

# ROOTS

JEWISH NATIONAL FUND OF CANADA



Canada Park in Sderot

JEWISH NATIONAL FUND OF CANADA

# FALL EVENTS

## 2021

### ATLANTIC | Negev Gala

SUNDAY, DECEMBER 12, 2021

### HAMILTON | Negev Dinner

TUESDAY, NOVEMBER 30, 2021

### LONDON | Negev Dinner

SUNDAY, NOVEMBER 14, 2021

### MONTREAL | Climate Solutions Prize Major Gifts Event

TBD

### OTTAWA | Negev Gala

TBD

### TORONTO | Negev Gala - Night of 100 Dinners

SUNDAY, NOVEMBER 14, 2021

# National President & Chief Executive Officer



**BETH S. PRICE**  
NATIONAL PRESIDENT



**LANCE DAVIS**  
CHIEF EXECUTIVE OFFICER

We are delighted to share this edition of ROOTS magazine with you. As a supporter of JNF Canada, we want you to be well informed about the impact of your donations in Israel. Thanks to thousands of people like you from coast to coast, we are coming together in common purpose to touch the lives of Israelis, in every corner of the country representing every demographic group. Together with you, JNF Canada is building the foundations for Israel's future.

This past year has been challenging one. We were not able to host in person events, educate kids in schools and youth groups, organize Israel missions, or come together for the annual Negev Dinner/Gala. Nevertheless, we continued our important fundraising work through direct mail, calls, digital marketing, and online events. Thanks to the wonders of technology, we were able to reach thousands of people during the year. We held virtual galas and honoured inspiring community leaders. Our educational emissary organized over 100 programs including dozens of virtual visits to Israel. We hosted online workshops where participants learned how to taste Israeli wine, cook delicious food, appreciate the environment, and more. JNF continued to connect Canadians with Israel through meetings with Israeli scientists, elected officials, thought leaders, and artists. And yet, with all of these online successes, we can't wait to see you again in person.

We have introduced several exciting new initiatives this past year. JNF Toronto launched the Builders Circle, which helps donors find the right project for them and to

make their mark in Israel. We have a project for every interest and cause, categorized by topic, location, and giving level. We are thrilled to announce that within 6 months, many new "Builders" have collectively pledged almost \$4 million. We are rolling out the Builders Circle across this country this fall, and we encourage you to join us and become a builder. As well, JNF Quebec launched an exciting new project, the Climate Solutions Prize. CSP brings our historic roots as an environmental organization forward to the next generation of environmental work: funding new technology for climate change solutions. JNF will award a \$1 million prize annually (the largest prize of its kind) to researchers from Israel's top universities, institutes, R&D centres and more. Countless surveys reveal that climate change is the most important issue to the younger age groups, and we are hopeful that the Climate Solutions Prize will deepen the connection of the Next Generation to JNF's work. Together, we can do something profound to help both Israel and the global environment.

You can be proud that a number of projects came to fruition over the past year. JNF Canada's largest project to date, the Glassman PTSD and Health Centre at the Herzog Medical Centre was completed. The Animal Assisted Therapy Centre serving the children of Sderot is open (with so many children in need of therapy, it's already at capacity). In the educational kitchen at the Dekalim School in Be'er Sheva, special needs students are now receiving vocational training in order to find employment in the hospitality industry. We are thrilled that

we will host the ground-breaking for the Bervin JNF Canada House in Sderot in late September. This is a JNF Canada national project and every region participated in the fundraising efforts over the past 2 years. We are currently at 90% of our fundraising goal - it is not too late to join us in completing this project.

We experienced a very difficult time in May surrounding the conflict with Gaza. It was devastating to watch over 4,000 rockets launched at civilian targets. It was equally chilling to see the spike in antisemitism on social media and around the world. In Canada, Jews were attacked verbally and physically. It was so shocking and disturbing, JNF Canada stood up in same manner as we have for decades - we raised money to help where it was needed most. We turned to you for donations for the Resilience Centre in Sderot, where individuals and families struggling with PTSD and other mental health issues caused by the incessant rocket fire can access services and care. Thank you to the hundreds of donors who supported the Resilience Centre.

The High Holidays are arriving earlier than usual this year, so it is hard to believe that with Labour Day, we start a new Jewish year. We are thankful for your sustained contributions to our charitable projects and hope that you will be buoyed by the remarkable impact of your donations in our beloved Israel.

From our families to yours, Shanah Tovah u'Metukah - a sweet and happy new year!

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JEWISH NATIONAL FUND OF CANADA

# Builders Circle

## MAKE YOUR MARK IN ISRAEL

The Builders Circle is a unique opportunity for you and your family to support a specific JNF project and 'Make Your Mark' in Israel while having a meaningful impact on the people and the land.



### THE PERFECT TRIBUTE

Commemorate a loved one, honour a relative or dear friend, or start a new legacy with your family.



### UNIQUE PARTNERSHIPS

With decades of deep relationships in Israel, only JNF has access to such a wide variety of trusted projects to choose from.



### TAILORED FOR YOU

There are dozens of projects to choose from, all over Israel. Support a project that is meaningful for your family.



Resilience Centre in Sderot





*...Outside of getting married and having my children, visiting this project was one of the most wonderful moments of my life...As a family, spending time together and seeing the dedication ceremony, it made them very proud of what we were doing as a family*

**- Ben Springer**

PROJECT: RESTORERS OF JERUSALEM



*...Israel is so important to our young family and to all the Jewish people. We are proud to support JNF through the Builders Circle and cannot wait to be able to travel to Israel with our boys one day so they can see firsthand all the important work JNF does for the Jewish people.*

**- The Goldhar Family**

PROJECT: THE ROUND TABLE YOUTH CLUB

## What is the Builders Circle?

For decades JNF has cared for Israel by planting trees, building water reservoirs, preserving natural habitats and building parks and bicycle trails. These projects, plus many more, have built the foundations of Israel's social infrastructure, benefitting all Israelis but particularly those in poor and vulnerable communities.

The Builders Circle, JNF's newest initiative, extends this mission by curating projects to connect donors with the causes that matter most to them. Donors can support a JNF project close to their heart such as health-care, education, the environment, or a specific vulnerable population, or geography. JNF will be there every step of the way to ensure we find the project that is right for you!

The Builders Circle is wonderful opportunity to support a JNF project and have a meaningful impact where it matters to you.

Join the Builders Circle and unite with other donors who are already seeing their projects come to life and Building Israel Together.

## What does it mean to make your mark in Israel?

Your name, your family name and your parents' names will be honoured on the project you choose for generations. Imagine the excitement of visiting your project on trips to Israel. Imagine knowing that you made a difference in your own way. Imagine proudly showing your grandchildren what you did years before to support the land of Israel.

Recognition of your generosity will be at your project site with your name memorialized forever through a plaque, monument, or signage. As well, you will be recognized in Canada throughout JNF sites and magazines. Full recognition opportunities are listed on the Builders Circle website.



