

# ROOTS

JEWISH NATIONAL FUND OF CANADA



The Stephen J. Harper Hula Valley Visitor and Education Centre

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**JEWISH NATIONAL FUND OF CANADA**

# NEGEV 2020 EVENTS

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**CALGARY - ISRAEL 2020: CONTINUING CARE**

CHANUKAH EVENT TBD

**MONTREAL - NEGEV CAMPAIGN LAUNCH**

WEDNESDAY, SEPTEMBER 30, 2020

**OTTAWA / ATLANTIC - NEGEV 2020**

TBD

**REGIONAL ONTARIO - NEGEV 2020: TOGETHER BUT APART**

SUNDAY, NOVEMBER 15, 2020

**TORONTO - NEGEV 2020: A NIGHT OF 100 DINNERS**

SUNDAY, NOVEMBER 15, 2020

**WINNIPEG - NEGEV 2020: A NIGHT OF 100 DINNERS**

SUNDAY, NOVEMBER 15, 2020

# INCOMING NATIONAL PRESIDENT & CHIEF EXECUTIVE OFFICER



**BETH S. PRICE**  
NATIONAL PRESIDENT



**LANCE DAVIS**  
CHIEF EXECUTIVE OFFICER

It is hard to believe that another year has passed and what a year it has been! 2020 has presented us with a reality that no one could imagine. Everyone is affected adversely by the pandemic and we all know someone for whom the impact was horrific. There are no satisfactory words of comfort that we can offer to those whose lives have been shattered by COVID 19. We hope and pray that 2021/5781 will bring much happiness and most importantly, good health.

A new Board of Directors and Executive will be elected shortly for a three-year term. It is a superb group of people who are dedicated to Israel and prepared to work diligently to advance JNF's mission. We are an optimistic group! We could approach the current situation as a nightmare. Instead, we choose to perceive it as an opportunity. We have an opportunity to consider - where do we want to be as an organization by 2023? How can we develop as an organization to better connect Canadians with Israel?

Even though there are many needs here in Canada that are important and must be addressed, we believe that we

continue to have an obligation to Israel. This is personal. Israelis are our family and even though they are thousands of kilometers away, caring for your family transcends distance. We will proudly continue to speak to Canadian supporters to invest in our projects in every corner of Israel.

Now that we cannot hold large gatherings, we need to pivot and to dedicate more time and energy to individual meaningful conversations with our donors. Thanks to wonderful technology we can engage small groups of people and families in a personal way. Of course, face to face is the best format, but we have learned that we can achieve a great deal using technology.

Some of you have recently received a call with respect to making a planned gift. This is a conversation about a gift that will come to fruition many years from now. This is a great time to advance our efforts in our planned giving strategy as many people are starting to consider their plans for the future.

This is an opportunity to contact supporters whom we have missed over the

past number of years. There are thousands of individuals who are delighted to support projects in Israel, but the reason they do not give is because they were not asked. This is our time to reinvigorate those connections again.

We hope that you enjoy reading this magazine. As a supporter of JNF Canada, we want you to understand how your donations are directed. Your donations have a return on investment in terms of the social good that we facilitate. Although we often help build capital projects, JNF's success is not measured by developing a certain number of square feet. Rather, JNF is focused upon how did the facility in which we invested enhance and enrich the lives of Israel's citizens. We want you to know that your donations help real people, your family in Israel, in a profound way. We are inspired by JNF Canada's work and we hope you are as well.

Wishing you and your family a very happy and HEALTHY new year. Shanah Tovah!

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# WISHING YOU A SHANAH TOVAH!





## OUR NEW BRAND & VISUAL IDENTITY ARE MUCH MORE THAN A NEW ICON AND TAGLINE, IT'S ISRAEL'S FUTURE.

Over the previous decades, many of you have grown up with our logo featuring three colours - blue, green, and brown. Blue for water, green for environmentalism, and brown for land. They defined JNF Canada's raison

d'être. Together, we have contributed to Israel's successful rise from its once fragile state to a technological and environmental light among nations.

As Israel has developed, JNF Canada has also evolved. Build-

ing on our environmental mission, we have also identified the need to address the lack of charitable social service infrastructure for the people of Israel to survive and thrive.

## Why did JNF Canada redesign its logo?

We did more than just redesign our logo. Guided by the consultants at Blueprint, we spent many months reflecting on who we are and what our core proposition was to our supporters. What makes JNF Canada unique? Our answer is that JNF is the only Canadian charity that, together with our generous donors, are *“Building the Foundations for Israel’s Future.”* We help build charitable projects that are essential to enhance and enrich the lives of Israel’s citizens in every part of the country.

In every generation, Israel’s needs change. In pre-statehood, the need

was to purchase land for the early pioneers. After the state was established, there was a focus on forests, gardens, and lookouts. As the population grew, Israel experienced water shortages so reservoirs were required. These needs have been addressed, thanks in part to the success of our work. More recently, JNF Canada has become more involved in social infrastructure projects like community centres, playgrounds, rehabilitation facilities and youth centres. While our environmental mission will remain a priority, we are excited to also support these vitally important social

service needs.

The new JNF Canada logo is not a rejection of the past, rather we embrace it. The values at the core of JNF Canada have not changed. The key message of our new visual identity is that we are forward-looking, dynamic, creative, and modern while respecting our beautiful past. We are inspired by the founder of modern Zionism, Theodore Herzl, who dreamed of an Old-New Land – Altneuland. JNF Canada will continue to honour the values and traditions of our past as we turn our eyes forward to building the foundations of Israel’s future, together.

## OUR BRAND MISSION

### Building Israel Together

JNF builds strong communities for Israel’s future. JNF projects help people live better by linking the generosity of Canadians to the environmental and social infrastructure needs in Israel. We have supported community growth for generations, and we passionately carry our historic mission forward for a strong and sustainable future. JNF is the go-to organization for those who want to connect with and build a better Israel together.

### Our Visual Identity

Our new logo is made up of an icon and uses the acronym JNF. This reflects how most people inside and outside the organization colloquially refer to us. We will still use Jewish National Fund of Canada on formal and legal documents.

### Our icon is full of meaningful symbols:

#### The Colours

JNF Canada’s new visual identity conveys Israel through the use of blues and white. The focus of our work is exclusively directed toward Israel and no two colours exemplify Israel more than these.

#### The Blue Box (Pushke)

Made up of the four pillars and the coin slot above, this modern representation of the Blue Box is a powerful symbol of JNF Canada’s long fundraising history and the enduring support of our donors.

#### The Pillars

The four pillars represent strength and upward growth. This will also be used in our design system to represent buildings, as a core element of our brand “Building Israel Together”.

#### The Leaf

We replaced the tree from our previous logo with a young leaf sprouting from a branch. It is a nod to our environmental history, our ongoing commitment to environmental projects, regeneration, and new beginnings. We have been connecting Canadians to Israel for decades, but still perceive ourselves as young and dynamic.

With the new branding also comes a revitalized approach to fundraising and many exciting and meaningful building project opportunities. We look forward to sharing these (and more of our new look) with you in the coming months!

