

# ROOTS

JEWISH NATIONAL FUND OF TORONTO



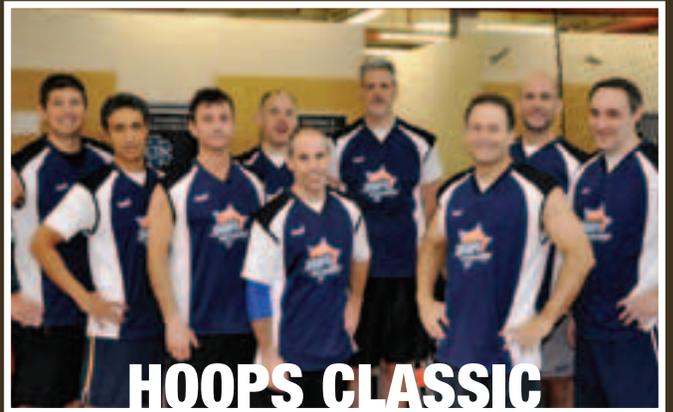
**NEGEV DINNER**



**JNF FUTURE PARTY**



**TU BI'SHEVAT TELETHON**



**HOOPS CLASSIC**



**CARMEL FOREST FIRE**



**MOTHER/DAUGHTER**



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700-1000 FINCH AVE. W. TORONTO, ON M3J 2V5 TEL: 416.638.7200 FAX: 416.638.7345  
TOR@JNF.CA WWW.JNFTORONTO.CA



**PAM SHAINHOUSE**

## *Message from the* **PUBLICATION CHAIR**

Twice a year we approach our JNF family with an update of what has occurred within their organization. The ROOTS magazine is the vehicle that will provide you with concrete information about the work of those who are dedicated to JNF, work that is assisted through the funds that are raised with your support.

Since I have been in touch last year, we have successfully held the 2010 Negev Dinner honouring Frank

Stronach, with proceeds directed to the "Frank Stronach Naveh Development Project". We have also held a JNF/Downsview Park Twinning Project at Downsview Park, JNF Future happenings and Tu Bi'Shevat Telethons. The work of the JNF team never ceases, because our affiliation with Israel will never cease.

On December 2, 2010, one of the most horrendous forest fires occurred in Carmel, Israel. Suddenly, not only did we have to support our committed projects, we had to make certain that we were there to help rebuild and support the region.

JNF/KKL simply does just that, support the regions that need forestation, irrigation, playgrounds, community enhancements and forest fires in Israel. We are 100% Israel, and I am very proud as a Zionist to be a dedicated member of this charity.

I would like to take this opportunity to wish all of you a wonderful Passover, filled with good food, wonderful family and most of all good health.

Enjoy this edition, read it from cover to cover; because this is the way you will understand why JNF will always need your support.



## **WE WANT YOUR EMAIL ADDRESS**

We would very much appreciate receiving your email address at JNF Toronto. This will assist us in updating our information and records.

Please forward your email address to us at [tor@jnf.ca](mailto:tor@jnf.ca)

# **ROOTS**

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# **JNF WISHES YOU A HAPPY PASSOVER!**



**NATHAN DISENHOUSE**

## *Message from the* **JNF TORONTO PRESIDENT**

Greetings to all of you from our Passover edition of "ROOTS". Let me wish all of you and your families a Happy and Kosher Pesach.

Let me bring you up to date with what we at JNF have been up to since our last edition of ROOTS. First and foremost was our Negev Dinner that took place back in November. Congratulations to our staff and volunteers for making this past year's event a huge success. Our Honouree was Mr. Frank Stronach, CEO of Magna Corporation. Mr. Stronach chose the Haluziot project in the south of Israel. A true visionary, Frank Stronach is able to recognize the importance of community development and R&D to help the people of Naveh build a new life in order to become a thriving community.

Prior to Tu Bi'Shevat, Israel suffered a devastating forest fire in the Carmel Region. Our condolences go out to the families of those young Israelis who died in the fire and fighting

the fire that raged for four days. Thanks to the Toronto community who responded once again with their dollars and contributed to JNF's efforts to reforest the Carmel with over \$300,000 needed dollars.

Our Annual Tu Bi'Shevat Telethon took place over five days in the middle of January. It's a wonderful Mitzvah to plant trees at Tu Bi'Shevat. Our project this year focused on the "Miles of Trees" which will act as a security buffer for the residents located on the northern tip of the Gaza Strip. This year we raised approximately 30% more money than we did last year. I believe that we accomplished this based on the JNF's mission to provide more education to the general public as to all the important work JNF does each and everyday.

This year's Golf Tournament will be at the world-renowned Magna Golf Club. It has been sold out since October 2010. We still need your help with Sponsorships and I ask that you watch for our Golf Tournament's "online" auction between May 1 and June 30. Congratulations go out in advance to our two Golf Co-Chairs

Howard Davidson and Sam Lighter and to our Event Day Co-Chairs Marvyn Budd and Stan White for what we know will be another successful tournament.

When I first began my role as President, I did so because I believed that we could change the branded image that JNF was just trees. It took one JNF Mission to Israel and another trip as a delegate on the JNF 'World Leadership Conference' to open my eyes. You just can't imagine the work JNF does until you go and experience it for yourself. JNF is not just trees, but Research and Development, Community Development, Tourism, Education, Water and Forests.

I am now convinced more than ever of the need to support, build and preserve the State of Israel. We must make sure that it is a safe place for our children and grandchildren and your support today and into the future will insure that.

Thank you again for your support and continued contributions to the building of a beautiful state.



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VIRTUAL JNF BLUE BOX AT:  
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**FRANK A. WILSON, CHRP, CPC**  
JNF NATIONAL PRESIDENT



**JOE RABINOVITCH**  
EXECUTIVE VICE-PRESIDENT  
JNF CANADA

*Message from the*  
**NATIONAL  
PRESIDENT &  
NATIONAL  
EXECUTIVE  
VICE-PRESIDENT**

Since our last message in the fall issue of ROOTS, one singular event has dominated the news in Israel and Canada – The Carmel Forest Fires. This ecological disaster that saw the loss of forty-two (42) lives and close to five (5) million trees has touched JNF Canada on a personal note as well.