# Thank You to our Builders Circle Donors

Pledges were made between November 2020 – July 2021

Anonymous

Paul Adam and Family

The Alberga Family

The Shelly Arbib Foundation

Patrick and Elise Assaraf

Sheldon Barris

Mary and Benny Bien & Family

Bimah Foundation

Yoram and Haley Birenzweig

Alan and Margo Blostein  
& Family

Ruth Chippin

Samuel and Beverley Cohen

Lance Davis & Family

Iris Epstein & Family

Toby and Saul Feldberg

Susan and Allan Fenwick

Mike and Sandra Florence

Joe and Gail Forberg

Bill Forberg

Frankfort Family

Sophie and Neil Frenkel

Marina and Jon Geist

Marilyn and David Glick & Family

Richard and Jennifer Goldhar  
& Family

George and Kay z"l Goldlist  
Family Foundation

Ellen and Norman Goldstein

Rina and Irving Gottesman  
& Family

Herman and Marya Grad

Michael and Anita Greenstein  
& Joel Greenstein

Riva and Menashe Grinshpan

Donna Holbrook

Philip Jacobs

Justin and Melissa Kramer  
& Family

Gerald and Grazyna Krigstin

Dan Mader

Patrick and Jackie Madigan

Agi and Jack Mandel

Marlene and Robert Mandel

Zoe and Zev Mandelbaum

Ira and Shirley Marder

Ben and Sylvia Marks  
Charitable Foundation

Dr. Joel E. Maser

Esther and Albert Michaels

Gary and Judy Neinstein & Family

Mark and Sheryl Nightingale

Marney and Gary Opolsky  
& Family

Leslie and Jacob Peretz

Miriam and Danny Peters

The Lloyd and Nancy Pollack  
Family

Sandy and Alan Posluns

Leah and Dr. Howard Price

Shelley and Gerry Richler

Wayne and Susan Robbins  
& Family

Malka and Harry Rosenbaum

Tracey and Steve Rumig

Richard and Honi Sacks,  
Barry and Karen Sacks &  
Families

Channa Sargon

Larry Schecter

Ron and Joanne Schwarz

Nathan Share

Kaelen Sherman

Lucia Dell'Agnese and  
Winston Siegel

Honey and Larry Silverberg

Linda Cherry and  
Sigmund Soudack

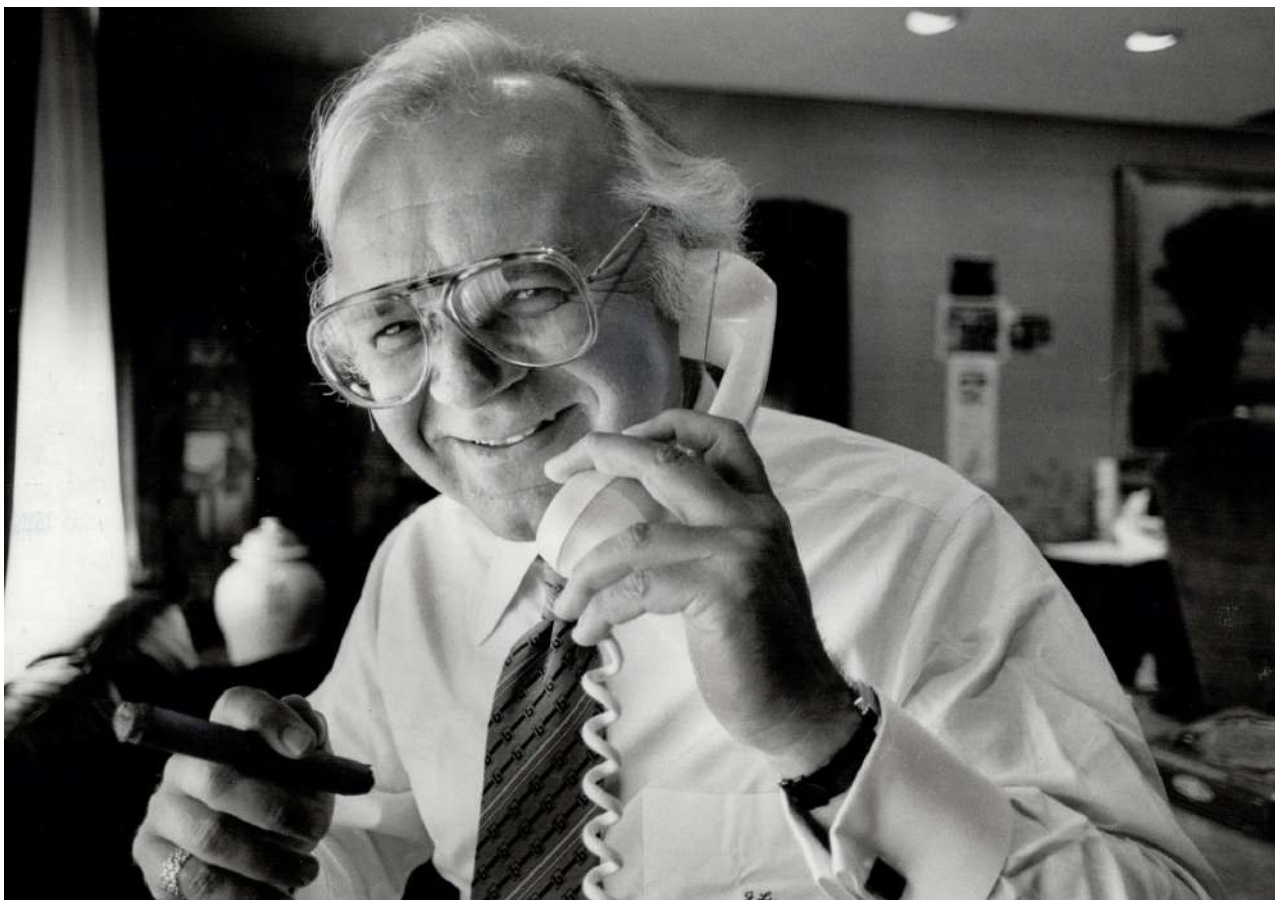
Ben and Karen Springer

Leslie Lerer and Jeff Springer  
& Family

Rodeen and Steven Stein

Debbie Kleiner and  
Lawrence Zucker





# REMEMBERING JOSEPH LEBOVIC z"l

JNF Canada mourns the loss of Joseph Lebovic O.C., C.M., Ph.D. who passed away at the age of 91.

Born in Czechoslovakia, the family moved to Hungary before the Second World War. He survived the Shoah and emigrated to England and in 1949, arrived in Canada with his father and brother, Wolf. Joseph became a community builder in every sense of the term. Through Lebovic Enterprises, the family built homes, condominiums, and neighbourhoods. As well, the Lebovic family invested their charitable resources with many organizations serving the general community, the Jewish community and Israel. Joseph and Wolf's donations to health care, education, social service and more were transformative to the institutions they supported and had a deep impact upon countless lives.

Joseph has supported JNF Canada for decades. JNF paid tribute to Wolf and him in 2005 as the Negev Dinner

Honourees. This is the highest honour that JNF bestows upon an individual for their leadership, generosity, and community involvement. JNF Canada has dedicated numerous projects in Joseph's name including the Lakhish Reservoir and the Jerusalem - Tel Aviv Bike Path. Joseph and Wolf were one of the lead donors in the establishment of the Stephen Harper Visitor and Education Centre in the Hula Valley. Joseph visited Israel with JNF in November 2019 to attend the dedication of this new Centre. Joseph and Wolf's lifetime giving established them as the most generous donors in the history of JNF Canada.

"On behalf of the board and staff of JNF Canada, I extend our deepest condolences to the entire Lebovic family. We were very proud to have Joseph as a member of our board of directors. He will be sorely missed," said Beth Price, President of JNF Canada.

"Joe has been a great friend to JNF for so many years. I am very grateful for

the advice and guidance he provided me as well as his tremendous generosity. On his last trip to Israel in November 2019, we spoke about his love for the country and the people of Israel. At the dinner in advance of the inauguration of the Harper Centre, he told me that Israel was at the core of his being. He was so proud of his lifetime support of dozens of charities and institutions that built and sustained the country. It was evident that Joe bled blue and white. He really opened up to me and it was quite moving," said Lance Davis, CEO of JNF Canada.

JNF Canada will dedicate our 2021 national project in memory of Joseph Lebovic. JNF Canada is renovating a seniors centre in Rehovot that services mainly Holocaust survivors so that they can enjoy their golden years in a beautiful and comfortable facility. We are proud to link Joe's good name to a beautiful project in Israel. May his memory be a blessing.



2020 / 2021

# NEGEV HONOUREES

THANK YOU FOR YOUR COMMITMENT & DEDICATION TO ISRAEL



JNF ATLANTIC

## Arnold Chippin

A longstanding member of the Fredericton community, Arnold Chippin has always held a deep love for Israel. Following university, Arnold made Aliyah to Israel, working on a kibbutz in the Negev and serving in the IDF. Following his army service, he moved to Dimona to work before coming back to Canada to work in the family's real estate business. Through his frequent visits to Israel, Arnold enjoys travelling around the country and volunteering with SAR-EL, performing civilian support duties in a medical supplies warehouse.

