

HAKOL

THE VOICE OF THE JEWISH FEDERATION OF EDMONTON

HAKOL | VOLUME 8, #2

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January 29, 2021

STATEMENT

As a result of the sale of Our Parents' Home (OPH) in December, 2020 we are pleased to announce the establishment of Legacy Funds in excess of \$13 million with the Edmonton Community Foundation to benefit the Jewish Federation of Edmonton (JFED) and the Jewish Archives and Historical Society of Edmonton and Northern Alberta (JAHSENA).

An endowment of \$12 million has been created by OPH for JFED. A further \$300,000 endowment has been created for JAHSENA, to assist with the creation of a permanent home for the display of JAHSENA's archives. Those endowments will be managed through the Edmonton Community Foundation. A further \$1 million endowment has been created, through JFED and OPH, for a permanent professorship in Jewish Studies at the University of Alberta.

OPH Board Chair, Len Dolgoy, said: "The sale of Our Parents' Home occurred after careful consideration by the Board of Directors to ensure the long-term viability of OPH and its programs, and, at the same time, allowed us to create endowments of profound impact on the Jewish community."

Jewish Federation of Edmonton President, Steve Shafir, said: "These endowments by OPH for our Federation are unprecedented. Together with our annual UJA campaign, these gifts enhance the stability and reach of JFED and its programs and will be key pillars in our mission to sustain and enhance Jewish life in our community."

Len Dolgoy
President, OPH

Steve Shafir
President, JFED



**THE 25TH ANNUAL
EDMONTON
JEWISH FILM
FESTIVAL**

COMING THIS MAY

PRESIDENT'S MESSAGE

By Steve Shafir



At the beginning of this month, Stacey Leavitt-Wright started in the role of CEO of the Jewish Federation of Edmonton. Stacey has some large shoes to fill, but she jumped right in and has been working steadfastly to immerse herself in our community.

Her enthusiasm is infectious. She is still in the process of meeting with leaders throughout the community to learn and listen. At the same time, she is slowly putting her stamp on our own programming. There is a lot of work to be done and will take some time, but she is off to a great start and appears to have the stamina to still be standing at the end, even at the frenetic pace she's set.

Late last month, we were proud to announce to the community the establishment of endowments in excess of \$12 million to benefit the Jewish Federation of Edmonton and Edmonton's Jewish community. Called the "Legacy Funds", these gifts will provide much needed income to the Jewish Federation of Edmonton forever. As funds start to flow to us in 2022, these transformational gifts will enable the Jewish Federation of Edmonton to ensure that our community is sustainable and will help us grow our footprint throughout our community. We are extremely grateful and thankful to the donors of this gift – to the board of Our Parents' Home, and to the small group of people who worked tirelessly to see this gift through. A gift of this size is a once in a generation opportunity for any community, and we are lucky to be able to be the recipients of the funds.

We cannot, as a community, take this gift for granted – we continue to need all of your support through our UJA campaign to maintain all of our funding, including programs and services that the Jewish Federation of Edmonton offers, and for the funding of our beneficiaries, which include, but are not limited to the Edmonton Talmud Torah, BBYO, Jewish Family Services, the Jewish Drop in Centre and Camp BB-Riback. Please remember, that your generosity on an annual basis will continue to be the main driver in our ability to flourish.

As we have stated throughout this issue of HaKol, the Jewish Federation of Edmonton will be commencing a strategic planning initiative that will assist Stacey in fulfilling her goals and will help guide her, the Board of Directors and the staff of the Federation in the coming years. As we move through the process, we communicate clearly with the community and will engage with stakeholders to make sure that the Federation is meeting the needs of the community.

We continue to work to serve the community. We continue to stand up for the community. We continue to work for the community. We need all the help we can get. If you are interested in volunteering to help us fulfill our goals and to be an asset for the community, please reach out. We'd love to hear from you, we'd love to see you at our events (even if it is only virtually for the time being), and we'd love to have you help in our community's success.

JEWISH SPEAKERS' SERIES

ISRAEL'S PLACE IN THE MIDDLE EAST FROM LEPER TO NEIGHBOUR

featuring: **AMOTZ ASA-EL**

SUNDAY, FEBRUARY 7, 2021, 12:00 PM



The Jewish Federation
OF EDMONTON



Impact
Through
Education



REGISTER NOW

FROM THE CEO'S DESK

Stacey Leavitt-Wright



As I write this newsletter to you I am a few short weeks into this position. The CEO message is typically an update of events and highlights of what we have planned ahead. I also see this forum as an opportunity to launch a conversation with you, as is my weekly message in the Jfed e-weekly. I welcome your responses, questions, and feedback.

As I am transitioning into this role, we are all undergoing a transition, both as a community and as a society. While we weather through this pandemic we are also trying to envision what a post covid-19 world might look like, as many of the familiar ways we have 'done things' are starting to change, even as mundane as blowing candles out on a birthday cake that others will be consuming! In the mean time, the current restrictions have forced us to be creative in how we engage with you and ensure that our core programs and services continue.

