



CANADA

PRIME MINISTER · PREMIER MINISTRE



I am delighted to offer my warmest greetings to everyone attending the Negev Dinner in honour of Sam, Moe and Shirley Kardish, hosted by the Jewish National Fund of Ottawa.

This Negev Dinner is a concrete expression of the admiration and respect which the Kardish family's work on behalf of the Jewish community has elicited over the years. Their unstinting efforts are recognized and appreciated by all who know them, and their devotion to the betterment of society has had lasting and far-reaching rewards. I know that they will be generous with their time long after this celebration is over. The Land Reclamation in the Arava campaign will surely benefit from their continued concern.

Please accept my best wishes for a most enjoyable evening.

Jean Chrétien

OTTAWA
1995



OFFICE OF
THE LIEUTENANT GOVERNOR
QUEEN'S PARK
TORONTO, ONTARIO
M7A 1A1

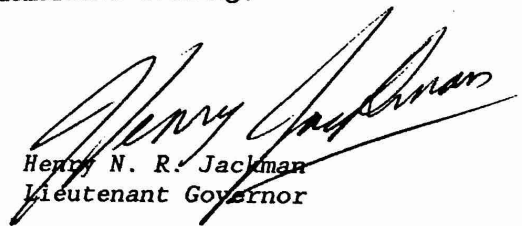
TEL. (416) 325-7780
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As representative of Her Majesty Queen Elizabeth II in the province of Ontario, it gives me great pleasure to extend greetings to those attending the 1995 Negev Dinner hosted by the Jewish National Fund of Ottawa.

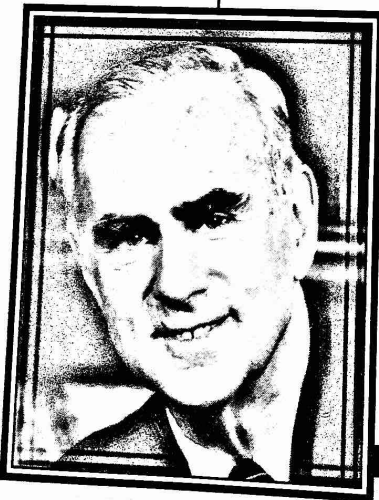
In particular, I would like to extend special greetings to Sam, Moe, and Shirley Kardish who are being honoured this evening for their important contributions to the community. Your years of community service have been appreciated by your peers, and you should be very proud of your many achievements.

The Jewish National Fund has a solid record of community participation, and the proceeds from this tribute will do much to enhance the "Land Reclamation in the Arava" project which you are supporting this evening.

With my very best wishes for a memorable evening,


Henry N. R. Jackman
Lieutenant Governor

November 5, 1995
Ottawa





The Premier
of Ontario

Le Premier ministre
de l'Ontario

Legislative Building
Queen's Park
Toronto, Ontario
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Hôtel du gouvernement
Queen's Park
Toronto (Ontario)
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Greetings from the Premier of Ontario

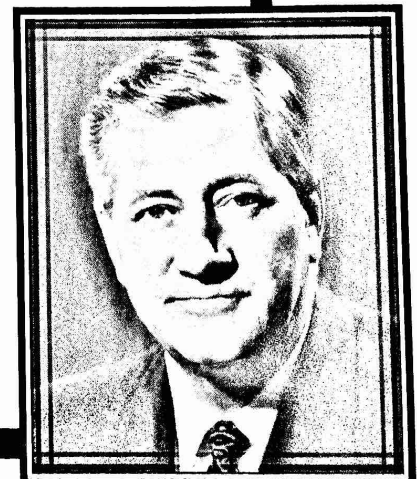
On behalf of the people and the Government of Ontario, it's a great pleasure to join with you in honouring Sam, Moe, and Shirley Kardish.

Sam, Moe and Shirley, your commitment and determination to improve and reclaim land for agriculture in your homeland has transformed some of the most rocky and infertile areas of the Arava, turning it into some of the region's most productive land. As the Jewish National Fund celebrates your achievements at the 1995 Negev Dinner, know that your hard work has enriched not only the lives of those living in your homeland, but all those in your community here in Ontario.

I strongly believe that the community spirit of people such as yourselves is one of Ontario's most valuable assets. I hope your excellent example will inspire others to contribute to the good of their communities and work towards goals which benefit us all.

I wish each of you the very best.

Michael D. Harris, MPP





with the
compliments of
hommage de

JACQUELIN HOLZMAN
MAYOR/MAIRE

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November 5, 1995

Dear Friends:

It is once again my great pleasure to extend greetings to everyone participating in the Jewish National Fund of Ottawa's Annual Negev Dinner.