## Diane Colley-Urquhart

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 commemorate 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.



JNF CALGARY



JNF MONTREAL

## Jeff Hart

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.

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.

JNF MANITOBA/SASKATCHEWAN

## Lowell & Cindy Richter

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.



JNF HAMILTON



## Gayle Tallman

Gayle Tallman dedicated her career to youth development and leadership. She is a former Executive Director of Jewish Federation of Edmonton, United Jewish Appeal and the Edmonton Jewish Community Center. Gayle won numerous awards for her work in teaching compassion and ethics through the lessons of the Holocaust, and she also developed and coordinated the March of the Living Canada Coast to Coast delegation. Gayle is a unique character who brought with her a style that has left a legacy of leadership in the Edmonton Jewish community.

JNF EDMONTON

## Denise and Ron Wexler

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 on the board of the Temple as well as Restmount Cemetery.



JNF LONDON



## FEATURED FLAGSHIP PROJECT

# THE DR. MAX ז"ל & GIANNA GLASSMAN PTSD & HEALTH CENTRE

With an endless list of causes in Israel to support, we are often asked, "Why donate to JNF?"

Here's a short story that shows the importance of JNF and how your donations can transform the lives of vulnerable Israelis, who are our extended family.

A Canadian psychiatrist who worked at the Herzog Medical Centre shared the following at the Dr. Max ז"ל and Gianna Glassman PTSD and Health Centre campaign launch event:

Rachel was a young mother living in Jerusalem. One evening, she and her husband went for a walk in the centre of the city when a terrifying explosion occurred. People darted in all directions. Rachel found herself separated from her husband and son and it took hours before they were able to be reunited.

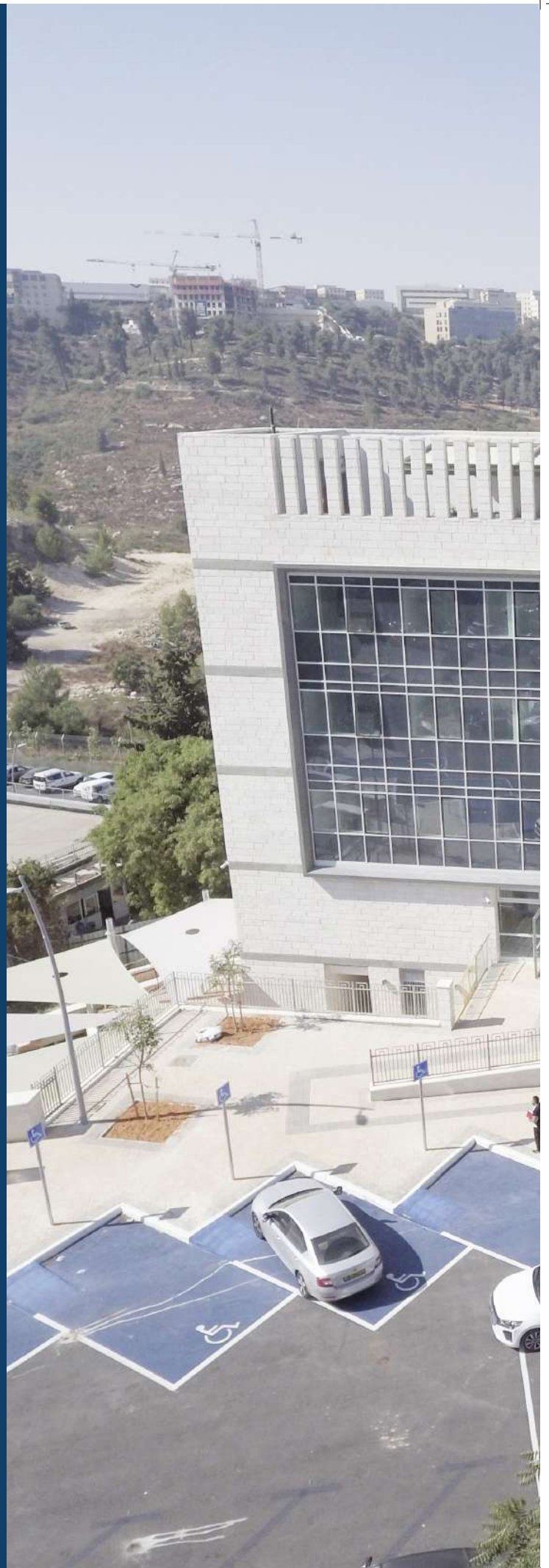
In the aftermath of this attack, Rachel was unable to leave her home. She panicked when her husband took their son out to school or activities. Rachel and her family fell apart over the next number of weeks. Finally, they asked for help at the Herzog Medical Centre.

Thankfully, Rachel was able to receive treatment for her psycho-trauma. During this period, it became clear that all three family members also needed help to move past the trauma. However, in order to be treated, the family had to visit three different dilapidated and depressing clinics scattered all over the city.

JNF Canada, in collaboration with the Herzog Medical Centre, decided to build a new and modern facility to house the variety of services needed to treat a diverse population, including children, adults, seniors, and those suffering from psycho-trauma.

Thanks to the generosity of hundreds of Canadian donors from across Canada, JNF was able to bring the Glassman PTSD and Health Centre to realization. There is now a central location for mental health services in Jerusalem and the surrounding areas to allow medical professionals to treat 25% more patients in a state-of-the-art facility. Your support will transform the lives of thousands of people like Rachel.

JNF can build the foundations for Israel's future thanks to your support. Thank You!





Construction progress  
as of August 2021





# **JNF Canada's Impact**

**Thank you for helping JNF Canada  
transform the lives of Israel's citizens**

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# Helping Holocaust survivors

## thrive in their golden years

Many of the nearly 200,000 Holocaust survivors living in Israel today were children during WW2, children who suffered an unimaginable tragedy. After the war, they made every effort to rebuild their shattered lives, but not all succeeded. Many continue to struggle with their traumatic pasts. Over the past years, the number of survivors requesting support continues to grow. As the survivors age and face additional challenges, their needs grow and their support network becomes more limited.

Thanks to the support of many donors from coast to coast, JNF will renovate Amcha's Centre in Rehovot servicing hundreds of survivors with psychological and social support. This centre has become dilapidated and is unsuitable for many activities. This centre provides a rich array of programs, that after a year of isolation due to the pandemic, have become more important than ever. JNF Canada is proud to honour these brave Jewish heroes and ensure their final chapters are filled with support and happiness.

“

**Our vision for Amcha is a real home with high quality care - an accessible, safe and pleasant place where we can transform the lives of the survivors we care for, through the immense attention, time and skills of our care providers.**

**- Dafna Mitrany Dagan,  
Clinical Psychologist &  
Director, Amcha Rehovot**

”



# Giving special needs students at the Dekalim High School **A Helping Hand**



Dekalim High School, in the underserved community of Be'er Sheva, provides creative and hands-on support for 110 high-school students diagnosed with severe learning disabilities. Focusing on life skills and preparing them for employment, Dekalim supports the development of students' cognitive, functional, emotional and social needs through hands on, applicable skills for their integration into the community.

The construction of the educational kitchen within the school will have a profound impact on the education they can provide – students now have the space and equipment to learn how to cook, clean and prepare food for themselves and others. Some students will also be able to translate those skills into employment in the food and hospitality industry. Thanks to the generosity of Sigmund & Linda Soudack, this project has been built and is now serving the students of the school.

# Planting trees to attract The Bees at Plugot Forest!

For decades, JNF has been a steward of the environment, adapting to different challenges.

Today, we know that bees are central to the functioning of our entire ecosystem. JNF is continuing in our time-honoured tradition by planting “bee-puller” trees in the Plugot Forest located in the northern Negev. This will strengthen the resilience of the forest and bee ecosystem.