My vision of an engaged, vibrant community is one that I know many of you share. My approach is to build on our relationships and seek more interconnections and opportunities for us to collaborate, with the Jewish Federation of Edmonton as the welcoming tent. This is not a one person endeavor. Our strategic planning committee, with Doug Wolch as Chair, will be seeking your input and involvement as we will be setting strategic priorities for the short to medium term. We will keep you informed as we launch this important process for our community. We already know that across North America communities of today do not look like communities of 100 years ago, and we can start to shape what a strong Jewish community will look like in the years to come as we emerge from this Pandemic.

In the mean time we have many volunteers continuing their dedicated efforts on our Board. We are also eager to welcome some new volunteer leaders as well. Colin Muscat, featured in this issue, has stepped into the position of Holocaust Education Chair, which he has dived into with enthusiasm and deep commitment. Melany Allen, BSW, RSW, will be leading our Good Deeds Day event scheduled April 11, and will be meeting with a committee to determine how best our community can be of service within current health guidelines. We also welcome Michelle Ausfresser as the Edmonton rep to the CIJA LGBTQ2+ advisory council and look forward to the many ideas she has for outreach within Edmonton. Are you interested in seeing things 'get done' in our community? We have other committees and events that could use your time and energy!

Before I officially stepped into the role of CEO I spent considerable time with Debby Shoctor who so graciously ensured that I would be able to hit the ground running. With the help of our devoted staff we ensured that the community could gather in an engaging format over the eight nights of Chanukah. We continue with free, online programming to benefit the entire community. Join us for our next speaker Mr Amotz Asa-El for "Israel's Place in the Middle East From Leper to Neighbour" on February 7, and for a family day weekend staycation. We have a PJ Havdallah Saturday night, with optional Havdalah kits for \$5. Travel with us to Ranana and Jerusalem with a cooking class and Machane Yehuda market tour. Our featured chef, Shawna Goodman-Sone, is an engaging, inspirational dynamo and her recipes are easy to replicate. No matter your age, you won't want to miss this one!

February is Jewish Disability Advocacy month and we are sharing many virtual resources for you to engage in with speakers and activities throughout the month. February is also Black History Month and I am looking forward to *I am Jewish: Honouring Black Jewish Experiences* on February 24 live from Ottawa which will be entertaining and informative.

The film fest committee is in the midst of narrowing down their program for the May festival. The Holocaust Education Committee will be ensuring that Edmonton high school students have a symposium to attend, that we commemorate Yom Hashoah with a virtual ceremony that is meaningful and engaging and have even added a program for book lovers. We will be joining Calgary and Winnipeg for a book launch and weekly book club "The Light of Days: The Untold Story of Women Resistance Fighters in Hitler's Ghettos" by Judy Batalion.

Chazak chazak v'nitzchazek: be strong, be strong, let us be strengthened. This resonates even more so as we mire our way through this pandemic and get to the other side, together. I encourage you to engage with the community. Attend programs. Call someone you have not seen in a while. Help yourself, by helping others, and volunteer in the community. We are stronger when we continue to support one another.

Respectfully, yours, Stacey Leavitt-Wright



Meet the board of Directors



Steve Shafir

How long have you lived in Edmonton?

I have lived in Edmonton for 40 years.

Favorite Jewish Holiday?

Yom Ha'Atzmaut

What you are hoping to accomplish by being on the board this year?

My hope for the year is that we have the chance to pivot to a new CEO and that we get her off and running successfully and to transition to the future.



Rebecca Asbell

How long have you lived in Edmonton?

I have lived in Edmonton for over 25 years.

Favorite Jewish Holiday?

Passover

What you are hoping to accomplish by being on the board this year?

I am honored to be part of this board. As a member of this board I aim to be part of a team that provides support to all of our Jewish agencies.

When I moved to Edmonton as a young adult, I was welcomed by this small, but warm community with open arms. I have dedicated numerous hours on various boards within the Jewish (and non-Jewish) community as my way of showing both dedication and gratitude for this wonderful community which I have been fortunate to call my home for over 25 years. Edmonton has so much to offer to Jewish families of any age or denomination and I am pleased to be part of a team dedicating energy to keeping this community flourishing.



Ellery Lew

How long have you lived in Edmonton?

I have lived in Edmonton for 50 years.

Favorite Jewish Holiday?

Pesach

What you are hoping to accomplish by being on the board this year?

I am involved with Federation because of the significant impact it has and the potential impact it can have on the community.

Meet the board Cont.



Faren Hochman

How long have you lived in Edmonton?

Since moving from Winnipeg in 2011.

Favorite Jewish Holiday?

While she cherishes the time spent with family at each Jewish holiday, she claims Rosh HaShannah is her favourite.

What you are hoping to accomplish by being on the board this year?

Building community and fostering Jewish connections are highlighted through her efforts as co-founder and co-chair of the Outreach Committee.



Doug Wolch

How long have you lived in Edmonton?

I've moved out of Edmonton twice, but since last living in Calgary, I've been here 24 years.

Favorite Jewish Holiday?

