



THE JERUSALEM FOUNDATION OF CANADA
LA FONDATION DE JERUSALEM DU CANADA
הקרן לירושלים קנדה صندوق القدس كندا



The Canada Pathway

Make your mark
in Jerusalem

**The Canada Community and
Culture Fund**



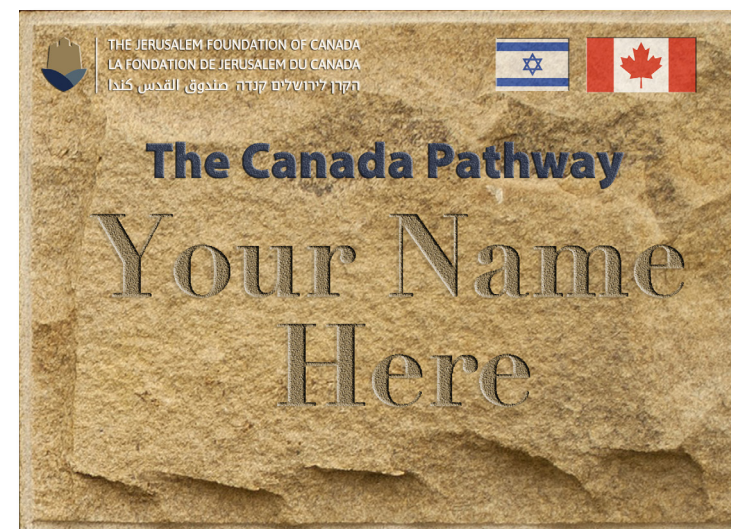
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Be part of the **Canada Community and Culture Fund** supporting the people of Jerusalem and emerging needs due to Covid-19. Create an enduring legacy in Jerusalem for you or someone you love.

Help us to support vulnerable populations in Jerusalem and to ensure the future of arts and culture in the city. These funds will support current basic needs for those at risk during the ongoing pandemic crisis and beyond and will enable the culture and arts community to adapt and innovate in this new reality.

With your gift, your name – or that of a loved one – will be engraved on Jerusalem stone within the Jerusalem Cultural Quarter, on the new Canada Pathway. Your gift will make a difference, with opportunities for support at various levels.





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About the Canada Community and Culture Fund

The COVID crisis has had a devastating impact on this city of Jerusalem and its people. Residents are slowly learning to live with Covid and find ways to adjust to uncertainty and a very changed world. Rapidly evolving restrictions and rates of infection have forced to be innovative and creative as we look towards a different future than we had expected. Jerusalem has one of the highest rates of infection amongst cities in Israel. One of the characteristics of the city, due to the city's population, is a significantly higher percentage of families with children (and sometimes many children) with verified COVID19 infections. This impact however will continue to be felt in the years to come.

Canadians have a long history of providing support to the vulnerable in Jerusalem and to arts organizations and institutions in the city. In response to the COVID-19 crisis, *the Jerusalem Foundation of Canada* has launched the **The Canada Community and**

Culture Fund. This new fund will support two critical areas for the wellbeing of Jerusalem: ongoing needs for vulnerable residents of Jerusalem of all ages and the recovery of the cultural sector which has been decimated by COVID. Working in close cooperation with Mayor Moshe Lion and his team, funds raised will maximize the efficient and effective delivery of essential goods and services to residents of the city.

In response to the current health, social and economic crisis, the Jerusalem Foundation will continue to provide support and a safety-net to the most vulnerable residents from all population groups in the city. This support includes provision of food, respite, mental health support and outreach to those across this city who have required it. In addition, The Jerusalem Foundation will continue to advance the adaptation and recovery of the cultural and creative life of Jerusalem during this crisis.



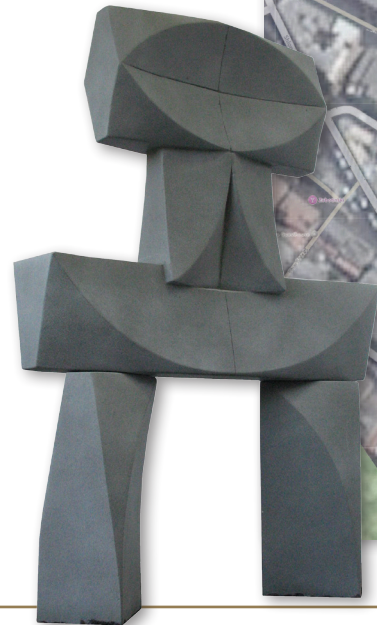


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Location of the Canada Pathway

This central location in Jerusalem is a focal point of the Cultural Quarter, the Musrara/Morasha neighborhood is adjacent to the Old City and on the seam of east and west, near Safra Square City Hall (1), the new campus of the Bezalel Academy of Art (2) and is the beating heart of Jerusalem. The path is framed by Canada House (3) and the Inukshuk sculpture (4), the Ma'aleh Film School (5), the Naggara Musrara School of Art and Society (6) and takes us on a journey through one of the first neighborhoods of modern Jerusalem.





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Safra Square City Hall

Naming opportunities:

Name the Canada Pathway - **\$500,000**

Name the Main Entrance - **\$250,000**

Name the South Entrance - **\$150,000**

Name the entry to Canada House - **\$100,000**

Name the entry to Naggar Musrara School - **\$75,000**

Name the intersection in the Canada House Garden - **\$50,000**

Name a bench along the Pathway - **\$25,000**

Make your mark in Jerusalem - **\$10,000**

Main Entrance

MA'ALEH
film school

CANADA
HOUSE

Daniel St

Shivtei Israel St

Daniel St

Natan Hananiv St

Chulda Hanevia St

Heleni haMalka St

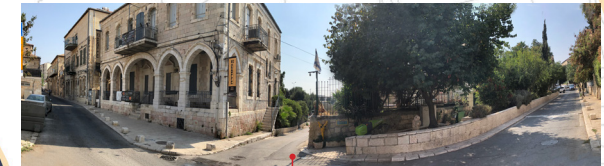
HaAyin-Het St

South Entrance

MUSRARA

The Old City

(The Naggar Multidisciplinary School of Art and Society)





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JOIN US IN SUPPORTING THE PEOPLE OF JERUSALEM AND THE RECOVERY OF OUR CITY AS WE ADAPT TO A NEW GLOBAL REALITY

Donations can be made to the
Jerusalem Foundation of Canada

by credit card or online:
<https://tinyurl.com/JFCanada>

Or by cheque made payable to:
The Jerusalem Foundation of Canada
250 Consumers Road, Unit 301
Toronto ON M2J 4V6

Charitable Registration:
#10808 5218 RR0001

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