2020 / 2021

# NEGEV HONOUREEES

THANK YOU FOR YOUR  
COMMITMENT & DEDICATION  
TO ISRAEL



**Diane Colley-Urquhart**

JNF CALGARY

Diane Colley-Urquhart, a 20-year veteran of Calgary City Council, has time and again been a voice for Jewish Calgary. Most recently, she brought forth a motion to Council to adopt International Holocaust Remembrance Day, observed for the first time in Calgary this past January 27th. She is also working on the adoption of the IHRA working definition of antisemitism. Diane gained significant insight into antisemitism as a Police Commissioner for 13 years, and feels very strongly about educating youth so they understand antisemitism as it manifests itself today.



**Odette & Jacob Masliyah**

JNF EDMONTON

Odette & Jacob Masliyah demonstrate an unwavering dedication to family, education, and community. Both were born and spent their formative years in Baghdad, Iraq and were forced to leave to establish a new life elsewhere. To Canada's good fortune the Masliyahs brought their considerable talents to Edmonton. Jacob is an Officer of the Order of Canada and a member of the Alberta Order of Excellence. A professor of engineering for over 40 years, Jacob's work in bitumen extraction has been recognized internationally. Odette, a talented linguist and educator, served as a Hebrew teacher at the Edmonton Talmud Torah.





**Jeff Hart**  
JNF MONTREAL

A successful entrepreneur from the age of 16, Jeff Hart is the Co-Founder and Managing Partner of Victoria Park Medispas, a network of award-winning world-class medispas. Formerly the Executive Vice President of Hartco, Jeff is a generous philanthropist who is passionate about supporting the local Jewish community and ensuring accessible Jewish education for every child. The co-founder of the Quebec Chapter of the David Suzuki Foundation, Jeff's love for the environment dates back to planting JNF trees as a child. He hopes to be the bridge between Israeli high-tech ingenuity and addressing the global climate crisis.



**Dr. Ted Lyons O.C.**  
JNF MANITOBA/SASKATCHEWAN

Dr. Ted Lyons is a globally renowned expert and the author of many articles, chapters, and books in the field of radiology. He is a pioneer in ultrasound research and his groundbreaking work has helped make ultrasound technology one of modern medicine's most widely used diagnostic tools. Dr. Lyons has received the Officer of the Order of Canada (O.C.), which recognizes a lifetime of achievement and merit of a high degree. Ted is a philanthropist and a public-servant. He has served in numerous leadership roles at the University of Manitoba, the Jewish community and professional associations.



**Lowell & Cindy Richter**  
JNF HAMILTON

Lowell and Cindy are being recognized for many years of dedication in the Hamilton and Jewish communities and beyond. Lowell has been very involved in the auto industry at high levels both locally and provincially, served as co-president of Hamilton JCC and volunteers with Cindy at Out of the Cold, for which Cindy is a coordinator. Cindy has served as president of Hadassah-WIZO and Beth Jacob Synagogue. As well, she has received Na'amat's Women of Inspiration Award and served as the Chair of the Canadian Cancer Society's residential campaign in Ancaster.



**Denise and Ron Wexler**  
JNF LONDON

Denise and Ron Wexler have long been entrenched in London's medical and Jewish communities. Denise, a respected dermatologist, was elected to the Board of the Ontario Medical Association; Ron is a retired anesthesiologist at St. Joseph's Hospital, former director of the Intensive Care Unit at University Hospital, and former president of the Ontario Medical Association. They were one of Temple Israel's founding families in 1985. Ron also serves the board of the Temple as well as Restmount Cemetery.

# THE STEPHEN J. HARPER HULA VALLEY VISITOR AND EDUCATION CENTRE INAUGURATION

**Situated amid the world's most important wetland habitats for resident and migrating bird species, the Stephen J. Harper Hula Valley Visitor and Education Centre stands ready to become one of Israel's most popular tourist attractions**

Named in honour of Stephen Harper, one of Canada's longest serving Prime Ministers and a dedicated friend of Israel, the cutting-edge facility was funded in part with proceeds from the 2013 Toronto Negev Dinner chaired by Senator Linda Frum and Howard Sokolowski. Spanning 3,000 square meters and filled with interactive experiences, the centre boasts a virtual reality station, where the users view themselves as a bird in flight over the reserve. An 18-square-meter interactive digital wall provides guests with a

constant live feed of the birds visiting the site, while also acting as a trivia game where questions are answered simply by the movements of your hands. Moreover, a state-of-the art 200-seat auditorium will allow the centre to host a variety of events for the communities in the region.

The Hula Valley is situated along the Syrian-African Rift Valley, which marks the halfway migration point for numerous species that make the arduous journey between Africa and Europe. The valley acts as a temporary home to some

500 million birds each year, and experts project that avitourism (environmental travel and tourism for birdwatchers) will become one of the most lucrative components of Israel's growing multi-billion-dollar tourism industry. In fact, new Canadian statistics indicate that birdwatching has become more popular than gardening, while in Israel, hundreds of active bird watching societies have cropped up.

"This park is one of the greatest restoration stories, just like this country is



**Recognition centre for major donors at the entrance to the Stephen J. Harper Hula Valley Visitor and Education Centre**





to the Jewish people," the former Prime Minister declared at the November 2019 inauguration ceremony, which was also attended by his wife, Laureen. "It is a magnificent honor to have this centre named after me. I am grateful for

this beautiful occasion and will never forget this visit."

In her remarks at the inauguration, JNF Canada's President, Wendy Eidinger Spatzner addressed Prime Minister Harper with a heartfelt speech. "Prime

Minister Harper - there is nothing that I, or anyone else present, can say to express our gratitude for what you have done and continue to do to strengthen relations between Canada and Israel... It was just a few years ago when you led







an official mission to Israel as the sitting Prime Minister. Canadian Jews all stood a few inches taller when you addressed the Knesset, the first time a Canadian Prime Minister had this honour. When you stated that Canada will stand by Israel shoulder to shoulder through fire and water, we were bursting with pride. You are a singular statesman and we

are thrilled that you are part of our JNF family... From the bottom of my heart and on behalf of everyone present, I say to you in the simplest and most sincere manner - Todah Rabbah - Thank you very much."

The new Visitor Centre is part of JNF Canada's extensive work in developing Israel's peripheral regions. Within a

number of years, we hope to double the number of guests from 500,000 to one million annually. JNF is committed to seeding and strengthening the economic, social and cultural life in Israel's outlying communities.







# BUILDING ISRAEL TOGETHER

**From lending a helping hand to new Israeli immigrants, to discovering next-generation green innovations, to even conducting research to find a cure for COVID-19, JNF's work impacts nearly every sector of society. Make your mark and let's build Israel together!**

## Healing the Long-Term Effects of PTSD

### **How Can We Help Children In Sderot Suffering From PTSD?**

For children and their families, growing up with Red Alerts amid a constant threat of war has led to high incidents of Post-Traumatic Stress Disorder (PTSD). According to experts, residents of Sderot experience PTSD at a rate three or four times greater than that of the rest of the country. These dangerous conditions have damaged the emotional development of an entire generation of children and young adults, causing serious, long-term psychological harm.