# Preserving Jewish Heritage at **Ma'on**

Have your simcha in a 1,500 year old synagogue. Thanks to the generosity of the late Freda Fejer z'l and Sandy Galet, JNF Toronto has developed the site of the ancient synagogue at Ma'on in memory of Dr. David and Irma Kulcsar. The Ma'on Synagogue is a 6th century synagogue and archaeological site located in the Negev Desert near Kibbutz Nirim and Kibbutz Nir Oz. It is famous for its magnificent mosaic floor. It is the perfect location for a private, meaningful, and extraordinary ceremony for your child or grandchild. If you are interested in learning more about this site or planning a simcha there, please contact us at [national@jnf.ca](mailto:national@jnf.ca) or at 1-866-775-1563.







# Caring for **at-risk youth**

The Green-Friberg Social Services Complex at the Samson Israel Education Tennis Centre in Be'er Sheva will be a new, multi-purpose facility. The Social Service Complex will house an activity centre and social-support resources that will address the needs of children, teens, and young adults. It will house the Jarcaig Health and Wellness Clinic. The complex will be enhanced by the Al Osten Athletic Facility providing outdoor fitness and recreational opportunities. Be'er Sheva is rapidly expanding, yet it is economically challenged, so JNF Canada is focusing our efforts on this superb project in order to maximize the impact of the ITEC by doubling the number of at-risk children presently served in the current facilities.



# SCHOOL SHOULD BE SAFE

In the Eshkol region, located on the border of both Gaza and Egypt, children have seen their regional schools shut down countless times as rockets rained down from Gaza. Targeted by terrorists just a few kilometers away, these attacks bring life to a sudden stop and have long-term damaging effects. School closures leave children and parents isolated at home, and interrupt crucial childhood development, meaningful social interaction, and ongoing education.

Sound familiar? The pandemic has given us all a first-hand experience of what Israeli children have been experiencing for decades - the interruption of childhood in ways that none of us could have ever foreseen. But Israeli families must also deal with the ever-present danger of missiles falling in their community.

As we approach the High Holidays, JNF Canada is determined to support the brave families of the Eshkol region with a Shelter for Safe Education: new fortified, educational, games-filled room to provide continued education and stability during times of crisis, when the regional school is closed. Kids can remain on their moshav and engage in study and play with peers, while their parents can continue to work or manage the affairs of the house while knowing their children are safe.

With this missile-proof facility, life can continue with as little disruption as possible. Its mere presence can lessen the psychological effects of being under ongoing fire, and reduce the mental burden shared by both parents and children.

Join us in our efforts to build a more stable and healthy future for the residents of the Eshkol region.





Construction of a Shelter for  
Safe Education in Bnei Netzarim.  
Thanks to the generosity of Wayne and  
Susan Robbins & Family - July 2021



# 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 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."



## Joshua Berkovitz

Windsor

Josh was born and raised in Israel to Holocaust survivors. He enjoys teaching Judaism and the love of Israel to children and adults in multiple capacities. Josh strongly believes in building bridges with the non-Jewish community and is often invited to lecture about Israel. As a lifelong community volunteer, Josh has served as President of Michigan FIDF, as well as the board of Technion. He is a retired V.P. of a pharmaceutical distributor and has a BSc. Engineering.



## Bernice Carmeli

Pacific

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."



## 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.



Although they hail from 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.



## 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 firsthand 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.



## Beth S. Price

National President

Beth S. Price has been a long-standing leader in JNF Canada serving as Calgary Region president and a national board member, vice president of JNF Canada, and now national president. In 2015, Beth and her husband, Lorne, were selected as the Calgary Negev honorees. Her professional background is in clinical and medical social work and it has added to her sense of community service. She is 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."



## 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.

# THANK YOU

AMD Medicom  
Laurent Amram  
Joseph and Galit Suissa Antebi  
The Shelly Arbib Foundation  
Gary Averbach  
Baker Real Estate  
Bakish Wealth  
Bank of Montreal  
Sheldon Barris  
BC Turf Foundation Isabelle Diamond and  
Craig & Carrie Diamond  
Estate of Muriel Beilin z"l  
Jenny Belzberg  
Bimah Foundation  
Yoram and Haley Birenzweig  
Gad & Sandra Bitton Family Foundation  
Gary Bluestein Charitable Foundation  
The Brettler / Mintz Foundation  
Ruth Chippin  
CIBC  
Samuel and Beverley Cohen  
Conam Charitable Foundation  
CroJack Capital Inc.  
Harvey and Jody Dales  
Danbe Foundation  
Sid Dashefsky  
Lance Davis & Family  
Decarie Motors Inc.  
Estate of Suzanne Rica Deston z"l  
Diamond Foundation  
Wendy and Elliott Eisen  
Iris Epstein  
Fabricland Distributors Inc.

Toby and Saul Feldberg  
David and Angela Feldman  
Ferguslea Properties  
The 2016 Field Family Trust  
Kenneth Field and Janis Peleshok  
Mike and Sandra Florence  
Joe and Gail Forberg  
William A. Forberg  
The Frankel Family Foundation  
George and Judy Frankfort  
Freed & Orman Families Charitable Foundation  
Yetta Freeman  
Estate of Jack M. Freiman z"l  
The Linda Frum & Howard Sokolowski Charitable  
Foundation  
Ganz Family Foundation  
Jon and Marina Geist  
Estate of Samuel H. Gilfix z"l  
Gianna Glassman  
Gluskin Sheff + Associates Inc.  
Leo and Sala Goldhar  
Richard and Jennifer Goldhar & Family  
The George and Kay Goldlist Family Foundation  
Loren and Carol Goldstein  
Morris and Rosalind Goodman Family Foundation  
Harry Gorman  
Deborah Gray  
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Great Gulf Homes  
Paul Greenspoon  
Michael and Anita Greenstein & Joel Greenstein  
A. E. Grossman Foundation

Jehoshua Grunberg  
Estate of Ralph Halbert z"l  
Jeffrey and Geraldine Hart  
Sharon Herman  
Donna Holbrook  
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Marc and Gloria Kakon  
Joseph and Maureen Katchen  
Sam and Joanne Katz  
Joel and Marlene King  
The Dianne & Irving Kipnes Foundation  
Henry and Julia Koschitzky  
David and Serena Koschitzky  
Saul and Mira Koschitzky  
Joel Koschitzky  
Harry Krakowsky and Golda Brown  
Justin and Melissa Kramer & Family  
Gerald and Grazyna Krigstin  
Grant and Roberta Kurian  
William and Nan Lassner  
The Albert & Temmy Latner Family Foundation  
Mel and Karen Lazareck  
Joseph Lebovic z"l and Wolf Lebovic  
Les Entreprises Duc De Laval, Stanley Weinstein  
Stewart and Carol Lesser  
Clifford and Carol Levi  
John and Marla Levy  
The Alvin and Mona Libin Foundation  
Liuna Local 837  
Edward and Harriet Lyons  
Sam Lyons  
Estrid Mandel  
Agi and Jack Mandel



## Building Israel Together

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 needs 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 August 2020 - July 2021 listed below.

Estate of Elias Mandel z"l  
Ira and Shirley Marder  
Robert and Terrie Margolis  
The Ben and Sylvia Marks Charitable Foundation  
Dr. Joel Maser  
Jacob and Odette Masliyah  
Metropia Management L.P.  
Esther and Albert Michaels  
Noam Millo  
Eddie Milstein Foundation  
Faye Minuk  
Minuk Construction & Engineering Company  
Estate of Israel Mooney z"l  
The Gitta Nishuma Foundation  
Michael and Cheryl Nozick  
Oberon Capital Corporation  
Gary and Marney Opolsky  
Orpheus Investment Company Limited  
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Paperman & Sons Inc.  
Paratus Investors Corp. Ltd.  
Barry and Felice Pascal  
Lauren Gayle Pearson  
Jacob and Leslie Peretz  
Asher and Sharon Pertman  
Pertman Families  
Estate of David and Hanna Pollack z"l  
Gideon Pollack and Lisa Modell  
Estate of Iser Portnoy z"l  
Alan and Sandy Posluns  
Jacques and Evelyne Preis/Estate of Philip Leonian  
Doug and Lana Pulver

RBC Foundation  
RBC Royal Bank  
Estate of Molly Rechnitzer z"l  
Philip and Hannah Reichmann Family Foundation  
Ofer Reshef and Arielle Amar  
Richter Management Ltd.  
Robins Appleby Charitable Foundation  
Robins Appleby LLP  
Estate of Stanley Rossby z"l  
Kurt and Edith Rothschild  
RP Investment Advisors  
Richard and Honi Sacks & Barry and Karen Sacks & Families  
Ben, Shirley, Wendy & Shelly Sauder Trust  
Schayer Family  
Larry Schechter  
Aaron and Ettie Schimmer  
Ron and Joanne Schwarz  
Scotiabank  
Estate of Jean Seffern z"l  
Alvin Segal Family Foundation  
Nathan N. Share  
Sharp Foundation  
Kaelen Sherman  
Winston Siegel and Lucia Dell'Agnese  
Silver Family Charitable Foundation  
Honey and Larry Silverberg  
Sheldon and Vivian Silverberg  
Gisela and Andre Sipos  
Ben and Karen Springer  
Jeff Springer and Leslie Lerer  
Steele Valley Developments Ltd.

