

ROOTS

JEWISH NATIONAL FUND OF CANADA

PASSOVER 5775

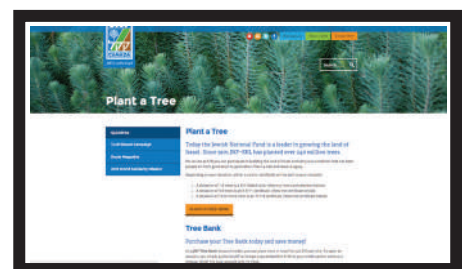
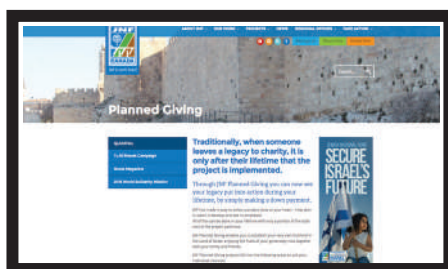
**JOSEPH AND
WOLF LEBOVIC
DONATE THE
LARGEST GIFT
IN THE HISTORY
OF JNF CANADA**



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JERRY WERGER
NATIONAL PRESIDENT



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CHIEF EXECUTIVE OFFICER

Welcome to the spring edition of Roots! We are thrilled to share with you all of the exciting events, missions and projects taking place across Canada this year.

Our initiatives continue to be successful because of the ongoing support and generosity from our donors, volunteers and board members. We appreciate your time, effort and resources to help us build Israel through JNF and connect the communities with our friends in Israel.

In this edition of Roots, you will have an opportunity to read about our exciting Negev Dinners, bid farewell to Fred Schacter, our Director of Finance and Administration who will be retiring after 25 fantastic years, welcome Karen Belinsky who joined JNF Canada as the new Director of Finance and Administration and review

many available and completed projects in Israel.

JNF Canada had numerous Tu Bi'Shevat telethons across Canada in support of security plantings in Southern Israel that brought together people from all of our communities. We were overwhelmed with your participation to assist us in this very important project.

We are thrilled to announce that in 2014, JNF Canada received the largest gift in the organization's history from Joseph and Wolf Lebovic. The Lebovics are exceptional leaders in philanthropy, business and development. Their devotion to the Jewish community in Canada and the State of Israel has had a tremendous impact on its growth and success, demonstrating that their commitment to the future is

paramount. We are extremely grateful for this monumental donation and thank Joseph and Wolf for being inspirations to Jewish communities around the world.

We are honoured to be part of an organization whose 114-year-old mandate is to be the sole agency responsible for the development and infrastructure of land in Israel. Thank you to our donors across Canada who are helping us build Israel for future generations.

With your ongoing support, we are confident that 2015 will be an exciting and rewarding year for JNF.

As Pesach approaches, we would like to wish you and your family a Chag Pesach Kosher V'Sameach – a Happy and Healthy Passover.

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VISIT ISRAEL WITH JNF

ON A JNF MISSION OUR OBJECTIVE IS TO BRING PEOPLE HOME TO ISRAEL - GET THEM IN TOUCH WITH THE COUNTRY AND HAVE THEM FALL IN LOVE WITH ISRAEL. PARTICIPANTS ON A JNF MISSION SEE ISRAEL IN A VERY SPECIAL WAY!

“These missions provide a new and different way to experience Israel every time, giving us the opportunity to visit places we’d never see as regular tourists.”

- Allan Goldenberg, Montreal,

One of the veteran members of the Canadian delegation. On his 7th visit to Israel on a JNF mission.

“I always had an awareness of what KKL-JNF does, but my appreciation greatly increased when I saw all their projects and the work of JNF firsthand. Personally, I have very strong Zionist feelings and am devoted to the land. For me, that’s exactly what KKL-JNF is about.”

- Marilyn Libin, 2014 JNF Calgary Negev Dinner honouree

“We haven’t come here for just a fleeting visit; we’ve come as partners who want to participate in what’s going on, this way we can really understand what KKL-JNF is doing and feel that we are connected to Israel.”

- Irving Feldman, Toronto, taking part in a KKL-JNF mission for the second time.

“Today Israel is much greener and more beautiful than ever. What KKL-JNF does for this country is simply amazing and this mission confirms this.”

- Leonard and Bluma Clayman, Toronto

FAMILY MISSIONS

For a unique, personalized mission for your family, we can tailor make a program for you. We specialize in visits to places an ordinary mission can't reach.



MAY 12 - MAY 20, 2015

WORLD SOLIDARITY MISSION



OCTOBER 18 - NOVEMBER 3, 2015

OCTOBER MISSION TO ISRAEL

**INCLUDING A JEWISH HERITAGE
VISIT TO WARSAW & KRAKOW**



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FRED SCHACTER RETIRES AFTER SERVING JNF FOR 25 YEARS

This coming July, the employees of JNF Canada will be honour one of their most respected colleagues. After more than 25 years, Fred Schacter will be leaving his position in the National Office as Director of Finance to pursue what we all dream of one day—retirement! Fred has devoted more than 25 years of his life to the JNF, and has played a huge role in building the successful organization that we all know and love. His hard work and wisdom, coupled with a deep dedication to Israel, have been inspiring traits throughout the many years.

Those fortunate enough to have enjoyed a close working relationship with Fred will easily attest to his warm and outgoing personality. His open door policy has always been a welcome invitation to anyone needing to talk. Whatever the issue, be it business or personal, a current event, or to just to relay a funny story, Fred could always be counted on to lend an ear, offer advice, or share his expertise. Also cherished by all is his sharp sense of humour, evidenced by the slew of anecdotes he brought to the office on a daily basis. Fred commands a huge

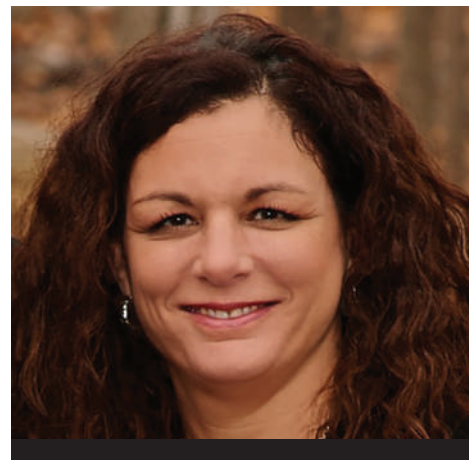
presence in any room by virtue of being himself. To say his company is relished by all would be a gross understatement, even though this likely implies you may be forced to endure a story that you have probably heard a hundred times before! Moreover, it is also expected that the story will start with, “I don’t know if I’ve told you this story or not but, many years ago...”

Over the years, Fred has welcomed new employees and has said goodbye to many others. He has seen plenty of changes and has faced many challenges. Even in difficult times, Fred has always opted for a calm, cool and collected approach paired with his legendary humor just for good measure. All JNF staff, along with countless volunteers, feel honored to have had the pleasure of working alongside such a great leader, mentor and friend. Although we are extremely happy for Fred and wish him the best in his retirement, his enormous presence will be sadly missed. To Ellie, Fred’s amazing wife and life long best friend, Thank you for letting us share him all these years! Mazel Tov Fred!

JNF WISHES SHEILA MINGEL THE BEST IN HER RETIREMENT



This past February, JNF Canada celebrated the retirement of one of their longstanding employees. After more than 25 years of service, Sheila Mingel retired from her position as receptionist in the National office. All of us at JNF would like to extend our appreciation and gratitude for all her hard work and dedication to our organization over the years. We wish Sheila all the best in her retirement! Mazel Tov!



JNF WELCOMES KAREN BELINSKY DIRECTOR OF FINANCE AND ADMINISTRATION

We are very excited to welcome Karen Belinsky to the Jewish National Fund of Canada as the Director of Finance and Administration.

Karen graduated from York University with a Masters of Business Administration and earned her Chartered Professional Accountant designation. After more than 10 years in public practice and industry roles, Karen recognized the importance of philanthropy and moved into the not-for-profit sector where she has been working for over a decade.

When Karen first started working for a Jewish not-for-profit organization, she was overwhelmed by the generosity of people, both with their money and their time. “There is no end to what can be accomplished when people come together to support a common goal” said Karen. She admires the constant changes and improvements that are being made in Israel and looks forward to joining the organization.