This year we honour Sam, Moe and Shirley Kardish in support of the goal of land reclamation in the Arava. Through this campaign, the Jewish National Fund is helping to transform infertile areas in the Arava into farm lands that will produce food for export, and jobs for new residents. This goal reflects Sam, Shirley and Moe's continuing commitment to improve the quality of life of people everywhere.

On this special occasion, I am pleased to offer our honourees my warmest congratulations and thanks. My best wishes go out to Sam, Shirley and Moe, as well as to everyone else who has made this campaign such a success.

Yours sincerely,

Jacquelin Holzman
Mayor





HON. JOHN MANLEY



M.P. / DÉPUTÉ
OTTAWA SOUTH / SUD

November 1995

TO: SHIRLEY, SAM AND MOE KARDISH

It is indeed fitting that the Jewish National Fund of Ottawa has decided to honor you. I was pleased to address the community on August 29, 1995 for the launch of the Campaign "Land Reclamation in the Arava". I regret that due to a previous commitment, I cannot join you for the Negev Dinner to extend to you my best wishes.

You have served the community in Ottawa with distinction over the years and it is most appropriate that you are being recognized by your peers. I commend you for your dedication, hard work and perseverance.

I join with the Jewish National Fund of Ottawa, your family and friends in wishing you well on this memorable occasion. Best wishes for many more years of continued success.

Yours very truly,

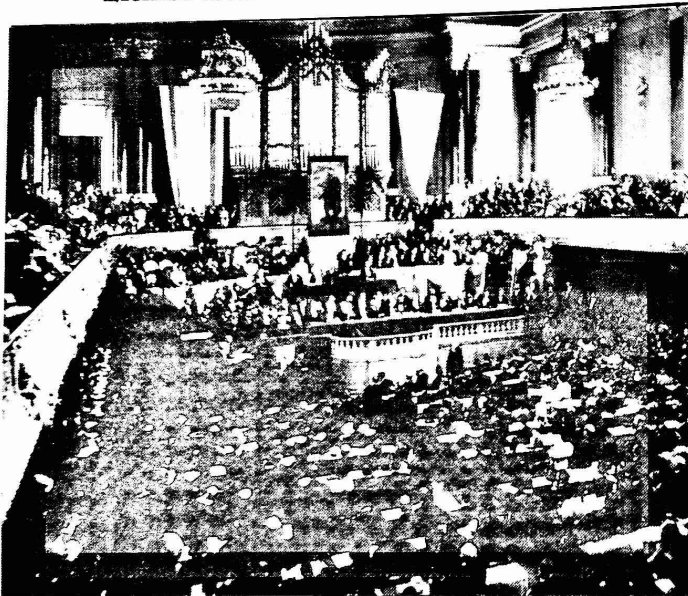
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THE JEWISH NATIONAL FUND A PROUD HISTORY

In 1901, the Jewish National Fund (Keren Kayemeth Le'Yisrael) was established primarily to purchase and develop the Land of Israel on behalf of the entire Jewish people to prepare for our return to our Homeland. Our history is one of growth and development. Despite all obstacles, the Jewish National Fund has continued its monumental work in Israel, ensuring that the Zionist vision remains a reality.



The Tenth Zionist Congress convenes in Basle

In the pages that follow, we pay tribute to the organization, as well as the many volunteers who have helped Jewish National Fund of Canada be amongst the most successful divisions of KKL in the world. In so doing we also pay tribute to Israel and her people.

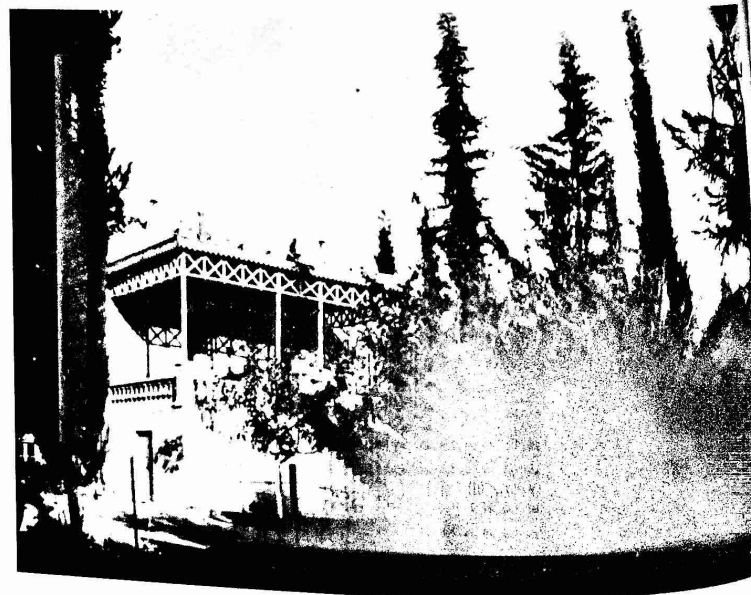
The following is the story of an idea.