Steeles Memorial Chapel  
Richard Stern and Marnie Zigman  
Howard and Vivian Stotland  
Tacc Developments  
The Lawrence and Judith Tanenbaum Family Foundation  
TD Bank Group  
Terrace Manor Limited  
Harvey and Wynne Thal  
The Properties Group  
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Joe and Freema Trager  
Estate of Bernard Uncyk z"l  
Tom and Elaine Ungar  
Urbandale Corp.  
Estate of Martha Vajda z"l  
Richard Venn and Carol Mitchell  
Venterra Realty  
Vickar Automotive Group  
Tom and Sasha Weisz  
Werger Holdings Inc.  
Werger Realty Limited  
Frank and Judith Wilson  
Max & Beatrice Wolfe Charitable Foundation  
The Honey & Leonard Wolfe Family Charitable Foundation  
Henry and Rochelle Wolfond  
Yosef Wosk  
Yakar Charitable Foundation  
Stan and Vicki Zack  
Zalkow Foundation  
Mara Lyons and Sheldon Zipursky  
Carole and Bernard Zucker

# JNF Future



## What is 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.

## The New JNF Future Toronto Ambassador Program

Fundraising is one of JNF Future's key pillars, which stems from the mitzvah of tzedakah, giving to those in need, a value and tradition that many keep from a young age has sustained the Jewish people.

We at JNF Future Toronto know just how difficult it can be for young people to juggle personal and community needs, which is why we established the JNF Future Ambassador Program this year. The goal of the Ambassador Program is to allow young professionals (ages 25-40) to continue giving tzedakah in a meaningful way

and stay connected to Israel throughout the year via monthly or annual donations to the JNF Future project.

As a thank you to our passionate Ambassadors for their contributions, we provide them with exclusive opportunities and programs, such as the intimate virtual conversation we had with Ellis Jacob, CEO of Cineplex this past spring.

We look forward to growing this program and welcoming more Ambassadors in 2022!



A portrait of Jake Cohen, a man with short dark hair and glasses, smiling. He is wearing a dark grey hoodie.

**Jake  
Cohen**

# Events

Another year being stuck inside, but that didn't stop our JNF Future community from keeping busy with virtual event going. JNF Winnipeg, Regional Ontario, Ottawa, Montreal and Toronto came together, in our first-ever interregional Future event, for a Purim trivia night - Party Like It's Y2K! which supported 3 vital projects in Israel.

The fun didn't stop there... they had a busy year celebrating Israel with a pre-shabbat happy hour with:

- NYT Best Selling Cookbook Author Jake Cohen.
- Holiday Baking Series with Celebrity Chef Ron Ben Israel.
- Israeli Brunch Making with Foodie and Entertaining Expert Jessica Waks.
- A sweaty 'Spin For The Future' spin class with #AmySpin.
- Holiday Wine Tasting led by one of the Golan Heights Winery's head winemakers.

We look forward to another great year ahead of fun, celebration and gathering together, in-person or online, in support of Israel.



**Jessica  
Waks**



**Chef Ron  
Ben Israel**



**Party  
like  
It's Y2K**



# CLIMATE SOLUTIONS PRIZE

It's easy to spot the effects of climate change these days. Just ask a Vancouverite about their summer heatwaves and wildfires, while Montrealers will confirm their winter seasons have been shorter and warmer over the years. Many in the JNF community have strong ties to Florida, where hurricanes are stronger and more deadly than ever recorded in history... Not convinced? Try Googling "Pacific Islands Climate Change".

The good news is we haven't yet reached the point of no return. Experts believe we still have a chance to reverse course, but the time for collective action cannot wait any longer. If there has ever been a time for Tikkun Olam - repairing the world through human action - it's now.

And JNF is leading the way...

For decades, JNF has been a leader in environmentalism. Yes, we've planted 240 million trees in Israel. But we've also funded groundbreaking irrigation R&D in the Negev, restored desolate valleys back to their flourishing biodiversity, and closely collaborated with international environmental agencies to invent and deliver life-changing water and food security solutions to developing countries.

But it's not enough. The climate crisis is moving faster and we need solutions.

The Climate Solutions Prize, powered by JNF Canada, is our newest (and most innovative) environmental campaign yet. To help curb the climate crisis, JNF will award an annual prize of \$1 million to the most cutting-edge environmental solutions developed by nonprofit researchers and organizations. It's the first prize of this size in Israel - world-famous as the Start Up Nation, recipients' solutions could change the course of the climate crisis.



# 3-Part Speaker Series

## Part 1: Climate & Activism



World-renowned environmental superstar (and the inspiration for Julia Roberts' Oscar-winning role) Erin Brockovich treated the audience to a passionate and inspiring talk about "stick-to-it-ness", reminding us that perseverance is key to making a difference.

## Part 2: Climate & Business



We proudly welcomed Theodore Roosevelt IV, the Chairman for the Center of Climate Change, and Stephan Ouaknine, the founder and Managing Partner of Inerjys Ventures, to learn how green tech and climate-oriented business choices are the new "green" bottom line.



## Part 3: Climate & Philanthropy



Philanthropy towards climate solutions is a key part of a safe climate future, yet only 2% of global donations worldwide go to climate change. Donating to climate change has far reaching impacts: improving the security and lives of children and poor communities, economic opportunities for developing countries, health & food security, and even peacebuilding. This session (date coming soon!) will explore why and how we put climate change at the front of the philanthropy line.

**Join us for  
part 3**

Details Coming!

CSP is spearheaded by JNF Montreal, driven by the leadership of Executive Chair, Jeff Hart, Campaign Chair, Jonathan Goodman, supported by a distinguished group of prominent global advisors, and judged by world-class panel of judges.

Beyond funding climate solutions, CSP has also become a growing climate awareness campaign across Canada and Israel. In a recent three-part speaker series, CSP invited renowned environmentalists to discuss what climate action looks like today (see sidebar for more info). CSP is collaborating with partners in Israel, including Start Up Nation Central, the Peres Center for Peace and Innovation, and KKL-Israel, to host a climate innovation festival, a Green Mission, awards ceremony, and more.

[climatesolutionsprize.com](http://climatesolutionsprize.com)

# Happenings

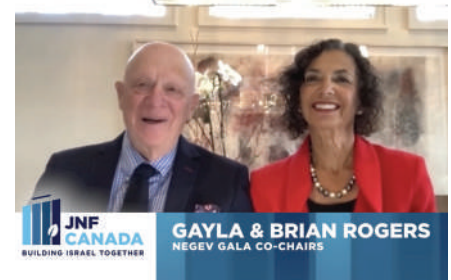
A LOOK AT ALL THE EXCITING EVENTS WE HOSTED THIS PAST YEAR!  
WE LOOK FORWARD TO COMING TOGETHER ONCE AGAIN.