“We are very excited to welcome Karen to our team at JNF. She brings extensive knowledge with her and a commitment to help us build Israel through JNF Canada”, said Jerry Werger, President of JNF Canada. “We are confident that with Karen’s strong work ethic, dedication and enthusiasm for Israel, her expertise will be a tremendous asset,” said Josh Cooper, Chief Executive Officer of JNF Canada.

In her free time, Karen enjoys travelling, exercising, reading and most of all spending time with her husband and three children. Welcome to JNF Canada Karen!





THE JEWISH NATIONAL FUND
EXPRESSES DEEP GRATITUDE TO

**JOSEPH & WOLF
LEBOVIC**

FOR THEIR
EXTRAORDINARY GENEROSITY.

THEIR DONATION IS THE LARGEST GIFT
IN THE HISTORY OF JNF CANADA.

TU BI'SHEVAT TELETHON

TELETHONS ACROSS THE COUNTRY

JEWISH NATIONAL FUND WOULD LIKE TO THANK ALL OF OUR VOLUNTEERS

Our volunteers share their time and talents with us every day. We are so appreciative of their contributions and value the work they do for the Jewish National Fund of Canada. Thank you for the generous donation of your time and efforts and for your ongoing support of our work in Canada and Israel.



SECURING THE COMMUNITIES OF HALUTZIOT

TU BI'SHEVAT PROJECT 2015: SECURITY PLANTING IN SOUTHERN ISRAEL



Imagine what life would be like with rockets raining down on your neighbourhood. Imagine what it's like for a child or an elderly person having to seek refuge in a bomb shelter, and having only 20 seconds to do so. This is a frightening reality for many of Israel's residents, especially those in the south.

The communities of Halutziot were established by the former residents of Gush Katif under the 2005 Disengagement Plan. Halutziot is comprised of the communities of Naveh, Shlomit and Bnei Netzarim which are located approximately 3 km from Egypt and 10 km from Gaza. Far too often, these

communities are exposed to missile attacks within the boundaries of their neighbourhoods or while driving along local roads. During Operation Protective Edge this

In a region where "normal" life as we know it is a luxury, your support has strengthened the security, safety, and peace of mind of these residents.

past summer, JNF Canada was called on to help enhance security for these families by building bomb shelters.

This year's Tu Bi'Shevat project will

be instrumental in increasing security measures for the residents of Halutziot. Donations towards the 2015 Tu Bi'Shevat Campaign will be directed towards Security Plantings in Southern Israel. Trees will be planted strategically around these communities to serve as green buffers, protecting residents and visitors from rocket fire. Development elements include land reclamation, specialized plantings (a row of shrubs backed by a row of tall trees) and irrigation until the plantings are viable. Your support will strengthened the security, safety, and peace of mind of these residents.



A SELECTION OF AVAILABLE PROJECTS



PRE-MILITARY ACADEMY

KKL-JNF is participating in the development of a permanent home for the Tel Aviv-Yafo Pre-Military Academy, which is affiliated with the Israel Movement for Progressive Judaism. The academy offers educational and volunteer programs for young people from Israel and abroad focusing on the Jewish People, Zionism, love of the Land and sustainability. The planned building will include classrooms, a dormitory, a kitchen, dining hall, library, offices and staff rooms, as well as parking.



VISITOR CENTRE AT SCHATZ HOUSE

The historic three-story Schatz House, with its spectacular view of the Temple Mount and ancient Jerusalem, will be restored to create a new visitor attraction and highlight Jerusalem's history using cutting-edge technology. Through the centre's innovative interpretive methods, visitors will gain a deeper understanding of how the ancient City of David and its surroundings evolved through periods of independence and exile, war and peace.



PLAYGROUNDS FOR A NEW COMMUNITY

KKL-JNF is developing two playgrounds in different areas of the new community of Shaveh Darom in the western Negev. Shaveh Darom is comprised of families evacuated from Gush Katif's Kfar Darom during the Israeli disengagement from the Gaza strip in 2005. The community will eventually number some 200 families, according to the plan recently submitted to the Local Planning and Construction Committee. Project elements include paths, sidewalks, plazas, steps, landscaping, irrigation, a pergola, seating, playground equipment, drinking fountains, trash cans and tree plantings.





SUPPORT A JNF PROJECT AND TRANSFORM THE LIVES OF ISRAEL'S CITIZENS IN THE MOST SIGNIFICANT WAY



BIBLICAL ZOO, A NEW ENTRANCE

KKL-JNF will develop the large entrance area to the new aquarium complex being built at the Jerusalem Biblical Zoo. This is the first aquarium of its kind in Israel. It will be accessible from the city or from the Refa'im Valley Park. A KKL-JNF Information Centre will be developed as part of the entrance complex focusing on KKL-JNF and its significant contribution to Israel's water economy, as well as providing information of recreational opportunities in the area.



THERAPEUTIC RIDING MANEGE

KKL-JNF is planning to assist the Kfar Zoharim Youth Village by constructing a riding manege at its stables. The treatment modality of horseback riding is central in promoting the village's rehabilitative work with youth. The facility helps youth-at-risk who have not found their place in the conventional educational system and are estranged from their families.



LANDSCAPING A NEW NEIGHBORHOOD

KKL-JNF is planning to create a series of green, open spaces at Naveh. Naveh is the new home of former Gush Katif residents from Atsmona, who are building a new future in the Western Negev. This project is part of KKL-JNF's ongoing involvement with the community and will include earthworks, paving trails and approach roads, landscaping and plantings, installing an irrigation system, seating areas (benches, drinking fountains, trash cans), a play area (play structures, rubber surfacing), and shading.

JNF VANCOUVER



NEGEV DINNER 2011 PROJECT: S'DEROT RECYCLED WATER RESERVOIR

AMB. GILLERMAN: "CANADA IS ISRAEL'S BEST FRIEND"



At the JNF Tu Bi'Shevat event at Beth Israel Synagogue on February 3rd, Ambassador Dan Gillerman, who led the Israeli delegation at the UN from 2003 to 2008, filled in for current Ambassador Ron Prosor, whose duties kept him in New York. Free of the constraints of a diplomatic post, Gillerman told it 'like it is' to an enthusiastic crowd of 500. Gillerman received a standing ovation when he called Canada "by far the greatest friend Israel has in the world". At the end of the evening, guests had a deeper understanding of Israel's position on the world stage and a feeling of pride at her outstanding accomplishments. Ambassador Gillerman also travelled

to Victoria where he planted a tree for Tu Bi'Shevat at the Jewish Cemetery and spoke at the historic Emanu-El Synagogue." This symbolic act exemplifies the strong bond between Canada and Israel.



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ROOTS

THE FOX CABARET

THURSDAY, DECEMBER 18, 2014

JNF FUTURE CHANUKAH PARTY



JNF Future celebrated Chanukah again this year and it was a celebration like no other. Over 225 people took over the old Fox Theatre, recently reinvented as the Fox Cabaret, for an evening of music, bellydance performances and circus hoop artistry! There was plenty of food and drink and the evening went on past midnight, with partygoers reluctant to leave the fun. In fact, some attendees of another Chanukah party in the area joined ours when theirs ended! JNF Future thanks its co-sponsors, Axis Vancouver and several other Young Adults organizations.

JNF BRINGS IDF SOLDIER TO VANCOUVER TO TELL HIS STORY FROM GAZA

To highlight the Pacific Region's High Holy Day Campaign project to build portable bomb shelters for the south of Israel, JNF invited a special guest to speak in the community. Ari Zecher, a combat soldier during Operation Protective Edge, was JNF's guest for Rosh Hashana. Ari spoke about his personal experiences during the war in Gaza at a JNF event as well as in four synagogues during his stay. Ari's thoughts about the conflict as well as his hopes and dreams for Israel were very personal and touched the hearts of all who heard him speak.