Chanukah, since I played Judah Maccabee in a Grade Two play.

What you are hoping to accomplish by being on the board this year?

Very focused: Strategic Plan.



Karen Oshry

How long have you lived in Edmonton?

Nearly 47 years, yikes!

Favorite Jewish Holiday?

Pesach, its all about family and food.

What you are hoping to accomplish by being on the board this year?

Continue to encourage sustainability and vibrancy of our community, cooperation among our stakeholder organizations and aid transition to a board with new faces.

Meet the board Cont.



Liran Levin

How long have you lived in Edmonton?

Almost 6 years.

Favorite Jewish Holiday?

Purim

What you are hoping to accomplish by being on the board this year?

Enhancing unity, communication and community-wide activities across the Jewish population in Edmonton.



Lisa Miller

How long have you lived in Edmonton?

I have lived in Edmonton 60 plus years.

Favorite Jewish Holiday?

All Jewish holidays that involve food and celebrating with family.

What you are hoping to accomplish by being on the board this year?

I joined the Federation Board following my involvement organizing the JCCA Maccabi games trips for 4 years, and after serving time on the BBYO parent Board and Talmud Torah Society Board.

My interest lies in ensuring that we have good programming to keep our youth engaged in Jewish life and leadership.



Ivan Steiner

How long have you lived in Edmonton?

We moved to Edmonton in 1987.

Favorite Jewish Holiday?

My favorite Jewish Holidays are Hanukkah and Pesach. (Yom Haatzmaut for non religious Holidays).

What you are hoping to accomplish by being on the board this year?

My volunteer activities involve (and have involved for 23 years) P2G.

Meet the board Cont.



Meirav Or

How long have you lived in Edmonton?

I moved to Edmonton from Israel in 2002.

Favorite Jewish Holiday?

Rosh Hashanah (Big meal and lovely gathering with no worries about including Hametz in the menu...)

What you are hoping to accomplish by being on the board this year?

Since I've moved to Edmonton I've been involved with Jewish organizations as a board member (TT, Na'amat and Aifda) and volunteering is a significant part of my life in any capacity I can be useful. By joining the JFE board I'm hoping to enhance the sense of belonging among my friends and fellow members of the community. It is my goal to try and bridge between the different sub-cultures of our community at the end of the day we are all connected by our shared history, values and hopefully an interest to maintain a strong and vibrant network of Jewish people.



Darryl Antel

How long have you lived in Edmonton?

I have lived in Edmonton since September 2013.

Favorite Jewish Holiday?

Rosh Hashana

What you are hoping to accomplish by being on the board this year?

Strengthen and grow the Jewish community.



Colin Muscat

How long have you lived in Edmonton?

I have lived in Edmonton on and off for 37 years.

Favorite Jewish Holiday?

Chanuka

What you are hoping to accomplish by being on the board this year?

I hope to serve my community by being effective in my roles.

Meet the board Cont.



Irit Shaposhnikov

How long have you lived in Edmonton?

I have been grateful to call Edmonton my home for almost 10 years now, as we immigrated from Israel in 2010.

Favorite Jewish Holiday?

Hanukkah is one of my favorite holidays as it symbolizes hope and gratitude. For me, this festival of lights is a time to celebrate our rich history and our achievements as a nation, as it continues to encourage us to spread the light even during the darkest times.

What you are hoping to accomplish by being on the board this year?

I am looking forward to contributing my multicultural expertise and share my enthusiasm towards building our community further. With an extensive background in leading immigration educational programs, I am excited to apply my crafted skillset to growing new collaborations, strengthening our growth, and helping new arriving members to feel at home.



Howie Sniderman

How long have you lived in Edmonton?

Debbie & I moved to Edmonton in 1978 to attend the UofA. If my math is correct, we've lived here for 43 years. Or 286 years. My math isn't always that great.

Favorite Jewish Holiday?

All of them. Who doesn't like a holiday? If pressed, I'd go with Lag b'Omer as that was the day we got married. If my wife wasn't reading this, I'd probably say Pesach as there is nothing better than drinking a lot of wine in the middle of a bunch of plagues.

What you are hoping to accomplish by being on the board this year?

Edmonton has a wonderful community and I'm happy to assist to ensure that it grows from strength to strength. I'm excited about helping to secure a meaningful Jewish future for my children and grandchildren in our city



Teddy Braun

How long have you lived in Edmonton?

20 years. I grew up in Saskatoon in a culturally infused European household. I overdosed on knishes and coffee komishboit which stunted my growth but I am still happy. I have a beautiful wife and 6 busy minions and mutts and still very happy!

Favorite Jewish Holiday?

Chanuka

What you are hoping to accomplish by being on the board this year?

I am delighted to join the Board and hope to contribute in a meaningful way.

Meet the board Cont.



Sarah Troster

How long have you lived in Edmonton?

I have lived in Edmonton almost 5 years.

Favorite Jewish Holiday?

My favourite holiday is Rosh Hashana, a time of reflection, celebration, family, and good food!

What you are hoping to accomplish by being on the board this year?