## JNF CALGARY

### Negev Gala

Presented in a talk-show format hosted by well-known Calgary TV personality Dave Kelly, the virtual program had information, entertainment, and interviews with President Cheryl Gurevitch, Calgary Mayor Naheed Nenshi and our Honouree, City Councilor Diane Colley-Urquhart. The generosity of Calgarians during this most difficult time was truly amazing.

MAY 2, 2021



## JNF TORONTO

### Builders Circle Launch

Piloted in Toronto and recently launched nationally, JNF Canada now offers supporters a new way to achieve our mission of 'Building Israel Together'. Join the Builders Circle and support community and social infrastructure projects that significantly improve communities across Israel.

NOVEMBER 15, 2020



## JNF PACIFIC REGION

### Negev Event

This year's Negev event featured the Israeli series on Netflix, Fauda, with a special interview with Fauda's co-author, Avi Issacharof and actor Itzik Cohen. JNF raised funds for a treatment room for Save a Child's Heart, where patients are prepared for examinations and treated prior to being seen by pediatric cardiologists.

AUGUST 20, 2020





JNF EDMONTON

## Tu Bi'Shevat Celebration

We thank all the students, parents and educators from the Edmonton Talmud Torah school for their hard work in raising funds to support our annual Tu Bi'Shevat campaign!

FEBRUARY 23, 2021

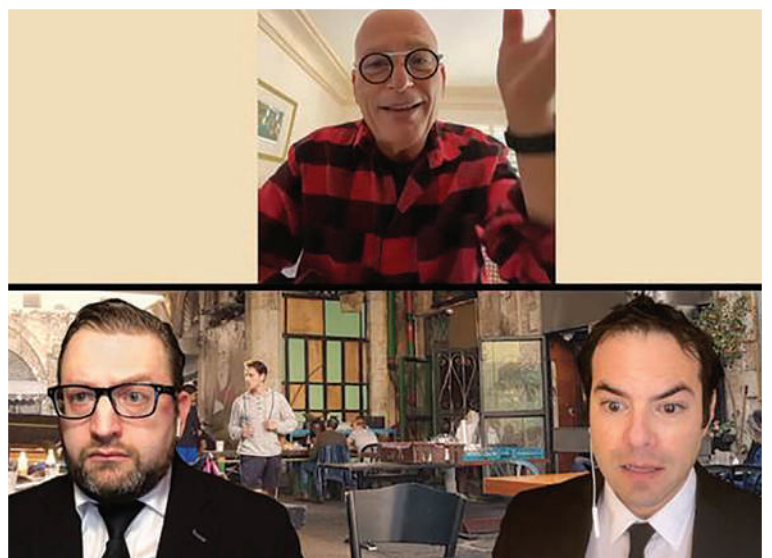


JNF REGIONAL ONTARIO

## Negev In November

Thank you to everyone that participated in the Negev in November. It was our first all-virtual event and it was a smash hit! We had attendees from Regional Ontario from as far north as Sault Ste. Marie, as far west as Windsor and as far east as Kingston! We honoured frontline workers in Israel and Canada who have dedicated their time and efforts in the fight against COVID-19. A special thank you to Yidlife Crisis!

NOVEMBER 29, 2020



JNF CALGARY

## Bringing Chanukah to you

Featuring YidLife Crisis, Calgary's first virtual event combined special Chanukah elements and great comedy! Another first was delivering boxes of freshly-baked sufganiyot, cookies, and dreidels to homes all over the city

DECEMBER 8, 2020



#### JNF TORONTO

## More Than \$1 Million Raised!

Last November, JNF Toronto hosted a COVID-friendly event in honour of our dedicated and brave frontline workers both in Canada and Israel. We were overwhelmed by the community's outstanding generosity and support of three crucial healthcare-focused projects.

NOVEMBER 15, 2020



#### JNF MONTREAL

## Leading The Way To A Cleaner Planet

Following a motivating talk by superstar environmentalist and "Founding Father" of Israeli Solar Energy, Yosef Abramowitz, Montreal officially launched the Climate Solutions Prize Powered by JNF. Just for Laughs Co-founder, Andy Nulman, served as our host and moderator and provided a fun dose of comic relief. The brainchild of CSP Chairman, Jeff Hart, this Montreal-driven international initiative lies at the intriguingly promising nexus between environmentalism and corporate philanthropy.

APRIL 25, 2021



#### JNF REGIONAL ONTARIO

## Evening with Galit Baram

JNF Regional Ontario presented, "An Evening with Israeli Consul General, Galit Baram." With an online audience of over 200, the Consul General offered an expert briefing on the violence that had seized Israel during the month. She provided insight into the situation by touching upon the various events that led up to the hostilities, as well as Israel's response to the conflict. The Consul General held an intimate "Q & A Session" thereafter, allowing attendees the opportunity to ask important questions.

MAY 25, 2021



#### JNF Canada

## IQ Trivia Night

Thank you to everyone who put their trivia knowledge to the test with IQ Trivia Home edition! Several trivia nights were organized for participants from coast to coast featuring many exciting prizes for the winners.



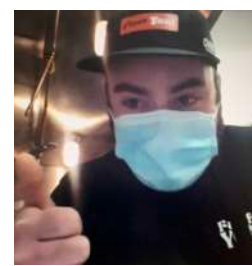


JNF MONTREAL

## Climukah!

In celebration of Chanukah, the Climate Solutions Prize (CSP) hosted an interactive trivia night and professional cooking demonstration from Falafel Yoni's head chef, Daniel Maislin. We sincerely appreciated the generosity of event sponsors, including Dorel, Summit Tech, Liebman Legal, Eco Smart Utensils, and Falafel Yoni.

DECEMBER 7, 2020



JNF OTTAWA

## Negev 2020

Member of Knesset Avi Dichter joined JNF Canada for Ottawa's 2020 Negev event. Hosted by past Negev honoree and philanthropist Barbara Crook, MK Dichter spoke about the Abraham Accords and the impact this will have on Israel and its neighbours.

JANUARY 10, 2021



JNF MANITOBA & SASKATCHEWAN

## Negev Gala

Our patient Honouree, Dr. Ted Lyons O.C. finally got his day on May 31 of this year. The project was in support of the Bervin JNF Canada House. It was an extraordinary virtual event which saw Winnipeg raise a record breaking amount of dollars for 'The Bervin'. The evening was also highlighted by an almost live performance of David Broza, accompanied through the magic of technology by the Winnipeg Symphony Orchestra. Nearly 500 people enjoyed this online event and special home delivery of a light dinner and wine.

MAY 31, 2021



JNF U

## A Conversation with Israeli Paralympic Athletes

JNF University partnered with Hillels across Canada, StandWithUs Canada, Maccabi Canada, CJPAC, Hillel International and Beit Halochem Canada to present a program to honor Jewish Disability Awareness and Inclusion Month. Over 100 university students tuned in virtually to hear Noam Gershony, Moran Samuel and Achiya Klein as they shared their stories of overcoming challenges and their journey to the Paralympic Games.

FEBRUARY 28, 2021





JNF OTTAWA

## Clean Up The Capital

In honour of Earth Day, Ottawa families rolled up their sleeves and cleaned up their neighbourhood streets and local parks.

APRIL 25, 2021



JNF CANADA

## Khaled Abu Toameh

The leadership of JNF Canada were invited to a private event featuring Israeli journalist, Khaled Abu Toameh. The event took place shortly after the ceasefire was declared in May in order to provide members of JNF with an analysis of what comes next for Israel in relation to the hostilities with Hamas in Gaza as well as the conflict taking place between Israeli Arab and Jewish citizens in cities across Israel. Khaled provided an expert first-hand analysis of the situation, followed by Q&A.

MAY 25, 2021



JNF MANITOBA & SASKATCHEWAN

## A Night of 100 Dinners

After an uncertain 2020 JNF Winnipeg decided to join the fun and participate in Night of 100 dinners. We felt it was important to program especially after postponing our Gala to 2021. Our event was to stay active within the community as we prepared for Spring 2021. The Community enjoyed the online event as they noshed on the delicious JNF delivery.