WWW.JNF.CA

SAVE THE DATE



JEWISH NATIONAL FUND, PACIFIC REGION
NEGEV DINNER

WILL PROUDLY PAY
TRIBUTE TO
THE HONOURABLE
**JOHN
BAIRD**

CANADA'S FORMER FOREIGN AFFAIRS MINISTER

A MAN OF INTEGRITY AND A FRIEND OF
ISRAEL FOR HIS DEVOTED LEADERSHIP
ON THE WORLD STAGE



SUNDAY, JUNE 7, 2015
FOUR SEASONS HOTEL

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JNFCALGARY



NEGEV GALA 2015 PROJECT: THE DR. LORNE & BETH PRICE CHILDREN'S THERAPEUTIC PLAYGROUND

TU BI'SHEVAT

TASTE OF ISRAEL POSTCARDS FOR PEACE GIDI BASHAN TU BI'SHEVAT TELETHON JNF FUTURE DINNER

Tu Bi'shevat was a festive celebration in Calgary beginning with a community Taste of Israel celebration held on January 24, 2015. Israeli born Haim Goldenberg dazzled and amazed the audience with a jaw dropping mentalist performance. This was followed by a very fun reception with our wonderful local band, Heebster, a delightful array of special treats and featuring a Pom Martini to highlight the beverage station. Co-chaired by Jessica Miller Switzer and Laura Wohrizek, the JNF Future committee provided a memorable evening. Postcards for Peace was launched in the schools this year as a way of reaching out to the people living in the community of Halutza. Through messages and drawings that

were first hung on the "Tu Bi'shevat Peace Tree" in the lobby of the Jewish Community Centre during Tu Bi'shevat, they will all be sent to Israel so they will feel the love and support from Calgary. Gidi Bashan, a 30 year veteran forester with KKL, spent time with grade seven, eight and nine students of the Calgary Jewish Academy describing the Sataf project in Jerusalem. A Shabbat dinner was spent with JNF Future leaders talking about his work, the design of the bike trails and the future Bike Mission to Israel and he also spoke to the community during Shabbat at the Beth Tzedec Congregation.



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ROOTS

NEGEV GALA

**DR. LORNE & BETH PRICE
TO BE HONOURED AT
THE 2015 CALGARY
JNF NEGEV GALA**

JNF Calgary continues its winning streak with the naming of Beth and Lorne Price as 2015 Negev Gala Honourees. Following in their parents' footsteps, Beth and Lorne have a long history of giving back to the community as professionals devoted to healing. Lorne is a physician and Beth is a social worker whose master's degree focused on play therapy. Fittingly, life-changing treatment will be carried out daily in the Price Therapeutic Playground. One of the Jewish community's most prolific leaders, Beth Price has served at the upper echelons of numerous Jewish communal

organizations including National VP of JNF Canada. Beth's husband, Lorne is a well-respected gastroenterologist and Clinical Professor at the University of Calgary and has quietly but generously supported the Jewish community, the greater Calgary community and the State of Israel over many years.

Proceeds from the Calgary JNF Negev Gala will support the creation of the planned 150 square meter therapeutic playground attached to the children's wing of the Dr. Max and Gianna Glassman PTSD and Health Centre at Jerusalem's

Herzog Hospital. It will include a beautiful grassy area, interlock surfaced pathways, shrubbery and trees, a sitting area and playground equipment. An oasis of calm where children suffering trauma can be diagnosed and treated through play therapy. In keeping with environmentally-friendly values of JNF, the therapeutic playground and the health centre as a whole are being designed and built to a "green" standard of construction. For tickets, donations, advertising and sponsorship opportunities call the JNF office at 403-255-0295.



— JEWISH NATIONAL FUND OF CALGARY —
CORDIALLY INVITES YOU TO ATTEND THE

NEGEV GALA 2015

HONOURING

DR. LORNE & BETH PRICE

THURSDAY, JUNE 4, 2015 | BETH TZEDEC SYNAGOGUE

WITH PERFORMANCE BY
WORLD SINGING SENSATION

DGANIT DADDO



KEYNOTE SPEAKER
**THE HONOURABLE
JASON KENNEY**

IN SUPPORT OF
THE DR. LORNE & BETH PRICE CHILDREN'S THERAPEUTIC PLAYGROUND
AT THE DR. MAX AND GIANNA GLASSMAN PTSD & HEALTH CENTRE HERZOG HOSPITAL, JERUSALEM

FOR INFORMATION, RESERVATIONS & ADVERTISING OPPORTUNITIES:

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JNF EDMONTON



NEGEV DINNER 2012 PROJECT: RAMOT MENASHE OCHBERG SCENIC LOOKOUT, RAM & ELAINE ROMANOVSKY

JNF AND PORTUGUESE CONSUL SCREEN FILM *O CÔNSUL DE BORDEUS*

TUESDAY, JANUARY 27, 2015

On January 27th, 2015 the Jewish National Fund of Edmonton in partnership with the Portuguese Consulate in Edmonton presented the film *O Cônsul de Bordeaux* to commemorate International Holocaust Memorial Day. The film tells the story of Aristides Sousa Mendes, the Portuguese Consul in Bordeaux, who received an order stating safe passage must be denied to Jews in WWII. The diplomat ignored the orders and issued thousands of visas to allow Jews safe passage into Portugal, thereby escaping the Holocaust. The Jewish National Fund was proud to be part of this special evening bringing two communities together to commemorate the 70th Anniversary of the Liberation of Auschwitz/Birkenau and celebrate the difference an individual can make when one man stands up for what is right, when we choose life. Special thank you to Robert Rosen from City Lumber and Howie Sniderman of Witten LLP for their support and helping make this event a success.



JNF EDMONTON OFFICE
Executive Director: Jason Cairns

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ROOTS



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dbl occ/per person

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KINAR - SEA OF GALILEE
MOUNT ZION - JERUSALEM
GRAMIM SPA HOTEL - JUDEAN HILLS

KASHRUT OBSERVED
LIMITED SPACE. REGISTER EARLY TO AVOID DISAPPOINTMENT.



EDMONTON LAUNCHES BIKE MISSION 2015

On a cold stormy winter Thursday night, February 5th, 2015 with 6 inches of snow piling up on the cars in the parking lot of Talmud Torah, JNF Edmonton had their soft launch of the National Bike Mission in Israel taking place from October 25th - November 3rd, 2015. Guests had the opportunity to hear from Gidi Bashan, who discussed the development of biking culture and trails in Israel. Past Honouree and past President, Dr. Sam Marcushamer developed the idea of this trip to give people a unique experience riding through northern Israel during the day and enjoying the country by night. This mission offers a parallel non-riding itinerary accommodating couples travelling together. The Edmonton community would like all bikers (and their non-biking partners!) to register for this mission today to experience Israel in a new and unique way!



— JEWISH NATIONAL FUND OF EDMONTON —
NEGEV DINNER 2015
HONOURING
**ABE & JOAN
GOLDSTEIN**
MONDAY, JUNE 22, 2015 FANTASYLAND HOTEL BALLROOM
- JNFEDEMONTON.CA 780.481.7881 EDM@JNF.CA -



TU BI'SHEVAT TELETHON

Super Sunday! On February 1st, 2015, JNF Edmonton volunteers dedicated their Super Bowl warm up time to help call the community in support of the 2015 Security Planting campaign.



JNF WINNIPEG



NEGEV GALA 2015 PROJECT: GREEN OPEN CLASSROOMS, ROBERT "BOB" FREEDMAN

A LOOK BACK AT TU BI'SHEVAT

The Manitoba/Saskatchewan branch had a very busy Tu Bi'Shevat, with highlights including a fun-filled children's event, a classy adult evening and a successful Tu Bi'Shevat Telethon. Multiple organizations and elementary schools were also excited to welcome Israeli speaker and KKL-JNF Forest and Community Ranger Gidi Bashan for their midweek celebrations.

The week began with over 150 children and their families attending the annual Tu Bi'Shevat event at the Manitoba Children's Museum on February 1. Along with other community partners, JNF hosted an afternoon filled with a scavenger hunt and plenty of crafts, including children plant-

ing sunflower seeds in recycled blue boxes that they decorated.

On February 3-4, Winnipeg welcomed KKL-JNF Forest and Community Ranger Gidi Bashan. Bashan was kept busy speaking at the Shaftesbury Park Retirement Residence and at the Sport for Life Centre to cycling enthusiasts about building cycling trails in Israel. The next day, on Tu Bi'Shevat, Bashan spoke to Grade 6-7 students at Gray Academy of Jewish Education and Grade 3-6 students at Brock Corydon School about preservation of biblical agriculture in Sataf.

The following weekend, on February 7, the second annual Evening Among the

Trees took place at the Assiniboine Park Conservancy. Amid a tropical rainforest and a floor of flowers, over 100 guests enjoyed the company of their friends while dancing to live music and partaking in a special Tu Bi'Shevat Seder.