My hopes for being on the Federation board is to support and foster relationships within the Jewish community.



Benaron Gleiberman

How long have you lived in Edmonton?

I grew up in Regina, and moved to Alberta in the early 80's I met a girl in the last row of the Beth Shalom Synagogue during Yom Kippur services, and never left.

Favorite Jewish Holiday?

Pesach has always been an amazing holiday shared with family & friends. It is not unusual [except during COVID-19 times] to see a table set for 25 or more at our home, with wonderful food, and the chaos of multiple generations hunting for the Afikomen!

What you are hoping to accomplish by being on the board this year?

Over the years, I have participated on various boards, both inside the Jewish community and in the community at large. Currently I sit on the Phoenix Society for Harmony board, as well as the Lions Villages Seniors Foundation, in addition to JFED. As this is my first year on the board for many years, I hope to learn more about the multitude of committees, and the needs they represent. From there, volunteer as needed within my abilities.



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SECURITY UPDATE

Tal Toubiana



Given the events that have unfolded across the world over the last couple months, I know that security and the safety of our community is on our minds. Indeed it should be, and we should remain vigilant and aware of the environment.

I wanted to take a moment to share what I have been doing daily, weekly and over the last several months to ensure the security of our community is being constantly monitored even when working remotely. I speak weekly with the Edmonton Police (EPS), RCMP, and our national security network. These connections and conversations enable me to not only be critically aware of what is happening here in Edmonton, but also to have my pulse on what is taking place in communities across Canada.

We know, for example, that COVID-19 has made salient the extant inequalities, worsened the mental health of many, and aggravated the ongoing racism that exist in our society. Of all the hate crimes reported last year, half targeted people because of race or ethnicity (876), followed closely by their religious background (608). Sadly, attacks against people for their sexual orientation rose by 40 per cent with 263 incidents.

These trends are concerning – but are why I remain in constant contact not only with the police and security professionals but other minority communities to ensure we have open dialogue and are aware of the emerging concerns and threats.

I also liaise with security directors across North America and over the last couple months have gained access to a newly designed platform by the Secure Community Network (SCN) that allows real time insights to be shared across Canada and the US – allowing us to not only be aware of what is happening or where but also to predict potential trajectories. Such software radically improves our ability to tackle emerging situations efficiently.

Finally, on a daily basis I am deliberating, assessing, and improving our existing security plans and procedures by reviewing open sources, media outlets, and news trends. I am also actively reviewing training opportunities (situational awareness, use of force techniques, and specialized first aid to name a few) for our community.

Should you be interested or have any concerns please reach out to me at 780.487.0585x204 or at talt@edjfed.org

Stay safe,
Tal Toubiana

**I am Jewish:
Honouring Black
Jewish Experiences**

Feb 24 • 8 pm EST



**The Jewish Federation
OF EDMONTON**

» REGISTER NOW

GOOD DEEDS DAY PPE DRIVE

Thanks to a generous donation of PPE from JFC-UIA, and donors Nicole Leff Pollak and Aaron Pollak, Jewish Federation of Edmonton was able to provide all of our beneficiary agencies with 15,000 facemasks to use how they see fit. Organizations receiving masks included Jewish Family Services, Our Parents' Home, the Jewish Seniors' Drop-in Centre, Beth Israel Synagogue, Chabad of Edmonton, Hillel of Edmonton, JAHSENA, and Chevra Kadisha. Some of them were distributed at the two Good Deeds Day Bissell lunches hosted by Beth Israel and Beth Shalom Synagogues and other community organizations. Thanks to everyone involved for making sure Canadian Jewish communities will be able to stay safe this winter!

Then on the heels of Giving Tuesday Jewish Federation of Edmonton delivered the remaining 25000 medical masks to YEG Charities: YESS, Mustard Seed, E4C, Kids for Cancer and the Al Rashid Mosque. Thank you to JFC-UIA and the Pollaks for helping our community. #staysafe #stayhealthy #JewishEdmonton.

Stay tuned for more Good Deeds Day activities coming throughout the year.



