A Window into Ve’ahavta

A REPORT TO THE COMMUNITY
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Facts</td>
<td>1</td>
</tr>
<tr>
<td>About Ve’ahavta</td>
<td>2</td>
</tr>
<tr>
<td>Message From the Chairman</td>
<td>3</td>
</tr>
<tr>
<td>Message From the President</td>
<td>4</td>
</tr>
<tr>
<td>Our Programs</td>
<td>5</td>
</tr>
<tr>
<td>Our Partners</td>
<td>9</td>
</tr>
<tr>
<td>Volunteerism at Ve’ahavta</td>
<td>10</td>
</tr>
<tr>
<td>“Could It Be Me?”</td>
<td>11</td>
</tr>
<tr>
<td>Fundraising Events</td>
<td>12</td>
</tr>
<tr>
<td>Board and Staff</td>
<td>16</td>
</tr>
</tbody>
</table>
15,000 Kinder Kits were distributed to children locally and internationally;

10,245 interactions through the Mobile Jewish Response to the Homeless, during which were distributed:

- 15,300 sandwiches
- 6,375 pairs of socks
- 16,575 cups of coffee
- 18,306 litres of water

8,210 volunteer hours worked;

3,960 hours of free tutoring were provided to children ages 8 to 12 years old;

2,150 homeless men, women and children received warm meals;

25 partner agencies engaged.
ABOUT VE’AHAVTA

OUR MISSION
We assist the needy locally and abroad through volunteerism, education and acts of kindness, while building bridges between Jews and other peoples.

OUR VISION
To be recognized as Canada's central address for tikun olam (repairing the world).

OUR VALUES
We are guided by the biblical commandment, ve’ahavta l’rayacha kamocha—love your neighbor as you love yourself.

We believe that it is our privilege and obligation to care for those in need regardless of their race, religion or nationality.

We believe that everyone, no matter their station in life, deserves to be treated with respect and dignity.

We are committed to working in partnership with diverse communities towards achieving greater peace and justice.

We are committed to empowering homeless and at-risk adults and children to break the cycle of poverty.

We are passionate about creating volunteer opportunities that support ongoing learning, empower people of all ages towards personal growth and promote the qualities youth need to become future leaders.
On April 19, 2012 Ve’ahavta was honoured by former Consul General of Israel, Amir Gissin, for its work in reaching out to diverse communities to promote understanding and cooperation. It was a proud moment for us, an affirmation that our mission to build bridges between the Jewish community and other ethnic communities is vital to making the world a better place.

We like to believe that this is one among a few foundational elements that sets us apart from other organizations. We are also unique in that we not only provide poverty relief in our local community, but extend our work to our neighbours around the world. We provide opportunities for hundreds of people of all ages and backgrounds to volunteer their time to help us deliver our programs. Whatever we do and wherever we do it, we leave something behind which will strengthen the individuals and communities that we serve.

We have much to be proud of as we reflect on the successes of 2012. We have kept our focus on realizing the potential of Ve’ahavta’s clients and volunteers. We have stayed true to our mission, our vision and our values, and we continue to be the organization our partners and donors want us to be.

It is my privilege to share with you the many achievements you’ll read about in this year’s report to the community.

Sincerely,

Henry Greisman
A report to the community is a window into the life of an organization—a window that allows the viewer a very unique glimpse into the organization's programs, finances, and poetic movement.

We are delighted to open this window and invite you to look inside the Jewish heart and soul that guides Ve’ahavta, and review our shared tikun olam successes. We believe that you will take great pride in the dedication to mitzvot (good deeds) demonstrated by Toronto's Jewish community and shared by our partners and supporters of many faiths. It is our sincere hope that all our collective efforts and actions have brought a measure of balance and goodness to our world.

As we look ahead, our ongoing pursuit of tikun olam will continue to draw inspiration from the many innovative humanitarian initiatives being implemented worldwide. We look forward to a continuing partnership with the State of Israel and all willing nations.

Let us hope that next year's report to the community will reflect an even more justly balanced world for all humankind.

B'Shalom,

Avrum
VE’AHAVTA STREET ACADEMY (VSA)

In its third year of operation the Ve’ahavta Street Academy inspired 19 students to take their first steps on the road to higher learning, and empowered 11 of our graduates to pursue further educational programs, paving new paths for their futures.

“Ve’ahavta has brought happiness back into my life. My outlook on life has changed. I love attending George Brown College and my dream of becoming an addiction counselor is possible now.”

-April Venedam, 2012 VSA graduate

MOBILE JEWISH RESPONSE TO THE HOMELESS (MJRH)

Supported by a generous grant from the Bridle Bash Foundation, the MJRH outreach van which operates five shifts per week for 49 weeks, distributed basic necessities - food, clothing, hygiene and first aid supplies - and provided our clients with referrals to shelters, health supports and the warmth of human connection.