The week wrapped up the on Sunday, February 8, with the annual Tu Bi'Shevat Telethon. Two dozen volunteers dialed up donors all afternoon to raise money for security plantings – and the Winnipeg community answered our call, coming together to raise over \$18,000 to help the citizens of Israel. Of course, it wasn't all work – volunteers also enjoyed a falafel bar, a photo booth and some awesome prizes.

This eventful week was made possible with the enthusiastic collaboration of the Jewish Federation of Winnipeg, Congregation Etz Chayim, Congregation Shaarey Zedek and the Rady JCC.



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ROOTS



CLUB REGENT EVENT CENTRE | WEDNESDAY, JUNE 17, 2015



NEGEV GALA

HONOURING
ROBERT "BOB" FREEDMAN
FEATURING COMEDIC DUO
COLIN MOCHRIE & BRAD SHERWOOD



Jewish National Fund Manitoba/Saskatchewan is pleased to honour Robert "Bob" Freedman, recently retired CEO of the Jewish Federation of Winnipeg, at this year's Negev Gala which will be held on Wednesday, June 17, 2015. Freedman is widely regarded as a visionary leader in Winnipeg and has done much to foster a strong community dedicated to culture, continuity, spirituality, survival and welfare of Jewish life.

"Our region is extremely excited that Bob will be our honouree for the 2015 Negev Gala," noted regional president Karla Berbrayer, "And we are thrilled to have comedians Colin Mochrie and Brad Sherwood headline as our entertainment." The duo, who received an Emmy nomination for their popular show "Whose Line Is It Anyway?", will be making the audience laugh all night long with their improv show at the Club Regent Event Centre.

Using their razor sharp wit and amazing improv skills, the duo takes contributions from the audience to create hilarious and original scenes. An extraordinary evening

of improvisational comedy, the show becomes truly interactive as audience members are called to the stage to participate in the fun.

Colin and Brad are currently featured on a new daily prime-time series, "Drew Carey's Improv-a-Ganza," on GSN. In addition, due to the overwhelming response of *Whose Line Is It Anyway?*, Colin and Brad can be seen performing over fifteen times a week, between ABC, Comedy Central and Lifetime.

The net proceeds from this year's gala will be supporting the KKL-JNF Green Open Classrooms that Freedman has chosen as his project. The classrooms are constructed in schoolyards throughout Israel as venues for student leaders to lead experiential ecological education sessions and communicate KKL-JNF's special values: water, soil, afforestation, ecology and Zionism. In this way, KKL-JNF is also training the next generation of environmental and societal leaders to care for Israel and the world.

School councils are chosen to receive

the sturdy wooden structures based on their past demonstration of environmental leadership, such as by adopting a nearby KKL-JNF park or forest, participating annually in Tu Bi'Shevat plantings or developing school-wide recycling programs.

"Like many families, Jewish education is of the highest priority for me and Shirley," Freedman explained when asked why he chose his project. "Both of our daughters graduated from Jewish day school and I was the first chair of the Winnipeg Board of Jewish Education. Therefore it is an honour to have our names attached to an educational project throughout Israel.

"I am truly humbled to be included among the outstanding leaders of our community who have been honoured by JNF over the years," continued Freedman. "My family and I wish to thank everyone in our outstanding community for their support and encouragement. We look forward to the event on June 17."

For tickets, tribute and sponsorship opportunities call the JNF office at 204-947-0207.

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JNF TORONTO



NEGEV DINNER 2014 PROJECT: THE DR. MAX AND GIANNA GLASSMAN PTSD AND HEALTH CENTRE

NEGEV DINNER

SUNDAY, NOVEMBER 23, 2014

HONOURING
DR. MAX GLASSMAN



On Sunday, November 23rd over 1,500 people attended JNF Toronto's 2014 Negev Dinner, paying tribute to Dr. Max Glassman for his decades of philanthropic support, both in Toronto and Israel. Guests at the soldout dinner enjoyed entertainment from comedy legend Martin Short, accompanied by the Second City Players. Short's performance included an interview with Toronto's Mayor and past Negev Dinner honouree, John Tory. Mr. Tory enthusiastically played along and had the crowd in stitches. This year's Negev Campaign was the largest fundraising success ever for JNF Canada.

Proceeds from the 2014 Negev Campaign will build a facility for Herzog Hospital in Jerusalem, which will house medical services specializing in psychological trauma and other mental health issues for children and adults. "The Dr. Max and Gianna Glassman PTSD and Health Centre is an extraordinary project that JNF is building at Herzog Hospital" said JNF Canada President, Jerry Werger. "It will allow the hospital to increase the amount of patients treated for PTSD and other psychological trauma by 25%. We are thrilled to make this dream a reality."

JNF TORONTO OFFICE

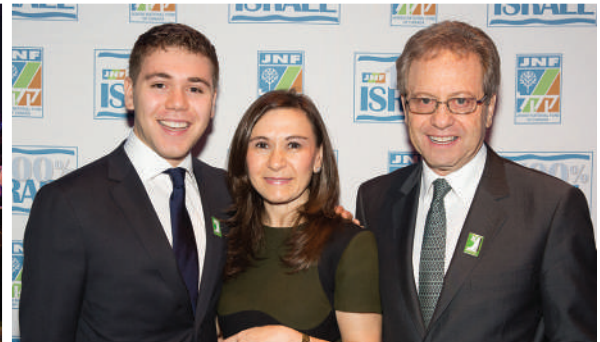
20 Executive Director: Lance Davis

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ROOTS



BETH DAVID | SEPTEMBER 15, 2014

NEGEV CAMPAIGN KICKOFF

FEATURING: FORMER ISRAELI MINISTER OF DEFENSE, SHAUL MOFAZ



On September 15th at the community-wide Kick Off of the 2014 Toronto Negev Campaign, JNF welcomed Member of Knesset and Chair of the Kadima Party, Shaul Mofaz, to analyze Operation Protective Edge and its aftermath. Over 400 people gathered at Beth David Synagogue to hear from Israel's former Minister of Defense

and IDF Chief of Staff. Mr. Mofaz spoke about Israel's resilience as a nation and expressed appreciation for the unwavering support Israel received from Canada and its Jewish community during truly trying times.

CINQ À SEPT

JNF Cinq à Sept (Happy Hour!) is the first event of an ongoing series over the next few months. Our goal is to bring young professionals together for casual drinks to meet others, network and learn more about our Future division. Our first event had an outstanding turnout with over 125 attendees. If you didn't make it, look out for the next Cinq à Sept near you.





- T H E 1 4 ^{T H} A N N U A L -

JNF GOLF CLASSIC

MONDAY, JUNE 8, 2015 | BEACON HALL GOLF CLUB



The 14th Annual JNF Toronto Golf Classic will take place on Monday, June 8th at the Beacon Hall Golf Club. This prestigious event on the JNF calendar sells out every year. The tournament is already over 90% sold, so if you would like to participate, register quickly! The tournament is organized by a dedicated group of volunteers led by Co-Chairs Howard Davidson and Lloyd Pollack. Funds raised by the tournament will be dedicated to a special ongoing outreach program developed by KKL-JNF for diverse special needs populations, including

children with physical disabilities, children affected by terror attacks, children living with cancer and other groups to spend a special day in the forest. For each of these groups, a tailor-made program is developed to meet their needs and capabilities. Forests offer ample opportunity for these children to use all the senses to experience and learn about the environment. Contact Toby York, the Golf Tournament Coordinator, for more information 416.638.7200 x123 or visit jnftoronto.ca.

HOW YOU CAN HELP

- Sponsor the golf tournament
- Sponsor a golfer through our peer to peer fundraising campaign
- Donate a product or service to our online auction

WWW.JNF.CA

23



JNF FUTURE Speaker Series



WITH THE HON. HOWARD WETSTON

Sixty young professionals came out to Torys LLP on January 19th to hear the Honourable Howard Wetston speak as part of our ongoing Speaker Series. He is a respected public servant and a distinguished lawyer, jurist, regulator and executive. He is one of Canada's most prominent leaders in administrative law

and regulation with significant expertise in securities, energy, competition and other regulated industries. He has been the Chair and CEO of the Ontario Securities Commission since 2010, was the Chair and CEO of the Ontario Energy Board from 2003 to 2010 and was a Vice-Chair of the OSC from 1999 to 2004. The OSC

and OEB are two of the largest and most complex industry regulators in Canada.