Among the Israelis that perished in the conflagration was David Navone, ב'י' the driver of the bus that caught fire. David was also the bus driver of our 2006, 2007 and 2008 JNF missions to Israel. All of us who participated in the missions recall David's infectious laugh and marvellous singing voice that entertained us on the bus. We will miss him and extend our condolences to his family.

The Carmel Forest Fire Campaign resulted in JNF-Canada raising over \$400,000 – more than enough to pay for the purchase of a state of the art

fire truck. Toronto led JNF in the money raised; JNF Canada led the country through the use of our web page and email blasts to our supporters.

The area affected by the fires will be allowed to lay fallow for a period of time to let nature slowly revive the landscape. Following this, plans are being developed to replant some of the areas with a large variety of trees that were native to the region. The recuperation process will be long, but will be accomplished.

JNF-Toronto has also organized missions to Israel, which will take place in May and July 2011. As well, the National mission to Spain/Israel is scheduled to leave on October 23, 2011.

KKL organized a World Leadership Conference (WLC) at the end of March. Toronto was represented with seven (7)

delegates out of a total of thirteen (13) attending. The WLC brought together JNF leadership from over (40) countries that host a JNF/KKL office.

JNF Canada will be holding its 2011 Annual General Meeting in Vancouver on June 17, 2011 at which time Officers and Directors will be installed for a three (3) year term.

We would like to take this opportunity to congratulate JNF Toronto on the myriad of new successful program initiatives that have taken place and will take place this year. They are serving as a template for the rest of JNF-Canada as to what can be done to attract new supporters for JNF.

Today Rabah.



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**JOSH COOPER**

What a busy time we have had over the past six months! The office has been buzzing with so many initiatives from first time events to our 62nd annual Negev Dinner. In December, we were hit with the devastating news about the Carmel forest fire. As our forest burned for four days, JNF was on the front lines battling the fire with our arsenal of firefighters, fire trucks and forestry experts. These events have left JNF with a tremendous amount of work to do. But we have never been in better shape to take it on.

*Message from the*  
**EXECUTIVE DIRECTOR**

Our events over the past six months have raised money for a playground in Rehov, security roads in the Negev, a therapy garden for autistic children in Beer Sheva, enhanced our Research and Development station in Besor, developed the entrance to Halutziot and purchased a fire truck and other fire fighting equipment for our JNF firefighting teams in the Carmel. All of this proves that JNF is 100% Israel and that 100% of Israel has been touched by JNF.

As JNF enters its 110th year, JNF and Israel continue to grow. However, the needs of Israel are constantly changing, especially given the current circumstances in the region and the rehabilitation

of the Carmel, which will take years. Thank you to our countless volunteers and participants who continue to help build Israel through JNF. Enjoy this current edition of ROOTS highlighting our programs, events and initiatives. If you wish to get involved in any of the programs, please contact us. We can't help Israel without you!

Wishing you and your family a Chag Pesach Kasher v'Sameach – a happy and healthy Passover.



**AVIVA REIFLER**

Spring is approaching and it is time to reveal our new International projects for the 110th year of JNF/KKL. Upcoming projects include: A Quiz on JNF/KKL and Zionism (finalist will travel to Israel to compete in the finals and receive a special tour of Israel). Several competitions will be held in programmes such as JNF/KKL Logo Design, The Naming Project, World March and a Bicycle Tour. Students will create a musical piece, in turn for Israel to create

*Message from the*  
**NATIONAL EDUCATION SHLICHA**

an international CD. Students will plant trees in honour of their family members as a means of establishing a global educational forest of generations. Plus don't forget to add the new JNF/KKL App to your iPhone.

One highlight of the year had two principals from Toronto representing Canada during the World Conference for Educators in Israel, celebrating the 110th anniversary of JNF/KKL. Discussions were held there for finding new strategies and materials for the Education program. The international participants were especially excited about the new

projects shown by the Canadian representatives.

In honour of the 110th Anniversary, three wonderful workbooks were written. One of them included a dictionary with 110 terms that children can learn relating to JNF and the environment. New games were created as well. On Tu Bi'Shevat, JNF Canada lead many exciting programs at various Jewish Days Schools.

On behalf of my family and myself, I would like to wish you and your family a Chag Pesach Kosher v'Sameach.

# 62<sup>nd</sup> ANNUAL NEGEV DINNER



The 2010 Negev Dinner held on Sunday, November 21st was an evening celebrating Toronto's Jewish community and featured an entertaining surprise for almost 1,000 guests. Honouree Frank Stronach, Founder and Chairman of Magna International, spoke of his experiences growing up in Austria and then Canada as he built his auto parts empire. His daughter Belinda served as Emcee and both expressed their strong affinity for Israel, JNF and the Jewish people.

Jeff Madden from the hit musical "Jersey Boys" gave a memorable performance, after being joined onstage by

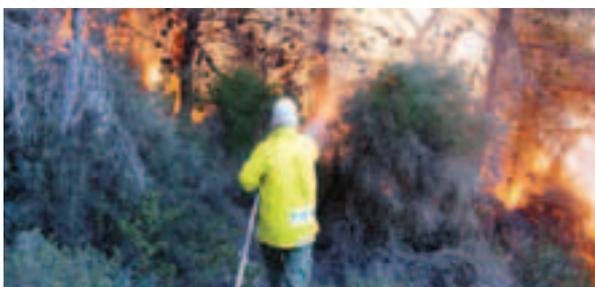
a flash mob comprised of singers disguised as guests and a gospel choir dressed as waiters and waitresses.

Dinner Co-chairs were Lawrence S. Bloomberg and Michael D. Harris. The Renee and Irwin Nadal Memorial Scholarship Award was presented to Grade 5 student Zachary Cole. Proceeds of this year's Negev Dinner have been directed to The Frank Stronach Naveh Development Project in Israel.

Thank you to all our corporate sponsors, guests and volunteers.