### **How JNF Is Making A Difference.**

Animal-assisted therapy promotes interaction with many types of animals and serves as a method to reduce anxiety and stress. Many studies have shown that having access to an emotional support animal has a tremendously positive effect on PTSD recovery rates. Supporting the construction of a new Animal-Assisted Therapy Centre in Sderot will benefit the more than 1,500 children and young adults living with PTSD in the region.

**PICTURED - ANIMAL-ASSISTED THERAPY CENTRE**



# Helping Students Living in the Periphery

## How Does Living In Israel's Peripheral Regions Affect Academic Growth?

One of the main challenges for high school students residing in Israel's peripheral cities is overcoming the educational achievement gap between their peers who live in the centre of the country. Growing up in Tel Aviv means having access to an abundance of extra-curricular experiences and resources that are simply not yet available in the Negev or in the Galilee.

## How JNF Is Making A Difference.

JNF is dedicated to empowering the next generation of Israel's leaders in the periphery. In an effort to close the educational achievement gap, JNF will foster academic success by collaborating with KKL-JNF Israel to build a centre in Sderot dedicated to STEM education, empowerment, and enrichment. With a successful pilot centre now fully operational in Nof Hagalil (formerly Upper Nazareth), we intend to build a new facility and replicate the outcome for the teens living in Sderot. The Beit KKL-JNF Canada House will be completely fortified as Sderot is located along Israel's most hostile border. It will be open to youth from all the surrounding communities in the Gaza envelope and the services will be free so that no child is excluded due to a lack of financial resources. This project has a matching grant, thereby doubling the impact of your donations.

### PICTURED

RENDERING OF THE KKL HOUSE OF EXCELLENCE / JNF CANADA HOUSE







# Holocaust Education in the Jerusalem Hills

## How Can We Continue To Memorialize The Shoah?

Situated in the picturesque Jerusalem Hills roughly 600 metres above sea level is one of the most powerful Holocaust memorials anywhere in the world. In 1951, as a living tribute to six million Jewish lives brutally cut short, JNF operations from around the world planted six million pine, cypress, eucalyptus and carob saplings, which have grown tall and strong. The Martyrs' Forest has become a living monument and one of the most beautiful places in Israel.

## How JNF Is Making A Difference.

Over the past 70 years, the impressive Martyrs' Forest has become a popular landmark where generations of Israelis have come to strengthen and enhance their connection to the past as well as to enjoy nature and lovely forest trails. JNF has begun a development initiative at the western entrance to the forest that will include landscaping projects, as well as modern leisure and recreation areas. Thanks to the generosity of the Windsor community, JNF is able to help ensure that the memories of the Holocaust will remain paramount for generations to come.

**PICTURED - THE RAPOPORT SCROLL OF FIRE MEMORIAL FOR THE MARTYRS OF THE HOLOCAUST**

“

With the world sadly losing our community of Holocaust survivors, the task of keeping the memories of the Shoah alive has only become more challenging. There is an indescribable spiritual feeling that you get when coming here that cannot be replicated in a classroom.

**Eran Goldblatt**

**High School Educator**





**PICTURED - THE RENDERING OF THE ALEX EISEN PHYSIOTHERAPY CENTRE AT BEIT HALOCHEM IN ASHDOD**

# Helping Israel's Injured Heroes Reclaim Their Lives

## Why Wounded Veterans?

There are over 6,500 wounded veterans who live in the vicinity of Ashdod. Many of these individuals require rehabilitation services to help rebuild their lives and they simply do not have the capacity to travel to other rehabilitation centres in other parts of the country. They gave their bodies in service of Israel. Now it is our turn to ensure the veterans' wellbeing.

## How JNF Is Making A Difference.

JNF has teamed up with Beit Halochem, the foremost institution for treating and rehabilitating Israel's wounded veterans and victims of terror, to construct a physiotherapy wing as part of the new Beit Halochem facility that will open in Ashdod. The new wing will include hydrotherapy, massage therapy rooms, as well as well-equipped clinics for treatments with physiotherapists. Thanks to the generosity of the Toronto and London regions, JNF was able to help fund the construction of this important component of the facility.



# Supporting Special Needs

## What can we do to assist children with the most severe special needs?

Children and young adults from all backgrounds living with severe disabilities must have access to the best available resources to reach their fullest potential. Unfortunately, these special individuals are often confined to their residence as they simply do not have the capacity to explore the beautiful parks and gardens of Jerusalem.

## How JNF Is Making A Difference.

JNF is dedicated to enhancing and enriching the lives of Israel's vulnerable citizens and is working with ALEH - a leader in providing care to severely disabled individuals. Its Jerusalem facility houses 80 inpatients and welcomes hundreds of outpatients every day. However, it lacked an outdoor space for enjoying sunshine and fresh air. Thanks to the generosity of the Pacific Region, JNF was able to help fund the significant development work that was required to complete a beautiful outdoor terrace. This resource helps alleviate stress and boost mental health for the patients and staff at Aleh Jerusalem.

# Lending A Helping Hand to Kids at Risk

## How Do We Care For Kids At Risk Who Require After School Care And Enrichment?

The community of Kiryat Shemona, located on the border with Lebanon is typical of many peripheral towns. There are numerous economic challenges that make life difficult for many. There is a shortage of extra-curricular activities for the children and youth. Sadly, many have nowhere to go after school. Additional resources are needed to engage children in productive activities

## How JNF Is Making A Difference.

The Israel Tennis & Education Centre (ITEC) facility in Kiryat Shemona was over-subscribed with at-risk children, many from low-income families. Therefore, in collaboration, JNF and ITEC developed a plan to expand the social service infrastructure that enables the organizers to reach more children who need help. An existing abandoned building at the site was rebuilt for two multipurpose classrooms equipped with computer stations, ceiling projector, sound projector, a library, and a kitchenette. This new space enables the staff to run educational programs, new immigrant integration activities, special needs student workshops, girl's empowerment training and more. The opportunity to learn how to play tennis brings the children to the centre, but once they are engaged, the ITEC provides an array of social services above and beyond the athletics. There is additional space that will serve as a Children's Club. It will be a shared space that children and youth can come to relax, do homework, play games, enjoy afterschool snacks, hang out on hot or rainy days. Thanks to the generosity of the Ottawa Region, the Daniel Alfredsson Social Services Complex and Children's Club was brought to fruition.

**PICTURED - CHILDREN PARTICIPATING IN ITEC PROGRAMMING**



# Bringing Relief To Israelis Suffering from PTSD

## What Can We Do To Provide More Resources For PTSD And Mental Health Care?

Over the years, an increasingly high rate of Israelis have been diagnosed with some form of Post-Traumatic Stress Disorder (PTSD). This record demand has placed significant strain on the healthcare system, thereby reducing Israel's overall capacity to provide critical mental health support. Jerusalem's Herzog Medical Centre currently provides mental health services at three dilapidated centres which lack basic amenities and are not accessible to those with mobility challenges. Israel lacks sufficient facilities to care for those suffering. Therefore, JNF decided to invest in its largest project to date.