**GIVING
TUESDAY**

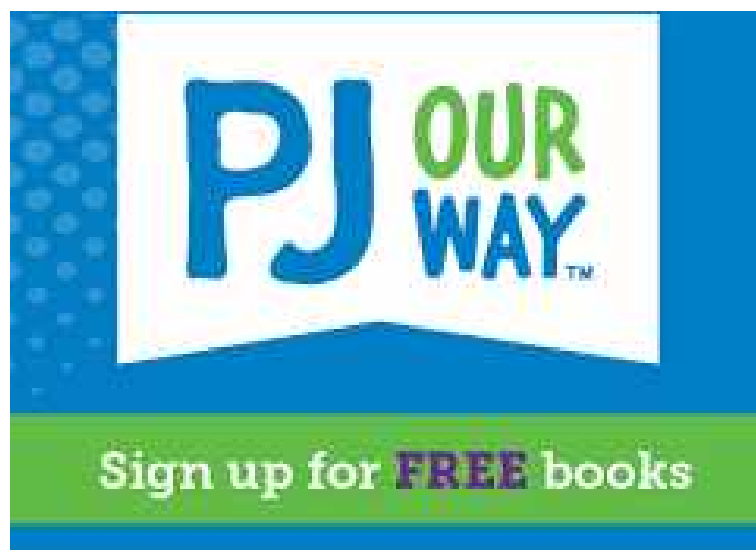


PPE's pickup at the JFED offices



PJ LIBRARY AND PJ OUR WAY

While so much of our lives have moved to a virtual platform, receiving PJ library and PJ Our way books has remained steady in Edmonton! 228 subscribers in Edmonton are receiving PJ books for 0-9 year olds on a monthly basis, supported by the Jewish Federation of Edmonton. Tweens 9-12 years old can sign up for PJ Our Way where they get to choose their books monthly, all free of charge! We have started programming again with our PJ story time during Chanukah offered in Hebrew, Russian and English and a virtual PJ Havdallah coming up on February 13, with a craft led by parent volunteer Yuliya Massarsky and Havdallah led by Moreh Ari Sniderman! We look forward to offering more regular PJ programming and parent connection moments, both virtually and in person when restrictions and weather permits! If you would like to help sponsor a program or have ideas to share with us you can email info@edjfed.org or send us a message on our PJ Library Edmonton Facebook page.



REMEMBRANCE DAY

Debby Shocter



On Friday, November 11th, 2020, in the midst of a new global emergency, the community still gathered at the Edmonton Jewish Cemetery to remember those Jewish Edmontonians who made the ultimate sacrifice in defense of our Canadian freedoms. Due to COVID-19, the ceremony was a little different this year, taking place entirely outdoors and socially distanced.

Ken Wasserman, whose father Malcolm began the ceremony in 1948 welcomed everyone, and recited the names of those who perished in WWII, which are inscribed on the Cenotaph: Morley Wachnow, Moe Marder, Harry Uretsky, Alex Podolsky, Ben Levine, Allan Rodd, Irving Garfin, Leonard Goldberg, Hyman Greenberg.

May their memories be for a blessing. Then Rabbi Claman began the service with a D'var Torah. Wreaths were placed by the community organizations in attendance. Then the ceremony continued with a recitation of the El Moleh Rachamim by Rabbi Zolly Claman and Ben Comer played "The Last Post" on the bugle, followed by 2 minutes of silence, the Mourners Kaddish, recited by Rabbi Gila Caine, and then the ceremony concluded. Unfortunately, there was no lunch this year due to COVID-19 restrictions.

As always, a special thank you goes out to Ken Wasserman, Dave Marcus, and Don Charnaw for their many years of continued assistance in running this program and making sure it runs smoothly.



Remembrance Day Ceremony at the Jewish Cemetery

KRISTALLNACHT PROGRAM: THE LIFE AND SURPRISING LEGACY OF ANNE FRANK

Debby Shocter



This year (2020), in commemoration of Kristallnacht, we were honoured to have as our guest via Zoom, internationally renowned speaker and author Gillian Parry, MBE, all the way from London, England. She hosted two sessions, one for adults and one for teens on Sunday, November 8th at 1 and 3 pm respectively.

The sessions were well-attended by both the Jewish and Dutch communities.

Gillian gave one of her most popular and richly illustrated talks, on 'The Life and Surprising Legacy of Anne Frank', via a Zoom live streamed event. The talk was around 50 minutes with time for a short Q & A. Those of you who missed it can email talt@edjfed.org if you want a link to the YouTube version.

Gillian is a hugely popular speaker and has had many years of speaking, lecturing and broadcasting experience,

in locations such as 10 Downing Street, the United Nations in New York, and most recently, the Clinton Presidential Library in Little Rock. As the Co-founder and long-time Executive Director of the Anne Frank Trust UK, Gillian has been privileged to meet many people who knew Anne Frank and shared their personal recollections of her. In 2010 Gillian was awarded an MBE for services to education and in 2018, she published her first book 'The Legacy of Anne Frank,' available via Amazon and other outlets.

This event was generously co-sponsored by the Dutch Canadian Club and the Jewish Federation of Edmonton. The DCC is currently fundraising for a statue of Anne Frank to be erected in Light Horse Park in Old Strathcona, to which JFE and other community members have contributed. Stay tuned for the unveiling ceremony, which will hopefully take place next spring.

Family Day Weekend **STAYCATION**



The Jewish Federation
OF EDMONTON

PJ Library

FAMILY STAYCATION HAVDALLAH

FREE VIRTUAL EVENT



**CRAFT TIME, HAVDALLAH AND SONGS, PJ LIBRARY STORY,
LED BY YULIYA MASSARSKY & ARI SNIDERMAN**

FEB 13, 2021 AT 6:30PM

HAVDALLAH KIT \$5 LIMITED QUANTITIES.

DEADLINE TO ORDER - JANUARY 29

PORCH PICK UP SUNDAY, FEBRUARY 7 IN OLESKIW/RIVERBEND

REGISTRATION IS REQUIRED TO ATTEND.



