



Dear Friend,

**Did you know that over half of Jewish Seniors in BC live on less than \$35,000 per year?**

This number is staggering. Seniors, including Jewish seniors are at risk of houselessness, of food insecurity, of making choices between medications and rent. Many seniors face isolation and loneliness, needing connections that we can help to support. A weekly visit, or a simple kind gesture can help to make an impact that improves lives, improves outcomes.

**This Passover, you can bring light to a senior who feels forgotten.**

At Passover, as we gather around the table and tell the story of freedom.

We remember hardship.

We celebrate resilience.

We make sure the next generation never forgets the hardships of those that have come before.

“Why is this night different from all others?” Sadly, for many it isn’t.

Many seniors in our community will spend this holiday alone. With no family table. No visitors. No flowers. And no one there to remind them that they still matter. And that is something we can change, something we do change, together. At JSABC, Seniors Matter.

## **WE ARE SPREADING JOY THROUGH COMMUNITY BLOSSOMS**

Community Blossoms brings beautiful and revitalizing flowers to seniors in long-term care, adult day programs, and assisted living, and independently throughout the Lower Mainland. Flowers that would otherwise be discarded become something powerful: **A message that says: You are remembered. You are valued. You are not alone.**

When seniors receive these bouquets, something shifts. Faces brighten. Stories begin. Connections spark. Joy returns. Simple kindness builds meaningful connections.

It invokes the spirit of *Dor B’or* – **The Generation of Light.**

Because when we honour our ancestry, we honour our past and illuminate our future. Seniors throughout BC deserve light, not darkness.

## SMALL STEPS MAKE A BIG IMPACT

Jewish Seniors Alliance has expanded programs and services that:

- Reduce loneliness and isolation
- Advocate for better care and services
- Deliver moments of dignity and joy
- Create connection

It's important work. Supporting older adults this work depends on you.

## A NEW LOGO. A NEW LOCATION. A RENEWED PURPOSE.

Our new logo represents JSABC's focus on helping and connecting with people. Moving forward while honouring the past. JSABC is about helping seniors to age with dignity. Our new logo represents our future and the hope and light that should exist for every older adult.

Unfortunately, more seniors are left to fend for themselves than ever before. Every year there are more seniors, most age well, but some need an extra hand up. We are there to help when that's needed through our many offerings.

JSABC is there to ensure that as life transitions, isolation and loneliness aren't a right of passage but that dignity, hope, and support are real expectations for all of us to have.

## PASSOVER REMINDS US:

Every generation has the responsibility to care for the next — and the one before.

Your donation becomes:

A bouquet in trembling hands.

A smile in a quiet hallway.

A reminder that someone cares.

You are helping a parent.

Someone's grandparent.

Someone who helped build the community we enjoy today.

Or, maybe someone selfless that spent their life helping others but doesn't have anyone helping them now.

**This Passover, help us make sure no senior feels left out of the story. Your Passover gift brings light to seniors living among us.** And maybe some that don't. Freedom is not only about leaving Egypt, it is about living with dignity, connection, and hope.

Right now, seniors in our community need to feel remembered.

You can make that happen today.

At the Seder we say: "Let all who are hungry come and eat."

Today, many seniors hunger for connection, kindness, and community. We are known for our programs that build connections, reduce isolation and improve better health outcomes for those aging at home. And now it is bringing light.

**Your gift helps deliver exactly that.**

Please give generously for Passover. Donate today and help us spread hope, connection, and dignity, to *Dor B'or* – The Generation of Light.

May you have a Passover filled with joy.



**Jeff Moss**

Executive Director  
Jewish Seniors Alliance of British Columbia

**Jerry Bleet**

Vice-Chair & Fundraising Chair  
Jewish Seniors Alliance of British Columbia

P.S. This Passover, your kindness can brighten someone's entire holiday. Your gift helps deliver that light again and again.

**WE'VE  
MOVED!**

**OUR NEW  
ADDRESS IS:**

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Vancouver, BC  
V6H 1G3

Office: 604.732.1555

CSS: 604.267.1555

Web: [www.jsabc.ca](http://www.jsabc.ca)

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# JEWISH SENIORS ALLIANCE OF BRITISH COLUMBIA



Jewish Seniors Alliance of British Columbia embraces all seniors to ensure they can age with dignity and respect. JSABC is governed by the Jewish value of *Tikkun Olam* (repairing the world) and works at making a meaningful impact in reducing isolation, loneliness and aging better for all seniors.

JSABC builds connections with seniors through our core service areas of Community Support Services, Outreach, Advocacy, and *Senior Line* Magazine. Over the past year, with very generous donations, we have provided more services and increased the number of individuals served throughout community.

FOR  
MORE  
THAN 22  
YEARS,  
JSABC:

- Has been reducing isolation and loneliness among seniors.
- Has been 100% Member/Donor; Foundation; Grant; Government funded.
- Makes a recognized impact as a leader in provincial advocacy.
- Offers free and barrier-free programs and services for all participants.
- Collaborates as an integrated Jewish and community hub partner.
- Actively fights institutionalized antisemitism through its collaborations and community work.

Family and  
Caregiver  
Support  
Annually  
**1,800**



Number of  
In-Home  
Visits  
Annually  
**7,200**

Over  
**160**  
Community  
Support  
Services  
Volunteers



Senior Line  
Magazine  
Readership  
**8,000**

Outreach  
Event  
Attendance  
**700**