# BRINGING GREEN BACK TO THE CARMEL



On December 2, 2010, a massive forest fire swept through Israel's Carmel Region, causing loss of life, injuries and tremendous destruction to the land. Forty-four people perished, property was damaged, and major ecological damage occurred. JNF estimates that the cost of the destruction could be as high as millions of dollars.

JNF firefighting crews worked with local fire departments, police forces and medical teams to reduce the spread of the blaze. But due to the dry conditions, strong winds and geographic layout of the area, the fire spread rapidly. Even with international aid, over 12,000 acres of

natural woodland and planted forests were burned and over 5 million trees were destroyed.

It is estimated that repairing the ecological damage caused by the fire in the region will take between 15-50 years. For roughly the first year following a fire, JNF policy is to rely on natural regeneration and assist the process by preparing the ground for future planting as well as establishing new firebreaks and forest roads. After the initial rehabilitation period is over, restoration efforts may include planting less flammable trees, such as olive trees and pomegranate trees, among others.

The areas burned in the Carmel Forest were some of Israel's major outdoor activity centers and there is an immediate need for development of alternative recreation areas, scenic roads, hiking trails and biking trails. Assistance is also needed to replace life preserving equipment, fire trucks and fire fighting planes to help cope with future forest fires.

To donate to bring green back to the Carmel and to cope with future forest fires, please contact the office at 416-638-7200.

JNF is 100% Israel. Your donation to JNF is a donation directly to Israel.

# MAX WEINBERG AT THE FUTURE PARTY



On October 7, 2010, over 500 young professionals came out in support of JNF Future's first annual fundraising party. The evening was a spectacular success starting with a VIP Reception, where guests met Mighty Max Weinberg of Bruce Springsteen's E Street Band and The Conan O'Brien Show. The night continued with fantastic entertainment and tasty goodies by PR Creative Caterers,

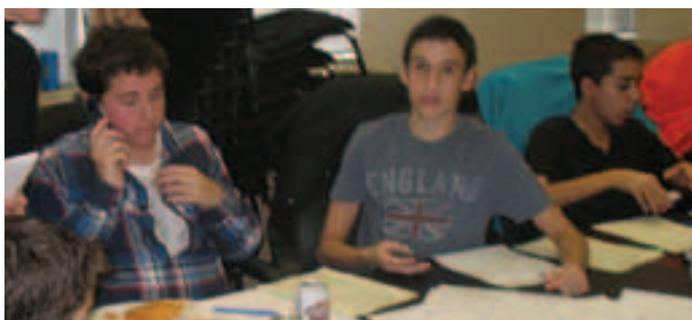
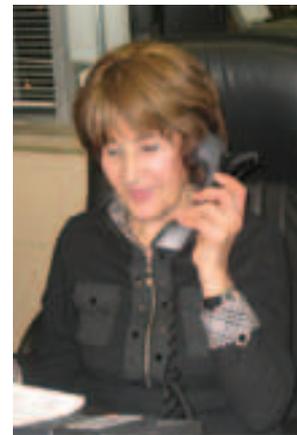
culminating in a rocking performance by Max Weinberg. Special guests from Down With Webster were also there to join the party.

Not to be missed were the Back to the Future Delorian car on display, an auction of Bruce Springsteen and Down With Webster paraphernalia and karaoke in the theatre with The Soprano's Al Sapienza.

Proceeds from the event were earmarked to build a playground and community area in Moshav Rehov in the Beit Shean Valley in Israel.

**If you are interested in getting involved in this year's JNF Future Party, please contact Rebecca at 416-638-7200 x30 or [rebecca@jnf.ca](mailto:rebecca@jnf.ca).**

# TU BI'SHEVAT TELETHON



Once again, our Tu Bi'Shevat Telethon was held at the JNF office. Chairs and tables lined the halls from end to end. With cell phones in hand, our volunteers called our donors to enlist their support for Israel. Both students and adults of all ages enthusiastically made calls all day on Sunday, January 16th and all through the week at our evening Telethons.

The Co-Chairs of this year's Telethon, Laura Greenberg, Jeffrey Goldman and Hana Werner did an outstanding

job leading the JNF Toronto Staff and over 100 Volunteers in a major community-wide effort.

Proceeds from this year's Telethon will be directed to the "Miles of Trees" project which will see trees planted along various roads that run through the Negev to help make them safe for the Israeli citizens that travel on them every day. This project is part of JNF's continuing effort to green the Negev and provide safety for all of Israel's citizens.

A special thank you to all of our Telethon Sponsors who donated food, tickets to events and other great items. Their assistance was appreciated in helping to make our Telethon a great success!

**Please contact either Toby York, ext. 23 or Rebecca Woods Baum, ext. 30 if you are interested in joining us for next year. We welcome your participation.**

# HOOPS CLASSIC



JNF's first ever 5-on-5 Basketball Tournament, which was held on November 28, 2010, was a resounding success. Nineteen teams, 200 players and over 200 spectators came out in support of JNF.

While ESPN's Dan Shulman's Master's team, the Chai Fives, did not go home with a trophy they were recognized as the top fundraising team, winning suite tickets to a Raptors game and arriving in style to The Air Canada Centre in a limousine. Paramount Sports Group (Men's) and The Chai Maintenances (Women's) were the top fundraising teams in their divisions; prizes for these teams were 12 lower bowl tickets to a Raptors game and

a catered dinner by Rose Reisman's catering company, respectively.

We would like to congratulate the winning teams in the following divisions who received gift certificates to Real Sports Bar and Grille to enjoy together: Men's: South Beach Talent, Master's: Sub Please and Women's: The Basket Cases.

JNF wishes to thank the above-mentioned teams as well as the following teams who participated in the tournament and worked hard to secure sponsorship: 3 in Your Face, Am'Israel Stoudemire, Black Mambas, The Govs, Kobe Bryantbergs, Toronto Towers, World Trade Group, Young

Money, Advil, Herzl's Heroes, Boom-Shekel-Latka and JNF Crew.

Proceeds from the event are earmarked to build a playground and community area in Moshav Rehov, Israel.

