



Our \$5000/month Challenge Needs YOU



CJPME does a very strong job lobbying for the human rights of the Palestinians and others in the Middle East. In this newsletter, you'll see the amazing highlights from this past year.

But we have to own up to the fact that **donations to CJPME have been shrinking – NOT growing – these past few years.** For some time, CJPME has survived with just a skeleton staff. Operating without sufficient funds has a huge impact on CJPME, our people, and our effectiveness. Among them are:

- **Inability to meet the need.** With only two low-paid, full-time staff, we don't have sufficient people to meet politicians, pressure the media, launch campaigns, direct volunteers, and perform the many tasks required to run a credible advocacy organization.
- **Inability to attract qualified staff.** When I took a staff position at CJPME in 2011, I accepted a salary that was 50% what I was making in the private sector. But we can't expect everyone to make such sacrifices. For five years, I've been unable to hire a qualified VP, because we just don't have the funds to pay them.
- **Inability to offer a real career option.** Occasionally in the past, we've hired bright university grads in junior positions. But when we can't offer anything other than entry-level salaries, they're going to leave for jobs that offer viable career options.
- **Staff burnout.** It's hard to admit, but I often wonder whether the sacrifices of this job are worth it. I do CJPME's Website, graphics, videos, finances, admin, policy, fundraising, advocacy and more. Given the downward trend in giving to CJPME, and the stressful work environment, I'm sometimes tempted to take an easier job with double the salary.

These aren't easy things to say. But unless we are able to find the support that we need, CJPME may not survive more than another year or two. Basically, we need to grow contributions by \$5000 per month to start to address the challenges I describe above. This is what we need:

- **Monthly donations.** One-time donations are great, but they don't allow us to plan strategically.
 - If you've never given monthly, would you consider a monthly donation? Can you give \$25/month, \$50/month, \$100/month? More?
 - If you're already a monthly donor, could you double your monthly gift?

- **Contributions via void cheque.** Monthly credit card donations are great, but they carry 3-5% service charges, and high admin overhead. Monthly donations via void cheque have no service charges, and are much less costly to administer.
 - To give via void cheque, send us a cheque with "VOID" written across it along with the enclosed donation slip indicating the amount of your monthly gift. We'll set it up as an automated withdrawal from your bank account.

I don't like to have to speak of the closure of CJPME to encourage donations, but we won't survive under the status quo. If you believe in the value and effectiveness of our work, then please make an investment to see it continue.

Thank you immensely!

P.S. We always encourage our donors to get in touch, whether with ideas, suggestions or comments. Please feel free to call us and talk to us about the situation I describe above.

Below: CJPME President Tom Woodley (left) and Campaigns Coordinator Miranda Gallo (2nd from right) with interns and volunteers on Parliament Hill in 2018.



Our Mission: To empower Canadians of all backgrounds to promote justice and peace in the Middle East, and here at home in Canada

Montreal - Ottawa - Toronto - London - Hamilton - Edmonton - Victoria



How does CJPME compare to the pro-Israel lobby groups?

Because CJPME does advocacy, media, and outreach work, we're facing off with some of the strongest players of the pro-Israel lobby. Unfortunately, we're at a huge disadvantage in terms of staffing and funding. Consider the comparisons below.

CJPME

- 2.5 paid staff; one office in Montreal

The pro-Israel Lobby in Canada¹

Centre for Israel and Jewish Affairs²

- over 40 total paid staff
- 12 staff in Ottawa office
- 14 staff in Toronto office
- 3 staff in Vancouver office
- 9 staff in Montreal office
- 3 staff in Israel

B'nai Brith Canada

- About a dozen or more paid staff
- Offices in Toronto, Ottawa, Montreal, Winnipeg, Edmonton, Calgary

Honest Reporting Canada³

- Two paid staff; office in Montreal

¹ Not a comprehensive list.

² Note that in 2011, the CIJA replaced the Canadian Jewish Congress, the Canada-Israel Committee, the Quebec-Israel Committee, National Jewish Campus Life and other pro-Israel organizations in Canada.

