



## Help Take our Advocacy to the Next Level!

I don't know if you were aware, but CJPME punches way above its weight! We have only three full-time employees, but our reach and impact suggest a far larger organization.

CJPME's total expenses in 2020 were about \$215,000. This is just a fraction of the two largest pro-Israel organizations: CIJA (\$11 million), and B'nai Brith (\$3 million). These organizations have over 50 employees, and offices across Canada. But despite our disadvantage, we compete very successfully when it comes to getting our message out (see table below).

	Annual Budget \$	Facebook Fans	Twitter Followers	Insta Followers
CJPME	\$215 K	23,600	8,400	7,800
CIJA	\$11 M	29,100	12,600	3,900
B'NAI BRITH CANADA	\$3 M	11,000	9,400	1,800

### But with more resources, we could do so much more!

I would like to hire two more people in 2021: an entry-level campaigns coordinator; and a mid-level media and political advocate. This is going to require at least another \$100,000 in annual funding. Can you help make it happen?

If you're NOT a monthly donor, would you consider becoming one? Making job offers and planning strategically is so difficult without regular monthly support. Even a modest monthly amount is super helpful.

If you're ALREADY A MONTHLY DONOR, could you consider one of the following:

- Increasing your gift:** If you've been giving the same amount for the past several years, could you consider increasing your gift by 15% or 25%? Let us know by sending an email to [info@cjpmc.org](mailto:info@cjpmc.org), or calling us at 438-380-5410.
- Switching to void cheque:** If you've been giving by credit card, would you consider donating instead by void cheque? We lose 3-5% from fees on every credit card donation. To donate via void cheque, email us an image, or mail us a cheque with "VOID" written across it. If you don't use cheques, your on-line bank can provide a pre-authorized debit form that you can send to us via email at [info@cjpmc.org](mailto:info@cjpmc.org).

**CAN YOU HELP?** Use the enclosed slip to make a donation, or go on-line to use a credit card, Apple Pay or Google Pay:

- For one-time donations: <https://www.cjpmc.org/donate>
- For monthly donations: [https://www.cjpmc.org/donate\\_monthly](https://www.cjpmc.org/donate_monthly)

Thanks for your support, and for helping us increase our impact in Canadian politics and media. Sincerest regards,



*Thomas E Woodley*

Left to right:  
Michael Bueckert, VP,  
Madeleine Moffatt,  
Operations Manager,  
Thomas Woodley,  
President

## CJPME's 2021 Elections Guide

CJPME was extremely busy in the run-up to the September Federal Election. One of our biggest projects this year was our highly-anticipated "Vote 2021 Elections Guide." This Guide provided summary ratings for each of the five largest federal parties, supported by 60 pages of analysis on ten different issues (at right.) In addition, CJPME was also a coordinating partner in the "Vote Palestine" campaign. The campaign promoted 11 policy points under four policy themes, ranging from Canada's trade with Israel, to Canada's support for international law, to protecting freedom of expression. In the end, dozens of candidates in the election – several of whom were elected – pledged to support our policy points if elected.



## CJPME's Vote 2021 Elections Guide

### Summary Ratings

1 Israeli Annexation of Palestinian Land	C-	D	A-	A-	A
2 Israel's Crimes of Apartheid	F	F	B-	D	C-
3 Escalation of Israeli Violence, May 2021	C	F	A	B-	B-
4 Canada's Voting at the United Nations	D+	F	B	n/a	n/a
5 ICC Investigation of War Crimes in Palestine	D+	F	B+	C	B-
6 Canada's Aid to Palestine Refugees (UNRWA)	B+	F	A	B	B
7 Free Speech on Palestine	F	F	B+	B-	B
8 Canada's Response to Islamophobia	B	D-	A-	F	B
9 Canada's Arms Trade and the Saudi Arms Deal	C-	F	A	A	A
10 Nuclear Arms and the Middle East	F	F	A	A	A
<b>CJPME Summary Evaluation</b>	<b>C-</b>	<b>F</b>	<b>A-</b>	<b>B-</b>	<b>B</b>





## Responding to a Crisis: Israel's Assault on Gaza

Not everyone is aware of all the things that CJPME does during periods of crisis, as when Israel's ethnic cleansing in Sheikh Jarrah eventually led to its deadly assault on Gaza this past May. Here's a rundown of many of the things that we did to push Canada and Canadians to intervene positively:

- Even before it became national news, **CJPME was protesting** the Sheikh Jarrah "evictions" and Canada's failure to intervene effectively.
- Soon after Israel's brutal violence in Jerusalem had begun, **CJPME launched an email campaign which ultimately enabled close to 18,000 people to email** their concern to the Prime Minister and their own MPs.
- **CJPME helped organize rallies** against Israel's ethnic cleansing, and over several weeks, worked hard to compile and circulate information on all the rallies taking place across Canada.
- The **CJPME Foundation launched its "Gaza Emergency Aid"** project which ultimately sent \$62,000 in food aid and medical supplies to Gaza.
- **CJPME worked with politicians to get the NDP to call for an emergency debate in Parliament** on the situation in Jerusalem and Gaza. We also pushed the Bloc Québécois and the Green

Party to join the NDP's call for an emergency debate. We also helped to push the NDP to call for an end to Canadian arms sales to Israel.

- **CJPME also hosted a "What's Happening in Gaza" Webinar featuring Palestinian-Canadian experts**, including one from Sheikh Jarrah. Close to 1000 people signed up for the Webinar.
- Throughout the violence, **CJPME maintained a "Crisis Report"** which tracked the stats of the violence, the on-the-ground developments, the Canadian political response, and key legal points.
- **CJPME repeatedly challenged the media** – especially the CBC – on its coverage, pushing for better and more balanced coverage of the violence in the conflict.
- **CJPME kept the public up-to-date via social media** several times a day with all the Canada-related developments

**The work of CJPME and many others helped to shift the debate in favour of the Palestinians.** We are proud of what we accomplished, and hope to be able to do even more next time that a crisis arises.

## CJPME Foundation Raises \$219,000 for Palestinians

Throughout the spring and summer, the CJPME Foundation raised \$210,000 in aid for Palestinians. Congratulations and "thank you!" to the many of you who made this humanitarian relief possible!

In May, in response to Israel's reckless bombing of Gaza, the CJPME Foundation sent \$62,000 to Gaza to provide emergency food, medical kits, and medical supplies.

In addition, the Foundation's "Help Gaza Breathe" campaign raised \$157,000 between February and June in order to provide

a medical-grade oxygen generating unit to Gaza's Al-Shifa Hospital. Since the onslaught of COVID and increased hospitalizations, Gaza health care facilities had suffered from a chronic shortage of medical oxygen.



Above: Gaza aid workers unload medical supplies provided through CJPME's "Gaza Emergency Aid" initiative in May.

## CJPME Podcast Launch

We are thrilled to announce that we just launched our "CJPME Debrief" podcast. The podcast, which is livestreamed to YouTube, and posted to all the major podcast platforms (Apple, Spotify, etc.) provides a discussion of current events and issues related to human rights in Palestine and the broader Middle East. Episodes will help to make sense of breaking events in the region and what Canada can do about them. We'll also illuminate the historical, legal and political context surrounding them. We hope to post two episodes a week, so come check us out, join the conversation, give us a (glowing) review, and tell your friends.





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

- Martin Luther King, Jr.