## How JNF Is Making A Difference.

Together with Herzog Medical Centre, internationally recognized experts in psycho-trauma and mental health, we are addressing this problem by building a first-of-its-kind facility that will stand as a model of excellence throughout Israel and all over the world. The new Dr. Max and Gianna Glassman PTSD and Health Centre will streamline and improve outpatient care by consolidating the hospital's Community Mental Health Centre, Children's Clinic, and the Israel Centre for the Treatment of Psychotrauma under one roof. Patients will be treated in a first-class facility and doctors will no longer waste countless hours fighting Jerusalem's traffic commuting between clinics. When the new centre is opened, it will increase overall capacity by 25%.

**PICTURED - DR. MAX & GIANNA GLASSMAN PTSD AND MENTAL HEALTH CENTRE**







“

We have great co-existence, and embrace programs for at-risk kids. We also have a wonderful special needs program for adults. And nothing would please me more than to introduce the ITEC to as many people in my community as possible. What we do here really makes the ITEC an amazing and unique organization, way beyond tennis.

**TAL AMSALEM**

**Manager of ITEC,  
Kiryat Shemona**





2020 / 5781 HIGH HOLIDAY APPEAL

# FINDING THE CURE SUPPORT COVID-19 VACCINE RESEARCH

This High Holiday season, we invite you to join JNF in supporting the brilliant researchers from the MIGAL Galilee Research Institute in their efforts to finding a vaccine so that we can be one step closer to having our extended family and friends join us for Rosh Hashanah dinners once again.

MIGAL's interdisciplinary vaccine team is engaged in groundbreaking research on COVID-19.

With your gift, JNF will support this effort to develop a vaccine.

Located in Israel's Galilee region, MIGAL is an internationally renowned, multi-disciplinary applied research institute specializing in cutting-edge

biotechnology, agricultural technology, and environmental sciences. Over the past 40 years, MIGAL has become a recognized research powerhouse and has

closely partnered with industry leaders, innovative startups, and technology accelerators.

Four years ago, MIGAL's interdisciplin-



ary vaccine development team launched a program to develop a vaccine against Infectious Bronchitis Virus (IBV), a coronavirus that we now know to be similar to COVID-19. They recently discovered that IBV shares the same infection mechanism and genetic code with the virus that causes COVID-19.

With further research, MIGAL's scientists hope to adjust the IBV vaccine to combat the COVID-19 virus. Moreover, the vaccine being discussed has several distinct safety advantages over others in production:

- . It does not contain live viruses
- . It can be administered orally
- . It is based upon four years of proven research

This vaccine can also be produced in relatively large quantities and at significantly less cost than other methods.

These recent discoveries may be used to establish a centre for the continued development of future vaccines, both for genetic mutations of the coronavi-

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**JNF Canada invites  
you to partner with  
us on a life-saving  
odyssey for the benefit  
and betterment of  
all of humankind.**

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rus and for other viruses that are liable to break out in the future. Action taken now will help speed up future vaccine development that could stop the next viral outbreak in its tracks.

**Help Speed Up The Process!**

JNF Canada invites you to partner with us on a life-saving mission for the benefit and betterment of all of humankind. Supporting this year's High Holiday campaign means that you will directly help the ambitious team of researchers reach our common goal by funding cutting-edge technologies in microbiology and protein design needed to analyze DNA and RNA.

In addition, supporting MIGAL goes hand-in-hand with JNF's recent efforts to strengthen the economic and societal impact of Israel's northern peripheral region. Just as with our many projects in the South, JNF believes that Israel's success is directly linked to the prosperity of the entire northern region.

Together with your help, we can create a better and healthier world!

# JEWISH NATIONAL FUND OF CANADA PRESIDENTS



## **Karen Aflalo Montreal**

Karen Aflalo was confirmed as President of JNF Montreal at the last AGM in December 2019. Formerly the Chair of JNF Future, Karen is a recent graduate of the Wexner Heritage Program, and is a recipient of the Gertrude and Henry Plotnick Young Leadership Award—an honour given to outstanding young members of the Montreal Jewish community. A Territory Business Manager for RB Health by trade, Karen was part of a select group of company leaders who traveled to Tanzania last year to participate in the Global Volunteer Challenge. Under Karen's leadership, we are certain that JNF Montreal will achieve new heights.



## **David Baker Ottawa**

David Baker has been the JNF Ottawa Board chair since 2018. His involvement with JNF Canada began at age 19 when he and his family traveled to Israel for his brother's Bar Mitzvah. David's father, Barry, and Uncle Allan were JNF Ottawa's 2015 Negev Dinner Honourees. As the proud owners of European Glass & Paint, the family is a strong community builder and continuously gives. In David's own words, "It's a great feeling to know that what we are doing in our local communities can so positively impact the lives of so many of our brothers and sisters in Israel."



## **Sharon Bookhalter Edmonton**

President of JNF Edmonton since 2018, Sharon has always had a strong connection to Israel. Early in her career she spent time in Israel working at Tel Hashomer hospital. More recently, Sharon served as Dean of the Faculty of Health & Community Studies & Nursing at MacEwan University in Edmonton. Now retired, she devotes much of her time on worthy causes and community endeavors. Sharon has participated in two JNF bike missions to Israel.



## **Bernice Carmeli Pacific Region**

Born and raised in Vancouver BC, Bernice Carmeli learned old school values at a very early age from her parents Sidney and Marie Doduck. Her early interaction with JNF was in her elementary school days collecting coins in order to purchase "her tree" in Israel. In 2015, Bernice became a board member of the JNF Pacific Region and co-chaired a few Negev Dinners. In 2017 she became the Vice President and joined the National Board of JNF. In 2019 Bernice became President. She "Looks forward to continuing my family's tradition with being an active caretaker to the Land of Israel and our people by building the foundations of Israel's future."



## **Jennifer Charron Windsor**

Jennifer Charron is the Human Resources Manager at Erie Shores HealthCare. Jennifer has over 10 years' experience in Human Resources and Recruitment and is actively involved with the Jewish National Fund, Rotary and the Chamber of Commerce. Jennifer was the recipient of the 2016 Windsor-Essex Regional Chamber of Commerce Business Excellence Award for Young Professional of the Year. Jennifer has been actively involved in JNF Windsor for five years and is currently the President of the Board where she proudly supports the JNF Canada initiatives which benefit the land and people of Israel. She and her husband Jeremy are the happy parents of Noah and Mathieu.



**Although they hail from 11 different parts of the country, each regional president is a leader in their local community. They are united in their collective love for the land and the people of Israel. We are truly grateful for their dedication and we wish them luck throughout their mandates.**



### **Haim Goldstein Hamilton**

Haim has served as the President of JNF Hamilton since October 2015 and is an active member of the Jewish community in Hamilton. When he isn't working as a civil engineer in the private and public sectors, he can be found supporting Temple Anshe Sholom and the Hamilton Jewish Federation. Married for over 33 years, Haim and his wife are proud parents of Jeremy and Jasmin. Haim expresses his love for Israel through community involvement and is proud to serve JNF.