**Mark your calendars for this year's tournament on Sunday, Nov. 13. We will be expanding this year with extra teams at the Master's and Men's levels. If you are interested in either sponsoring this fantastic event or registering a team to play contact Rebecca - [rebecca@jnf.ca](mailto:rebecca@jnf.ca) or 416-638-7200 x30.**

# EXPERIENCE WINTER IN ISRAEL WITH CAARI

(CANADIAN AMERICAN ACTIVE RETIREES IN ISRAEL)

BY ANICE & ARNOLD STARK



The only word we can use to describe our program this year is WOW! Twenty-five Canadians participated and began the 7 ½ week program in Haifa. It was jam packed with visits, tours and speakers. We saw it all from Rosh Hanikra to the Lebanese Border, Atlit Detainee Camp and the devastation of the Carmel Forest. The JNF forest ranger gave us an update on what JNF is doing to restore the forest. One of the major highlights was a private piano concert given by one of Israel's leading pianist, Yitzhak Tavior.

In Tel Aviv our community service consisted of 3 - 4 mornings per week in seven schools and two rehab hospitals. It was a rewarding experience and each day after our 'work', at lunch we would share our experiences. Most of the schools were located in low social-economic areas as was ours - Bal Shem Tov. The students were so happy to see us and welcomed us with big smiles.

Our work in the classroom consisted of helping the children with their conversational English. The students find this a 'fun' way to learn English. Tamara, our teacher, describes it as a 'win-win' for the teachers, students and for us!

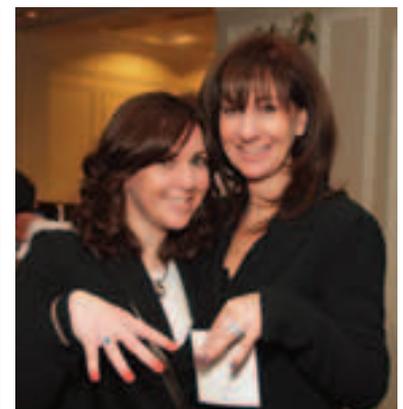
Even though this is our 17th year on the program and though we have seen it all - our tour leaders find many new sites - Hatzor Archeology site, a Bank Museum from the early days of the State, Alfa Menashe and a community located on the green line. We toured the renovated first Tel Aviv City Hall, went to Negba, a kibbutz that fought in the War of Independence, visited Sderot and the JNF Canadian reservoir at Nir Am and so much more. Of course, our day with Israeli families on Tu Bi'Shevat was a special treat as once again we handed out trees to thousands of children, parents and grandparents. We visited Be'er Sheva and the exciting JNF project along the river. We travelled

to the Dead Sea for some R&R and site visits before ending the program in Jerusalem, including a visit to the Redeemer of Jerusalem project.

As you can see our days are full and exciting. The speakers' forum included journalists, academics, government officials and a spokesperson from our own Canadian Embassy. There is also time to take advantage of Tel Aviv's culture. Our guide describes us as the 'hard core' seniors as we hiked Ein Gedi Springs, picked fruit for Project Leket and trimmed trees and repaired ancient terraces in the JNF Forest, Sataf.

Planning has already begun on 2012. **If you wish join the program, please contact Rebecca Woods Baum at 416-638-7200 x 30.** You can select a 3 - 7 week program option and enjoy a winter in Israel. **Check-out our blog at [www.caarivolunteers.com](http://www.caarivolunteers.com) and click on the blog.**

# MOTHER/DAUGHTER BEAUTY BLITZ



The sold-out second event of the JNF Mother/Daughter series took place on March 16, 2011. The Mother/Daughter 'Beauty Blitz' was an evening of glamour. The evening consisted of a variety of beauty stations offering guests an opportunity to pamper themselves while raising funds to build a JNF therapy garden in Be'er Sheva for young adults living with autism in co-operation with the

Israeli Society for Autistic Children (ALUT).

Ladies were given advice on what lipstick colour would suit them best by make-up artist Maureen Greenstein, received a personalized bottle of perfume from Scents of the Zodiac, had their hair styled by Capelli's Charlie and had mini manicures by Marvel Esthetics. All

these wonderful opportunities to be pampered were complimented by a chocolate and wine bar prepared by PR Creative Caterers.

Look out for another Mother/Daughter 'Cook for the Cause' this summer. **If you are interested in getting involved in the Mother/Daughter series of events contact Rebecca at 416-638-7200 x30 or [rebecca@jnf.ca](mailto:rebecca@jnf.ca)**

# JNF/DOWNSVIEW PARK TWINNING PROGRAM



On September 26, 2010 community members were invited to the Planting and a Picnic event with JNF at Downsview Park as part of the joint Twinning Program. Friends of all ages came out to help green our city and enjoy the experience of planting their own tree.

We are already gearing up for the

next School Twinning Day, which will take place on Thursday, May 19, 2011. The focus for this year's school event is biodiversity and the importance of natural habitats such as forests for all the earth's creatures. Students will have the opportunity to see a live presentation with animals, tour a museum exhibit and plant their own tree. For every tree planted in

Downsview Park, one will be planted in the Toronto Community Forest at Yatir, Israel. It's going to be a great day in the park!

**For sponsorship and participation information, please contact Ariela Fuerstenberg at 416-638-7200 x32 or [ariela.fuerstenberg@jnf.ca](mailto:ariela.fuerstenberg@jnf.ca)**

AN INVITATION TO BECOME A

# Restorer 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. JNF is always focusing on its important tasks of planting trees, establishing reservoirs, building roads, draining swamps and dozens of other ways of preparing the land for useful habitation and

cultivation. Now JNF is being asked for its assistance in the physical improvement of the old city walls.

For centuries we were sustained by the prayer "next year in Jerusalem". Now, the Jewish National Fund of Canada in partnership with the Jerusalem Foundation will take on this unprecedented opportunity to allow Canadians to link their name with Jerusalem, the city that embraces the spirit of the Jewish people, past, present and future.

## THE PROJECT:

- Restoration and development of the old city walls of Jerusalem
- Expanding the possibilities of its utilization
- Development of an "archeological activities garden" and "scenic promenade" for the enjoyment of all visiting the ancient city - especially schoolchildren and the physically challenged.

