

ROOTS

JEWISH NATIONAL FUND OF CANADA



Welcome to
Restorers of Jerusalem
Inauguration Ceremony
October 28th, 2012



JERUSALEM'S MAYOR, NIR BARKAT, THANKS JNF AT THE RESTORERS OF JERUSALEM INAUGURATION CEREMONY



PUBLISHED BY JNF CANADA | NISSAN 5773 | APRIL 2013
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CHAIRS: SENATOR LINDA FRUM & HOWARD SOKOLOWSKI



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NATIONAL PRESIDENT & CHIEF EXECUTIVE OFFICER



FRANK A. WILSON, CHRP, CPC
NATIONAL PRESIDENT



JOSH COOPER
CHIEF EXECUTIVE OFFICER

Welcome to the first National edition of Roots! We are very excited to share with you what is happening with JNF across Canada and Israel.

As you will see in the pages ahead, JNF has continued to connect the community and our friends with Israel. We are looking forward to an exciting 2013 filled with events, missions and projects. These initiatives have been successful because of the ongoing support and generosity from our donors. As we continue to grow, we recognize and appreciate the many volunteers who donate their time, effort and

resources to help build Israel through JNF.

Recently, our senior staff visited projects and communities that JNF has built, strengthened and revitalized. Visits included the Shechafim School - a special education school in the northern Galilee, the site of the future Stephen Harper Hula Valley Visitor and Educational Centre, Halutzot, Be'er Sheva, Restorers of Jerusalem, new security roads on Israel's periphery, and many other fascinating projects. These visits highlight the impact of having 100% of our charitable dollars support the Land of Israel.

We are thrilled to be an integral part of an organization whose 112-year-old mandate is to be the sole agency responsible for the development and infrastructure of land in Israel. Thank you to our thousands of donors across Canada. Your donations today continue to help build Israel for future generations.

As Pesach approaches, we would like to wish you and your family a Chag Pesach Kasher v'Sameach - a Happy and Healthy Passover.

Please share your feedback with us. Email us at roots@jnf.ca.

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RESTORERS OF JERUSALEM



In our lifetime we have witnessed Jerusalem become the capital of the modern Jewish state and have had the privilege of witnessing the miracle of the reunification of the entire city. Since statehood, the Jewish National Fund, Israel's leading environmental organization, has continued protecting Israel's ecology and remains committed to sustainable development.

For centuries we were sustained by the prayer, "Next year in Jerusalem".

The Jewish National Fund of Canada in partnership with the Jerusalem Foundation has allowed Canadians to have the unprecedented opportunity to link their name with Jerusalem, the city that embraces the spirit of the Jewish people, past, present and future.

The project encompassed the restoration and development of the old city walls of Jerusalem, expanding the possibilities of its utilization, and the development of an

archeological activities garden and scenic promenade for the enjoyment of those visiting the ancient city, especially school children and the physically challenged.

The names of all "Restorers of Jerusalem" have been inscribed on a wall of honour located at the entrance to the Zion Gate. Those who assumed responsibility in restoring the ancient city walls will be linked to the City of Jerusalem and their names will be perpetuated for all time.

JNF PROJECTS IN ISRAEL



TAL NOF AIR FORCE BASE
FRED WAKS, TORONTO



MONTREAL OASIS
BARBARA AND STANLEY PLOTNICK FAMILY PARK



BESOR RESEARCH AND DEVELOPMENT
FRANK STRONACH, TORONTO



ALUT THERAPY GARDEN IN BE'ER SHEVA
JOHN A. TORY, TORONTO



SDEROT RESERVOIR
SAM SWITZER, CALGARY



OCHBERG MEMORIAL SITE AT RAMOT MENASHE
RAM AND ELAINE ROMANOVSKY, EDMONTON



THE RAN COCHBA LOOKOUT
SARA AND ZEEV VERED, OTTAWA



OPEN GREEN SPACE IN NAVEH
JERRY AND FRANCES GOLDBERG, WINDSOR



BEIT ESHEL
ED AND FRAN SONSHINE, TORONTO



JEWISH NATIONAL FUND OF CANADA

MISSION TO ISRAEL INCLUDING A JEWISH HERITAGE VISIT TO PARIS OCTOBER 6 - OCTOBER 21, 2013

HIGHLIGHTS

PARIS

- Place de Vosges
- Fascinating tour of "Marais District"
- Museum of Jewish Art & History (Chagall, Modigliani & Soutine)
- Visit "The Pletzel" the heart of Jewish Life in Paris
- Nissim de Camondo Museum
- Enjoy the chic Saint Germain
- Montmartre Village
- The Louvre (Private Tour)
- The Left Bank
- Notre Dame Cathedral
- Special Synagogue Tour

ISRAEL

- Special Circassian program
- Tour of Pekiin
- Beit Shean by night
- Sunrise on top of Massada
- Unique Machne Yehuda tasting tour
- Luxury Spa relaxation
- Geopolitical Tour
- Special Cactus Tour
- Boutique Winery
- ATV in the Galilee
- Plant a tree with your own hands
- Gourmet meals
- ...and so much more

DELUXE HOTEL ACCOMMODATIONS

- Loti – Paris
- King David – Jerusalem
- Dan Tel Aviv – Tel Aviv
- Isrotel – Dead Sea
- Ramot Chalet Deluxe – Upper Galilee

Price:

\$5,875.00 USD - Full package
ex. Toronto/Montreal, dbl occ/per person
Land only/Israel only package available

Flights:

Toronto/Montreal to Paris via Air Canada
Paris to Israel via EL AL
Israel to Toronto/Montreal via Air Canada

Limited Space Available

Register Early to Avoid Disappointment

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JOSH COOPER RECEIVES THE QUEEN'S DIAMOND JUBILEE MEDAL



On Sunday, March 3, 2013 Josh Cooper received the Queen's Diamond Jubilee Medal. Hon. Peter Kent, Minister of the Environment, made the following presentation:

"Many of you will remember Josh Cooper as a federal candidate for Thornhill in 2004. In 2005, he founded the Canadian Jewish Political Affairs Committee, CJPAC, as it is referred to, has a mandate to engage the Jewish community in the political process across Canada.

In 2009, Josh joined the Jewish National Fund (JNF) as Executive Director of Toronto. He went on to rebrand the century old institution and is now CEO of JNF Canada.

Josh's career includes; Co-Founder of the Canada Coalition Against Terror; Co-Founder of Friends of America, three term President of Thornhill Nursery School, Hockey convener with City of Vaughan Hockey Association and Co-founder of Drive for Dreidels in 2003, a toy drive that has ensured that all 3,000 Jewish children in Toronto, living below the poverty line, receive a toy for Chanukah.

In receiving the Queen's Diamond Jubilee Medal for service to his community and Canada, Josh Cooper is following in the footsteps of his grandfather Mike Lawrence who was a recipient of the Queen's Silver Jubilee Medal."

JNF WELCOMES A NEW SHLICHA

I would like to take this opportunity to thank all the great staff at JNF especially the Toronto office, who warmly welcomed me to Canada.

As a new shlicha, I had meetings with principals and directors of Jewish day schools, as well as directors of organizations whose mandate is to educate the community about Israel. Together we found new ways to integrate KKL/JNF into their curriculum bringing Israel to life in the classroom with current and innovative materials. On the JNF Canada Education Department's website, we have

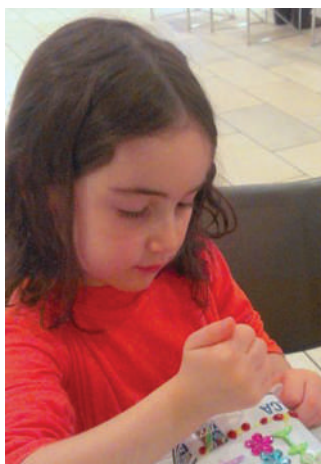
added pictures, videos and other programs highlighting what is being done in Israel and the changing geography of the land through the KKL/JNF projects. We hope to reach out to many educators and be the main resource for educators in this field.