REGISTER NOW

EDMONTON JEWISH COMMUNITY CHARITABLE FOUNDATION

Stephanie Hendin



The Edmonton Jewish Community Charitable Foundation (EJCCF) helps people support Jewish causes that are important to them. The Foundation provides resources to make the community's vision a reality, working in partnership with donors and striving to ensure the long-term financial security

of the Jewish Community.

As determined at the December 2019 EJCCF Annual General Meeting – funds in the Foundation have been moved to the Edmonton Community Foundation (ECF) to be administered. The exercise of conferring with donors, drawing up the appropriate Master Agreement, preparing new contracts with donors and the actual transfer of funds all occurred last month. This major transition was expedited with the assistance of Kathy Hawkesworth of the ECF and with much time and effort provided by the past Chair of the EJCCF – Michael Paull. Appreciation as well to Debby Shoctor, former CEO of the Jewish Federation of Edmonton for her assistance and to all the EJCCF donors who supported this change wholeheartedly.

The ECF will provide the EJCCF with administrative support, donor stewardship and with time -raise the profile of the Jewish Community Foundation. The EJCCF volunteer Board will remain and will continue to solicit endowment funds from the Jewish community, but the multiple benefits provided by the ECF will enhance the goals of the Foundation. The experienced fund management, preparation of donation agreements, the reporting provided and the sophistication of the ECF offered by its professional staff will all ensure that “together – we are better”.



During 2020 contributions to the EJCCF continued to be received from family and friends to the various funds and new family funds were also established. All enhance the EJCCF's ability to grow and therefore distribute grants in our community today and in the future. Creating a fund is easy and becomes fully operational at \$10,000 or more. A fund can also be built with gifts over time.

For the plan best suited to your personal situation and charitable objectives we recommend that you consult with your legal and financial counsel and with the Edmonton Jewish Community Charitable Foundation. With the assistance of our new ECF partner, you can make a difference that lasts your lifetime and provide support for generations to come. A planned gift to the Jewish community ensures the perpetuation of your family name - no matter where or when in the future, you can be there to help.

As is says in the Talmud, “As my father planted before I was born, so do I plant for those who will come after me”.

For further information, email: Stephanie.Hendin@gmail.com to discuss.



The Jewish Federation
OF EDMONTON



The Jewish Federation
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Avraham Infeld



Kathy Kacer



Yisrael Campbell



Amotz Asa-El



Rachel Sharansky



Robbie Gingras

JEWISH SPEAKERS' SERIES

REGISTER NOW

AMOTZ ASA-EL, SUNDAY, FEB 7, 12:00 PM

RACHEL SHARANSKY DANZIGER, SUNDAY, MAR 7, 12:00 PM

ROBBIE GINGRAS, SUNDAY, JUN 6, 12:00 PM

VISIT JEWISHEDMONTON.ORG TO LEARN MORE

BEYACHAD: NO MENORAH LIT ALONE

Stacey Leavitt-Wright



When we started to plan this event, we did not know that the gathering restrictions were forthcoming! Beyachad: No Menorah Lit Alone event ensured that everyone could light candles with other people and take part in a community gathering from the comfort and safety of their homes. Dr. Deena

Hinshaw mentioned this event in her daily remarks as a creative and safe way to celebrate our holiday and allow people a personal connection with one another!

Each night featured a shamash leader representative of a different community organization. This inclusivity was appreciated by many as noted in our survey responses to the question "What did you like about this event?"

Here is what some of the participants told us:

That many different Jewish groups participated –

Reisa

No matter your affiliation...all Jews could join together –

KF

It was a way to bring the community together virtually to celebrate Chanukah when we could not do so physically –

Lewis & Freya Wasel

Connecting with other Jewish families in the city... seeing everybody... feeling the feel of a community celebration –

Yuliya Massarsky

Whether you were looking for connection, camaraderie or entertainment we listened to a variety of Chanukah music, sang together, had breakout rooms with PJ library stories in English, Russian and Hebrew, had a fun mock-debate and generally enjoyed a chance to visit and schmooze! We gave away prizes and spread the light virtually using our social media hashtags #YEGChanukah and #Nomenorahlitalone. [Watch this](#) quick video recap to catch the highlights!

You can view the mock debate Latkes vs Sufganiyot by [clicking here](#). Spoiler alert: Latkes won!



2020/21 UJA CAMPAIGN REPORT

By Susan Schiffman



Jewish Edmonton has a great history of coming together in crisis. This year was no exception. In a period of unimaginable public health and economic challenges, our Community showed exceptional support and generosity for the UJA Campaign. To date, the Campaign has raised over \$820,000.

We launched the Campaign with a target of \$1 million, knowing it would be a big challenge, but determined to try. Indeed, there have been some great hurdles. A few of our lead donors work in industries very hard hit by the COVID crisis and they have drastically reduced their Campaign gifts, or made no gifts at all. The drop in the Campaign due to the loss or reduction in these lead gifts was over \$150,000. We also had a number of additional gift reductions from other high and mid-level donors who faced business trouble, retired, moved away, or passed away, further adding to our shortfall.