### **Cheryl Gurevitch Calgary**

A member of the JNF Calgary Board of Directors for the past five years, Cheryl has served as president since 2018. On a recent leadership mission, she experienced first-hand the pressing social needs of Israel's most vulnerable. Previously, Cheryl devoted her time to teaching English and Social Studies at Akiva Academy, an Orthodox Jewish Day school in Calgary. In the larger community, Cheryl has volunteered her time performing various communications roles, and is currently helping to distribute meals to families experiencing food insecurity during the Covid-19 pandemic. She is happily married to Jason and they have two children – Jacob and Gabrielle.



### **Nola Lazar Manitoba/Saskatchewan**

Nola has served on the JNF Manitoba Saskatchewan board for the last 6 years. Taking on the role as president in 2019, Nola has been inspired to help improve the quality of life for Israel's vulnerable communities on her many trips to Israel. Nola also serves as Vice President of Mercaz Canada and is on the board of the Canadian Zionist Federation. Locally, Nola has been active with her Synagogue serving on many committees including programming for youth. Nola is a fabric artist specializing in silk painting with Jewish themes. She is married to Matthew and is the mother of 4 adult children, two of whom have made Aliyah and have completed their service in the IDF.



### **Jack Malkin London**

Jack was born and raised in Israel. JNF was part of his childhood in primary school where every Friday Jack would bring a coin to school and put it into the Blue Box that was in each classroom. Fifteen years ago, he moved to Canada with his wife and two children. He didn't hesitate when he was asked to join the JNF London Board. Not only was it a closing of a circle, but it also gave him the opportunity to contribute to JNF and Israel, especially in a time when widespread lies and distortion against the State of Israel are commonplace.



### **Winston Siegel Toronto**

Winston Siegel is partner at SwitchGear Consulting, a change management consulting firm. He specializes in coaching sales and customer service teams, building leadership at management level, and great execution of service strategies. He is an avid squash player, semi-enjoys golf, is learning Spanish and hates cold weather, thus escapes Toronto winters in Costa Rica as often as possible with his wife Lucia, and daughters Angelica and Carmen. He has been an active volunteer with JNF since 2011.



**Dear Friends at Jewish National Fund of Canada**

**We can't express in words the level of gratitude and how profoundly it warms our hearts in Ashkelon, to know, that our brothers and sisters in Canada, stepped up to support their community in Israel, when most needed ...**

**- Dr. Chezy Levy, CEO**

## **Ventilator Campaign: BREATHING LIFE INTO HOSPITALIZED PATIENTS**

The COVID-19 pandemic has altered the world as we once knew it. Physical distancing guidelines have prompted many of us to transition our lives and careers towards remote working and living, while our heroic frontline workers in Canada and in Israel are still struggling to treat the critically ill.

The pandemic forced everyone to pivot. For JNF, this means switching from our core principle of building social service infrastructure to launching an emergency campaign to secure funding for life-saving ventilators.

The pandemic exposed the unfortunate reality that in Israel, surviving an aggressive case of Covid-19 may depend largely on one's physical proximity to the country's Central Region.

In April and May hundreds of Canadians, regardless of their own personal financial challenges, stepped forward to support this emergency campaign. Your collective generosity has generated enough funding to purchase five life-saving hospital-grade ventilators for the Barzilai Medical Centre (Ashkelon), Herzog Medical Centre (Jerusalem)

and Soroka Hospital (Be'er Sheva).

At the time this article is being written, a second wave of the virus is now threatening to cause even more destruction in Israel than the first wave. Statements from government officials indicate that the end to this unforeseen crisis is nowhere on the horizon.

On behalf of the hospitals we funded, JNF Canada expresses its profound gratitude to you, our donors, for your generous support toward this life saving campaign.





# Jewish National Fund of Canada EDUCATION

Shlichah: Yifat Bear Miller

Although the distance from Tel Aviv to Canada spans 10,000 km, it is my mission as JNF National Shlichah to make it seem like Eretz Yisrael is only just around the corner.

I travel across the country to provide exciting programs and activities to schools, synagogues, camps and youth groups. I offer a slice of Israel to Canada's next generation and engage with the future supporters of JNF. I strive to bring meaning and symbolism to our Jewish holidays with activities such as planting seeds with elementary school children on Tu Bi'Shevat.

As history drifts further away from 1948, and as first-hand educational resources become increasingly more difficult to obtain, I feel a strong sense of purpose to ensure that Canada's young-

er generation understands not only "why" and "how" Israel was birthed into existence, but to cultivate pride in

---

It is my mission as JNF National Shlichah is to make it seem like Eretz Yisrael is only just around the corner.

---

its impressive place in today's global community as a technological and agricultural light unto the nations.

Naturally, the global pandemic has put an immediate and indefinite stop to

my ability to travel and has also sadly forced JNF to postpone what would have been a sold-out, second-annual Educator's Mission to Israel in July. However, it has definitely not prevented me from running virtual programming to all regions.

If you're an educator or a parent who wishes to bring more Israel content into your school, or even into your own homes, I invite you to reach out and I'll be more than happy to collaborate! In the meantime, I hope everyone stays safe, and I look forward to when I can once again bring the gigantic map of Israel directly to you.

Contact me at [yifat.bear@jnf.ca](mailto:yifat.bear@jnf.ca)





— THE JNF —

# CLIMATE SOLUTIONS AWARD

**Here's a thought: Are the solutions for overcoming the climate crisis just bouncing around in the minds of university professors in Rehovot, or perhaps already written on the blueprints of a Negev-based researcher?**

**According to Jeff Hart, Montreal's 2020-2021 Negev Honouree and founder of the JNF Climate Solutions Award, this is not just wishful thinking, but a very likely scenario.**


"We all know Israel is the 'Start Up Nation'. No other country in the world can match its relative dominance in the fields of medical technology, financial technology, cybertech and artificial intelligence, just to name a few of the

many areas. But what about climate solutions? I think the answers could also be found in Israel. All they need is the encouragement."

Consider Israel's great successes in agritech. Farmers in developing countries

like Kenya and Ethiopia are actively benefiting from Israeli-developed cutting-edge devices designed to increase food production while simultaneously decreasing water consumption. Precision agriculture involves downloading





real-time data from satellites orbiting the earth. It is an integral factor in enhancing food security for millions of people. Imagine if the R&D centres who conceived these original ideas were not supported?

Jeff further explains the value of incubating big Israeli-conceived green ideas by pointing to the success of Augwind Energy, an Israeli company that has become a force in the world of renewable energy. Its special technology enables the storage of clean energy underground in the form of compressed air without using traditional batteries. The result has been a significant ability to reduce their consumption of fossil fuels. The JNF-backed Eilat-Eilat Renewable Energy Initiative, a non-profit organization located in the Negev desert that is dedicated to promoting the research and development of green energy has stood behind Augwind from the start.

#### **Performing Literal Tikkun Olam**

"We want to perform literal Tikkun Olam (healing the world) by encouraging the research and development of new clean and green technologies. I'm positive that there are game changing ideas which have a real shot at reversing climate change just waiting to be noticed. We're going to make sure

that no stone is left unturned," says Hart. Proceeds from the JNF Climate Change Award will be allocated toward jumpstarting the progression of game-changing ideas required to solve the climate crisis.