Looking back at the month of Shevat, the Education Department worked with hundreds of children and students in various programs. We decorated flowerpots and planted flowers and vegetables, coloured the JNF's Blue Boxes and Tu Bi'Shevat colouring pages, created planters of old blue boxes learned about the many

important reasons that KKL/JNF plants trees in Israel, and walked and played on a giant map of Israel. We participated in Tu Bi'Shevat community Seders and activities, including a very special Seder at the Baycrest nursing home in Toronto.

May I take this opportunity to wish you and your family a happy and kosher Pesach!

Thank you,
Hadar Epstein



TU BI'SHEVAT TELETHON

THANK YOU TO ALL OF OUR VOLUNTEERS AND SUPPORTERS

Once again, our Tu Bi'Shevat Telethons were held in JNF offices across the country. With phones in hand, hundreds of dedicated volunteers called our donors to enlist their support for Israel.

Proceeds from this year's Telethons will go towards the development of the

Kissufim Forest and recreation area in southern Israel. The residents near Gaza live under the daily threat of terror attacks and spend a great deal of time in bomb shelters. Through your generous support, the development of this forest will allow them to appreciate the outdoors again.

A special thank you to all of our Telethon sponsors who donated food, event tickets and other wonderful items. Their generosity helped make our Telethons a great success!

ATLANTIC



HAMILTON



LONDON

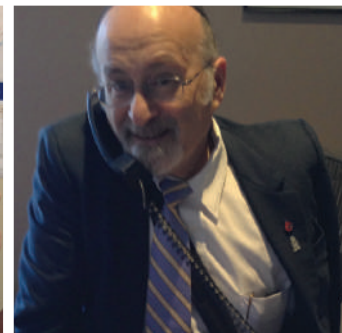




MONTREAL



OTTAWA



TORONTO



WINNIPEG





JNF VANCOUVER



In June 2012, the JNF Pacific Region was honoured by a visit from KKL/JNF World Chairman, Efi Stenzler and his wife, Dalia. Efi spoke at a downtown law office to friends of JNF, board members and representatives of the JNF Young Professionals Network.



2012 Blue Box Campaign - Micky Goldwein, Jodi Bloom, Shirley Kushner and Chana Gilead assembled Blue Box Gift Bags that were distributed to all students in Hebrew schools in the Greater Vancouver Area.



As part of JNF Victoria Tu Bi'Shevat celebrations, Mayor Ezra Ravins and Joel and Ilene-Jo Bellas were guests for tea hosted by Dean Fortin, Mayor of Victoria. Pictured is Joel Bellas, pinning a JNF Canada/Israel pin on Mayor Fortin's lapel.



2012 Tu Bi'Shevat presentaion to JNF Board Members and friends of JNF by Mayor Ezra Ravins at the home of Jackie and Haratio Kemeny.



We thank our very dedicated and loyal Tu Bi'Shevat volunteers.



In 2012, following the tragic Carmel fire in Israel, JNF Pacific Regional President, Ilene-Jo Bellas, and her husband, Joel, visited Israel. They were thrilled to be photographed in front of the new fire truck purchased with the Tu Bi'Shevat donations from donors in Vancouver and Toronto.

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HANUKKAH AT HYCROFT

WITH JNF-YOUNG PROFESSIONALS NETWORK OF BC



Last year's Community Hanukkah Party, spearheaded by JNF-Young Professionals' Network of BC worked so well that we did it again - only bigger and better for 2013. JNF-YPN, together with Jewish Federation of Greater Vancouver's Young Adult Initiative, Young Adults Beth Israel and Moishe House Vancouver organized a Hanukkah party that drew in young Jewish

adults from all over the city and all over the spectrum.

The recipe? Take a heritage mansion in Old Shaughnessy with amazing Edwardian decor. Add about 130 young adults, a DJ with great music in the most incredible Tiffany glass and green tiled solarium ever, a cash bar, amazing food from Nava and mix well.

The result? A fantastic party full of new and familiar faces! They came, they ate, they drank. They even danced! They lit the menorah and chatted up a storm. And they want to do it again next year!

So, yes, it is possible to bring together some very different people and have a ridiculous amount of fun, even during a week packed with Hanukkah parties.

VANCOUVER WELCOMES A NEW SHALIACH



Ilan Pilo

Canadian community and Israel.

I consider my shlichut a mission – a switchboard, if you will, directing our beloved Canadian benefactors to projects

If I were to envision and describe my position within the JNF organization and my role as a Jerusalem emissary ('Shaliach'), I would say that my duty is to serve as a link between the

where their much appreciated assistance is needed the most. I've found that the Jewish community in Vancouver is incredibly hospitable, most welcoming and eager to show their support for Israel.

A shining example of the community's support of Israel is its decision to honor the IDF in this year's Negev gala dinner, as Israel is proudly celebrating its 65th birthday.

For me, being a Shaliach is a calling rather than a simple career move. The decision to embark on this journey was influenced by my family history which like most

families in Israel is closely linked to the collective history of our nation. I know that many within the Canadian Jewish community share the same beliefs.

I was brought up in a household in which Zionism was always emphasized and where religious practices have been observed.

Having recently become a new dad, it is of paramount importance to set the very same example for my daughter and instill in her the very same values.

JEWISH NATIONAL FUND OF VANCOUVER | SUNDAY, JUNE 9, 2013

NEGEV DINNER 2013 HONOURING THE IDF
ON THE OCCASION OF THE 65TH ANNIVERSARY OF THE STATE OF ISRAEL





NEGEV GALA 2013 HONOURING JACK BALABAN

JNF Calgary's Negev Gala, which takes place at Beth Tzedec Congregation this coming June 11th, will be a fun-filled basketball-themed evening featuring special guest speaker Dan Shulman – an award-winning and acclaimed ESPN sports commentator – and master of ceremonies Darryl Dawkins, nicknamed by the legendary Stevie Wonder as “Chocolate Thunder.” Best known for his powerful dunks and as the first hoopster to shatter the backboard, the retired NBA star promises a slam dunk as emcee of a gala sure to please sports fans and JNF supporters.

Negev Gala honouree Jack Balaban, founder and director of Greengate Power Corporation, was instrumental in the deregulation of the natural gas industry in Canada. He served as director of the Independent Petroleum Association of Canada and of multiple public companies. The co-founder, president and CEO of Delek Resources Ltd. and of Delek Properties Ltd., he has proudly invested in emerging oil and gas centres.

A generous supporter of synagogues, Jewish day schools and numerous tzedakah initiatives in Calgary, Israel and Tanzania, Jack has also has a long and distinguished track record as a community, high school and JCC North American Maccabi Games basketball coach.

It is fitting that Jack and his family have chosen a project that brings together so many of his varied interests. The proceeds from Calgary's Negev Gala will support the development of The Balaban Basketball Park on the grounds of the Hesder Yeshiva in the northern Israeli city of Kiryat Shemona.

It is Jack's dream that the eponymous basketball facility be used by as many young people as possible – both within and beyond the Yeshiva – in keeping with his belief that youth sports build character while teaching invaluable life and leadership skills. The Yeshiva, which combines Torah study and service in IDF combat units, runs classes for youngsters in Kiryat Shemona, helping to build bridges between

Yeshiva staff, students and area residents.

The Balaban family is also working with the director of the Yeshiva to establish a basketball program and a tournament that will allow students to compete with local and national Israeli basketball teams.

“We are very proud of our father, who taught us many important life lessons like the value of perseverance, philanthropy and humility,” say Negev Gala co-chairs Dan, Mike and Jordan Balaban.

The past year has been a true test of Jack's strength and character. After being diagnosed with pancreatic cancer in December 2011, he continues to fight a courageous battle.

JNF Calgary wishes Jack a refuah shleimah and a hearty yasher koach. We look forward to celebrating the lifetime achievement of this remarkable community leader and friend at a Negev Gala that promises to be a game-changer! For reservations, sponsorship, or donation information contact Sandra Fayerman at 403-255-0297 or Sandra.fayerman@jnf.ca.