The history of the Keren Kayemeth Le'Yisrael (Jewish National Fund) is the story of an idea. Most of the lands purchased by the Fund, desolate and empty long before statehood - swamp, desert and rocky hill soil - were made arable only by long and ardent

reclamation processes. The idea of national ownership of the land - the basic tenet of the Fund - derives from the Bible.

JNF lands are allocated on a leasehold basis - the contracts running for 49 years are automatically renewable - and by stipulating that every individual lessee may hold only one family unit, both the formation of large estates and the parcellation of the holdings are canceled out. These Keren Kayemeth principles have been adopted by the State of Israel for all public lands, and thus paved the way for a progressive land legislation.

It began in 1901 in the Swiss town of Basle at the Fifth Zionist Congress. Over the years, encouraged by Theodore Herzl, the idea began to take shape. Men of vision and wisdom formed an organizational framework, first in Vienna and then in Cologne, and devised means of fundraising which became new traditions in Jewish life. Soon the first land purchases were made. In 1909, by the sea near Jaffa, the ground was laid for what is now Tel Aviv. In Jerusalem, the site of the Bezalel Museum was acquired. On November



Keren Kayemeth Le'Israel building at Houlida, 1909

2, 1917 the historic right of the Jewish people to return to their ancient land was recognized in the Balfour Declaration. From a land where old Jews had come to die, the land was transformed into a land where young Jews came to live.

At the London Conference in 1920, the Jewish National Fund was declared to be the "instrument of the urban and rural land policy of the Jewish people". Keren Kayemeth operations have all the elements of a great human drama. Every piece of land was redeemed not only through purchase but by the sweat and blood of the

pioneers. Water had to be found, wells drilled, equipment bought, settlers trained for their new life, research work undertaken, new ways and approaches tried out.

A crisis came in 1939 with the "White Paper" and one year later with the Land Ordinance prohibiting or restricting Jewish land purchase in 95% of the country. Surprisingly enough, the very land law which barred to the Jews most of the country's soil, spurred the Jewish National Fund to intensify its efforts; and during this period it enlarged Jewish land holdings by half a million dunams and initiated the establishment of 139 new villages. The land policy of the Keren Kayemeth was

amply vindicated when the United Nations in their partition plan, in 1947, delineated the border of the Jewish State to be almost exactly according to JNF land holdings - including the Negev.

When the State of Israel came into being, emphasis shifted from land purchase to land reclamation. Only one fifth of the area of Israel was under cultivation; the vast bulk was still unfit to use. As it was important to conduct a unified land policy and at the same time eliminate overlapping in administration, an agreement was signed in 1960 between the Israel Government and the Jewish National Fund setting up a Land Authority for the administration of all Government and JNF holdings, and a Land Development Authority, to carry out all drainage, reclamation and afforestation work in the country. The former functions within the framework of the Israel Government, and the latter within that of the Jewish National Fund, with close coordination between the two. The Keren Kayemeth is thus the exclusive agent for all land development in the country.

Another interesting aspect is the fact that the Zionist General Council decided long ago in favour of a legal separation between the institution of the Jewish Agency and the World Zionist Organization. In recognition of the long Zionist tradition represented by the Jewish National Fund and its strong ideological basis, Keren Kayemeth was designated as the Fund to remain within the



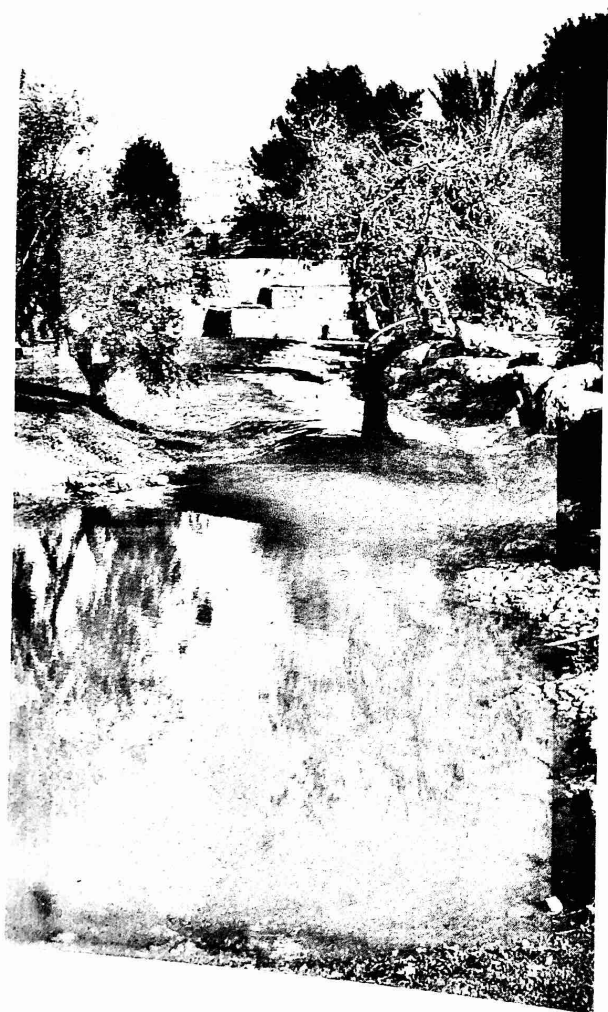
Tel Aviv's founding meeting in the sand dunes, 1909