Event co-chairs, Marissa Daniels and Renee Zatzman, mediated the Q&A with some thought provoking questions, and the attendees enjoyed hearing about Mr. Wetston's exceptional professional path.

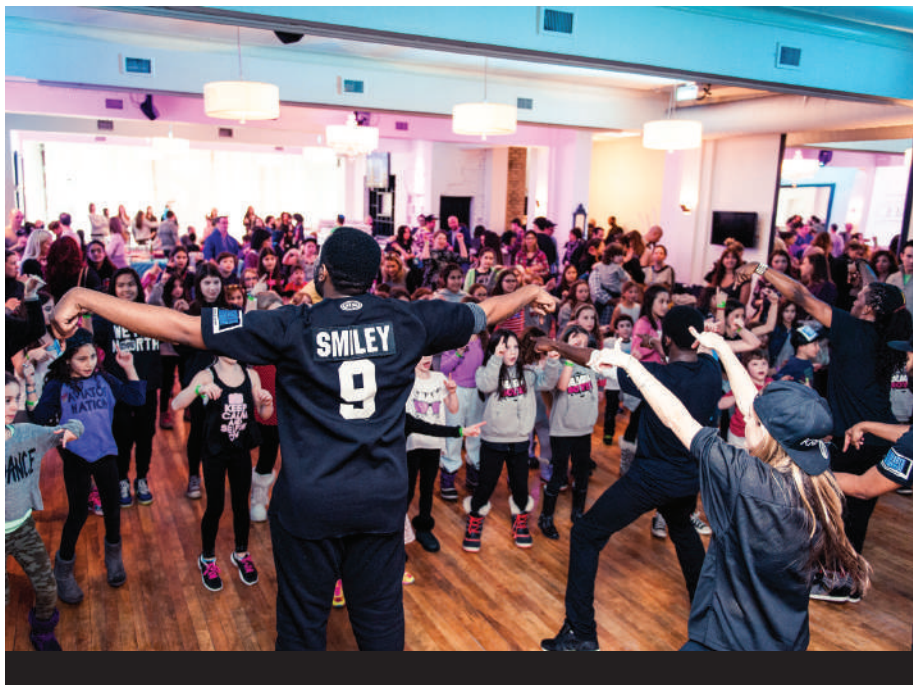


WITH SAM MIZRAHI

On September 17th, JNF Future hosted Sam Mizrahi, President of Mizrahi Developments, at Torys LLP as part of our ongoing Speakers Series. Mr. Mizrahi spoke about the evolution of his career and the factors that led him to the development industry. The young professionals in

attendance learned about the state of the current real estate market and the issues that may arise in the future. Mr. Mizrahi stressed the importance of philanthropy numerous times throughout his talk. The event was co-chaired by Leigh Kampert and Jonathan Rosemberg, who interviewed Mr.

Mizrahi and then encouraged questions from those in attendance. This event saw a record breaking number of people participating and demonstrated significant growth for the series.



STEP UP

FOR TU BI'SHEVAT



On Sunday, February 8th, JNF Toronto hosted a very special event for our youngest supporters to celebrate Tu Bi'Shevat. Step Up for Tu Bi'Shevat was a dance party featuring the Magen Boys and dancers from "The Next Step" and "So You Think You Can Dance." Over a 150 children between grades 1-8 came out to vibe, groove, dance and move for Israel. The day included dance demonstrations, contests, tons of prizes and a special meet and greet with "The Next Step" Stars, Miss Kate and Emily! Funds raised from this exciting event supported the JNF Tu Bi'Shevat security plantings campaign, part of JNF's new concerted efforts to engage our young supporters in a fun and meaningful way. Stay tuned for next year's even bigger Step up for Tu Bi'Shevat!

WWW.JNF.CA



WHAT DO YOU GET
WHEN YOU MIX
SOUTHERN COCKTAILS,
BARBEQUE, BLUEGRASS
AND A ROOM FULL OF
YOUNG PROFESSIONALS?
THE 'BOURBON AFFAIR'
OF COURSE!

THE BOURBON AFFAIR

The setting was Toronto's famous Dakota Tavern on September 18th, where 100 of the who's who in Toronto's Jewish young professional scene congregated for our annual Men's Event.

JNF Future invited a top Bourbon sommelier to introduce the crowd to a vast display of excellent examples of bourbon whiskey. With the perfect vibe the Dakota can offer, the great sounds of the house band, and some of the city's most beautiful servers helping the cause, we had the answer to Bay Street stresses.

Getting involved with JNF Future right here in Toronto is a fantastic way of showing your love for Israel, while having the freedom to raise money for projects that interest you! The Bourbon Affair proceeds benefitted an educational scholarship fund for the children of the Israeli correctional officers who perished in the Carmel Forest Fire in 2010.



JNF FUTURE INVITES YOU TO A

MIMOUNA

MUSIC & MOROCCAN CUISINE

SUNDAY, APRIL 12, 2015 - THE GATES - 66 GERRARD ST. E

MARK THE BEGINNING OF SPRING AND THE RETURN TO EATING CHAMETZ AT THE TRADITIONAL MIMOUNA CELEBRATION. IN 1966 ISRAEL DECLARED MIMOUNA A NATIONAL HOLIDAY AND NOW MILLIONS OF ISRAELIS CELEBRATE IT.

DOORS OPEN 8 PM - \$30 - 19+ EVENT

TO PURCHASE TICKETS CONTACT ANNA.KOS@JNF.CA 416.638.7200 JNFTORONTO.CA

MONDAY, MAY 11, 2015

JNF FUTURE PRESENTS

TECH SHUK

EVENT HIGHLIGHTING CANADIAN + ISRAELI ENTREPRENEURS AND START-UPS

JNF FUTURE



THE UPTOWN LOFT

TUESDAY, OCTOBER 7, 2014

DEVELOPING THE FUTURE

On October 7th JNF Future hosted an intimate event, Developing the Future, for young professionals who have shown outstanding support over the past year. Warren Kimel, CEO of Fabricland, discussed the importance of community service, family and philanthropy. All of the guests who attended the by-invitation-only event at the Uptown Loft were motivated by Mr. Kimel's presentation and inspired to become more involved within the JNF community.



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27

JNF HAMILTON



STUDENTS AT KEHILA HEBREW DAY SCHOOL PURCHASING LEAVES FOR TU B'SHEVAT.

TU B'SHEVAT FAMILY EVENT 2015

This year's Tu B'Shevat family event took place at Shalom Village – our local senior's residence – making it a truly multi-generational event! Thanks to Rebecca Shapiro and Debbie Ginsberg who assured the success of our event!



MIND & BODY 360°

This year's women's only event in support of the "Securing the Land Therapeutic Garden" at a women's shelter in Jerusalem dealt with women's physical and emotional health. Dr. Esther Konigsberg, MD & Integrative Medicine Consultant, inspired the audience of women who braved the cold and snow storm to join together to help women in Israel.



THE AMAZING BLUE BOX RACE

Blue Box Day in Hamilton was done as a big "Amazing Race" game where teams performed crazy challenges and answered questions related to Israel and the JNF, while driving around town collecting the community members' full blue boxes and dropping off empty ones in their place. Congratulations to the winning team – the Gershkovich family!



JEWISH NATIONAL FUND OF HAMILTON
COME CELEBRATE 70 YEARS OF LIFE IN HAMILTON
AT THE 63RD ANNUAL

NEGEV DINNER

WEDNESDAY, JUNE 24, 2015 · HAMILTON CONVENTION CENTRE

JOIN US AS WE CELEBRATE THE CONTRIBUTIONS OF SOME OF OUR LEADERS TO JEWISH LIFE IN HAMILTON

JNF HAMILTON OFFICE

Executive Director: Franklin Simkevitz

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ROOTS

JNF WINDSOR TU BI'SHEVAT FAMILY CELEBRATION



JNF's annual Tu Bi'Shevat Family Festival was held February 1, 2015, marking a record snowfall for the region. Over 70 adults and children gathered at the Malden Park Visitors' Centre to share Tu Bi'Shevat activities including planting cedars in recycled JNF Blue Boxes and making bird feeders. Following these activities, everyone participated in a Tu Bi'Shevat seder with the seven species, including grape juice and olives, and potato-filled burekas. After the meal, many went sledding in the fresh snow which was followed by hot chocolate and snacks.