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COMIC JOEL CHASNOFF GIVES JNF CALGARY SUPPORTERS A TASTE OF ISRAEL



It was a rollicking good time as 350 Calgarians gathered for JNF Calgary's winter classic "A Taste of Israel" on Saturday January 26th. Headlining the annual crowd-pleasing event was stand-up comic Joel Chasnoff, author of the bestselling memoir, "The 188th Crybaby Brigade", an irreverent peek into Chasnoff's experience as a lone soldier and tank gunner in the Israel Defense Forces.

Chasnoff quite literally had his appreciative crowd rolling in the aisles with his no-holds-barred yet haimish and hilarious take on life in Israel and the Diaspora.

The diverse crowd, which included members of the Jewish community and friends in the Calgary community at large, featured past Negev Gala honourees and leaders of many of Calgary's major Jewish organizations.

"We were so pleased to partner with Beth Tzedec Congregation and many other community-based sponsors in bringing this feel-good event to Calgary," said Sandra Fayerman, Executive Director of JNF Calgary, who expressed deep appreciation for the efforts of event emcee Beth Price, a

past JNF Calgary chair who has served for many years on KKL/JNF's National Board of Directors.

Price shared highlights of JNF's proud history while encouraging local community members to generously support the organization's Tu Bi'Shevat campaign, the June Negev Gala honouring Calgary philanthropist and sportsman Jack Balaban and Toronto's 2013 Negev Dinner where Prime Minister Stephen Harper will be the guest of honour.

In Calgary as part of a Western Canadian tour, Chasnoff delighted in ribbing Beth Tzedec spiritual leader Shaul Osadchey whose son served in the Israel Defense Forces around the same time as Chasnoff. Other attendees lining up for autographed copies of the funny-man's critically acclaimed memoir included parents of Calgary young adults who are currently serving in the IDF where Chasnoff's book has attained mythic status.

The Taste of Israel provided by Chasnoff brought Middle Eastern warmth and *ta'am* to a community whose strong ties with Eretz Israel and Keren Kayemeth have stood the test of time, dating back to well

before the establishment of the modern State of Israel.

Live, Israeli-inspired music by Florence Shustack and the Sheer Musika Ensemble; a dessert reception combining local and Israeli flavours; and Holy Land-inspired decor by Bernie Stuijzand added to the atmosphere, helping to make the highly-anticipated evening festive and fun.

"The laughter has not subsided . . . the wonderful attendance and positive response to Joel's uplifting humour was evidence of a successful collaborative program between two prominent Calgary Jewish institutions – Beth Tzedec and JNF," said Rabbi Osadchey.

"Todah rabah to Rabbi Osadchey and the Beth Tzedec, corporate sponsor RioCan Management Inc., community sponsors Calgary JCC and State of Israel Bonds, and media sponsor Canada Jewish Pipeline. A heartfelt thanks to all our volunteers and to the individuals and companies whose gifts and gifts-in-kind made A Taste of Israel an evening to remember," Sandra Fayerman, Executive Director Calgary, said.



JNF EDMONTON



THE PRESIDENT'S COUNCIL

After the election of Edmonton's new Board at the AGM in September, JNF president Dr. Sam Marcushamer created the President's Council for volunteers who, as past JNF presidents and Negev Gala honourees, have a strong history of JNF support. The goal is to facilitate the exchange of ideas and information between the JNF Board and the Council. The council motto is "As a tree planted by the

waters." Jeremiah 17:8

In addition, invitations to attend specific events may be extended to politicians and or distinguished members of the community at large who have an interest in supporting JNF.

On September 20, 2012 Edmonton held its first President's Council event, at the home of Sam & Michelle Marcushamer featuring the Vif String Quartet.

Council members were presented with President's Council pins in recognition of their service to Jewish National Fund.

In addition, the evening gave the board and council an opportunity to meet National Chief Executive Officer, Josh Cooper and discuss the exciting future plans for JNF.

TASTE OF ISRAEL - COMEDY SHOW

What a great way to celebrate Tu Bi'Shevat! Edmonton's Taste of Israel provided an evening of comedy preceeded by Israeli wine and appetizers and finished with a little something for the sweet tooth.

Well-known stand-up comedian Joel Chasnoff brought his insights into Jewish life, community dynamics, Israel and the Israeli army to a very appreciative audience. He included fond memories of Jewish National Fund from his childhood and explained that, in spite of the many divisions within a community, it is the one cause that everyone can support regardless of degree of orthodoxy or political views.



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HELP ISRAEL FLOURISH AND BE A PART OF OUR CAMPAIGN TO RAISE AWARENESS
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PUSHKE IT FORWARD

FOR EVERY 3 NEW BLUE BOX DONORS YOU RECRUIT, JNF WILL PLANT A TREE
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HELP 'PUSHKE IT FORWARD' FOR YOUR CHANCE TO WIN.

FOR FURTHER INFORMATION, CONTACT DEBBIE LENCHNER : 416.638.7200 X122 | DEBBIE.LENCHNER@JNF.CA



JNF WINNIPEG



YOUNG PEOPLE & TU BI'SHEVAT



Young people are our future. We know it sounds cliché but it really is true. Engaging young people has become a major focus for our branch, and this year's Tu Bi'Shevat outreach and fundraising initiatives were no different.

In partnership with Congregation Etz Chayim, we assisted in the delivery of a Teen Tu Bi'Shevat dance party at the Assiniboine Park Conservatory on Saturday,

January 19. The teenagers in attendance (Grades 9-12) participated in Havdallah, a Tu Bi'Shevat Seder and welcomed musical guest, Poor Boy. The evening was a hit with our community's youth!

On Sunday, January 20, the Manitoba/Saskatchewan branch delivered the second annual Tu Bi'Shevat celebration at the Manitoba Children's Museum in association with Shaarey Zedek Synagogue. Kids

and parents enjoyed holiday-themed crafts and games, learning about trees and Israel, face painting, seedling planting, snacks and a scavenger hunt. It was inspiring to see how much everyone enjoyed this fun-filled day. Each and every one of them embraced Tu Bi'Shevat and its meaning while enjoying the activities and the Manitoba Children's Museum.

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"GEORGE COSTANZA" COMES TO WINNIPEG NEGEV GALA 2013



The Jewish National Fund – Manitoba/Saskatchewan Regional Branch is extremely excited to announce *Seinfeld*'s Jason Alexander as this year's featured entertainment at the Negev Gala, to be held at the Centennial Concert Hall in Winnipeg on Tuesday, June 4th, 2013. JNF Manitoba/Saskatchewan is proud to honour the Arab Jewish Dialogue. Founded in 2006 by Ab Freig and the late Harold Buchwald, and co-chaired since 2008 by Freig and Howard Morry, the Arab Jewish Dialogue is dedicated to encouraging positive relations and respect between Arabs and Jews in Canada. Originally composed of 16 members, an equal number of Arabs and Jews, the Arab Jewish Dialogue has worked over the years with hundreds of supporters of peace in the Middle East to promote respect, dignity, tolerance and diversity.

"We are thrilled to feature the triple threat talents of Jason Alexander at this year's Negev Gala," stated regional president, Karla Berbrayer.

Alexander created the persona of George Costanza and played the iconic role for nine seasons on NBC's *Seinfeld*. During that time, he received six Emmy and four Golden Globe nominations, an American Television Award and two American comedy Awards for "Best Supporting Actor in a Television Series". The Screen Actors Guild named him "Best Actor in a

Comedy Series" and he led a TV Guide Readers & Critics Poll that named him one of the top 10 characters in TV History.

Fifteen years before *Seinfeld*, Alexander was building a career that would include performing in Tony Award-winning Broadway roles as well as appearing in major film and television projects, producing, directing and writing. His "big break" was being cast in the hugely popular film, *Pretty Woman*, as Richard Gere's wily and misogynistic lawyer. Shortly after that, he was cast in *Seinfeld* and as they say, "the rest is history".