³ Despite its name, "Honest Reporting Canada" is in fact dedicated to squelching criticism of Israel in Canadian media.

Miranda Gallo says "Farewell"



After more than 2.5 exciting years working with CJPME, I will be departing to enter a master's program in January. I want to take this opportunity to thank Tom and all the rest of the folks at CJPME for a super enriching experience which has helped me to channel my passions and grow professionally in many different ways.

I will always have fond memories of my many trips to Parliament Hill with CJPME, meeting with MPs, appealing to their better nature to stand up for Palestinian human rights. I'm also grateful for all the relationships that have been forged at CJPME, which is bringing Canadians - young and old - together to stand for human rights. CJPME has been instrumental in my development and growth as a young progressive. I believe strongly that it is only through vibrant and visionary institutions like CJPME that we will be able to shift Canadian policy for the better.



Above: Miranda was the face of CJPME's many popular videos on Facebook and YouTube. Right: Miranda (on left) with two interns at an event on Parliament Hill in 2018.



Interview with CJPME's President

Founded in 2004, CJPME is now a national advocacy organization for the human rights of Palestinians and others in the Middle East. A founder, and now the president, Thomas Woodley, answers questions about the organization, its origins and its vision.

What led you to launch CJPME?

In the early 2000s, many of us were horrified by Israel's brutal response to the Second Intifada. One story in particular – about a paraplegic Palestinian man in a wheelchair being run over by an Israeli bulldozer – left us deeply outraged. A group of us wanted to do more to advocate for Palestinian human rights in Canada, but realized that virtually no other organization was reaching out to Canadian politicians in a consistent and professional way.

What are CJPME's most important values?

First, from the beginning, we wanted CJPME to be about “empowering” average Canadians to be heard. People get excited and involved when they feel they have a voice. That's why there's so much emphasis in our campaigns to enable people to write or meet their politicians, to write to the media, to host an exhibition, etc. It's important to demonstrate that there are large numbers of Canadians who feel strongly about our issues, and we are also the only organization that works in both English and French.

Second, of course, we try to be an organization that welcomes and involves “Canadians” of all backgrounds, whether Arab, English, French, or other.

What else is special about CJPME?

I believe that CJPME brings a credibility and consistency that is rarely seen in Palestine advocacy. I also believe CJPME is unique in its ability to do both grassroots-level work, as well as professional policy work. For example, we're able to organize locally, but we also publish rigorous factsheets and position papers that we present to politicians and the media. This enables us to work with both local and student groups, as well as with academia and big players like Amnesty, Oxfam and others.

What led you to be President of CJPME?

When we re-organized CJPME in 2007, the Board offered the presidency to me. The message from the Board was, “You're the one making things happen now, and we want you to continue to drive the organization forward.” I work extremely hard – frequently doing 80-hour weeks. I also have a very broad skillset: I can do policy, IT, admin, finance, graphics, organizing, Website, fundraising, politicking.

What has made CJPME strong over the years?

I believe that we've survived for 15 years because we were professional and intentional from the outset. We weren't launched by idealistic youth, but by people – like myself – who were mid-career, and had the passion, skills and long-term commitment to create an enduring organization. This meant getting serious early on about having bylaws, a Board, a strategic plan, a budget, insisting on accountability, and fundraising. The

“fun” in our work is meeting people and speaking out, but if an organization is not serious about planning and administration, it's not going to survive.

What would be lost if CJPME disappeared?

First, the absence of our pro-Palestinian voice on Parliament Hill would be keenly felt. Many politicians tell us that CJPME is the most consistent group raising awareness on Palestine. We've been sending delegations to Parliament Hill since 2004, presenting credible, fact-based legal arguments supporting Palestinian human rights. We've nurtured relationships with politicians for 15 years, and this won't be replaced easily.

Second, our ability to launch large and sophisticated human rights campaigns would be lost. Last year, our campaign for Gaza mobilized 20,000 Canadians to email Prime Minister Trudeau – that's an amazing reach! Effective campaigns like that are possible because of CJPME's strong political and technical know-how and experience.