JNF's Tu Bi'Shevat celebration contin-

ued on February 10, when Gidi Bashan, a KKL forester from Jerusalem, visited the combined religious school with a very engaging children's presentation, followed by an adult presentation about the development of unique bike trails in Israeli forests.





JEWISH NATIONAL FUND OF WINDSOR

NEGEV DINNER 2015

IS PROUD TO HONOUR

JEFF WATSON




MP-ESSEX
TUESDAY, MAY 19TH

JNF WINDSOR OFFICE
Executive Director: Franklin Simkevitz

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Windsor, Ontario N8X 1K9

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JNF LONDON

LONDON ROCKS FOR TU BI'SHEVAT 5775



Tu Bi'Shevat is always a busy time for JNF and this year was no exception, as the pictures surely tell. From telethons to guest speakers and programs in-between, we never stopped.

We visited the London Community Hebrew Day School where we were invited to their Tu Bi'Shevat assembly. We talked about Tu Bi'Shevat, launched our Tree Leaf program and brought along some edible trees as a thank-you.

The freezing rain could not keep everyone away from the bonfire and marshmallow roast at our Annual Tu Bi'Shevat Family Festival. The children and parents were fascinated with

the presentation by Brian Salt from Salthaven Wildlife Rehabilitation and Education Centre, especially when a falcon flew into the room over our heads.

Many thanks to all our volunteers for everything they do to make our telethons, programs and events successful. It makes the planning and preparation all worthwhile.

Kol hakavod to all the fabulous entries from London submitted to the National Tree Card Art Contest. Two pictures were chosen; one as a winner and one as a runner up from the Hebrew Day School.



JEWISH NATIONAL FUND OF LONDON

JOIN US IN A TRIBUTE TO ONE OF LONDON'S TRULY WORTHY INDIVIDUALS

BERNIE ZAIFMAN

AT OUR NEGEV DINNER GALA

TUESDAY, JUNE 23, 2015 | LONDON CONVENTION CENTRE

JNF LONDON OFFICE
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jnflondon.ca

ROOTS





JNF REGIONAL ONTARIO

OAKVILLE



Students at Shaarei-Beth El Congregation in Oakville purchasing leaves and selling trees for Tu Bi'Shevat.

WATERLOO REGION



JNF events keep springing up in Waterloo region! A Blue Box Challenge in December replete with all things JNF - Israeli food, videos and a "JNF Jew-pardy" trivia game, and our annual community Tu Bi'Shevat celebration at the Laurel Creek Nature Centre in Waterloo. What a beautiful setting for a nature based event - great indoor activities preceded our guided nature hike and a winter bonfire! Many thanks to Mike Bierstock, Diana Park, Offir Spanglet and Devon Spier for all of their support and assistance!



KINGSTON

JNF's Tu Bi'Shevat Family program in Kingston was different to say the least. Sophie Foxman, an Environmental Studies student at Queen's, planned a great exploration at the Queen's Arboretum complete with crossword puzzles and maps. The freezing temperatures challenged the participants but they managed to spend a short while outside and because of the deep snow, some of the teachers holding signs of trees acted as TREES as the students went from teacher to teacher (Sophie's creative way of dealing with the weather!). An activity was planned to recognize the "Shmitta" (rest) year in Israel - the children decorated pillow cases and pillows with their Hebrew names so they can use them to "recline" at Pesach! Stories, Israeli snacks and beverages were available for everyone. Thanks go to Melissa Greenberg and her team of volunteers. It was a great program!



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JNF OTTAWA



NEGEV DINNER 2015 PROJECT: AUTISM RESEARCH IN ISRAEL

A NIGHT TO REMEMBER 2014 NEGEV DINNER



Honouring Dorothy Nadolny for over 50 years of philanthropy and community involvement, close to 600 people gathered at the JNF Ottawa Negev Dinner. The annual event was held on October 21 at the Ottawa Convention Centre, less than 24 hours prior to the tragic shooting at the National War Memorial.

Mrs. Nadolny has been involved in numerous organizations for over 50 years as both volunteer and philanthropist. Thanks to Dinner Chair Stephen Victor, the event's record-breaking proceeds were able to support a cardio-metabolic research hub at the Hebrew University of Jerusalem and JNF mobile bomb shelters in Ofakim, a small town near the Gaza border that witnessed unprecedented rocket fire this past summer. Mrs. Nadolny encouraged all attendees to do more for our community and

remarked at how privileged she has been to give to many organizations over her life, in large part due to her late husband Herb's success. She recounted how she grew up with JNF blue boxes in her parent's home and how she and her late husband began contributing to the work of Hebrew U in the 1960's. From her and her family's perspective the projects, while seemingly different, both reflected how we must care for others.

Michael Oren, keynote at the Negev Dinner honouring Dorothy Nadolny, gave a spellbinding recounting of meeting President Obama when he gave his credentials as Israel's Ambassador to the United States. He quipped that over his tenure he spent more time defending his native State of New Jersey than the State of Israel.



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ROOTS



DONATIONS TO SUPPORT
AUTISM RESEARCH IN ISRAEL THROUGH
ALUT, ISRAELI SOCIETY FOR AUTISTIC CHILDREN



JEWISH NATIONAL FUND OF OTTAWA
NEGEV DINNER
CELEBRATES FRIENDS OF ISRAEL
BARRY & ALLAN
BAKER
THURSDAY, OCTOBER 15, 2015
DINNER CHAIRS: JOHN & SUNNY TAVEL
KEYNOTE SPEAKER
GOV. MIKE HUCKABEE
FOR MORE INFORMATION, RESERVATIONS & ADVERTISING OPPORTUNITIES
JNFOTTAWA.CA 613.798.2411 OTTAWA@JNF.CA



JNF MONTREAL



NEGEV DINNER 2014 PROJECT: THERAPEUTIC COURTYARD AT THE ILANOT SCHOOL IN BE'ER SHEVA

2015 AGM AT THE LIANE AND DANNY TARAN'S ART FOR CHARITY GALLERY



Stocked with glorious images of nature and Judaica, Montreal's 2014 Annual General Meeting was graciously held at the Liane and Danny Taran's Art for Charity Gallery. The Gallery is the brainchild of renowned artist and photographer, Danny Taran, a man with a long history of supporting JNF. A beautiful spread of wine and cheese was also enjoyed by the nearly 100 people in attendance.

Following Barbara Maldoff's presidential address, Interim Consul General Tali Samash conveyed greetings on behalf of the State of Israel, including an update on the aftermath of Operation Protective Edge.

The evening was highlighted by the presentations of several awards to distinguished members of the JNF family, including Judy Gardos-Bergman, Aaron Gluck Thaler and Stu Guttman, the co-chairs of the 2014 Tree-a-Thon.

Several of Richter's partners and professionals were on hand to accept an award for their incredibly successful fundraising efforts throughout last year's Negev Dinner campaign, which was in support of a soon to be constructed International Pediatric Cardiac Center and children's hospital in Holon for Save A Child's Heart and a therapeutic courtyard at the Ilanot school in Be'er Sheva. JNF's event Chair, Karin Co-brin was also recognized for her dedicated efforts.

Ed Rudick, Montreal's Immediate Past President, was honoured with a special award for "always going above and beyond the call of duty". Much more than a past-president, Mr. Rudick is someone the JNF staff and lay leaders feel fortunate to count on for advice.

Following a heartfelt and tear-eliciting introduction by Evelyn Schachter, daughter of the late Neri Bloomfield z"l, Micky Rosenthal, Montreal's 2013 Negev Dinner Honouree, was presented with JNF's highest award, the Bernard Bloomfield Medal for Meritorious Service. As a vibrant and youthful 97-year old, Mr. Rosenthal still plays an instrumental role on JNF's Collections Committee while also remaining active on the golf course.



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ROOTS



MICKY ROSENTHAL BRINGS LIFE TO THE ARAVA

MUSIC SCHOLARSHIPS WITH AZRIELI FOUNDATION ANNOUNCED



The Rosenthal Arava Music Auditorium



Arava Musicians Playing at the Ceremony

The Arava is finally alive with the sound of music. Last October, a number of dignitaries and local residents joined Micky Rosenthal in the Arava town of Sapir for the inauguration of the Rosenthal Arava Music Auditorium, Micky's 2012 Negev Dinner project. The music auditorium is in fact an additional wing adjacent to a much larger community multiplex also bearing the Rosenthal family name.