Alexander has found many opportunities to return to stage despite basing his career in Los Angeles. *The Donny Clay Experience* is an original show he created with Peter Tilden as a "hilarious spoof of motivational speakers in an evening of laughter, music and personal growth." Alexander also starred for eight months alongside Martin Short in the acclaimed production of Mel Brooks' *The Producers* where he was well received by critics and audiences alike.

When Alexander is not appearing as a character, he is often being asked to appear as some version of himself. He's been a frequent guest on every major daytime and late-night talk show. He has hosted *Saturday Night Live* and the *Emmy Awards*. He is most proud and most often commended for his several appearances

with host Bill Maher on the HBO series *Real Time*, in which he has been an outspoken, articulate, insightful and satirical advocate for progressive issues.

Unlike George Costanza, who could never seem to find true love, Alexander has been happily married for over 25 years to his wife, Daena Title. Daena is a painter whose work has appeared in galleries throughout Los Angeles and across the country. Together they have two sons, Gabriel and Noah. The boys have inspired much in Alexander, not the least of which is his acclaimed children's book, *Dad, Are You the Tooth Fairy?*

Alexander has become a highly sought after talent for a wide array of fundraising events and charities. He is also a prominent spokesman and representative for One Voice, a grassroots organization of Israelis and Palestinians committed to a peaceful, two-state solution in the Middle East. Aside from his popularity and success, his involvement with One Voice was perhaps what solidified him as a great fit to be the entertainer for this year's Negev Gala.

The Jewish National Fund Manitoba/Saskatchewan branch hopes to gain notoriety with the community at large and appeal to a broader audience by featuring this popular entertainer. For ticket information and advertising opportunities, please contact the JNF Manitoba/Saskatchewan office at 204-947-0207.



JNF REGIONAL ONTARIO



JNF HAS SOMETHING FOR EVERYONE IN REGIONAL ONTARIO



Over the past few months, JNF has held a number of programs and events in Southern Ontario. It began early in the fall with a visit to London and Hamilton by Israel's new Consul General for Ontario and Western Canada, DJ Schneeweiss. Not only was he introduced to the Jewish community but he met with members of Rotary clubs, students at Western and McMaster Universities and civic authorities in Hamilton. He made quite an impression and the response to his presentations was outstanding! JNF made new friends.

A new way to collect Blue Boxes! Jill Beadow, the administrator for our Windsor office came up with a novel way to collect Blue Boxes. She is an accomplished BELL musician and conductor. So, to entice members of the community to turn in

their Blue Boxes, she and a group of her musicians put on a Bell concert on a Sunday at the Jewish Community Centre. The program was a great 'hit' and we collected many blue boxes.

We welcomed November with the Taste of Israel, a Cocktail party featuring gourmet Israeli hors d'oeuvres, excellent Israeli wine, and an Israeli illusionist – Haim Goldenberg. Over 125 people attended this unique and truly enjoyable evening. People came from as far away as Oakville, Kitchener and London. What an outstanding event – many thanks go to our volunteer co-chairs, Deborah Kerbel and Danna Horwood.

To help celebrate Tu Bi'Shevat, we 'imported' our chief water expert, Avri Kadmon and toured him around Southern Ontario. Windsor was the first stop in his

whirlwind tour, a presentation to Rotary 1918 followed by a presentation to the community in the evening at the Jewish Community Centre. Toronto was the next stop – first at the Robbins Hebrew Academy, Bayview Campus, then on to Hamilton for a presentation to the students at the Hamilton Hebrew Academy, students at McMaster University and then a program at the Dundas Civic Centre for the community. The next morning after a quick visit to Robbins Hebrew Academy – Bathurst Campus, Avri followed up with a visit to Western University in London and finally a community program at the Jewish Community Centre. After an exhausting three day stint in Eastern Canada, Avri left for Vancouver the next day for another action-packed three days. It has been an exciting start to 2013.

JNF REGIONAL ONTARIO

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JNF WINDSOR

TU BI'SHEVAT FAMILY FESTIVAL AT OJIBWAY NATURE CENTRE



To celebrate the Jewish B'Earth day of trees, on Sunday, January 27, 2013 we headed to the newly constructed Ojibway Nature Centre in Windsor. It was a great afternoon filled with activities concerning animals, plants, water and the environment.

Our afternoon started inside a beautiful private room overlooking the Ojibway Prairie Complex. There was an interactive snake presentation delivered by one of the centre's naturalists. We learned about some of the native snakes found in Windsor and each of the children and adults were able to touch and hold a Ball Python snake. After the presentation we

headed outside for a guided nature walk in the snow covered prairie. The children identified animal tracks in the snow and were amazed to see many colourful birds at the bird feeders. We learned about how the environment changes with the seasons and where animals can be found during the different times of year. Hot chocolate and special fruit was waiting for us following the walk inside the centre.

Once we warmed up, we had a music lesson from our very own Jill Beadow. Both the children and adults had the chance to play several songs including a Tu Bi'Shevat song using professional and home-made bells. This part of the program

captivated everyone involved.

Our day concluded with some parsley seed planting, constructing small bird feeders, and other Tu Bi'Shevat crafts. The children each took home a loot bag filled with Tu Bi'Shevat goodies and JNF bookmarks and magnets. As everyone was getting ready to leave, some of us had a chance to see a real Screech Owl high in the trees.

The day was filled with so many enjoyable activities and we hope to be back next year for another fun filled event to celebrate nature in Windsor and around the world.



THIS YEAR'S HONOUREES
DENISE AND PETER HRASTOVEC

HOLD THE DATE— THE 2013 NEGEV DINNER

WEDNESDAY, JUNE 19, 2013
COCKTAILS - 6PM, DINNER - 7PM
ST. CLAIR COLLEGE CENTRE FOR THE ARTS



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ROOTS 19



JNF LONDON

TU BI'SHEVAT FAMILY FESTIVAL AT THE WESTERN ARBORETUM



On Sunday, January 27th, an enthusiastic group of more than 30 children and adults met at Western University for a fun filled afternoon to celebrate Tu Bi' Shevat.

We participated in a guided nature walk on campus along the Medway Creek Trail that runs along the Thames River. Our tour guide, Professor Ben Rubin, Department of Biology, taught us how to identify different types of trees in the winter by observing their size and bark, touching and smelling the bark, and finding certain types of fungi and sap. We discovered where animals made homes, we learned about underground networks of roots, and we observed some of the unfortunate problems caused by the Emerald Ash Borers. We then visited the Arboretum, where the curator of the greenhouses

showed us a variety of interesting plants and trees. Some were even native to Israel, such as olive, pomegranate and fig trees. Next, we gathered in a classroom where Dr. Rubin performed experiments demonstrating how trees survive in the winter. We witnessed how plants and trees extract water from the soil with their roots, how they keep minimal liquids in their cells to avoid freezing, as well as other mechanisms of protection from frigid temperatures that they implement.

We concluded our program with treats, hot chocolate and activities in the Einstein Cafeteria. We look forward to feeding birds from the bird feeders we crafted out of bagels, Crisco and bird seed.

This event could not have happened without our volunteers and parents, Adina

and Stacey. Our festival was a success thanks to Dr. Rubin, who implemented our ideas into a very well planned and enjoyable program. This was Western University's first time running such a program, and we are honoured that they hosted JNF and enhanced our Tu Bi'Shevat experience.

"The afternoon was tremendously enjoyable for us all. We had a fabulous time meeting other members of the Jewish community, learning about Tu Bi'Shevat, and enjoying the trees outdoors all in one go. These events are a wonderful part of the Jewish community in London, and we look forward to more in the future." The Rotenberg family (Kieran, Jacob, Beverley and Brian).

This year's honourees
Art & Eleanor Ender



SAVE THE DATE!

*The 2013
Neger Dinner*
Celebrating 25 Years

Sunday, June 9, 2013

Cocktails 5pm
Dinner 6pm

Best Western
Lamplighter Inn

Watch for more details soon!!