NOVEMBER 15, 2020

JNF PACIFIC REGION

## Israeli Innovators

Our first event of the series "Israeli Innovators" took place on Tu Bi'Shevat, featuring "Infarm" - one of the leading food innovators bringing Israeli growing technology to the world and increasing food security.

APRIL 25, 2021



JNF ATLANTIC

## An Evening of Smiles

On the 6th night of Chanukah, Atlantic Canada enjoyed the light of their menorahs and an evening of laughter with comedy duo YidLife Crisis.

DECEMBER 15, 2020



JNF TORONTO

## Taste Of Israel

In celebration of Tu Bi'Shevat, Toronto organized a special "Taste of Israel" virtual spiritual program led by Rabbi Daniel Korobkin from the BAYT, and Rabbi Yael Splansky from Holy Blossom. Participants enjoyed a selection of dried Israeli fruit delivered right to their doors.

FEBRUARY 7, 2021



JNF EDMONTON

## Negev Gala

The funds raised will be dedicated to a community park in northern Israel in order to enhance and enrich the lives of the children in this peripheral area.

JUNE 22, 2021



JNF CANADA

## YALLAH!

Yallah means 'let's go' in Arabic. This campaign was launched in June 2021 and will conclude in September. Yallah encourages participants to run, swim, bike, hike or roll your way through Israel this summer! Exercise and travel virtually along epic routes in Israel, hitting beautiful milestones and winning prizes along the way!

JUNE 2021

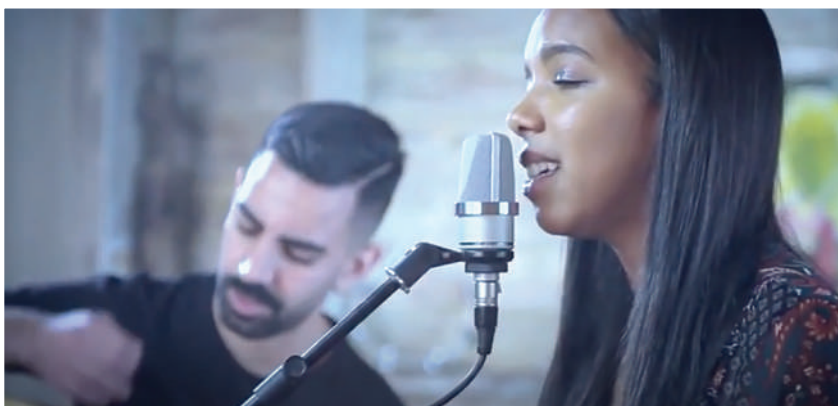


JNF CANADA

## Yom Ha'Atzmaut

This year, to celebrate Israel's 73rd birthday JNF Canada hosted a live performance by Hagit Yaso, a winner of Israel's famous singing competition, Kohav Nolad (A Star is Born).

APRIL 14, 2021

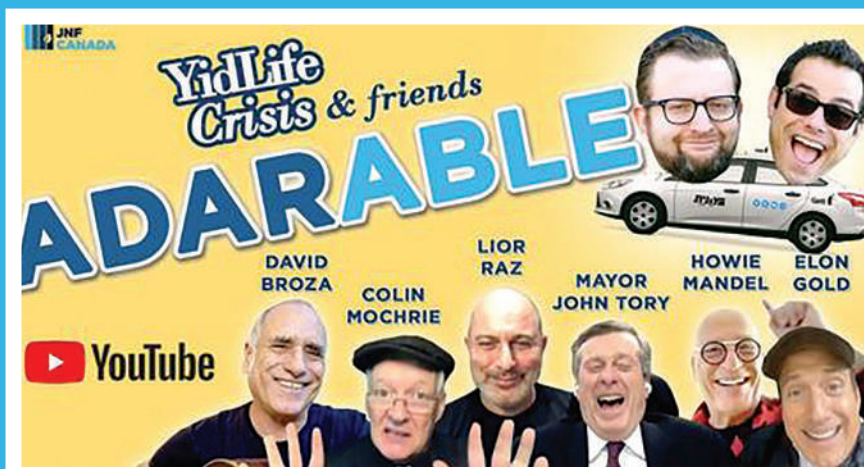


JNF CANADA

## Adarable

In honor of the Jewish calendar's zaniest month of ADAR, JNF Canada collaborated with Yidlife Crisis to present Howie Mandel, Lior Raz, Colin Mochrie, The "Official" Elon Gold Fan Page, David Broza, and Toronto Mayor John Tory in... ADARABLE! This event brought some Purim fun during the dark days of winter.

FEBRUARY 12, 2021



# JNF Leadership Highlight

## INTRODUCING THREE LONG-STANDING VOLUNTEER LEADERS



**Eran Price**

My name is Eran Hershko. I was born in Petah Tikva and moved to Vancouver seven years ago with my wife and kids. We moved to Canada so I can lead a special project that HP was doing for the BC Government, but Israel is always in my heart. Staying connected to the land of Israel is tough from Canada but volunteering with JNF helps to strengthen my connection.

I have been volunteering at the annual JNF telethon, as well as other JNF events for the last four years (as long as it's not happening during a Hapoel Tel Aviv soccer match).

The work JNF does for the people of Israel is essential to the continued growth of our society and environment. From helping the less fortunate to continuing the fight against global climate change, JNF has stepped up for Israel.



**Barbara  
Lederman-Silver**

It was my late parents that ingrained in me the meaning of Tikkun Olam and community service. My parents were presidents of B'nai Brith Windsor and were deeply committed to the Jewish community and Israel. My father spearheaded a program which gave funds to a much needed lunch program at a school in Israel. When I was nineteen I spent the summer in Israel working on two kibbutzim and travelling around the country. Along with the commitment of my parents, my time at the kibbutzim initiated my lifelong love of Israel.

With my degree in Early Childhood Education, I always found it meaningful to volunteer at schools working with children who needed extra assistance. Throughout the years I have served on several committees at the Windsor Jewish Community Center and was a board member at Temple Beth El.

Seeing the unrest in Israel, Anti-Zionism rhetoric and the momentum of the BDS movement, I believe more than ever it is vital to stay involved with JNF and help to fundraise for its crucial projects in Israel. My three years as president of JNF Windsor has been a very gratifying experience. I look forward to the upcoming year as Vice President. My commitment to JNF and Israel will be lifelong.



**Lori Bassal**

Performing acts of Tikkun Olam has always been an important family value. From an early age, I recall observing my mother's deep involvement in the Montreal Jewish community. Well before she became a JNF Montreal president, I have vivid memories of planting trees in the Negev during my first trip to Israel with Bialik High School. My love for Israel certainly took root while marveling at the innovations that made the desert bloom.

Given my knowledge of JNF and my passion for Israel, I was soon enlisted to help with the annual Tu B'shevat tree-a-thon. Twenty years later, the concept of M'Dor L'Dor is now well ingrained with three generations of my family. Not only am I now the event chair, but my children are now at ease talking with donors as they develop their own commitments to JNF.

Over the years, I have watched with awe as JNF has evolved with the times, going from an organization that initially focused on trees and the environment, to their present-day mission of building and enhancing social services for all of Israel's citizens.

Israel will always be our home. Let us ensure she flourishes forever!





# The Bervin JNF Canada House

The Jewish National Fund of Canada has always been at the forefront of cultivating the land of Israel, transforming its bleak deserts into beautiful blooming green forests and lush parks. Now, JNF Canada is also planting a different kind of seed.

The Bervin JNF Canada House in Sderot, the city closest to the Gaza border, will first and foremost serve as an after school, informal education, empowerment, and enrichment center for high school youth from Sderot and its surroundings. The youth in the region will be provided with the necessary tools and skills for academic success in science, technology, engineering, and math. The building will be fortified in order to protect students and staff from rocket and mortar attacks. It will also be fully accessible to people with disabilities.

Its design will be invitingly clean and bright. Large windows will let in natural light while colourful wall illustrations will enhance open spaces— creating an environment and ambiance unlike that of a school.

The Bervin, named by the son of Berdie and Irvin Cohen z'l of Winnipeg, aims to close the educational achievement gap, foster academic success, and empower the youth in the periphery. "It is thrilling for me to attach my parents' names to this unique project. I will love them forever and want Israel to exist and prosper forever."