A new state-of-the-art music auditorium would presumably be welcome infrastructure anywhere, let alone for a remotely located town situated 80 miles from the next city. Given the inherently unique challenges faced by the Arava's growing population of 4,000, JNF Canada's gift has immediately become a game-changing development for the entire region. Fresh infrastructure, especially on the cultural side, will help realize David Ben Gurion's historical objective to bloom the Negev.

"People will only come here if we can provide them with culture," said Noa Zer, the Resources Development Director of the Central Arava Regional Council. "A facility like this creates interest in the region. Mr. Rosenthal and KKL-JNF understood that the way to develop a distant region like this is to provide culture and activities that strengthen the community."

Dr. Eyal Blum, the mayor of the Central Arava Regional Council, added that the Arava must be able to provide cultural services for the residents in order for the area

to reach its full potential. "Music crosses all ages, borders and socio-economic backgrounds. Micky Rosenthal shared this vision with us, and the music center marks a huge leap forward."

"Four years ago, I visited Sapir on a family mission and noticed children playing music in the basement of an old auditorium," Micky explained. "They had no other choice but to use a dirty basement because the reality is that they live too far away to travel to a modern location anywhere else. When I was asked to be a JNF Montreal honouree, I remembered those images and felt a desire to change their lives." Although his name is listed prominently on the auditorium, Micky took great care to remind the audience that his project was also "supported by many Montrealers who were united in this goal."

The good news continues. Thanks to the generosity of the late David Azrieli z"l, as well as Sharon and Naomi Azrieli, Mr. Rosenthal announced the establishment of a scholarship fund to benefit young Arava musicians. Funding scholarships is a necessary corollary to the construction of the auditorium as local families do not possess the means to subsidize the high costs associated with a complete musical education. The fund is committed to scholarships for the next eight years and potentially more.

Micky continued: "It warms my heart to know the Azrieli family remains committed to the vision David and I had of bring-

ing life to these wonderful modern-day pioneers of the Arava. The scholarships will further David's legacy of setting the philanthropic example for Jewish communities all over the world."



EDUCATING MONTREAL'S FUTURE

HIGH SCHOOL STUDENT COUNCIL OFFERS LEADERSHIP OPPORTUNITIES



JNF Montreal traditionally enjoys a close relationship with the elementary and high schools. Simply mentioning JNF to distant graduates tends to elicit fond memories of saving money to purchase individual “leaves” of trees. More recent graduates recall that around the holiday of Tu Bi'Shevat, they sowed tiny plants and watched them sprout as time passed.

The task of educating our next generation commences in elementary school with an array of fun, hands-on activities that focus on Israel's ecology and basic geography.

Last February, Solomon Schechter Academy, an elementary school with especially strong ties to JNF, organized a popular integrative event entitled “The Tree of Life”. Students from pre-kindergarten to Grade 6 produced class projects that highlighted the societal importance of trees and the in-

terdependence between man and nature. JNF was invited to set up an information booth and the organization appreciated the opportunity to interact with hundreds of parents.

Top senior high school students are encouraged to join JNF's Student Council. Acting as a crucial link to the Montreal Jewish teenage population, monthly meetings are held at the Head Office during lunch. This activity provides students with a leadership opportunity to help shape the scope of JNF activities at their respective schools. As JNF ambassadors, the Student Council additionally plays an instrumental role in promoting the annual Tu Bi'Shevat Tree-A-Thon and in recruiting volunteer manpower.

Students of this calibre are motivated to accumulate tangible leadership experi-

ences recognizing the fact that the JNF Student Council is an excellent step to that end. “I always look forward to our monthly meetings,” remarked Grade 11 Bialik student Derek Newman. “The Council gives us a chance to refine our leadership and organizational skills while learning more about how this awesome organization builds Israel.”

Although Derek will be graduating high school in June, he is enthusiastic that his relationship with JNF has only just begun. He draws inspiration from past Council participants who have remained close to the organization and have risen through the ranks to become event Co-Chairs and members of Montreal's Board of Directors. “My first step is to take what I've learned this year and bring the knowledge to CEGEP.”

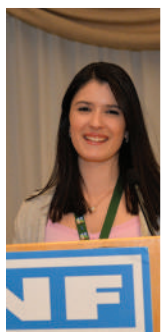
27TH ANNUAL TREE-A-THON

EVENT SEES RECORD NUMBER OF VOLUNTEERS



A record number of student volunteers, many even lining up at 8:30am, burned the phone lines on February 1st, and generated more than \$100,000 by convincing generous Montrealers of a tree's lifesaving potential.

"Our student volunteers were the lifeblood of this incredible event," explained Co-Chair Lara Hubermann. "They actively contributed to the safety of Israeli citizens." Together with Co-Chair Judy Gardos-Bergman, these two dynamic women successfully engineered an event that will be remembered for years to come. The historical success of Montreal's Tree-A-Thon, the 27th consecutive edition, is a wonderful testament to the community's desire to develop and beautify the Jewish state.



A TRIBUTE TO NERI

A RELENTLESS AND ARDENT ZIONIST



Neri J. Bloomfield, a relentless and ardent Zionist, one of JNF's and the Canadian Jewish community's greatest leaders, recently passed away in Montreal.

Known as the "First Lady of JNF Canada", Neri, alongside her late husband, Bernard z"l, (himself one of JNF's legendary lights serving as National President from 1970-75), were towering philanthropists who touched many lives. In fact, it is nearly impossible to travel through the land of Israel without seeing the Bloomfield name attached to numerous vital projects and institutions.

Born in Romania, Neri was destined for a life of service to Israel. A true daughter of the nation she loved so much, Neri's grandmother was in fact a delegate to the celebrated Second Zionist Congress of 1898, held in Basle, Switzerland. Although she represented many Jewish organizations around the world, Neri's heart was always at JNF, where her dynamic and creative personality left us with an unparalleled legacy above and beyond her enormous charitable contributions.

As part of her passionate desire to serve, Neri became the first female National President in the history of JNF Canada (1988-1991). As a bold and determined trailblazer, Neri also frequently led outstanding JNF missions that opened Israel's doors to a new generation of Jews and non-Jews alike, offering her wisdom and compassion.

Neri backed countless educational and infrastructure initiatives across Israel. With the understanding that water equals

life, Neri was a firm believer in David Ben Gurion's dream of "making the desert bloom". As Montreal's Negev Dinner honouree in 1997, she had the foresight to direct the funds raised towards the construction of the Nir-Am reservoir. Today, this reservoir has become one of the lynch pins of Israel impressive agricultural irrigation abilities.

In addition to critical infrastructure, Neri supported notable environmental projects such as forests and recreational areas. Since 1997, the Neri Garden in Eilat has exemplified this vision, and continues to be an enjoyable spot for local families and tourists.

Included among the vast amount of tributes bestowed upon her during her inspiring life, Neri was named a Ne'eman Yerushalayim or "faithful friend of the city" in 1992 by Teddy Kollek, the distinguished former Mayor of Jerusalem, as well as her close confidant. A glance of historical photos quickly illustrates that Neri was well-connected with major politicians, dignitaries and celebrities.

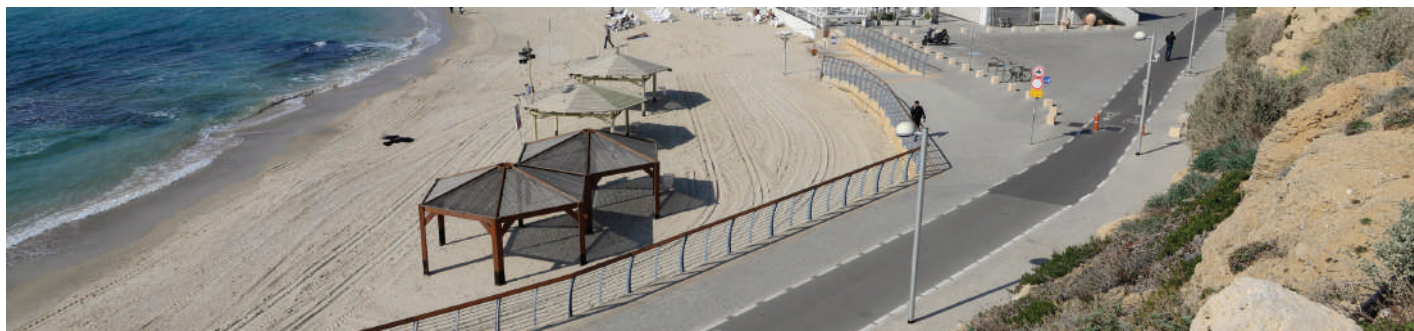
Following the passing of her husband, Neri continued the tradition of the esteemed Bernard M. Bloomfield Medal, which is awarded annually to deserving JNF leadership for their significant contributions to the organization.