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jnflondon.ca



JNF HAMILTON

TU BI'SHEVAT FAMILY FESTIVAL AT THE RBG ARBOTETUM NATURE CENTRE



On Sunday, January 27th, more than 80 community members met at the Hamilton RBG Arboretum Nature Interpretive Centre for a fun filled afternoon to celebrate the holiday of Tu Bi' Shevat. Our planning committee and co-chairs Tova Green, Rebecca Shapiro and Zavi Wolman are to be commended for a job well done for a bigger and better than ever programme this year. Many thanks also go to Rebecca and Noah Katz and Israel Wolman for volunteering their time the day on the event and giving us a helping hand.

A room with coffee and videos playing on loop about what the Jewish National Fund

does was set up for adults to schmooze. The room was full of JNF themed art submitted by close to 60 children from Hamilton, for a contest to be the new cover of a JNF tree card. The contest was judged by Ardyth Brott, one of this year's Negev Dinner honourees, and illustrator, Jacqui Templeton Muir. First place went to Taliya Hara, Second place - Ido Rosenberg, Third place - Raz Amsili, and Honourable Mentions: Daniel Bamm and Tal Rosenberg.

Among the Tu Bi'Shevat activities was a do-it-yourself Seder focused on the seven species of Israel, planting & decorating

JNF pots of parsley, making pine cone critters & decorating JNF Blue Boxes.

The event continued with guided hikes in the snow where we fed chickadees, made bark rubbings, learned about the importance of the Black Walnut to the pioneers and the meaning of trees in different cultures. Many thanks go to Ian Hendry and Geoff Allan who led the groups during the hikes.

Finally, we had a bonfire with hot chocolate and marshmallows. Thanks to Shlomit Komar, one of the Israeli shlichot in our community, for bringing her guitar for a special "kumzitz" around the fire.



THIS YEAR'S HONOUREES
ARDYTH & BORIS BROTT

SAVE THE DATE!

THE 2013 NEGEV DINNER

CELEBRATING ISRAEL'S 65TH BIRTHDAY



SUNDAY, JUNE 2, 2013

COCKTAILS 5PM
DINNER 6PM

Watch for more
details soon!!

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ROOTS 21



JNF TORONTO



2012 NEGEV DINNER A NIGHT TO REMEMBER



On Sunday, November 18, over 1,700 guests filled Constitution Hall at The Metro Toronto Convention Centre for JNF Toronto's 64th Annual Negev Dinner. This year's gala honoured Fred Waks, an exceptional philanthropist and community leader. The dinner featured 70's rock sensation, Three Dog Night.

The annual Negev Dinner is the highlight event of the community calendar and the prestigious forum to honour Toronto community leaders who have made outstand-

ing personal efforts on behalf of Israel.

The 2012 Negev Dinner was the culmination of a remarkable effort, as a record number of donors contributed to an unprecedented campaign total. The funds raised by the Toronto community will create the Fred and Linda Waks Botanical Garden in Akko. The garden will foster growth and development in the city, creating tourism, educational opportunities, and environmental development. Additional funds raised will support the cre-

ation of a rest area for pilots and staff at the Tel Nof Air Force Base.

The success of the Negev Campaign and Dinner is due in large part to our outstanding volunteer leaders. Thank you to an outstanding executive and canvasser team that was over 100 members strong.

In 2013, JNF Toronto is thrilled to have the once in a lifetime opportunity to pay tribute to a great friend of Israel, The Right Honourable Stephen Harper. Save the Date: Sunday, December 1, 2013.

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JNF TORONTO

FUTURE PARTY 2012



JNF Future was thrilled to host the 3rd annual Future Party on September 12, 2012 at The Hoxton nightclub. DJ Filthy Gorgeous and DJ's Bangers & Mash opened for internationally acclaimed DJ Samantha Ronson.

Proceeds from the party were directed toward the Kibbutz Nir Oz Planting Project. Nir Oz is a kibbutz community in the Negev bordering Gaza with 350 residents frequently exposed to missile and artillery attacks. As a safety measure, JNF has been planting trees in the surrounding

area to act as green buffers protecting the community from being targeted.

Thank you to our generous sponsors of the evening and to all who came out to have a good time. Your participation will help support an important JNF project.

JNF TORONTO WELCOMES NEW JNF FUTURE CO-CHAIRS



We are happy to announce Darren Slavens and Jenna Kellner as our new JNF Future Co-Chairs for 2013. Darren and Jenna come to us with a wealth of experience, both personally and philanthropically. They have been wonderful supporters of JNF Future and we are very excited for their creative ideas as well as the new direction in which they will take this division.

JNF Future would like to thank Jian Magen and Jessica Fenton for three years of commitment as JNF Future Co-

Chairs. In the past three years they have overseen some exciting and innovative programs, many of which were a first for our community. They have certainly helped us grow our JNF Future division, and we thank them both so much for their dedication and continued support.

If you are a young professional between 25-45 and would like to get involved in JNF Future events please contact Rebecca at rebecca@jnf.ca.



START LOCATION: 1111 DAVIS DRIVE, NEWMARKET START TIME: 9:00AM
TO REGISTER: JNFTORONTO.CA OR 416.638.7200 x130

WWW.JNF.CA

ROOTS 25

COOK FOR A CAUSE - JUNIOR



After the sold out success of two Mother/Daughter Cook for a Cause events, JNF hosted our first Cook for a Cause Jr. edition for parents and children 16 years old and younger. On Sunday, October 14, 2012 children came to Beth Tikvah synagogue with their Moms, Dads, Bubbies and Zaidies to prepare and enjoy a 3-course Asian-inspired meal led by PR Creative Caterers chefs.

Proceeds raised from the event were directed to JNF's Miles of Trees Project. JNF and the Israel Defense Forces (IDF) have partnered on a project to plant trees around communities bordering Gaza, to block terrorist organizations' field of vision and prevent them from taking aim at communities as well as cars traveling on local roads. The trees will enable residents to travel more safely and help stop direct

hits by rockets and anti-tank missiles.

KKL/JNF World Chairman Efi Stenzler noted that a protective wall was being created using trees rather than cement: "Besides providing shade and natural beauty, bees will make honey from the flowers of the eucalyptus trees, so we will have a reality here that is both bitter and sweet."

JNF PRESENTS AN EVENING CELEBRATING ARTS AND BEAUTY EXCLUSIVELY FOR WOMEN

I HEART BEAUTY!

Save The Date!

THURSDAY, MAY 23, 2013 | 7:30 PM | JESSGO STUDIOS - 945 WILSON AVE.
FOR MORE INFORMATION: JNFTORONTO.CA OR CALL 416.638.7200 x130

TUESDAY, MAY 28, 2013

Doors Open 6:00 PM | Concert Starts 7:00 PM

Adath Israel | 37 Southbourne Ave

Premium General Admission \$250* | General Admission \$100

Premium seats will be in a special reserved section | General admission is based on a first come basis

★ ★ JNF'S GUYS & DOLLS NITE OUT ★ ★
DOO WOP CONCERT

All In Person



Charlie Thomas'
DRIFTERS

"STAND BY ME" "UNDER THE BOARDWALK"
"SAVE THE LAST DANCE FOR ME"

Original Singer of
The **DIAMONDS** DAVID
SOMERVILLE

"WHY DO FOOLS FALL IN LOVE"
"LITTLE DARLIN"



Kathy
Young

"A THOUSAND STARS"

**JAY SIEGEL'S
TOKENS**

"LION SLEEPS TONIGHT"
"TONIGHT I FELL IN LOVE"

Kenny
Vance &
The **Platones**

"LOOKING FOR AN ECHO"



**THE
MARCELLS**

"BLUE MOON" "HEARTACHES"
"GOODBYE TO LOVE"

& **Pure Gold**



AS SEEN
ON PBS!!



Tickets on Sale!!!