In 2012 Ve’ahavta outreach workers, assisted by 663 volunteers who participated in the program, interacted with clients 10,245 times.

During one of her Mobile Jewish Response to the Homeless outreach van runs a Ve’ahavta community outreach worker spotted a solitary homeless man in a park and asked his permission to sit with him. So happy that the worker came to speak to him, he said, “I was actually wondering if I’d become invisible.”
THE NEW TREND BREAKFAST CLUB

With the generous support of The New Trend, Ve’ahavta provided 351 at-risk youth in Toronto’s downtown core with nutritious breakfasts, enabling them to attend school with a full stomach and a clear mind.

THE LITA AND MIKEY HOMEWORK CLUBS

During 2012 the Lita and Mikey Homework Clubs operated weekly in three schools in low-income GTA communities. Staff and volunteers helped students ages 8 to 12 succeed academically by providing them with 3,960 hours of free coaching to enhance levels of literacy, creativity, self-confidence and self-reliance.

THE KINDER KIT PROJECT

These essential backpacks filled with a year’s worth of school supplies were shipped to 5,000 underprivileged children in the Greater Toronto Area. An additional 10,000 Kinder Kits were shipped to communities in Israel, Azerbaijan, Haiti, Poland, South Africa and Sri Lanka. Ve’ahavta is also pleased to have established a new relationship with Canada’s First Nations community by providing Kinder Kits to Ontario First Nations reserves Shawanaga and Attawapiskat.
VE’AHAVTA PROGRAMS
LOCAL INITIATIVES

COMMUNITY DINNERS
In 2012 Ve’ahavta provided 2,150 homeless men, women, and children with warm and nutritious meals served by staff and 78 volunteers at 15 community dinners. The dinners were held at the Parkdale Activity and Recreation Centre and Evangel Hall Mission.

“...here homeless and street people gather each Sunday. They don’t have to line up for food. They sit at tables, restaurant style, and volunteers take their orders and serve them. It gives them back their dignity.”

-Rev. Katherine McClosky, Spiritual Care Coordinator for Evangel Hall

PASSEOVER SEDER
On the second night of Passover, 165 Ve’ahavta guests and clients – people of all faiths – gathered at Congregation Habonim to share in Ve’ahavta’s 13th Annual Passover Seder for the Homeless. Ve’ahavta President Avrum Rosensweig, and Congregation Habonim Spiritual Leader, Rabbi Eli Rubenstein led the Seder, while 38 volunteers served a sumptuous meal generously donated and prepared for the occasion.

THE CREATIVE WRITING CONTEST
Ve’ahavta’s 11th Annual Creative Writing Contest received 120 submissions from marginalized people around the GTA. These works were evaluated by a panel of literary judges including Tony Blair and Ron MacClean. Prizes were presented on May 27 at a Coffee House Ceremony at Parkdale Activity and Recreation Centre, during which winners were celebrated and given the opportunity to recite their work in person.

“...beyond the practicality of the financial support itself, what you are doing is essentially validating these artists as relevant creators of culture.”

-Jason Samilski, CWC winner 2012
Ve’ahavta Programs

Uganda
In July 2012 Ve’ahavta sponsored an exciting volunteer placement for a medical student from the University of Toronto to support the Uganda Spine Surgery Mission. The Mission provides spine care and surgery to Ugandan patients afflicted with infectious, degenerative, traumatic or congenital spinal ailments.

Guyana
Generously funded by the Canadian Auto Workers Social Justice Fund, Ve’ahavta’s Bri’ut Program (Health Program) supported local community-based health initiatives, including weekly diabetes clinics, public health talks, and local initiatives promoting adolescent girls’ health. Ve’ahavta also worked with Guyana Help the Kids to support the purchase of essential supplies for the Neonatal Intensive Care Unit in Georgetown Public Hospital, and to support a Canada-Guyana pediatric residency training program.

Haiti
Ve’ahavta continues to partner with the House of Hope Orphanage and with Food for the Poor Canada/Haiti to distribute Kinder Kits, computers, and other donated supplies.
THANK YOU TO OUR PARTNERS FOR ENHANCING OUR TIKUN OLAM EFFORTS:

Partnering with many local and international community agencies to leverage our existing resources allows Ve’ahavta to expand the scope of our outreach, increase the impact of our donor dollars and improve our services to clients worldwide. By partnering with schools, faith based groups, NGOs and academic and medical institutions we build bridges between faiths and cultures and further our practice of tikun olam, and encourage the mitzvah of tzedakah.