In the words of Stanley Plotnick, past Negev Dinner honouree in 2001, Neri was "A grand dame in both the Jewish and the much wider world. Neri led by example, with passion, determination and inspiration."





JNF ATLANTIC



NEGEV DINNER 2014 PROJECT: JIM SPATZ BIKE PATH

JACK NOVACK

JNF ATLANTIC IS PLEASED TO WELCOME AND INTRODUCE JACK NOVACK, ATLANTIC REGION'S NEW JNF CANADA NATIONAL BOARD MEMBER.



A professor at Dalhousie University and the Director of the Local Government Program, Jack conducts numerous professional development training programs and consults for a variety of clients.

Both the Jewish community and Halifax community at large have benefitted from his leadership and commitment. He served on the Board of the Beth Israel Synagogue for 17 years with three years as Vice President and two years as President. He served as Chair of the synagogue's Board of Education for eight years, during which time he helped negotiate and form a cooperative school, combining the schools of both Halifax synagogues into one Talmud Torah. As well, Jack is a past executive member of B'nai Brith and volunteered for

31 years at a home for seniors preparing monthly Shabbat meals. He also served as a Board member and past President of the local branch of the Canadian Mental Health Association.

Jack decided to become involved with JNF because he believes that JNF provides the opportunity for all Jews to fulfill the obligation of being responsible for every other Jew. Through JNF he hopes to both raise money for Israel and develop the next generation of benefactors. His dedication to JNF Atlantic is evidenced by his support and his passionate fundraising efforts. Jack is married with three children—all in university.

Welcome Jack. We wish you much success in this very valued and necessary role.

THINKING OUTSIDE THE BOX

JNF Atlantic visited the Halifax Hebrew Sunday School to teach children about Israel and the valuable work of JNF made possible through JNF Blue Box donations. We are grateful for having had this unique opportunity to visit.



JNF ATLANTIC OFFICE

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THE MOMENT NOW AND MARK IT
FOR THE FUTURE.



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WWW.JNF.CA



INTRODUCING JNF ON CAMPUS

JNFU is an exciting new outreach program that will target students enrolled in Universities across Canada, starting with a focus on campuses from Windsor to Montreal. JNFU will introduce programs that are engaging, fun and showcase Israel's achievements in a positive light. Students will be exposed to the history of JNF and how Israeli communities have benefited from our projects. Opportunities for students will include: fellowship programs, Tu B'Shevat Seders, trips to Israel and more! For more information please contact Anna at anna.kos@jnf.ca, 416-638-7200 x143.



BRAND NEW TREE CARD DESIGNS

COMING YOUR WAY
SPRING 2015



Raphaella,
London Community
Hebrew Day School



Lily Rosenberg,
Calgary



Grade 5 Students
Vancouver
Talmud Torah



Lauren Morris,
Vancouver



Gary Wein,
Toronto



Rochelle Derlick,
Thornhill



Ashley Nielson,
Steinbach



Maya,
Ottawa Jewish
Day School

MAZAL TOV TO THE WINNERS!

Thank you to everyone who participated in the art contest.
Contact your local JNF office to plant a tree in honour or in memory of a loved one.

WWW.JNF.CA

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Gidi Bashan lectures graduate students in landscape architecture at the University of Toronto

GIDI-UP: GIDI BASHAN TOURS CANADA

AFFORESTATION, DESERTIFICATION AND BIKE TRAILS

Gidi Bashan came to Canada in early February for a speaking tour across the country where he shared his expertise on afforestation, desertification and bike trails. As a KKL employee for the last 30 years Gidi is an authorized Bike Trail planner and builder (through IMBA).

He has been serving as a Forest and Community Ranger for the Judean Hills and Low Lands region and is the founder and

manager of the Sataf project (the community where he resides), which focuses on the re-development and preservation of traditional agriculture and the landscape in the Judean hills. He is instrumental in leading the "Bustan Hashalom" (the Peace Garden) project in Sataf, demonstrating the cooperation between participating Palestinian and Israeli youth in traditional agriculture techniques. He was also part of the devel-

opment of the Joseph and Wolf Lebovic Tel Aviv-Jerusalem Bike Trail.

During his visit, Gidi captivated audiences in Winnipeg, Calgary, Toronto, London, Windsor, Ottawa and Halifax. He spoke to children, university students, landscape architects, and forestry professionals. Gidi left Canada with people interested in the work that KKL-JNF does and the desire for academics to collaborate on future projects.

EDUCATIONAL PROGRAMS SUITED TO YOUR NEEDS

The education department strives to meet the needs of every student and school that it works with inspiring us to develop a comprehensive set of programs that follow the schools' Hebrew studies curriculum. These programs have proven to keep students engaged and informed. From bicycle trails to sustainable development, we are determined to educate today's youth about JNF and its contributions to Israel and the world,



and how they themselves can get involved.

We would be happy to customize a program that will suit your needs. Please contact our department at edu.jnf.ca. Among all the programs that we were running for Tu Bi'Shevat, naturally a busy time for us, the education department found a special way of uniting the whole country under one project. With the help of singer and songwriter Gidi Koren and Israeli choreographer Elad Shtamer, an original song and dance was born. "Ahavat Shiv'at Haminim" ("Love for the 7 Species") became an in-

stant hit with schools and we received some amazing videos from across the country. With the help of Inbal Dery these school videos were made into a beautiful compilation. We want to take this time to thank everyone who was involved in this incredible Tu Bi'Shevat project which became a great success. To view the full video please visit: [JNF Canada Celebrates Tu Bi'Shevat 2015 With Schools](#). Thank you.

Hadar Epstein
Education Emissary



COMING SOON...

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FACES OF ISRAEL

*Celebrating 67 Years of Independence.
Building Israel for 114 Years.*

HEAR THEIR STORIES AT JNF.CA

FOLLOW US





On the Occasion of Yizkor

**IT IS A TRADITION TO MAKE A CHARITABLE DONATION IN MEMORY OF A LOVED ONE.
AS YIZKOR IS OBSERVED DURING PASSOVER, IT IS A TIME TO REMEMBER.**

**PROCEEDS FROM THIS YEAR'S YIZKOR
CAMPAIGN WILL BE DIRECTED TO
SECURITY PLANTINGS
IN SOUTHERN ISRAEL**



The residents of Halutziot, bordering Gaza, are exposed to artillery and missile attacks, whether within the boundaries of their communities or while driving along local roads. In order to assist these communities, JNF will be planting trees that will serve as green buffers to protect residents and visitors to the area from fire.

Your contribution is helping the residents of Halutziot, by improving their security. In a region where "normal" life as we know it is a luxury, your support will strengthen the security, safety, and peace of mind of the residents. Your donation serves to significantly improve quality of life and security conditions.

A minimum donation of \$90.00 will entitle you to receive a Tree of Life Certificate to commemorate your loved ones on the occasion of Yizkor.

IN LOVING MEMORY OF _____

NAME _____

ADDRESS _____ CITY _____ PROVINCE _____ POSTAL CODE _____

TEL (HOME) _____ (BUS) _____ EMAIL _____

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CARDHOLDER _____ ACCOUNT # _____ - _____ - _____ EXP. ____ / ____

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PLEASE COMPLETE FORM AND RETURN TO THE JNF OFFICE

JEWISH NATIONAL FUND: 550-5757 CAVENDISH BLVD
MONTREAL, QUEBEC H4W 2W8

TORONTO RESIDENTS 700-1000 FINCH AVE. W.
PLEASE MAIL TO: TORONTO, ONTARIO M3J 2V5