416.638.7200x130 JNFTORONTO.CA

*Tax receipt will be given for applicable portion

Funds raised from this concert will help renovate schoolyards
of the Ilanot Special Needs School in Jerusalem.

JNF TORONTO



THE 12TH ANNUAL
JNF GOLF CLASSIC

MONDAY, JUNE 3, 2013 | THE ISLINGTON GOLF CLUB



JNF is calling on all golfers to join us for our 12th annual Golf Tournament scheduled for June 3, 2013 at the Islington Golf Club. It is one of the best tournaments in the city and this year we will be playing at an extraordinary private course. It is almost sold out so do not delay in registering for this special event. Funds raised from the 2013 Golf Tournament will help renovate the playgrounds of the Ilanot Special Education School in Jerusalem to enhance the accessibility for its students. The school serves children, ages 6-21, with severe motor and cognitive disabilities.

The schoolyard will be designed to meet students' physical, social and emotional needs. Currently the students cannot play outside as the facilities are inaccessible and unsafe. The students are required to play indoors even on the most beautiful days. We extend a special thank you should be a new paragraph. Can we make Tom's Place in bold

If you would like to support our tournament you can make a donation, provide a sponsorship, donate items for our on-line auction, or help collect donations for our auction. Your assistance and involve-

ment is deeply appreciated and critical to the success of this event. Please contact Toby York at 416-638-7200 x123 or toby.york@jnf.ca to discuss how you can help the JNF 12th Annual Golf Tournament and the Ilanot School.

We extend a special thank you to Tom's Place, the presenting sponsor of the 2013 Golf Tournament. Please visit Tom's Place, 190 Baldwin St., on May 26, 2013 for a JNF Day where there will be special prices for all JNF supporters. Please contact Tom's Place for details at (416) 596-0297.



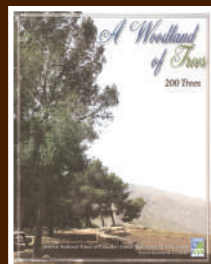
INSCRIBE YOUR NAME FOREVER

BE INSCRIBED IN ISRAEL AND INSPIRED FOR LIFE



SEFER HAYERED

When a child's name is recorded in JNF's Sefer Hayered in Israel, they will forever be inscribed in the chronicle of Jewish life. Capture a moment and preserve precious memories with an inscription in the Sefer Hayered. The child receives a beautifully illustrated certificate in his/her honour.



A WOODLAND OF TREES

You may preserve a loved one's memory or commemorate an important family event by planting a Woodland of 200 trees. You will receive a beautifully framed certificate attesting to your inscription.



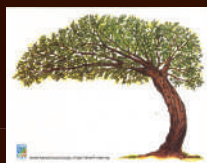
THE GOLDEN BOOK OF MARRIAGE

When a Jewish couple stands under the wedding chupah they affirm their love for one another, for their people and for the Land of Israel. Record this moment, or a wedding anniversary by inscribing the couple in JNF's Golden Book of Marriage. Each couple is presented with a beautiful JNF certificate in recognition of the Marriage Book inscription.



BAR/BAT MITZVAH

The occasion of the Bar/Bat Mitzvah happens once in the lifetime for a Jewish boy or girl. What better way to mark their coming of age than to have their names inscribed in the Sefer Bar/Bat Mitzvah of JNF preserved in the archives of the JNF in Jerusalem. The youngster receives a pin and a personalized certificate attesting to his/her inscription in the Sefer Bar/Bat Mitzvah in Jerusalem.



GARDEN OF TREES

Preserve the memory of a loved one, or commemorate an important family event by planting a Garden of one hundred trees, inscribed in the Book of Gardens in Jerusalem. You will receive a beautifully framed certificate attesting to your inscription.



GOLDEN BOOK

Theodore Herzl was the first to honour the list of JNF's Golden Book - followed by legions of ardent supporters of the Land of Israel. Any momentous occasion can be recorded for posterity. You will receive the Golden Book certificate - a beautiful document evoking the spirit of Zionism's pioneers and a symbol of an ongoing commitment to that spirit.



FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL JNF OFFICE

JNF OTTAWA



CHANGING OF THE GUARD



2013 marks a milestone for JNF Ottawa as it becomes an official region for JNF Canada with a new Executive Director, Lynda Taller-Wakter, a native Ottawan. In June, JNF Ottawa will also welcome Alan

Blostein as the incoming President at the AGM, scheduled to take place at the home of Alan and Margo Blostein. Alan succeeds current President Oliver Javanpour. And, after five years of increasingly successful



Tu Bi'Shevat Campaigns, Telethon Co-Chairs Jane and Martin Gordon have decided to end their tenure. The new guard is working together to ensure the ongoing success of JNF Ottawa.

JNF CELEBRATES MITZVAH DAY ISRAEL'S 65TH WITH OTTAWA

JNF Ottawa provided Blue Boxes to participants of Ottawa's Mitzvah Day to encourage the giving of Tzedakah 365 days a year. It was the first year that JNF had a presence at Mitzvah Day and expects to develop a Mitzvah Day program for

2014. We will also be participating at Ottawa's celebration of Israel's 65th Yom Ha'atzma'ut hosted by the Israeli Embassy at the Ernst and Young Centre. JNF will have a display table and both lay and professional staff will be distributing Blue

Boxes, JNF calendars and JNF's Israel 65th pins to engage the Ottawa community in a JNF dialogue, seeking more partners and supporters.

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2012 OTTAWA NEGEV DINNER



At the November 2012 Negev Dinner, held at the National Gallery of Canada, JNF Ottawa was privileged to pay tribute to the Honourable John Baird, P.C., M.P., Minister of Foreign Affairs. Mr. Baird's outstanding record of supporting Israel resonated with stalwarts of the Ottawa Jewish community and the event sold out within weeks of its announcement. Ms. Barbara Farber, an esteemed member of the Ottawa Jewish community was the Dinner Chair. Ms. Farber supported Mr. Baird in raising funds for seven research

and development stations in the Arava region of the Negev desert. The Arava region produces about 60% of the total Israeli export of fresh vegetables.

The well-attended event was rounded out with keynote speaker Rex Murphy's unique perspective on Israel and the Middle East. Since the evening coincided with the beginning of Israel's Pillars of Defense military campaign to stop rocket attacks from Gaza, the Ottawa community welcomed Mr. Baird's unrelenting support of the State of Israel and Mr. Murphy's

support for the future of the Jewish people. Rabbi Dr. Reuven P. Bulka presided as the Master of Ceremonies and special greetings were given by Oliver Javanpour, JNF Ottawa President; Israel Ambassador to Canada, Her Excellency Miriam Ziv; Senator Linda Frum and JNF National President Frank Wilson. Guests included Mrs. Laureen Harper, Marianne Baird Anderson, Virginia Baird, Members of Parliament and representatives of the Canadian Senate.



JNF BLAZING PADDLES: PADDLING IN SOLIDARITY FOR ISRAEL



Before the ancient Chinese sport was introduced to the country en masse, the average Israeli would not have been able to differentiate a dragon boat from a toboggan. Today, however, it's apparent that one of the world's fastest growing sports also ranks among Israel's most popular aquatic activities.

Aware that interest in dragon boating had reached a fever pitch in Montreal, JNF decided to capitalize on this "wave" of popularity, and recognized a novel way to mesh the community's curiosity for dragon boating with their love for Israel. The idea? To enter a JNF Montreal team in the 1st Annual Israeli Dragon Boat Festival on Lake Kinneret.

Aptly named the "JNF Blazing Paddles", the team successfully participated in the historic festival back in May 2012, (which

included a 10-day JNF tour of Israel) and will be making their return trip to Israel with a new team this coming spring.

The Blazing Paddles are serious about their training. Comprised of mostly rookies, the team practices throughout the winter at a world-renowned indoor dragon boating facility called 22 Dragons. A nationally ranked coach has accepted the challenge of teaching the winning paddling techniques.

The initiative has already born much fruit for the Quebec region, as many members from last year's team have "taken the plunge" and have become active supporters of the organization by attending events and by accepting various leadership roles. Some have even joined our Board of Directors.