Parkdale Activity and Recreation Centre
Streets to Homes Assessment and Referral Centre
Evangel Hall Mission
Ledbury Park Middle School
Regent Park Community Health Centre
Jewish Family & Child Services
Congregation Habonim
George Brown College
TAG International Development
Red Crescent Society of Azerbaijan
Sarvodaya Shramadana Movement (Sri Lanka)
Shawanaga First Nation Reserve (Ontario, Canada)
Attawapiskat Reserve (Ontario, Canada)
Pencils for Kids
Marafiki Community International
The Canadian Auto Workers Social Justice Fund
Uganda Spine Surgery Mission Kulam (Ethiopia)
The American Jewish Joint Distribution Committee
Regional Health Administration (Region 2, Guyana)
The Lions Club of Bartica
Guyana Help the Kids
Mindfulness Without Borders (Rwanda, Israel, USA)
The Jewish Coalition for Disaster Relief
The Israel Trauma Coalition
Volunteerism has been a guiding principle of Ve’ahavta since the organization was formed 17 years ago, and is always in mind when we consider the programs we develop. Volunteers are essential to Ve’ahavta’s pursuit of tikun olam and have become partners in our mission to reach out to others with compassion and understanding.

In 2012, 1,148 volunteers donated 8,210 hours to Ve’ahavta’s poverty relief projects. The breadth of Ve’ahavta’s volunteer opportunities is staggering. Our volunteers have the opportunity to:

• be a teacher or guest lecturer for the Ve’ahavta’s Street Academy;
• be a judge for the Creative Writing Contest;
• be a tutor in one of our Homework Clubs;
• help us serve a meal to the homeless at one of our Community Dinners;
• help us serve a Passover meal at our Annual Passover Seder for the homeless;
• ride on our Mobile Jewish Response to the Homeless (MJRH) outreach van and serve sandwiches, coffee, the warmth of human connection and compassion to those living on the streets of Toronto;
• help us make sandwiches and prep food for the MJRH van;
• help us assemble Kinder Kits for distribution to underprivileged children around the world;
• make your mark as a medical volunteer in Guyana or in Uganda where we run an annual spinal surgery clinic;
• join various fundraising committees and be part of exciting and fun-filled events throughout the year.

Ve’ahavta’s volunteers continue to inspire us and help us build a community of Jews and non-Jews of all ages who are integrally connected to the lives of their neighbours.
“COULD IT BE ME?”

Ve’ahavta’s “Could It Be Me?” fundraising campaign was launched in March 2012 to raise funds for the organization’s local Community Poverty Relief projects. The campaign also sharpened public awareness, inspired empathy for the challenges faced by the homeless and impoverished, and engaged individuals in the fight against social injustice. Thanks to the outstanding commitment of our campaign cabinet and the overwhelming support of the local community the “Could It Be Me?” campaign was a resounding success, raising a total of $310,034.

CAMPAIGN CABINET

Alan Bass
Jack Benaim
Tim Bristow
Charles Diamond
Mark Diamond
Norman Levine
Larry Maher
George Salzberg
Jay Singer
Brian Vyner
Mark Fox
Mignonne Spiegelman
Ve’ahavta’s signature fundraising event, Starry Nights was held on Sunday, November 4, 2012, at the TELUS Centre for Performance and Learning, Koerner Concert Hall. Starry Nights was a resounding finale to Ve’ahavta’s 2012, Could It Be Me? fundraising campaign. Featuring Canadian music icon, Steven Page, and Elliotte Friedman, CBC’s Hockey Night in Canada commentator, as master of ceremonies, the evening paid tribute to six extraordinary humanitarians: Faye Schulman, Elly Gotz, Dr. Isaac Sobol, Ellen Schwartz, Dr. Philip B. Berger and Adam Hummel. Through the generous contributions of our many sponsors and individual donors, Starry Nights raised $534,289 to support Ve’ahavta’s poverty alleviation projects.

STARRY NIGHTS COMMITTEE

**Starry Nights Co-Chair**
Maura Cooperberg
Fran Grundman

Renee Birnbaum  Alicia Gouveia  Jordana Ross  Shelley Tushinski
Alison Cohen    Cindy Halperin    Eli Rubinstein    Noni Rabinovitch
Bruce Cowley    Ruth Hart        Judy Schwartz     Erin Hafner
Shelly Diamond  Danielle Kaplan  Francine Taras   Miri Schneiderman
Mark Diamond    Fern Levitt      Sheri Taras     
Karen Ehrlich   Malka Lewittes   Renee Birnbaum
Pam Freedman    Lynda Nadolny    Carolyn Tucker
STARRY NIGHTS CORPORATE SPONSORS

TITLE SPONSOR
Distributel

PLATINUM SPONSORS
The Bridle Bash Foundation
Barter Network Ltd.