## RECOGNITION:

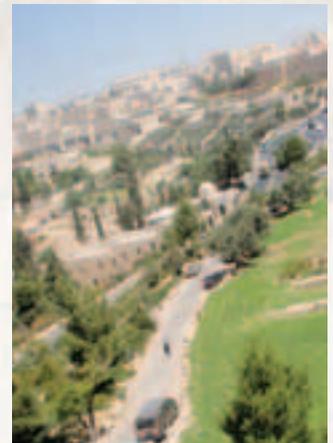
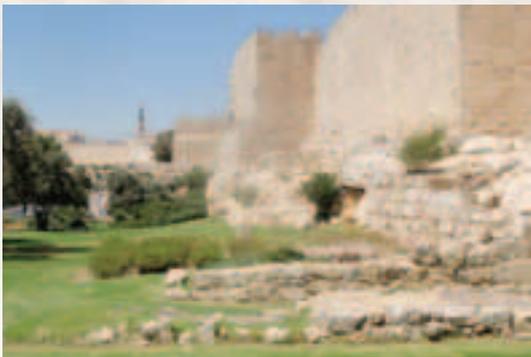
Your name will live on .....

The names of all "Restorers of Jerusalem" will be inscribed on a wall of honour which will run between the Jaffa Gate and the Zion Gate. Those who assume responsibility in restoring the ancient city walls will be linked to the City of Jerusalem and their names will be perpetuated for all time. your participation is invited in the following categories:

### YOUR PARTICIPATION IS INVITED IN THE FOLLOWING CATEGORIES:

<b>RESTORER</b>	<b>\$1,000,00</b>	<b>PIONEER</b>	<b>\$54,000</b>	<b>SPONSOR</b>	<b>\$10,000</b>
<b>TRUSTEE</b>	<b>\$250,000</b>	<b>BUILDER</b>	<b>\$36,000</b>	<b>FRIEND</b>	<b>\$5,000</b>
<b>GUARDIAN</b>	<b>\$100,000</b>	<b>CHAI</b>	<b>\$18,000</b>		

## RESTORERS OF JERUSALEM CHAIR: ERIC INSPEKTOR



# STUDENT READING WEEK MISSION TO HELP IN THE CARMEL REGION REHABILITATION



On December 2, 2010, a massive forest fire swept through Israel's Carmel Region. The fire that raged for 4 days caused tremendous damage to the region, massive evacuations and tragic loss of life. Domestic efforts to restore the region have been spearheaded by the Jewish National Fund (JNF).

At the end of December, a York student, Ilan Mann, who had been per-

sonally affected by the forest fire, approached JNF Toronto to organize a trip to volunteer in the Carmel Forest over Reading Week. JNF sponsored all ground costs for the university students.

Together the students pruned, sawed, thinned, cleared and cleaned the burnt areas and planted trees in designated areas. They were also taken to JNF sites, such as Rosh

Hanikra and Halutziot, to understand the many different areas of development in which JNF is involved.

The trip ended with Shabbat in Jerusalem where the group came together to reflect on what they had accomplished over their Reading Week and the importance of JNF projects being supported by the Diaspora.

# TRAVEL WITH JNF THIS SUMMER

From May 8 to the 22 over 30 first timers who are over 40 will be travelling to Israel to see the country with JNF. Many of the participants who will be on the mission have either never been to Israel or have not been to Israel in over 15 years.

The participants are in for a treat with some great spots along the way and an opportunity to celebrate Yom Ha'atzmaut (Israel's Independence Day) in Jerusalem. Some highlights of the trip include the Dead Sea, driving an electric car at Project Better Place, a chocolate workshop at Kibbutz Degania, Caesarea and a number of

JNF sites including the Hula Valley, Haluziot, the Ayalon Institute and tree planting in Aminadav. We are happy to report that this trip filled up quickly and is now full.

In July, a JNF Future mission with young adults between 22-45 years old from across Canada will travel to Israel. After a very successful year of JNF Future events including the Mother/Daughter 'Cook for a Cause', the Future Party and the JNF Hoops Classic, JNF is hoping to take those Committee members who had worked hard on these events to Israel, with the purpose of showing

them the many different projects JNF supports in Israel.

One important site on the tour will be the Be'it She'an Valley where JNF Future built a playground for the residents of Moshav Rehov. Other highlights include volunteering in the Carmel Forest, sampling some wine in the north, a ramparts walk in Jerusalem and exploring Tel Aviv's beaches and nightlife.

**Space is limited on the JNF Future mission; so if you are interested, please contact Rebecca at [rebecca@jnf.ca](mailto:rebecca@jnf.ca) or 416-638-7200 x30.**



JNF FUTURE  
**ISRAEL MISSION**

FULL PACKAGE DOUBLE OCCUPANCY: \$2000 | LAND ONLY: \$1200 | LIMITED SPACE SO REGISTER EARLY | AGES 22 - 45 YEARS OLD  
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TO BE ELIGIBLE FOR THIS TRIP, A MINIMUM DONATION OF \$118 IN 2011 IS REQUIRED.

COME CELEBRATE YOM HA'ATZMAUT WITH JNF  
2011 SPRING MISSION TO  
**ISRAEL**

GILBOA . MASSADA . OLD CITY TUNNEL TOUR . YAD VASHEM  
KOTEL . ELLA WINERY . EIN GEDI NATURE RESERVE . AC  
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MAY 8<sup>TH</sup> - 22<sup>ND</sup> | \$3950 LAND ONLY | \$4950 WITH FLIGHT | FOR ADULTS AGES 40+  
TO RSVP PLEASE CONTACT REBECCA | 416.638.7200 x30 | WWW.JNFTORONTO.CA

GRAND SLAM PRO AM

SUNDAY MAY 15, 2011 REXALL CENTRE YORK UNIVERSITY PLAY STARTS: 10AM

**GRAND SLAM PRO AM**

JNF 100% ISRAEL Reena FOUNDATION

CHARITY RECIPIENTS THIS YEAR ARE THE JEWISH NATIONAL FUND AND REENA, RESPONDING TO THE NEEDS OF THE COMMUNITY HERE AND ABROAD.  
CONTACT: JANICE SEGAL, COORDINATOR - 416.485.4746  
[WWW.GRANDSLAMPROAM.COM](http://WWW.GRANDSLAMPROAM.COM)

On Sunday, May 15th the annual Grand Slam Pro Am will be held at the Rexall Centre at York University, promising to be a dynamic day of tennis to raise funds for worthy causes. The tournament is open to beginners and advanced players alike, with pros on hand in the morning to improve participants' skills and an afternoon of matches

within the various levels of players.