Although the 2012 Blazing Paddlers were

not obliged to fundraise for JNF, many were still inclined to solicit sponsorships that raised approximately \$10,000 for a JNF project. We are grateful that the 2013 Blazing Paddlers have picked up this "paddle," and many have made their own personal commitments to fundraise for JNF.

All proceeds from JNF Montreal's three 2013 sporting events (2nd Annual Ball Hockey Tournament, Scotiabank Charity Challenge, and the Dragon Boat Festival) will be allocated towards a two-part project situated between Tel Aviv and Jerusalem. Part one is to build a playground designed for children with special needs, followed by a plan to redevelop certain bicycle and walking paths sections of the Canada-Ayalon Park.

JNF MONTREAL OFFICE

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NEGEV DINNER 2012

TO LIFE, TO LIFE, L'CHAIM



The party of the year was in order when JNF Montreal fêted Michael "Micky" Rosenthal in honour of his 95th birthday, as well as for his life's work in the local community and in Israel.

Micky's grandchildren acted as the evening's Co-Masters of Ceremonies, guiding the evening which featured numerous highlights and surprises, including a barbershop quartet led by a JNF board member, and a live orchestra playing Micky's favourite tunes. There were also three extended horas, multiple laugh-out-loud and moving video tributes starring Micky's friends and family, a cameo saxophone serenade courtesy of his grandson, and a surprise flash mob (choreographed by his granddaughter) that was rehearsed in secret for weeks prior to the event. A perfect chord was struck as the dinner logistics co-chairs ensured a first-class cocktail reception preceded a gourmet meal served in an elegantly decorated ballroom.

Most importantly, thanks to the support of generous donors throughout the Montreal community, a state-of-the-art music conservatory will soon be constructed

to benefit the people of the Arava who lack such resources as a result of their geographical isolation. The project will also help attract new residents to the region, and provide additional economic benefits to the Negev. Factoring in Micky's extensive personal ties to the Arava community (an auditorium and library already bearing the Rosenthal name), the decision to select this project was as easy as *do-re-mi*.

"I've been giving for more years than most people here have been alive," Micky dryly noted at the beginning of the evening. "The State of Israel is incredibly important to me. The Arava is a miracle; it's a result of unbelievable research and generous people who made it possible. We stand proudly with JNF at the forefront of it all, and never forget that the JNF is all of you!"

Micky took on this latest leadership role with the gusto and hard work that personifies his entire life. In addition, Micky has joined Montreal's Board of Directors and is also chairing the Cash Realization Committee.

Just prior to the final hora and bringing out a large birthday cake with candles,

the man of the hour addressed his adoring audience: "Sincerest thanks to all you young people!" Micky proclaimed. "The spirit of giving which permeates this community has once more manifested itself in magnificent results. As Shimon Peres recently said in Montreal, 'One of three Jewish characteristics is dissatisfaction.' That is why we built such a magnificent State of Israel, and why we never stop wanting more for Israel. As the great poet, Robert Browning, once wrote, 'Ah, but a man's reach should exceed his grasp, or what's a heaven for?'"

A major achievement of the Negev Dinner, apart from raising funds to build a new infrastructure for the people of the Arava, was the ability to successfully transmit JNF's message to the greater Montreal community. With the continued development and stewardship of newly formed corporate relationships, JNF Montreal's future is brighter than ever.

L'chaim Micky!

JNF MONTREAL: OUR ROOTS ARE NOT GREYING

Ask anyone and they'll tell you that Montreal is a unique city known for its European charm, multiculturalism and trendy downtown core. This distinctive character also rings true when the topic turns to Judaism and Zionism. In addition to being the home of Canada's very first synagogue, the Spanish and Portuguese Congregation, founded in 1760, Montreal was also the first of 11 JNF-KKL regional branches in Canada.

The development of JNF Montreal and the expansion of the Montreal Jewish community were not mutually exclusive. Thanks to large numbers of early 20th-century immigrants, Jewish day schools became strong and independent entities, all prioritizing the teaching of Zionist values. Over the years, those alumni have naturally become major supporters of JNF Montreal, not to mention past and current leaders of the organization.

While other JNF regional offices concentrate on developing young leadership via their "JNF Future" initiatives (i.e., young adults aged 25+), Montreal's long-term strategic plan prioritizes outreach and educational opportunities towards younger ages. This approach ensures that the "seeds are planted early" in order to inspire and encourage our youth to reach adulthood with the JNF message already beating in their heart.

The JNF Montreal Student Council is a wonderful example of how we cultivate our next generation of leaders. In collaboration with members of our long-standing Education Committee, we identify senior high school students who are best suited to represent JNF and their schools. Some of these students have even "graduated" to assume leadership positions on our committees, in addition to becoming active members of the Board of Directors.

The continued growth of Montreal's Annual Tu Bi'Shevat Tree-A-Thon, an event that celebrated its 25th anniversary in 2013, is a flourishing by-product of the close relationship we enjoy with our younger demographic. Student volunteers essentially become the true lifeblood of the event, for they are involved in every facet of the day, from logistical planning to volunteer recruitment and training. Without a doubt, Montreal students take great pride in knowing that their efforts directly assist their Israeli brothers and sisters in need.

Our region is also fortunate to retain the financial and volunteering support of many individuals who participated in JNF activities during their younger days. We are especially grateful to those who have effectively managed to navigate the tightrope between balancing community service alongside one's own family and career.





JNF ATLANTIC



WIND IN THE SAILS AS JNF ATLANTIC WELCOMES A NEW EXECUTIVE DIRECTOR

JNF Atlantic is going to experience a renaissance in 2014 under the guidance of new Executive Director, Lynda Taller-Wakter. Lynda holds an MBA from the University of Ottawa. In addition to a successful career in financial services marketing, she has volunteered in the Ottawa Jewish community for close to 20 years. Lynda has already visited Halifax for the Tu Bi'Shevat Telethon and was overwhelmed with the warm welcome and the numerous ties that members of the Ottawa Jewish community have to Atlantic region. Lynda is looking forward to working with the community on JNF projects. As part of the Atlantic Tu

Bi' Shevat campaign, Leah McKnight visited the Talmud Torah students in Halifax and discussed our Kissufim project and distributed JNF Blue Boxes to families. In addition to a successful Tu Bi'Shevat Telethon spearheaded by Lea McKnight, the above-average response for the Tu Bi'Shevat e-blast campaign strongly suggest that the Atlantic Jewish Community is interested in hearing more from JNF Atlantic. Plans are commencing for a Negev Dinner in the region for the first time since the late 1990's. Spring planning will include brain-storming meetings with diverse community members from all age

segments, collaborative outreach with Atlantic Jewish organizations, seeding ideas for all elements of the 2014 Negev Dinner, leveraging social media to unify a geographically disperse community and linking up family members. JNF Atlantic is interested in an environmental project for its anticipated Negev dinner 2014. A committee, Honouree and event theme will be topics of discussion with members of the Atlantic Jewish community. The key to success will be making connections.

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ROOTS 35





2012 JNF MISSION TO ISRAEL & BERLIN



JNF missions transcend the limits of a standard tour and provide participants with a deeper connection to the land and the people with access to sites most tourists are unable to visit. This year's mission was no exception.

Our October Missions traditionally include the unique Jewish component of a European city, and 2012 brought JNF participants from across Canada first to Berlin and then on to Israel. Some of the sites visited in Berlin included the historic Jewish Quarter featuring Berlin's first synagogue, the Old Jewish Cemetery, the High School and the 19th century New Synagogue. Also seen was Platform 7 - the site of deportations, the infamous Wannsee Conference, Sachsenhausen Concentration Camp and the Jewish Museum, which documents 2000 years of German-Jewish history.