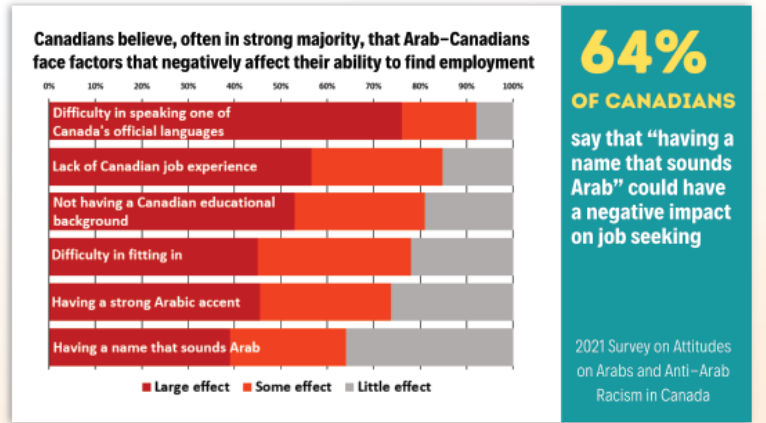
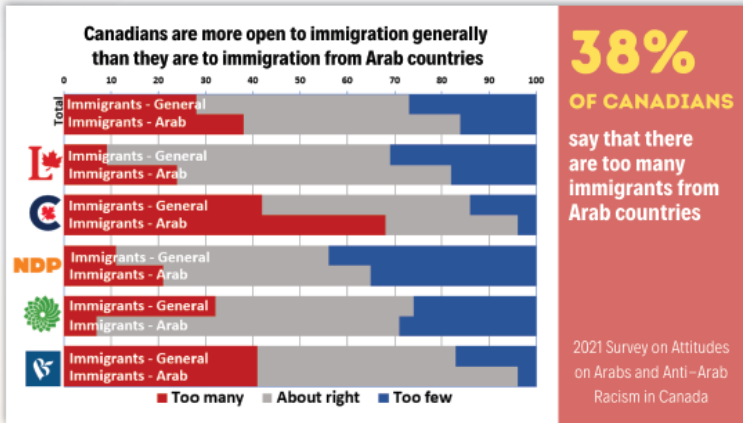
## CJPME's Survey on Anti-Arab Racism in Canada

In October, CJPME released the sobering results of its national poll about Canadian-Arabs and anti-Arab racism in Canada. The report, entitled, "Marginalized and Misunderstood: Survey on Attitudes on Arabs and Anti-Arab Racism in Canada," found that an overwhelming 79% of Canadians acknowledge that prejudice against Arabs is a problem.

Canadians also acknowledged that many factors could negatively

affect the ability of Arab-Canadians to secure employment, including "having a name that sounds Arab" (64%), "having a strong Arab accent" (73%), and "difficulty fitting in" (78%).

The survey, co-sponsored with the Canadian Arab Federation (CAF) and the Arab Canadian Lawyers Association (ACLA) revealed many other facets of systemic anti-Arab in Canada – issues that CJPME will take up with politicians in the months and years ahead.



## Do you see everything that CJPME does?

Sometimes people assume that CJPME's emails cover everything that we do. This couldn't be further from the truth. Emails to our supporters are almost always focused on specific grassroots campaigns. Behind the scenes, we're doing analyses, developing policy positions, contacting the media, meeting with politicians, strategizing with other groups, and planning campaigns. We also publish dozens of press statements every year that go to over 1200 media contacts and Parliamentarians.

The best way to see more of our day-to-day work is to follow us on social media. Virtually every day, we're providing updates, insights, proposals and perspective. Follow us on your favourite social media platform:

- <http://www.facebook.com/CJPME>
- <http://www.twitter.com/CJPME>
- <http://www.instagram.com/CJPMEOfficial>
- <https://www.linkedin.com/company/cjpme-cjpmo/>

### Contact Us

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**CJPME Supports #JusticeForJavier**

Anti-racist and decolonial education *must* be extended to include Palestinians

**READ CJPME'S STATEMENT**

**24 MPS AND 2 SENATORS CALL FOR CONDEMNATION AND SANCTIONS ON ISRAEL!**

"It is no longer adequate for Canada to ignore the multiple violations of Palestinian human rights by the Israeli Government."

- Canada - Palestine Parliamentary Friendship Group

**BLOC AND GREENS MUST ENDORSE ARMS EMBARGO ON ISRAEL!**

**READ CJPME'S STATEMENT**

**WHAT'S HAPPENING IN PALESTINE?**

JOIN OUR COMMUNITY Q&A

Webinar: Thursday May 20 at 8pm EST

Participate panelists: Mark Assaf and Noha Fakhri

CJPME

**YOUR VOICE WAS HEARD!**

**NDP CALLS FOR EMERGENCY PARLIAMENTARY DEBATE ON JERUSALEM!**

Now let's hear from the Greens & Bloc...

**Outrageous inaction by Canada!**

Canada took **NO ACTIONS** after a Canadian photographer was shot by Israeli sniper

**PROTECT HUMAN RIGHTS DEFENDERS IN PALESTINE!**

Send an email to Trudeau now!

**GREAT NEWS!**

**At the UN, Canada votes "YES" on Palestinian self-determination for third year in a row!**