What are some recent accomplishments that make you proud?

There's so much to say, but I'll limit my response to three things. First, I'm thrilled with the impact we had on the October elections: our work was repeatedly cited during the elections. Second, I'm thrilled with the media coverage that we've gotten this year. We got Noura Erakat and Robert Fisk onto some of Canadian media's biggest programs; and we ourselves were quoted in the Globe and Mail, CBC and other outlets. Finally, I felt we had some very effective public campaigns: supporting beleaguered election candidates, advancing BDS, and combatting Islamophobia, among others.

What is CJPME's greatest challenge today?

Whether with me or with others, the challenge is staff burnout. As an organization, we're addressing some of the world's most intractable issues; we're constantly confronting upsetting news; and we're working with stubborn and close-minded politicians. And we're dealing with all these things on a shoestring budget. Given these hardships, the most talented people see no career future in this work, and go into other fields. We need our supporters to understand the necessity of this work and the hardships we face. We then need them to better enable our work through their financial support.



True peace is not merely the absence of tension: it is the presence of justice

- Martin Luther King, Jr.

CJPME 2019 Speaking Tours Reach Across Canada

Hopefully, you had a chance to be present at one of CJPME's events this past year, as we hosted three dynamic and articulate speakers on Palestine and the Middle East. These events elevate the conversation in Canada on important Middle East topics, and enable us to get strategic voices into mainstream Canadian media.

In September, we brought **Palestinian-American lawyer and author Noura Erakat** to Montreal, Ottawa and Toronto for a talk entitled, "Justice for Some: Law and the Question of Palestine." Erakat has become increasingly well-known in recent years for her brilliant and incisive appearances on mainstream media advocating for Palestinian human rights. Erakat was interviewed by the CBC's Michael Enright for his program Sunday Edition, heard by two million.

CJPME also hosted **former NDP Deputy Leader Libby Davies** in a talk entitled, "Palestine on the Hill." Davies described the challenges facing federal politicians in Ottawa as they seek to raise the issue of Palestinian human rights. She also provided

guidance to activists on how to raise these issues within political parties and on Parliament Hill.

Finally, in November, CJPME brought **veteran Middle East journalist Robert Fisk** to ten different Canadian cities, from Montreal to Vancouver. Taking place just a week after Turkey invaded northern Syria, Fisk treated audiences to a very timely commentary on a broad range of topics, from Turkey and Syria, to Russia and the US, to Israel and Palestine. CJPME procured many media spots for Fisk, including CBC's The Current, heard by millions across Canada.



Some Strategic Projects from 2019: How we're doing

Last year, we asked our supporters to enable four projects, and many of you responded generously. Here's how we did...

Defamation Lawsuit against Rebel Media: After over three years, CJPME is on the verge of getting a settlement from Ezra Levant and Rebel Media as a result of our defamation suit against them. Most of the settlement amount will cover legal costs, but the resolution of the case will score a huge Canadian victory for BDS.

Palestine Map Ads in Canadian Cities: In 2014, we launched a campaign to get the "Disappearing Palestine" maps into a major Canadian city's subway or buses, but were blocked by scared city administrators again and again. While not successful in 2018, we are still trying to action a successful strategy to make this happen.

Challenging Candidates in October Federal Elections: CJPME made big waves with its "Elections Guide" on Middle East issues, released in advance of the fall elections.

Combating Islamophobia: Last year, CJPME joined Muslim Canadian organizations calling for January 29 to be designated as a national day of remembrance and action on Islamophobia. We made fantastic progress, and will renew our calls for this designation to take place with the new government.

CJPME's Income Statement

Below is a high-level view of CJPME's revenues and expenses for 2018. Revenue in 2018 was the lowest it has been since 2012:

Revenues:

One-time Donations	\$60,000
Monthly Donations	\$110,000
Total Revenues	\$170,000

Expenses:

Project Expenses	\$12,000
Office Expenses	\$24,000
Salary Expenses	\$145,000
Admin Expenses	\$6,000
Total Expenses	\$187,000

Net Income/Loss (\$17,000)

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