Having once upon a time co-founded the Quebec Chapter of the David Suzuki Foundation, Jeff's appreciation for the environment runs deep. As a JNF honouree, he hopes to harness the power of Israeli high-tech ingenuity in

---

**If you want to make  
an immediate impact  
to help solve the true  
existential crisis of our  
times, now is the time to  
get on board with JNF**

---

order to solve the big environmental challenges of our time.

After completing a fact-finding and partnership building mission to Israel, which included meetings with major universities, incubators, and many thought leaders and influencers, Jeff believes that this is the time to take action. JNF Montreal will start the campaign for this project in September 2020 and

it will run through 2021. JNF Canada hopes to engage other regions to join in this effort as well as other JNF operations around the world.

"Jonathan Medved [CEO of Our Crowd] and Joseph Abramowitz [co-founder of the Arava Power Company and one of Israel's most influential environmentalists] have both agreed to be part of the selection committee. The Peres Centre for Peace and Innovation will also feature the winners... We're all set to make some serious waves" adds Jeff.

Equally important to Jeff's vision of accomplishing "literal Tikkun Olam" is his hope that the campaign galvanizes youth around environmentalism and enhances Jewish pride by demonstrating how fellow Jews are at the forefront of overcoming the climate crisis.

"I believe JNF is the best positioned organization to lead this initiative" says Jeff. "It has been watering the seeds of green innovation for decades by partnering with universities and research centres. If you want to make an immediate impact to help solve the true existential crisis of our times, now is the time to get on board with JNF."

# THANK YOU

The Almond  
Laurent Amram  
Barry and Eleanor Appleby  
David and Sharon Appotive  
Jeffrey and Sharon Appotive & Families  
Aqueduct Foundation  
Sol Armel  
Shane and Rebecca Asbell  
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Thanks to the dedication, commitment, and compassion of JNF Canada's leading donors, we are able to build the foundations for Israel's future. We extend our appreciation to everyone listed below as well as the thousands of donors who stand with JNF Canada and the people of Israel.

JNF Canada helps build facilities to care for the vulnerable, nurture at-risk youth, enrich the lives of special need individuals, cultivate the environment, beautify public places, heal the injured and launch the next generation of leaders in Israel. With your generosity, we are able to enrich and enhance the lives of Israelis in every corner of the country.

**Leadership gifts made between September 2019- August 2020 listed below.**

Stanley and Rhonda Gordon  
The Allen & Milli Gould Family Foundation  
Gowling WLG (Canada) LLP  
Hon. Jerry and Carole Grafstein  
Grayhawk Investment Strategies Inc.  
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David Green and Daphne Wagner & Family  
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Alan Greenberg and Darcia Rowntree & Family  
The Stephen and Jocelyne Greenberg Foundation  
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Greenwin Inc. and the Green Family  
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# THANK YOU

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Melvyn and Pedie Wolfond  
Yosef Wosk  
Stan and Vicki Zack  
Leonard and Helen Zenith  
Bernard and Carole H. Zucker

We apologize for any errors or omissions





## Message From **WENDY EIDINGER SPATZNER**

PRESIDENT,  
JNF CANADA

Shalom, until we meet again...

In 2017 I began my three-year term as JNF National President. Looking back, I am struck by how much ground I covered, literally and figuratively: not merely logging thousands and thousands of air miles, but witnessing the range of JNF's vision and the scope of our accomplishments, visible in projects undertaken with our partners at home and abroad. My many flights over 36 months-- from Montreal to Calgary, Ottawa to London, Toronto to Vancouver, Hamilton to Winnipeg-- were eased by the warm welcomes I received everywhere and the pleasure of renewing bonds of fellowship and commitment with JNF leaders and supporters, coast to coast. Regrettably, my plans to visit Edmonton and Windsor this past spring were disrupted when history and COVID-19 intervened.

I was privileged to visit Israel on several occasions during my tenure. Together with the National executive and board of directors, I travelled to JNF projects undertaken on the nation's periphery, in its neediest and most underserved outlying regions. I was on hand to dedicate the John Baird Park in Sderot, a beautiful national project spearheaded by the Pacific Region. The mayor spoke of his gratitude while local children played happily in the splash park, a 15-second sprint from the bomb shelter. On another trip, near Lake Kinneret at the Hula Valley, I brought greetings from Canada to the opening ceremonies of the Stephen J. Harper Visitors and Education Centre. It was an honour to be in the company of so many JNF past presidents, lead-

ing donors and board members, and to share the stage with the former Prime Minister. The centre is expected to attract as many as 800,000 guests per year to the Hula Valley, a remarkable wildlife preserve and migratory bird sanctuary.

My visits to Israel made it clear to me that the nation is evolving at break-neck speed in social and technological arenas, and that we at JNF must adapt in concert. Our organization's original mission, to transform the desert into an oasis, has succeeded beyond imagining. Thanks to worldwide support, more than 250 million trees have been planted in Israel: by the year 2000, forests had expanded from two percent in 1948 to almost nine percent of the country. This is an astonishing achievement unmatched by any other nation.

As a result, JNF is increasingly turning its attention from planting seedlings to developing new infrastructure and expanding social services for Israel's citizens. We are partnering with organizations like Migdal Ohr to establish housing for at-risk youth. One of our recent partnerships is with Save a Child's Heart to provide their patients with beautiful outdoor space. Concurrently, at home, we launched a campaign to design a fresh, dynamic and contemporary JNF logo, engaging supporters from across the country to participate in developing our new visual identity. Through JNF Future, we maintain a vital leadership pipeline of young and energetic professionals, nurturing their connections and engagement with Israel.

As any volunteer appreciates, the best part of the job is always the people you

meet: those individuals you recognize immediately as kindred spirits; the illuminating, hilarious, and sometimes heart-breaking conversations. No matter the event, the venue or the time zone, someone would always ask if I knew so-and-so from Montreal, or if I had been to Israel. Yes, I would reply, my family visited Jerusalem, and we traced the resting place of my great-grandmother, for whom I'm named, on the Mount of Olives.

How rich and diverse our experiences are in the Canadian Jewish community, from region to region, and how much we have in common. We nurture the same hopes for Israel; we dream the same dreams for the continued safety and well-being of our beloved communities.

I could not have shouldered this job without the support of past presidents, a board of directors whose counsel I relied upon and an exemplary staff of committed professionals. I am deeply grateful for their generosity, loyalty, and friendship. Above all, my success as president would not have been possible without the support of my husband and biggest fan, Mark, who dared me to dream big. Thank you Mark for being at my side on this journey. I am proud of all that we have achieved together, and know that JNF will continue to contribute in outstanding ways to Israel's prosperity and vitality. I continue to be uplifted by the Canadian Jewish community's fierce devotion to Israel's strength and security, and inspired by all that the JNF community accomplishes by working together, heart to heart and hand in hand. Tamid Kadima-always forward!

# JNF CANADA HAPPENINGS

A LOOK AT ALL THE EXCITING EVENTS WE HOSTED THIS PAST YEAR!  
WE LOOK FORWARD TO COMING TOGETHER ONCE AGAIN.