Yet, to counterbalance setbacks, we saw incredible generosity, community-wide. Hundreds of donors held their gifts steady, or increased them, offsetting a significant portion of the losses and helping us to achieve a result that is impressive, given the very difficult circumstances. Another very encouraging high point, this year, was the Over-and-Above Campaign for Chevra Kadisha. The UJA team raised \$28,000 for the new Jewish cemetery.

As we move ahead in the year to come, Federation is firmly devoted to using UJA funds to serve our community in the most effective and productive ways possible. Given the great uncertainty around us, we will continue to be flexible, fast-moving, and innovative, so that we can adjust to changes in community needs or priorities as the public health situation evolves.

We will strive to deliver virtual cultural and educational events that are inspiring, thought-provoking and beyond the ordinary. Though collaboration and connections with other Federations, Jewish organizations, and individuals, around North America, and around the world, we will bring Edmonton an array of dynamic events that connect us, enrich our lives, and feed our minds, helping us to all to get through this pandemic in unity and in strength.

We will also provide strong support of our key beneficiaries. For our children and teens, we will continue to strengthen ties to Judaism and Jewish Community, through UJA-funded bursaries to Talmud Torah, BBYO, and Camp BB Riback. Our Community members will continue to receive support through Jewish Family Service's bereavement, resettlement, and advocacy services, while seniors will benefit from virtual cultural and fitness programs, and take-out Kosher food from the Jewish Seniors' Drop-in Centre

In Israel, UJA funds will support projects with our partners in the Upper Galilee -- both virtual events between Edmonton and Israel, and capacity building projects, on site in the Galilee. We will continue to help new immigrants find homes through the Jewish Agency. Around the globe, we will work towards Tikkun Olam, bringing food, medicine and shelter to vulnerable Jews in dozens of countries through the Joint Distribution Committee.

We extend our deep gratitude and warmest thanks to our UJA Chair Howie Sniderman, who stood at the helm of the UJA ship alone this year. His leadership, expertise and enthusiasm helped us to steer a steady course through tough waters. Warmest thanks also to Ron Sorokin, outgoing UJA Co-chair, for his advice and helping-hand as steward to major donors.

This year, more than ever, we want to recognize the incredible contribution of our outstanding team of volunteer canvassers. Undaunted by the challenges of a campaign during a pandemic, they carried on with their work with skill, devotion, and enthusiasm, helping us to have a successful result, in spite of it all.

Above everything, we thank the hundreds of donors who showed extraordinary generosity and devotion to our Edmonton Jewish Community, and to Jewish people worldwide. Your support of Edmonton UJA will help get our Community through this very challenging time and will allow for forward-looking investments that transform Jewish lives at home, in Israel and across the globe.

As the 2020/21 Campaign nears its close, we begin to look towards the upcoming Campaign. The UJA team is already at work recruiting new Co-Chairs. We will continue to work hard to bring events and leadership opportunities that engage supporters in Federation and in the UJA Campaign.

We urge you to help us keep Jewish Edmonton thriving, safe and strong now and in the future. Participate in our virtual events. Join our committees. Become a canvasser. Give generously to our fundraising appeals. Participation not only makes your Jewish life richer, it greatly improves the lives of Jewish people in our Community and around the globe.

To make a gift or become more involved, please contact Susan Schiffman at 780-487-0585 x 206 or at susans@edjfed.org



PARTNERSHIP2GETHER (P2G)

Tal Toubiana



COVID may have prevented us from visiting our partnership region but it could not keep us from meeting virtually! With the leadership of our innovative Committee, students and teachers from Emek Hahula and Edmonton got together for our annual Mifgash over zoom.

We “met” over Chanukkah and once again during Tu Bishvat. We kicked off each event with a beautiful photo tour of backyards, city landmarks and our favorite places in Northern Israel and Alberta, giving each community a chance to “visit” the other and get acquainted. During the meeting, our students were center stage, and engaged with enthusiasm in our unusual but effective virtual platform. With 14 teens from Israel and 8 from Edmonton, we lit Chanukah candles, sang Ma’oz Tzur, chatted, played Kahoot games, and had group discussions.



Tu Bishvat Mifgash

We used zoom breakout rooms to give students a chance to interact personally with each other, and there were thoughtful conversations alongside many laughs. The Israeli students practiced their English and learned about Jewish Life in the diaspora, while the Canadians learned about Israel from the point of view of their peers, not just their teachers (who were having fun as well, I might add!). We concluded the event by sharing a video showcasing the positive impact of the trees the partnership planted in the Plugot forest in Israel. Students and teachers all received certificates acknowledging their role in this important work! We encourage you to have a [view yourself](#). Given the success of this initiative we are already hard at work planning our virtual mifgashim for Purim and Yom Ha’atzmaut continuing our work to strengthening Jewish identity and the connection between Edmonton and Emek Hahula.