The mission of the Grand Slam Pro Am is to respond to the needs of communities both here and abroad. Proceeds from this year's event will go to the Reena Foundation for individuals with special needs and to the Jewish National Fund. JNF Toronto will direct funds toward the

rehabilitation of the Carmel Region to help restore the woodland and aid future fire fighting efforts.

Family and friends of all participants as well as sponsors are invited to come out on the 15th for lunch, a unique live auction and enjoy the action on and off the courts. It's going to be a great day of tennis!

# FOLLOW US ONLINE

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# Jewish National Fund of Canada

## Mission to Israel including a 5 day Jewish heritage visit to Spain

### Highlights

October 23 - November 8, 2011

#### BARCELONA

- Ancient Jewish Quarter (El Call)
- Sinagoga Mayor (special tour)
- Barrio Gatico
- Plaza del Rey
- Plaza Espana

#### MADRID

- Royal Palace
- El Prado Museum
- Toledo - Day Trip (Jewish Quarter/ synagogues)
- Segovia - Day Trip (Jewish Heritage sites)

#### ISRAEL

- Geopolitical tour
- Solar Energy Site
- Shanti House
- Jeep ride
- Inspiration
- Boutique
- Yad Vashem
- Tree
- Carmel
- New Museum
- Better Place ...and so much more

#### Deluxe Accommodations

- Claris Hotel - Barcelona
- Villa Real Hotel - Madrid
- King David Hotel - Jerusalem
- Beresheet Hotel - Mitzpe Ramon
- Dan Hotel - Tel Aviv

#### Price:

Full package ex Toronto/Montreal  
double occupancy per person \$5,595.00 CDN

#### Flights:

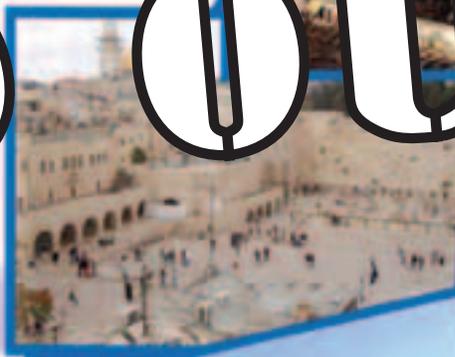
- Toronto/Montreal to Spain via Air Canada
- Spain to Israel via EL-AL
- Israel to Toronto/Montreal via Air Canada

Come and see for yourself what everyone is talking about...  
a JNF Mission

Limited Space Available - Register Early to Avoid Disappointment

**Experience Israel the JNF Way**

# SPAIN PORTION SOLD OUT



**JEWISH NATIONAL FUND OF TORONTO**

700-1000 FINCH AVE. WEST  
TORONTO, ON M3J 2V5  
TEL:416.638.7200 FAX: 638.7345  
TOR@JNF.CA  
WWW.JNFTORONTO.CA

# COR

## CORRECTIONAL • OFFICERS • RIDE

### COMING FALL 2011

The December 2, 2010 fire that swept through the Carmel Forest destroyed thousands of acres of natural habitat and tragically claimed the lives of 40 prison wardens. The prison wardens were en route to Damon Prison to assist in the evacuation of 500 prisoners from the facility, when their bus caught fire. The blaze had travelled 1500 meters in less than three minutes.

Upon learning of this tragedy,

officers working in various Ontario prisons approached JNF in the hopes of organizing an event to show their support and solidarity for the Israeli Corrections Officers who perished.

Over a brainstorming session, a JNF Committee and correctional officers found a common interest in motorcycles. As a result, the JNF along with the Hard Chargers, a Law Enforcement, corrections based, motorcycle enthusiast group, will be

organizing the Correctional Officers Ride (COR) on September 18, 2011. Funds raised from the Ride will establish an educational scholarship fund for the children of the fallen Israeli prison wardens.

**If you are interested in getting involved in the Ride please contact Rebecca at 416-638-7200 x30 or [rebecca@jnf.ca](mailto:rebecca@jnf.ca).**

## A MEMORIAL FOR THE FALLEN PRISON WARDENS IN THE CARMEL



# NEW JNF SIMCHA PROGRAM

Your child's Bar/Bat Mitzvah celebration is one of the most joyous occasions in your family's history. JNF knows that you want this day to be meaningful and memorable.

As of this spring, you will be able to mark your special event by purchasing exquisite JNF invitations for any budget, which can be customized with your own wording to use as invitations, favors, table signs, thank-you and reply cards.

When you use JNF invitations for your Simcha, your child develops a connection with the Land of Israel and a deep sense of Jewish identity and

commitment that will last a lifetime. At the same time, your family, friends and guests will feel touched knowing that you honoured them in such a unique and special way.

The total cost to use a JNF invitation will be a price displayed in the upcoming catalogue plus a \$5.00 CAD per invitation tax-deductible contribution to JNF. This money will be used to plant trees in Israel, as a donation to water resource development in Israel or to assist in an existing JNF campaign of your choice.

The new invitations are being

launched in partnership with Toronto's own The Write Invite (TWI) and using many of the exceptional designs offered by international cardstock company Encore Studios.

And it's not just for Bar/Bat Mitzvahs, any occasion can be an opportunity to enhance your celebration with a Mitzvah: engagement parties, weddings and graduations... the list goes on!