School children parade through Tel Aviv on Tu B'Shvat, the New Year of the Trees, 1936

province of the World Zionist Organization. The revised structure that made the Keren Kayemeth the only "Zionist" Fund is an acknowledgment of its educational function and ideological values.

After 1948, the Fund was allotted the task of land reclamation - of "conquering" the desert. The problem was whether the desolation could be restored to fertility. Soon the answer was found: an appreciable part of the wasteland could be revived. Within the plan, an important part was given to afforestation - on lands which even with the maximum effort would not be converted into farming or grazing sites. In the middle of the fifties the Hula swamps were drained in a complicated operation which took eight years and brought 100,000 dunams under cultivation - by now the finest soil in the country.



By 1967, the JNF planted the 100 millionth tree, and plantings continued at the rate of approximately 5 million saplings per year. Veritable feats of engineering were also accomplished in road building. The road to Adamit crossing the Tiger Canyon, the road to Biranit along the Lebanon frontier, the road to Mount Gilboa of biblical fame, the road to lonely Mei Ami, the highway from Arad to the Dead Sea; roads built by the JNF.

Monumental new challenges were undertaken by JNF in the 70's. Since the birth of Israel, the Galilee - the Jewish State's northernmost region - had remained neglected and sparsely populated because of other national priorities. Following the Yom Kippur War of 1973, the need to develop this area became evident. Despite a rocky terrain ... despite sterile land and a sparsity of central community facilities ... the challenge was to increase the Jewish presence in this area as quickly as possible. At the request of the Government of Israel, JNF began the mammoth task of providing the infrastructure for sixty new villages to come into being as part of the nation's new overall master plan for the Galilee. At first eight and later, during the Phase II expansion of the programme in the mid 80's, an additional ten of these settlements were established in the Central Galilee in an area known as "Galil Canada".



In 1990 with the arrival of thousands of immigrants from the former Soviet Union and Ethiopia, the Jewish National Fund - Keren Kayemeth Le'Israel - was mandated by the Government of Israel to prepare, together with the Ministry of Housing and Construction, the infrastructure for housing in Eilat to meet the needs of these immigrants.

The Jewish National Fund rose to the occasion by launching its Eilat-Canada Project in December, 1990 at the Toronto Negev Dinner. Hundreds of JNF supporters and friends of Israel across Canada rallied to the cause with great enthusiasm. During 1991 and 1992 the Eilat-Canada Project became the focus of JNF fundraising activities.

In the meanwhile, the rocks and sand dunes in Eilat-Canada were cleared, the land was leveled, access roads were built and construction progressed at a rapid pace. It was the beginning of Eilat Canada - EILAT - WEST 7 NEIGHBOURHOOD.

As the goal of the site development was the construction of houses and apartments to house new immigrants, sponsorship was divided into housing units of \$5,000 each and multiples thereof.

In February, 1994 some 350 Canadian visitors from cities all across Canada participated in the dedication of the Eilat-Canada Project in the presence of many dignitaries - among them Moshe Rivlin, World Chairman of Keren Kayemeth Le'Israel, Yehiel Leket, Acting Chairman of the Jewish Agency and Gabi Kadosh, the Mayor of Eilat.

There are 1,000 units in Eilat-Canada - West 7 Neighbourhood - in which some 3,700 residents live and it is a thriving young community in the Promised Land. Now that peace with Jordan is a reality, it is hoped that it will prosper and flourish even more.

Eilat-Canada - West 7 Neighbourhood is also a shining example of JNF's efforts to roll back the desert and change barren sand dunes into places where people live and into gardens where children play.

Altogether the Keren Kayemeth has reclaimed over 1 1/2 million dunams of land, about one half by swamp drainage, cut 6,000 kilometers of roads and planted over 200 million trees. In the coming years, the Fund has set itself a minimum goal of reclaiming 20,000 dunams, constructing 200 kilometers of roads and planting 5 million trees.

As the year 2000 approaches, JNF will face new challenges, and go on with its role of land reclamation and nation building.