## JNF MONTREAL THURSDAY, SEPTEMBER 19, 2019 **NEGEV GALA**

Nearly 400 supporters celebrated and honoured Barbara Seal, C.M.— a Canadian patriot, philanthropist, and community leader. Together, we are helping construct the new Abramovich Building for Nanoscience and Nanotechnology at Tel Aviv University. Much appreciation to Co-Chairs Etty Bienstock and Emmelle Segal as well as Dinner Chair, Heleena Wiltzer.



SUNDAY, MARCH 8, 2020

## JNF TORONTO **SURF YOGA**

JNF Future brought the OM in Shalom as they participated in a day of networking and yoga, all while raising money for Jaffa Daled After-School Educational Enrichment Centre.





TUESDAY, AUGUST 20, 2019

## JNF WINNIPEG GAME NIGHT

JNF Future enjoyed a fun evening full of games, food and lively conversation. Shevet Achim Gam Yachad!



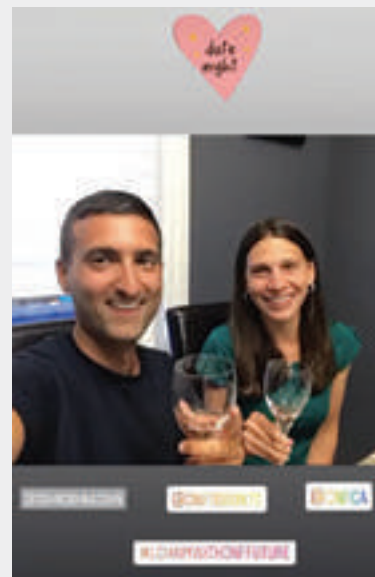
WEDNESDAY, FEBRUARY 19, 2020

## JNF WINDSOR TU BI'SHEVAT CELEBRATION

Over 50 people from the Windsor Community attended our wonderful Tu Bi'Shevat celebration at the Bloomin' Gardener. Our wonderful host Mike Colosanti brought fig saplings for each of us to plant.

THURSDAY, JULY 16, 2020

## JNF CANADA FUTURE WINE NIGHT



The JNF Future Virtual Wine Night was a huge success! We were all able to come together to learn about wine production in Israel at the Dalton Winery, while enjoying a number of delicious varieties.

## JNF LONDON WEDNESDAY, FEBRUARY 19, 2020 TU BI'SHEVAT SEDER

JNF worked with the students at the London Community Hebrew Day School to share a wonderful Tu Bi'Shevat seder.







**JNF CALGARY** TUESDAY, FEBRUARY 10, 2020

## LAUGH YOURSELF SILLY

With a mostly brand new slate of contestants trying their hand at stand-up comedy, as well as seasoned pro Adam Hunter, there were lots of laughs that night. Congratulations to Brian Hartman for winning “judges choice” and to Hayley Silberg for winning “audience choice.” Kol Hakavod to all the contestants.



**JNF TORONTO** SUNDAY, NOVEMBER 24, 2019

## NEGEV DINNER

Over 1,500 JNF supporters gathered to honour community leaders, and sisters, Wendy Eisen and Carole Zucker. With the rise in anti-Zionism and antisemitism in Canada and around the world, the proceeds of the dinner created the Wendy Eisen and Carole Zucker JNF Fund which will support Israel education programs across the country through the newly created Maspik!



MONDAY, JANUARY 27, 2020

## JNF MONTREAL TECH SHUK

With assistance from our accomplished Lions and generous sponsors, Tech Shuk 2020 surpassed all of our fundraising expectations! Congrats to our winning company, Blaise Transit!





THURSDAY, FEBRUARY 6, 2020

## JNF PACIFIC REGION VEGAN WORKSHOP

Celebrating a vegan Tu Bi'Shevat! Having a wonderful time learning, cooking, and eating!

JNF CANADA NOVEMBER 22-26, 2019

## YOLA REITMAN TOUR

JNF Canada featured Yola Reitman, a former Mossad Agent, in Vancouver, Calgary, Edmonton and Ottawa. Yola shared her leading role in "Operation Brothers" to rescue Ethiopian Jews and Ronit Rada Yona shared her journey from Ethiopia to Israel via Sudan. Yola's real-life exploits were recently highlighted in the film, *The Red Sea Diving Resort*.

JNF EDMONTON FEBRUARY 22-23, 2020

## JNF ALBERTA CUP

The third annual JNF Alberta Cup held in Edmonton was an incredible event bringing together the Edmonton and Calgary communities to compete in this fun and exciting event promoting healthy living. The energy was palpable for both players and spectators as Hatikvah echoed through the hallways of the West Edmonton Mall. Congratulations to the tournament winner, Calgary Girouxsalems, and thank you to all who participated and sponsored!







SUNDAY, FEBRUARY 9, 2020

## JNF LONDON TU BI'SHEVAT COMMUNITY EVENT

Everyone had a wonderful time with Nature London during our annual Tu Bi'Shevat Community event. We made crafts, then enjoyed a presentation about the birds in our backyard.

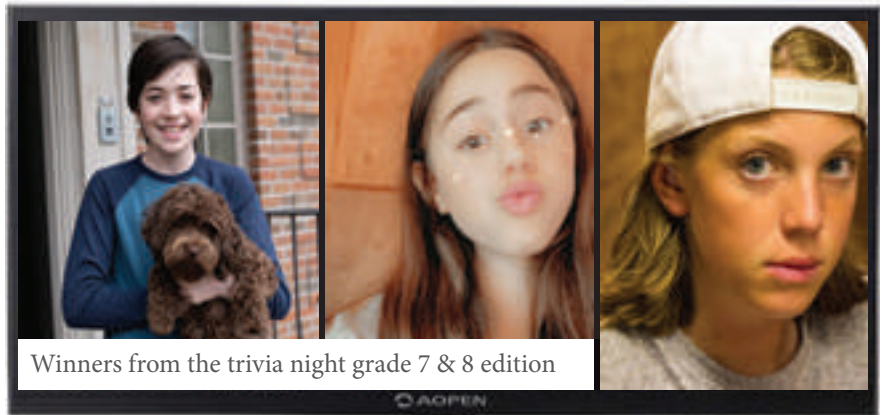


## ZOOM EVENT

THURSDAY, MAY 21, 2020

## TRIVIA NIGHT

The first instalment of IQ Trivia Night - Home Edition was a fun night full of trivia and featured comic Alex Edelman from Youtube sensation Saturday Night Seder.



Winners from the trivia night grade 7 & 8 edition

THURSDAY, SEPTEMBER 26, 2019

## JNF TORONTO NEGEV KICKOFF

The 2019 Negev Dinner Campaign Launch featuring Hillel Neuer, Executive Director of UN Watch was a sold-out success with hundreds in attendance.



SUNDAY, OCTOBER 27, 2019

## JNF HAMILTON BLUE BOX DAY & AMAZING RACE

Team AYO (Adas Youth Group) was excited to compete in JNF Hamilton's annual Blue Box Day and Amazing Race.

Join us this year as we switch it up to collecting JNF Blue Boxes teamed with a Kosher Food Drive for HJFS on October 25, 2020.