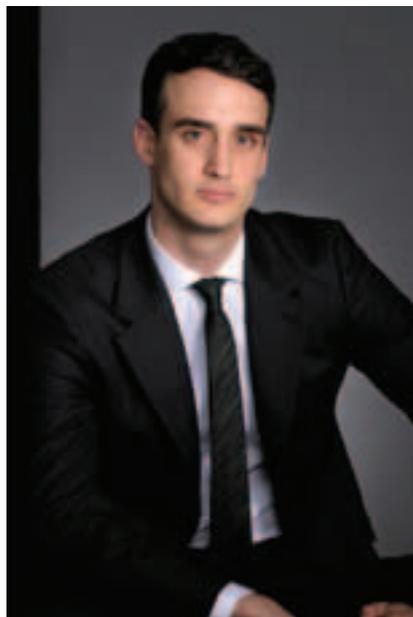
**For more information and to order invitations, please contact Ariela at the office at 416.638.7200 ext 32 or [ariela.fuerstenberg@jnf.ca](mailto:ariela.fuerstenberg@jnf.ca).**



---

COME **SOLD OUT** ANNUAL  
**JNF GOLF CLASSIC**  
MONDAY JUNE 6 2011 • AT THE EXCLUSIVE MAGNA GOLF CLUB IN AURORA

# JNF FUTURE SPEAKER SERIES



Following a January JNF Future general meeting, a number of Committee members came up with the idea to offer a speaker series for young Jewish entrepreneurs and professionals.

Max Zavet, a JNF Future Committee member, states that the “vision of the speaker series is to have young Jewish entrepreneurs and professionals come together on a frequent basis to network, socialize and to provide an ongoing support and referral system between participants.”

The JNF Future speaker series will involve events such as an annual Award and Cocktail Reception, a series of

luncheons featuring distinguished speakers in intimate settings where participant members can discuss or share their experiences and provide advice. Zavet goes on to explain, “the goal is to improve and promote each other’s business and professional endeavors... Through this initiative, we hope that young entrepreneurs and professionals are available to assist each other on an ongoing basis to foster growth as individuals and as business and professional leaders in our community.”

**If you are interested in getting involved contact Rebecca at [rebecca@jnf.ca](mailto:rebecca@jnf.ca) or at 416-638-7200 x30**



## CAMP TIMBERLANE

SINCE 1958

GIVE YOUR CHILD THE  
EXPERIENCE OF A LIFETIME

1<sup>ST</sup> SESSION: JUNE 30<sup>TH</sup> - JULY 29<sup>TH</sup> - **SOLD OUT**  
2<sup>ND</sup> SESSION: JULY 29<sup>TH</sup> - AUGUST 19<sup>TH</sup>

**SPECIALTY CAMPS NOW AVAILABLE**

“ For our family, Camp Timberlane has been a life changer...it has had a positive effect on our children, it fosters independence, a strong sense of self esteem and tolerance ”

-Jordan and Gina Rose  
(Timberlane Parents and Alumni)

Call us now for a personal home visit  
Brochure and Video available

416 923 7200 | Everything you need to know  
[www.camptimberlane.ca](http://www.camptimberlane.ca)

# THE NEXT GENERATION OF JNF

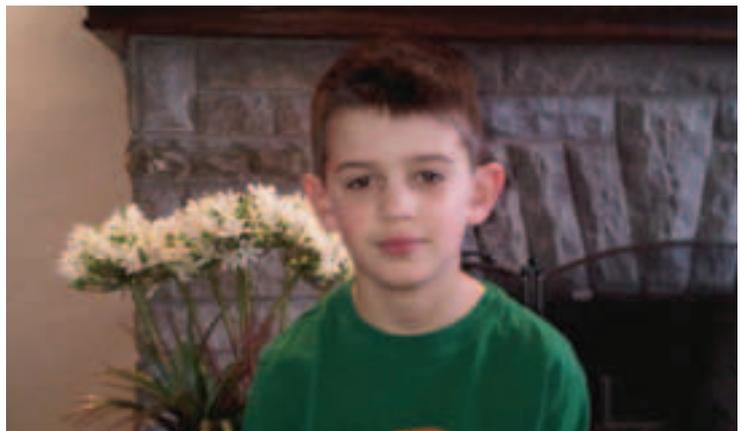
It has become quite clear that our children are really beginning to understand what Israel means to all of us. At a very young age, children are realizing that the benefits of giving Tzedakah is more important than toys...

On the occasion of her 8th birthday, Eilat Ravid has donated her gifts to JNF.

Eighteen trees will be planted in her honour in the Carmel Forest to aid in the restoration and reforestation of the area that was devastated by fire in December of 2010. Eilat recently came to the JNF office with her birthday gifts and in turn was presented with a lovely certificate to honour her generosity.

And for the second year in a row, Justin Feldman, who is also turning 8 years old, has asked that his family and friends donate to JNF in his honour instead of giving birthday gifts.

Todah Rabah!!



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## REUBEN CIPIN HEALTHY LIVING

Tu Bi'Shevat, the new year of the Trees in Israel, was recently celebrated at the Reuben Cipin Healthy Living Community in Toronto.

Frank A. Wilson, National President of Jewish National Fund Canada, gave an inspiring and informative update on JNF and Israel to a very appreciative audience. Funds from this evening were directed to the JNF Annual Tu Bi'Shevat Campaign.

Jewish National Fund sincerely thanks the Reuben Cipin Centre for their ongoing support of our work in Israel.



Photo (l-r): Salya Rabow, Frank A. Wilson, Alice Mahon, Freda Rubenstein, Louise Bortenstein, Monty Mazin, Co-Chair Program Committee, Reuben Cipin, Council President, Marilyn Fine, Vice-President Council, Marion Bach and Judith Wilson



**4TH ANNUAL**

# PITCH FOR ISRAEL



**RICHMOND GREEN SPORTS CENTRE & PARK • SUNDAY AUGUST 21**  
PROCEEDS TO BENEFIT JEWISH NATIONAL FUND AND ONE FAMILY FUND