GOLD SPONSOR
Weston Forest Group
Judy and David Shore

SILVER SPONSORS
Paradise Homes
Walter Arbib
The Leboff Family Charitable Foundation
Gluskin Sheff and Associates Inc.
Lorex Technology Inc.
Great Gulf Homes
Tom and Karen Ehrlich & Family
Onex Corporation
TD Canada Trust
Scotia Bank
Whitecastle Investments Ltd.
The Zimmerman Family
Evelyn Levine and Family
Shoel Silver
Dr. & Mrs. Glassman Paloma Foundation

BRONZE SPONSORS
Diamond Corp.
Dorel
The Diamond Family
Brian & Bunny Vyner
Camp Manitou
Home Lumber Inc.
(Dersean Investments Limited)
Mr. Ab Flatt and The Lindzon Family
Sheila Loftus
Nadfam Holdings Inc.
Hampton Securities
Judy and David Schwartz
and Quality Meat Packers
Delavaco Capital
Proximityco Capital
Leslie Canada
The Charles and Marilyn Gold Foundation
The Greisman Family
Jodamada Foundation
ORT Toronto
Mel Wolfond
Brian & Bunny Vyner
Bruce Cowley &
Lynda Nadolny & Family

On July 31st, the Ve’ahavta “League of Rock
Live Showcase” rocked The Garage at Downsview
Park. The room was filled to capacity with 250
adoring fans who came to applaud participating
bands: The Moody Jew, Black Shabbas and Guns
N’ Moses. The event raised $42,518 to support
Ve’ahavta’s vital poverty alleviation projects.
LEAGUE OF ROCK

On July 31st, the Ve’ahavta “League of Rock Live Showcase” rocked The Garage at Downsview Park. The room was filled to capacity with 250 adoring fans who came to applaud participating bands: The Moody Jew, Black Shabbas and Guns N’ Moses. The event raised $42,518 to support Ve’ahavta’s vital poverty alleviation projects.

STREET DAYS

In July, also to support Ve’ahavta’s poverty alleviation projects, two dedicated volunteers, Mark Fox and Jennifer Gilroy, rid themselves of all of their possessions and attempted to replicate the experience of the daily life of homeless people. Under the watchful care of Ve’ahavta, Mark and Jennifer lived on the streets of Toronto for 48 hours, and raised $4000.

COMMUNITY EVENTS

Throughout the year, various community groups including schools, social action committees, and faith-based groups, have engaged in Ve’ahavta’s tikun olam efforts by facilitating fundraising events, supply drives, and other volunteer initiatives.

We are proud and grateful to be part of a compassionate and proactive community.
We deeply appreciate the time, expertise and governance of our volunteer board of directors in 2012

**Henry Greisman**  
*Chairman*  
*Senior Advisor, Karabus Management Inc.*

**Mark Diamond**  
*Outgoing Chair*  
*Director and Owner Camp Manitou*

**Bruce Cowley**  
*Vice-President & Treasurer*  
*Creative Head, Digital Channels Programming, CBC Network*

**Larry Zimmerman**  
*Secretary*  
*Lawyer, Zimmerman Associates*

**Dr. Gordon Arbess**  
*Director, HIV Clinic, Department of Family & Community Medicine, St. Michael's Hospital, University of Toronto*

**Paul Lindzon**  
*President, ITA Shearings*

**Brian Vyner**  
*Entrepreneur*

**Ira Teich**  
*Founder, Teich Group*

**Bernie Farber**  
*Human Rights Activist, former CEO of Canadian Jewish Congress, Senior Vice President at Gemini Power Corp*

**Renee Roth**  
*VP International Sales, Marketron International Canada Inc.*

**Alan Bass**  
*President, Korbitec Inc.*

**Jordana Ross**  
*CBC Production Executive*

---

Thank you to our hard-working and committed staff for another successful year:

**Avrum Rosensweig**  
*President and Executive Director*

**Kirill Zaretsky**  
*Senior Director of Development*

**Ori Belmont**  
*Community Outreach Liaison*

**Carol Berns**  
*Fundraising and Administrative Coordinator*

**Eric Cisterna**  
*Manager, Community Poverty Relief*

**Lauren Gostick**  
*Community Outreach Worker*

**Ilana Linden**  
*Development Officer*

**Shawna Meswork**  
*Development Officer*

**Theresa Schrader**  
*Community Poverty Relief Associate*

**Robyn Segall**  
*Director of Programs and Marketing*

**Dave Warwick**  
*Controller*

**Sarah Zelcer**  
*Director of National and International Programs*

**Lilian Zepeda**  
*Controller and Administrative Assistant*