In Israel, visits included a special tour of "Operation Finale" which details the

capture of Eichman including fascinating documents released from the Mossad (guided especially for JNF by the curator of the exhibit). A unique and decadent "tasting" tour in Machane Yehuda that introduced everyone to the history, aromas and tastes of the traditional market. A tour of the Hula included bird banding and a wagon ride to view the thousands of birds on migration to Africa. A stop at a Research and Development centre allowed everyone to witness first hand the studies being done on developing agro-tourism and intensive greenhouse farming, producing better crops with minimal pesticides. Needless to say this proved to be both educational and sumptuous as tomatoes and peppers from the vines were sampled by all. A visit to a southern reservoir - one of 220 around the country - demonstrated how it helps paint the desert green and enables residents to make a living from agriculture.

A very emotional dedication of the "Restorers of Jerusalem" project took place with the Mayor of Jerusalem, Nir Barkat, and many other high profile guests. This JNF project restored and developed the old city walls from the Jaffa Gate to the Zion Gate. The names of those who donated and helped develop this meaningful project are inscribed on a commemorative wall on these historic ancient walls.

A visit to the Sederot police station demonstrated the incredible difficulties and trauma existing for residents in the South. A thrilling sunrise jeep tour in the Mitzpe Ramon Crater and a day with a former IDF Commander of the Northern Border were additional highlights.

Gourmet food, boutique wineries, special visits, geopolitical tours, set a JNF Mission above the rest - Find out what everyone is talking about...."Come See Israel the JNF Way".





INVITATIONS WITH A MITZVAH

Finding the perfect invitation for your child's Bar/Bat Mitzvah can sometimes prove to be a challenge, so look no further as JNF has created an array of new invitations to suit everyone's budget.

Choose from our 5 exquisite designs and customize them with your own wording to use as invitations, favours, table signs, reply or thank you cards.

The funds from your order will be used to plant trees in Israel, as a donation to water resource development, or towards one of our many JNF projects of your choice. When you purchase invitations through JNF you are ensuring that your child develops a strong connection with the Land

of Israel and doing a Mitzvah too!

ALSO AVAILABLE:

We have Placecards and Save the Date cards available for your Simcha. Or, if you are planning another celebration from engagements to graduations, anniversaries to birthdays, we would love to help enhance any occasion and be a part of your special day.

For further information and to order invitations, please contact your local JNF office.

*An income tax receipt will be issued for all donations.



CAARI BLOG EXCERPT FROM MONDAY, JANUARY 28, 2013 MARION LANDEN & JOYCE ZWEIG - PARTICIPANTS



Hi Everyone:

Well, the Sabbath is over along with our day of rest. The weather is still gorgeous in Tel Aviv - sunny, mild and dry. Up and out on the bus today at 8:30 on the road to Rehovot and the Weizman Institute and Science Park. It is named after Chaim Weizman, the first president of Israel. It is truly an amazingly huge complex of many buildings on 320 acres of land. Some of the Nobel Prize winners from Israel attended this institution.

After lunch we went to Sderot and saw a JNF reservoir and heard again about the importance of recycling water. To just let any water go down the drain is a concept they cannot accept and if they want to enlarge a settlement in the area, they have to pay for cleaning the water so they can accommodate additional people. And a

lot of that money comes from JNF. JNF is not just trees, they do so many more things for Israel, as for example paying to recycle a lot of the water.

Being in Sderot was very sad. From Sderot we could see Gaza and how Sderot is always being shelled during any battle. The sirens go off and the people have 15 seconds to run for cover. Each house has added on a bomb shelter room paid for by the municipality and the IDF. Many of the schools and building have added on rooms as well.

The one real highlight was that through JNF funds, an old textile factory was turned into a huge indoor playground for the kids who could not go out to play because of bombs. The facility is marvellous. There are basketball courts, a huge area for soccer, swings, toys, com-

puter rooms, a birthday room so kids could have birthday parties in there. Oh yes, there is a climbing wall but it couldn't be too high because if the 15 second siren went, they had to be down in that time to go into the shelter part.

The kids we saw looked so happy but can you imagine them living with those sirens?

Shalom, shalom from Israel!

Marion and Joyce

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By Anthony Hoffer and Ben Springer
Toronto Negev Campaign General Canvass Co-Chairs

TRANSITIONING FROM CHARITY TO PHILANTHROPY WHAT WILL YOUR LEGACY BE?

All those who receive this magazine have made a charitable donation to the Jewish National Fund. Some of us do it on a regular basis, by making an annual gift, some by responding to a request for donations for a special campaign, some by supporting a JNF sponsored event. Your charitable gifts take many forms. They can include donations of cash, securities, real estate, artwork, life insurance, annuities and even shares of privately held companies. Your motivation for giving is personal and through your gift to JNF you make a statement about who you are and your commitment to Israel.

However, philanthropy is more strategic than making a charitable donation. It is about establishing a long-term plan for giving, setting out the goals of an individual or a family and working to make that vision a reality. It should be a very personal plan that reflects the donor's convictions, beliefs and values. It involves a process of governance, monitoring and assessment and frequently requires a significant commitment from those involved to carry out the plan.

No matter why you give, your giving should be tailored to your unique circumstances. Individuals and families that engage in philanthropy have the opportunity to express their values and their charitable objectives in a structured form.

In recent years the tax rules regarding charitable giving have become increasingly flexible and generous and contain incentives to encourage Canadians to give to charity. When given appropriate consideration, charitable giving can benefit both the donor and JNF. You get a vehicle through which you can help this cause that you care about and Israel benefits as a whole. When considering making large gifts, contact your JNF office and they will connect you with professional tax and legal advisors to ensure you understand the various giving options available to you and their implications from a financial, estate and tax planning perspective.

Consider the charitable donations you made in the past to JNF. Could your interest in helping Israel develop into something more strategic? A critical element of this process is asking the right questions. Some individuals were raised in a culture of charitable giving and are familiar with many of its concepts. To others it is something new. It can be difficult to assess the impact that a large donation or an ongoing series of donations can have on personal resources, future income and family legacy. A comprehensive financial plan, developed with input from professional advisors, can help you see the effect that a gift, or a longer-term pattern of giving, will have on your financial picture. It may

assist you in determining the amount and timing of your gifts to ensure the optimal outcome. Again, JNF can assist you by introducing you to experts in a variety of fields related to charitable giving who can address all of your questions and concerns as there are many tax advantages to charitable giving.

We encourage everyone to create a philanthropic plan whether you are making an outright gift to JNF or supporting JNF through a private foundation or donor advised funds. Each of these vehicles have merit for one considering a philanthropic plan and should be explored in creating a strategy for your charitable giving.

Whether you are just setting out to build a structured plan for your giving, to allow your existing plan to evolve and grow or merely exploring the alternatives, the journey is likely to be challenging and highly rewarding. We recommend you harness the insight and the collective expertise at JNF who can help you as you choose your route and navigate your way through the obstacles.

Anthony Hoffer and Ben Springer can be reached at 416-974-6953 or anthony.hoffer@rbc.com or ben.springer@rbc.com



JEWISH NATIONAL FUND SECURE ISRAEL'S FUTURE



LEAVE YOUR LEGACY IN ISRAEL WITH JNF

The Jewish National Fund offers a unique opportunity to leave a legacy in Israel; one that will continue for years to come. A gift from your estate can help fulfill a need in Israel. By planning, you can determine what kind of project YOU would like to support, whether it be in Community Development, Water, Forestry and the Environment, Research and Development or other kinds of activities.

FOR MORE INFORMATION PLEASE CONTACT YOUR LOCAL JNF OFFICE



On the Occasion of Yizkor

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

PROCEEDS FROM THIS YEARS YIZKOR CAMPAIGN WILL BE DIRECTED TO THE MEETING POINT PARK IN THE NEGEV

Located adjacent to the new IDF training base housing 10,000 soldiers and spanning over 5 acres, this beautiful and accessible oasis will allow soldiers to meet with their families in a calm environment which will also serve both local residents and travelers. This park will contribute to the development of the Negev by providing new sources of employment, thereby enhancing the region's existing communities and economy.

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



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