**• SAVE THE DATE •**



**416.638.7200 x30**

**WWW.THEPITCHFORISRAEL.COM**

# ANNOUNCEMENTS

## MAZEL TOV

Jeremy and Shauna Bornstein on the occasion of the birth of a daughter, Hannah Claire  
Tony Comper on the occasion of receiving the Order of Canada  
Elizabeth Comper on the occasion of receiving the Order of Canada  
Leslie and Anna Dan on the occasion of receiving the  
2010 Human Relations Award from the Canadian Centre for Diversity  
Neal and Elise Dlin on the occasion of the birth of a daughter, Brayden Rose  
Joe and Shulamit Elmaleh on the occasion of the marriage of their son, David to Naomi Samuel  
Ronnie and Gail Faust on the birth of a grandson  
Saul Feldberg on the occasion of his 'special' birthday  
Ab and Phyllis Flatt on the occasion of being honoured by Camp Ramah in Canada  
Harry and Dora Kichler on the occasion of their 40th Wedding Anniversary  
Dorry Korn on the occasion of her 'special' birthday  
Wayne and Marlene Pulver on the occasion of the birth of a granddaughter, Brayden Rose  
Aviva and Shykie Reifler on the birth of a granddaughter, Tamar daughter of Galit and Yair Cohen in Israel  
Pam Shainhouse on the occasion of the birth of a grandson, Andrew  
Bonnie Lawrence Shear on the occasion of her 'special' birthday  
Mena Shupak on the birth of a granddaughter, daughter of Naomi & Mark Driman  
David and Luba Smuschkowitz on the occasion of their 65th Wedding Anniversary  
Howard Sokolowski on the occasion of receiving the Order of Ontario  
Edward Sonshine on the occasion of receiving the Order of Ontario  
Arnie Unger on the occasion of the birth of twin granddaughters  
Laura Waltman and Ari Levin on the occasion of the birth of a son  
Harold and Carole Wolfe on the occasion of being honoured by Camp Ramah in Canada

## GET WELL

Helen Rosenbaum  
Lynn Budd  
Allan Friedland  
Luba Smuschkowitz

## CONDOLENCES

Fran Augenblick on the passing of her father, Sidney Katz  
Fred Baker on the passing of his mother, Rachel Baker  
The Clarfield Family on the passing of longtime volunteer, Bill Clarfield  
Bud Eisenberg on the passing of his mother, Celia Eisenberg  
Ralph Grossman on the passing of his aunt, Lillian Rose  
Faigie Libman on the passing of her husband, Ben Libman  
Jonah Libman and the Libman Family on the passing of their  
father, grandfather and great grandfather, Ben Libman  
Harley Mintz on the passing of his mother, Faye Mintz  
Renée and Eli Rubinstein on the passing of Renée's father, Oscar Reichner in New York  
Ted and Paulette Schwartz on the passing of Ted's sister, Anna Farkas  
Arnold and Anice Stark on the passing of Arnold's sister, Joan Lynn in England  
Fred and Linda Waks on the passing of Fred's father, Henry Waks  
Rebecca Woods Baum (JNF Staff) on the passing of her grandfather, Hyman Woods

JNF AND  
CAMP TIMBERLANE

PRESENT

AUGUST 28<sup>TH</sup> - 30<sup>TH</sup>

# BACK 2 CAMP

CAMP DIRECTOR  
MORTY MELNICK

(FROM THE CAST OF "HEATBALLS")  
HARVEY ATKIN

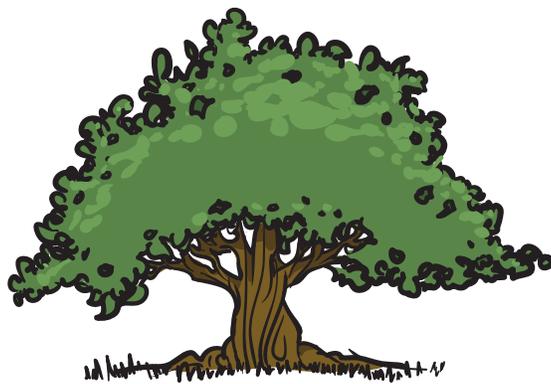
THE ULTIMATE  
GUYS  
GETAWAY

[www.Back2Camp.ca](http://www.Back2Camp.ca)  
CONTACT: REBECCA  
416.638.7200 x30

PRICE:  
\$395\*



\* Donation receipt for allowable amount under CAN sales tax



*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.**

# MILES OF TREES

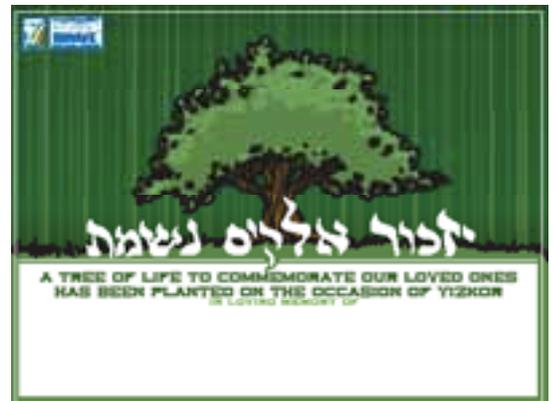
AN INITIATIVE OF the Israel Defense Forces, the project will provide security for the thousands of Israelis who live in the south of Israel near Gaza.

is hoped that these trees will provide cover for passers by and allow them to travel the roads without fear.

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.

Trees will be planted along sections of two of Israel's main roads that run near Gaza. These trees will provide many benefits such as preventing erosion and the build up of sand dunes and most importantly, it will provide security to the many citizens and soldiers who use these roads daily. It

Trees will also be planted between Gaza and the towns and villages nearby. It is hoped that as with the roads, the trees will provide security to these cities, shielding them from gun and rocket fire from Gaza in addition to the enormous environmental benefits derived from planting trees in the Negev.



**IN LOVING MEMORY OF** \_\_\_\_\_

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AMOUNT \$ \_\_\_\_\_  CHEQUE PAYABLE TO JEWISH NATIONAL FUND ENCLOSED

PLEASE CHARGE MY:  VISA  MASTERCARD

CARDHOLDER \_\_\_\_\_ ACCOUNT # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ EXP. \_\_\_\_ / \_\_\_\_

YOUR GIFT IS INCOME TAX DEDUCTIBLE



**PLEASE COMPLETE FORM AND RETURN TO THE JNF OFFICE**

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