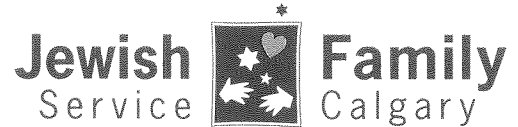


July 2010



Dear Friend,

#420 5920 - 1A Street SW | Calgary, AB T2H 0G3
p: (403) 287.3510 | f: (403) 287.3735
e: info@jfsc.org | www.jfsc.org

ANNUAL FRIENDS CAMPAIGN 2010

Thank you for your sustained interest in supporting the programs at Jewish Family Service Calgary (JFSC) that enable the well-being of Calgarians in need. Your contribution is very much appreciated.

As JFSC continues to respond to the growing need for services for some of our most vulnerable clients, please consider this request for your continued financial support. Your gift to our annual **Friends Campaign** will enable JFSC staff to assist families, individuals and seniors to restore their sense of well-being to become a self-confident and productive member of our community.

In the past year, the Counselling team worked with 150 clients from diverse backgrounds and circumstances. Imagine Iris, who, after 20 years of spousal abuse, fled with her two adolescent children to a women's shelter. With this care and support she felt physically safe for the first time in years. Soon this single mother found a job and a small apartment for herself and her sons, however, was experiencing financial stress. Years of abuse had left her feeling emotionally insecure and lacking in self-esteem. Iris began to suffer with severe anxiety and depression that affected her relationships, her motivation to care for herself and her view of the future.

Iris felt trapped and powerless, and turned to JFSC for help.

JFSC offered counselling services to Iris and her sons. An accredited counsellor met with the family to assess their needs, set goals, and make referrals for additional support. Iris was referred internally to our Basic Needs program and was one of 95 families and individuals who received financial help in the last year. Iris and her boys were provided a safe and structured setting to express thoughts and feelings about the abuse they had suffered and how it had impacted their lives. In her one-on-one counselling sessions, Iris learned strategies to manage her moods, and she is learning ways to nurture healthy relationships and set attainable life goals. She has expressed gratitude for receiving both the continuous counselling support and the help to move out of poverty through assistance with food and rent. Iris is showing improvement in regaining her self-worth and confidence.

Many Calgarians like Iris, however, who are in dire need of JFSC's services, are unable to pay much, if anything at all, toward the costs of the professional counselling. Unfortunately, while operating expenses for these services increase, community grants do not keep pace. Together we can help some destitute Calgarians turn their lives around, one counselling session at a time.

Other programs offered at JFSC are provided at no cost to the client. ***This is why your personal donation is so important.***

Thank you for caring enough to make a substantial difference toward someone's well-being through a donation to the JFSC **Friends Campaign**. Please call 403-287-3510 if you would prefer to donate by telephone; or donate online at www.jfsc.org.

We are so grateful for your consideration and generosity. Thank you.

Yours truly,

A handwritten signature in cursive script that reads "Bev Shekter".

Bev Shekter
Executive Director





Be a "Friend of JFSC"

It will cost JFSC \$1.5 Million in 2010-11 to operate and serve our clients.

Help us keep the light burning for our clients in 2010-11.

- | | |
|------------------------------------------|---------------|
| _____ \$18 | _____ \$500 |
| _____ \$36 | _____ \$750 |
| _____ \$180 | _____ \$1,000 |
| _____ \$360 | _____ \$1,800 |
| _____ Specify your own "Friend" donation | |

In an effort to curb expenses on postage, we are working to build an email database to allow us to communicate with you digitally. Please help us by including your email address here.

Please verify your information & make any corrections in the space below.

Email: _____

Name: _____

Address: _____

City / Province: _____

Postal Code: _____

Primary Phone: _____

Method of Payment

Visa MasterCard Cheque Web Page (www.ifsc.org)

Card Number: _____

Exact Name on Card: _____

Expiry Date: ____/____ Amount on Card: \$_____

For receipting purposes, if name is different from above:

Name: _____

Address: _____

Please return this form with your donation.
Tax receipts are issued twice yearly.

Many thanks for being a Friend of Jewish Family Service Calgary!