"We believe that every child has the potential to achieve great things no matter where in Israel he or she was born, and that our role is to make the resources required for this available to them," said Avi Musan, KKL-JNF Houses Director. "The Bervin

will be open to every teenager who wants to succeed, and we will provide them with all the assistance needed, so that they can develop their capabilities. This is a one-of-a-kind anchor that is unparalleled in the State of Israel."

Surrounded by a courtyard for outdoor studies, the Bervin will be comprised of learning spaces of different sizes, as well as relaxation areas equipped with a variety of educational and multimedia resources.

The space is intended to encourage creative learning based on the edutainment model of informal education. Further elements will include a unique experiential learning hub, a state-of-the-art computer lab, classrooms and meeting rooms, a multipurpose hall, a kitchenette, and an outdoor patio. Add comma after kitchenette and an outdoor patio.

JNF believes that education is the pathway towards reducing inequalities. The Bervin will provide Sderot's youth with the tools and experiences to compete with their peers from the centre of the country for the top programs in Israeli universities. For too long, Sderot's youth did not advance into the world of post-secondary education and it is our aim to ensure that these children who have experienced so much trauma living on Israel's most hostile border have every opportunity to succeed in their career path.

"It matters to me that my parents' names will be forever etched in the land of Israel. This project has allowed me to fulfill that desire and honour my parents in this meaningful and impactful way. What a perfect project— I am grateful!"



# A note from our education emissary: Yifat Bear-Miller



Serving as JNF's educational emissary is not simply a job. Rather, it is a personal mission to which I am deeply dedicated. I am excited to engage all segments from our community in Israel education as I know that a connection to Israel and Zionism is foundational to a strong Jewish identity. Although we grappled with hybrid learning over the past 18 months, I am pleased that we were able to successfully use technology to reach Canadian children, youth, adults, and seniors from coast to coast with dynamic and compelling programming.

I was pleased to work with dozens of Jewish day schools, JCCs, youth groups, and more to celebrate the Jewish holidays, especially Tu B'Shevat, which is a highlight day for JNF. This would not be possible without the help of countless teachers, principals, and community professionals and I extend my gratitude to them for their partnership and cooperation. JNF is proud to provide these educational resources to schools and community organizations at no cost, as Israel education is a vital pillar of JNF's work across Canada.

Sadly, we had to cancel all of our missions to Israel, so I decided to organize dozens of free virtual tours of different sites across Israel during this past year which attracted well over 1,000 participants. As it was impossible for Canadians to visit Israel, we brought a taste of Israel to Canada. I focused on showing Israel off-the-beaten path so that participants could see the diversity of Israeli life. Due to the success of these

virtual tours, I will continue organizing them next year and I hope you will join me. However, when it is safe to travel to Israel again, I urge you to join a mission and see Israel the JNF way.

In partnership with the Toronto region, I was pleased to organize educational programming with the Jaffa Institute—a non-profit, multi-service social agency that assists disadvantaged children and their families. Canadian students were sensitized to the plight of new immigrants by participating in activities surrounding JNF's Jaffa Daled project. Over 300 at-risk immigrant children ages 3-12 depend on the services of the Jaffa Institute's After-School Educational Enrichment Centers. The centre in Jaffa Daled was in dire need of upgraded playground facilities. JNF Canada revitalized the playground through our annual educational campaign. To engage our youth, students were asked to harness their creativity by designing a playground suitable for children who benefit from the programs offered by Jaffa Institute. This eye-opening initiative gave our students some insight into the lives of immigrant children and deepened their connection with peers in Israel.

I certainly hope that we will be able to return to "normal" during the upcoming academic year. I look forward to visiting classrooms and interacting with students face-to-face.

To you and your loved ones - Shanah Tovah U'Metukah, a sweet and happy new year.



# Have you seen our new Tree & Tribute Card Series?

Purchase a card to celebrate or commemorate any special moments.



## TREE CARDS OLIVE TREE

The olive tree, perhaps one of the most symbolic in Israel, represents blessings, health and rootedness. An olive branch serves as the emblem of the state of Israel, and as a symbol of peace universally. The tree itself is often gnarled and twisted with silver foliage, contributing to its reputation of ancient wisdom. It grows wild and cultivated, producing green fruit in summer, which becomes purple-black by late autumn. Olives have been harvested for their fruit and oil as early as 4,000 BCE and were a major commodity in ancient trading.



ACACIA TREE



FIG TREE



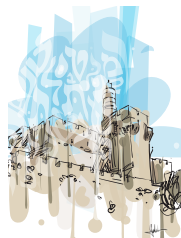
JERUSALEM PINE TREE



PALM TREE

## TRIBUTE CARDS TEDDY PARK

Teddy Park is located adjacent to the walls of the Old City. It is a central meeting point between old and new Jerusalem, with thousands of locals and tourists passing through each year. The park includes a multitude of fascinating elements to attract visitors. JNF Canada brought new life to a historic building by adopting two of the most prestigious gates surrounding the park. This historic building represents a significant period in "modern" Jerusalem's history as it was built in one of the first neighbourhoods outside the Old City walls.



RESTORERS  
JERUSALEM



JNF RESERVOIRS



ISRAELI FLAG



AIRPLANE PARK



See the full Tree and Tribute Card Series at [jnf.ca/support/plant-a-tree](http://jnf.ca/support/plant-a-tree) or call your regional office

CAPTURE THE MOMENT AND  
PRESERVE PRECIOUS MEMORIES  
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# JNFU

JNF University (JNFU) is an exciting outreach program that is targeted to students enrolled in universities across Canada. JNFU will bring programs to campus that are educational, 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 the JNF projects. Opportunities for students will include: fellowship programs, Tu Bi'Shevat Seders, trips to Israel and MORE! For more information, please contact Anna at [anna.kos@jnf.ca](mailto:anna.kos@jnf.ca)

## WE ARE STANDING WITH ISRAEL

Bridges for Peace represents thousands of Christians, in Canada and nine other nations, who are standing with Israel, praying for Israel and advocating for Israel. We are also standing with the Jewish people worldwide who are enduring an avalanche of hatred, triggered by a twisted narrative concerning the conflict with Hamas.

In Israel, our volunteers and staff are sharing in the danger as they continue to operate our many programs of practical aid to the people of Israel. These programs include:

- Crisis Assistance Program – bomb shelters for schools and communities, ambulances and medi-cycles for the Maagen David Adom, and emergency help for a variety of crisis situations
  - Victims of Terror Fund – cheer baskets and visits to the wounded in hospitals and to the bereaved sitting shiva – meeting special needs, such as wheelchairs, food vouchers and financial assistance for medical bills for those in long-term rehabilitation
  - Food Projects – we continue to distribute nine tons of food every week, to 22,000 needy Israelis, through family adoption programs, adopt a town, feed a child and also supplying 55 other organizations who care for the poor in Israel
- For more information go to [www.bridgesforpeace.com](http://www.bridgesforpeace.com)



**AM YISRAEL CHAI!**



## Shanah Tovah

Wishing you and your family good health, happiness, and a sweet New Year.

To mark this important time, it would be our pleasure to provide you with a second opinion on your investments. Let's arrange a meeting together and you will receive a complimentary Jewish calendar\* to plan for all good things to come.

To learn more and book a meeting, we welcome you to contact us or visit us online at [jonahfeldberg.ca](http://jonahfeldberg.ca).



**Jonah Feldberg, HBA**

Wealth Advisor

416.296.2627

[jonah.feldberg@scotiawealth.com](mailto:jonah.feldberg@scotiawealth.com)

**Scotia Wealth Management.**

\*Calendars available while supplies last and only open to residents of Ontario.

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# The Little Blue Box since 1904



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



**1908**  
The "Phoenix Tree"  
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**1910**  
Limited edition made  
from pure bronze



**1912**  
Designed in Jerusalem  
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**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"  
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**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  
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**1980**  
First plastic design



**1990**  
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