jews showing voting intentions, support for various Canadian foreign policy initiatives, and Canadian-Jewish sentiments concerning Israel-Palestine.

4

Policy suggestions and asks to the Canadian government answered.



Looking Ahead: 2025 Priorities

As we look ahead to the rest of 2025 and beyond, the voice of JSpaceCanada will be more important than ever. This year, our priorities reflect both the urgency of the moment and the long-term vision we are working toward.

In 2025 we will...

Engage community members to join us in federal advocacy.

How this advances our mission:

We have already demonstrated to elected officials that the Jewish community is not a monolith and that a wide range of voices must be heard. While organizational advocacy has been effective, having grassroots supporters of JSpaceCanada meet directly with MPs in their own ridings adds critical weight. It shows that our message resonates widely and is being mobilized at the local level by constituents who care deeply about peace, democracy, and justice.

Sponsor and host in-person events.

How this advances our mission:

Our past events have helped cultivate a growing network of like-minded Jews and offered a platform for Israelis and Palestinians engaged in the work of peacebuilding. By continuing and expanding these events, and equipping attendees to bring these conversations into their own communities, we will deepen dialogue on what it means to support Israel today. We aim to model a vision of principled Zionism: one that loves Israel enough to critique it, and that believes building a better Israel is both possible and necessary.

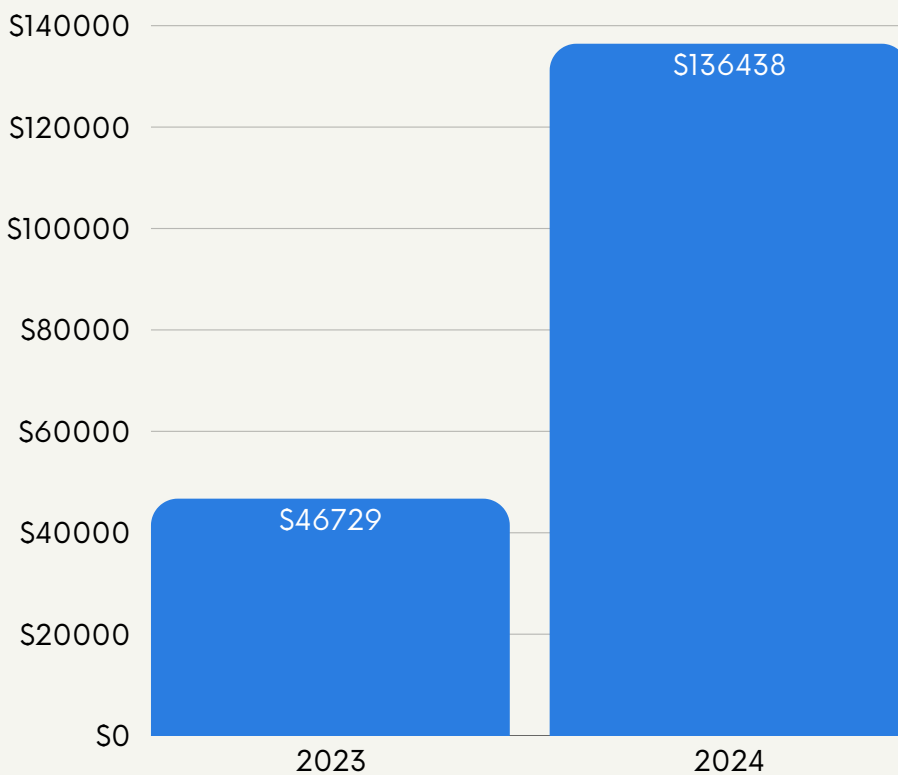
Speak in communal spaces and represent JSpaceCanada within the organized Canadian Jewish community.

How this advances our mission:

We engage within the Jewish community not to reject the spaces in which we were raised, educated, and formed, but because of our deep connection to them. We believe in making these spaces more inclusive and reflective of the diversity of Jewish thought and experience. By speaking, presenting, and hosting events in communal institutions, we create safe, principled spaces for hard but essential conversations - conversations rooted in love for Israel, commitment to the Jewish people, and concern for our collective future.

Financial Performance

JSPACECANADA REVENUE NEARLY
TRIPLED BETWEEN 2023-2024.

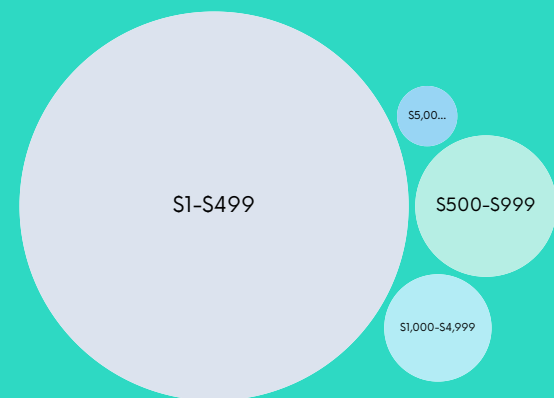


EXPENSES ALLOCATION

- Events, Programming, Education
- Marketing and Fundraising
- Operations



DONOR GIVING LEVELS



Thank You to 2024's JSpaceCanada Leaders:

JSpaceCanada Leaders are donors who contribute over \$1,800 in a given fiscal year.

\$10,000+

Beverley Chernos
Norm Hanson
Anonymous

\$5,000-\$9,999

Anonymous
Dr. Barbara Landau

\$1,800 - \$4,999

Rona Kosansky and Jordan Glick
Sara and Irwin Tauben Family Foundation
Shnier Family
Corey Shefman

Who We Are

Staff:

Executive Director

Maytal Kowalski

Board of Directors:

Board Chair

Norm Hanson

Dave Borzykowski

Esther Blum

Felicia Brooker

Dr. Matthew Flisfeder

Ori Gilboa

Jeffrey Larry

Jacob Kates Rose

We thank you for your
continued support of our
important work.

Please consider joining our
JSpaceCanada Leaders with a
donation of \$1,800 or more.

www.jspacecanada.ca/leader2025



JSpaceCanada
104-110 Eglinton Ave W.
Toronto, ON M4R 1A3
CANADA

www.jspacecanada.ca

✉ @jspacecanada

📷 [@jspacecanada](https://www.instagram.com/jspacecanada)

JSpace Canada Foundation

Statement of Financial Position

December 31, 2024

	Note	2024	2023
Assets			
Current Assets			
Cash	\$	138,132	\$ 48,423
Total Assets			
	\$	138,132	\$ 48,423
Liabilities and Net Assets			
Current Liabilities			
Accounts payable and accrued liabilities	\$	1,694	\$ 1,694
Net Assets			
Unrestricted net assets		136,438	46,729
Total Liabilities and Net Assets			
	\$	138,132	\$ 48,423

JSpace Canada Foundation

Statement of Revenue and Expenditure and Change in Net Assets

For the Year Ended December 31, 2024

	2024	2023
Revenue		
Donations	\$ 152,398	\$ 49,260
Operating expenses		
Adm inistration	49,000	6,345
Fundraising	7,585	6,952
Donation transaction fees	2,647	1,831
Professional fees	1,554	1,865
Insurance	2,055	676
Office stationery and supplies	-	1,554
Interest and bank charges	-	71
Total operating expenses	62,841	19,294
Excess of revenue over expenditures	89,557	29,966
Interest income	152	-
Excess of revenue over expenditures for year	89,709	29,966
Net assets - beginning of year	46,729	16,763
Net assets end of year	\$ 136,438	\$ 46,729