SUNDAY, NOVEMBER 11, 2019

## JNF OTTAWA NEGEV DINNER

JNF Ottawa held its annual Negev Dinner honouring Sharon and David Appotive. The event was a huge success with 800 guests in attendance who came to support two pillars of the Ottawa Jewish community. The project this year was dedicated to building a new paediatric surgical unit at Save a Child's Heart.



MONDAY, AUGUST 17, 2020

## JNF FUTURE TORONTO DRIVING TO THE FUTURE

JNF Future Toronto held its 3rd Annual Golf Tournament. The golfers played apart but came together for a meaningful cause. Supporting the Jaffa Daled After-School Educational Enrichment Centre.



## ZOOM EVENT

WEDNESDAY, APRIL 29, 2020

## JNF CANADA YOM HAATZMAUT DAVID BROZA CONCERT

JNF Canada celebrated Yom Ha'atzmaut in style with a live virtual mixology class and a concert by the legendary David Broza!



SUNDAY, SEPTEMBER 8, 2019

## JNF FUTURE TORONTO SPIN FOR THE FUTURE

In partnership with SPINCO, JNF Future welcomed spinners of all levels for a wonderfully fun afternoon of riding and networking in support of the Jaffa Daled After-School Educational Enrichment Centre.

# JNF Leadership Highlight

INTRODUCING THREE LONG-STANDING NATIONAL LEADERS SERVING  
ON JNF CANADA'S EXECUTIVE COMMITTEE



**BETH S.  
PRICE**

L'Dor V'Dor is a basic concept in Judaism. From the values instilled in my siblings and me by our late parents to the values that my beloved husband, Lorne and I have given to our three children, we endeavour to pass the central tenets of Judaism to the next generation of our family, our grandchildren. I followed in my father's footsteps as Calgary JNF president as well as serving as a national board member and vice president of JNF Canada. In 2015, Lorne and I were privileged to be Calgary Negev honorees. I have always been involved in Jewish communal organizations – starting as an executive member of Edmonton BBYO to many senior community roles in the Calgary community. My professional background is in clinical and medical social work and it has added to my sense of community service and a commitment to Tikun Olam, which is in my DNA.

I am passionate about Israel because I understand how fortunate we are to live in an era of a free and democratic Jewish state. The establishment of the State of Israel, our Jewish homeland, encourages every Jew to be proud with our heads held high and allows all Jews to feel safe. Since I was a child, I have believed in the mission of JNF to help build a strong, vibrant Israel and thanks to our work, we helped to turn the desert into the land of milk and honey!



**LARRY  
VICKAR**

I have held numerous leadership positions with the Jewish Federation of Winnipeg, the Jewish Foundation of Manitoba, the Jewish National Fund and serve on the International Board of Governors of Ben Gurion University in Be'er Sheva.

JNF is a strong pillar of modern-day Zionist thought, word and deed. Today it is as relevant as at any time in its storied history. I played a role in formulating our core proposition and I genuinely believe that JNF truly helps to lay the foundation of Israel's future with so many varied worthwhile projects that impact a wide variety of Israelis. JNF is very well equipped to engage the younger generation and to share the profound idea that supporting Israel is a vitally important Jewish value, no matter where we reside in the world. It is evident that it has been a number of generations since the horrors of the Holocaust and today our youth are exposed to all sorts of anti-Zionist rhetoric in a variety of media, which causes some to question the relevance and importance of what was once unquestioned - the dream realized of a Jewish homeland!

It was just 72 years ago, when the Zionist goal of a Jewish state was brought to fruition. JNF has and continues to be relevant because it strengthens the bonds between the diaspora and Israel in a tangible manner.



**NATHAN  
DISENHOUSE**

I began my community service in 1993, after the birth of my second child. I felt a strong desire to give back to my community as it had given me so much in the past and based on the values my parents had instilled in me, it was the right time to get started and pass those same values to my children.

I wanted to be involved with 3 different types of charities. One focused on serving the members of the Toronto community (Toronto Hebrew Free Loan), one that would have an impact on my young children (Camp Ramah in Canada), and of course, one that focused exclusively on Israel (JNF).

There are many outstanding organizations that drive meaningful impact in Israel, but what drew me in to JNF was the diversity of ways in which it served Israeli society. JNF was focused mostly on environmental initiatives when I first got involved in 1994, but soon after, began to expand into social infrastructure, and education. It set out to provide underserved communities and those living with disabilities with state-of-the-art facilities, while creating centres to care for Israel's most vulnerable.

My passion for JNF runs deep. Getting involved and rising to senior positions within JNF has afforded me the opportunity to gain a much deeper insight into the challenges facing Israel and how the organization responds to support Israel and its people.



# THE LITTLE BLUE BOX SINCE 1901



**Early 1900s**  
Dr. Theodor Herzl's  
personal blue box



**1908**  
The "Phoenix Tree" box



**1910**  
Limited edition made from  
pure bronze



**1912**  
Designed in Jerusalem by  
Alfred Zaltzman



**1920'S**  
Made in Jerusalem



**1930**  
First appearance of  
Israeli map



**1934**  
Distributed in Canada &  
the United States



**1940**  
Found in the rubble of the  
Warsaw Ghetto



**1946**  
The "Aqaba Edition"; First  
appearance of the Red Sea



**1948**  
The "Decorative Box" edition



**1950**  
Made from pure silver and  
gifted to JNF head Josef Fisher



**1960**  
New circular design for easier  
holding while collecting funds



**1960s**  
Made for JNF in England to  
be suspended by rope



**1970s**  
Made for JNF in Germany



**1980**  
First plastic design



**1990**  
New plastic design



JNF MONTREAL'S SKYBAR EVENT

# JNF FUTURE

JNF Future is the gateway for the next generation to connect with the Jewish National Fund. JNF Future aims to engage individuals between the ages of 25 to 40 through programming and events, missions to Israel and forums with young Jewish leaders. It also provides leadership training and serves as our organization's pipeline ensuring that there are motivated and capable individuals who are prepared to lead JNF at the regional and national levels.





CAPTURE THE MOMENT AND  
PRESERVE PRECIOUS MEMORIES  
WITH AN INSCRIPTION IN THE  
**JEWISH NATIONAL FUND'S**

# SEFER HAYELED

\$72 (tax receiptable donation)



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Inscribe your own child/grandchild, or make a wonderful and meaningful gift on behalf of friends and family.

WENDY.PETERS@JNF.CA 416-638-7200



## WALK WITH JACK!

Jack Soroka is a resident at Our Parents' Home in Edmonton. After hearing about different seniors walking initiatives around the country, Jack decided he wanted to walk 98 laps to help raise money for Israel in honour of his 98th birthday. In fact, Jack more than doubled his goal and completed 206 laps in time for his 98th birthday. From all of us at JNF Canada, Happy Birthday Jack!

If you would like to sponsor Jack's efforts to raise money for Israel, please contact Jay Cairns at 780.665.2633 or [jay.cairns@jnf.ca](mailto:jay.cairns@jnf.ca)



HIGH HOLY DAYS CAMPAIGN 5781 / 2020

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**Raquel Benzacar Savatti**  
Chief Executive Officer  
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