[View Chanukha brochure](#)

[View Tu Bishvat brochure](#)

Test your knowledge of our Coast-to-Coast Israel Partnership. Specifically, between Edmonton and the Galilee Panhandle region or Etzba HaGalil. [on Kahoot.it](#)



Let's Do Good Together!

April 11, 2021

#GoodDeedsDay

Family Day Weekend

STAYCATION

EXPERIENCE ISRAEL

COOKING DEMO AND MACHANE YEHUDA MARKET TOUR

Join us for a tour of the Machane Yehuda market and an in house cooking demo featuring baked shawarma chicken, tahini, and fattouche salad with zaatar pita chips



**WITH CHEF
SHAWNA GOODMAN-SONE**

Shawna blends her love of cooking with Philanthropy to raise the awareness of social needs through food



**TOUR GUIDE
ORIT LEVI**

Jerusalemite tour guide and food expert

SUN, FEB 14 | 11:00 AM | VIA ZOOM



The Jewish Federation
OF EDMONTON

FREE EVENT



REGISTER NOW

JEWISH FREE LOAN ASSOCIATION (JFLA) EMPOWERING ECONOMIC SELF-SUFFICIENCY WITH INTEREST-FREE LOANS

This past year has been challenging to say the least. Increasingly individuals and families, who were previously self-sufficient, require financial relief and are reticent to reach out and ask for assistance.

In an effort to alleviate financial distress, Jewish Communities around the world have stepped up to offer support. One such organization in Edmonton is the JFLA which provides tangible help by granting interest-free loans for a wide range of purposes such as basic needs, further education or simply making ends meet.

If you or anyone you know could use a helping hand to become self-sufficient with dignity, please contact the JFLA.

For more information, or to apply for an interest-free loan, please visit <https://www.jewishedmonton.org/about-us/board/local-partners-beneficiaries/jewish-free-loan-association-of-edmonton> or call Jewish Federation at 780-487-0585.

Our email address is jewishfreeloan@edjfed.org

Every applicant is met with understanding, and confidentiality is maintained in our effort to help in times of need.



Jewish Free Loan Edmonton grants **interest-free loans** to members of the Edmonton Jewish Community who are in need of temporary financial assistance.

How we can help you
Personal Loans up to \$5000 including:

- Education
- Healthcare
- Life-Cycle Events
- Or if you are simply having difficulty making ends meet.

Emergency loans up to \$1000
For immediate needs such as food, clothing or shelter.

How to apply for a loan

- 1 Go to jewishedmonton.org
- 2 Select Our Community from the menu
- 3 Select Partners and Beneficiaries
- 4 Select Jewish Free Loan Association of Edmonton
- 5 Complete the application form, and send to: JFLA % Jewish Federation of Edmonton or email jewishfreeloan@edjfed.org.

Questions?
Call **780-487-0585** or
Email jewishfreeloan@edjfed.org

Jewish Federation of Edmonton
#100, 10220 156 Street
Edmonton, Alberta
T6P 2R1

Confidentiality is assured.
Loan recipients maintain dignity and self-sufficiency as they repay their loans.

BBYO UPDATE

Barry Pechet

Despite COVID-19, BBYO has continued to have incredible virtual programs, and most significantly, our virtual LTI convention. We totaled over 104 registrants for the event and welcomed over 20 alumni to the Havdallah program on Saturday night where we had a total of 97 participants on the call. The weekend was filled with a wonderful Shabbat service on Friday night with a gift bag program, a moving and emotional Havdallah service on Saturday where our teens participated in a cathartic fishbowl program where they communicated the effects of COVID-19 on their lives. The weekend wrapped up on Sunday where our regional presidents shared their mid-state speeches of the region. Over the last month the teens have had some very significant programs such as the AZA and BBG gift exchange program. Each engaged 20 members and it was very well received. The chapters recently held their mid-state business meetings and delivered their speeches to the region. In the near future we look forward to an exciting Winter kickoff program (date and time TBD), and are excited to eventually bring back in-person activities as the restrictions lift.



THE NEW OUTREACH COMMITTEE - BUILDING A COMMUNITY WITHOUT WALLS

**Faren Hochman and
Sarah Troster**

Following a Young Leader event co-hosted by UJA chair Howie Sniderman in 2019, Jewish Federation of Edmonton board members Faren Hochman and Sarah Troster recognized the growing need for the Federation to connect more deeply and personally with community members; for members to hear about the role of Federation in their Edmonton Jewish life; and for communication efforts to be directly influenced by how members want to hear about events. And with that, the new Outreach Committee was created.

A “community without walls” seemed like an appropriate theme for these efforts for two primary reasons. First, due to COVID-19, there are ongoing restrictions to physically congregating in a building with walls. This pandemic has forced the Federation to become more creative with our efforts in reaching out to members and providing meaningful and engaging content.

The second reason for this theme relates to the recent community vote that resulted in a pause in plans to build a Jewish Community Centre. Pursuant to this decision, we must continue our efforts toward **building community connections**, even in the absence of a communal building.

The figure below outlines the purpose and goals of the Outreach Committee:



The early activities of the Outreach Committee included facilitating online focus groups with community members. Passionate discussions underscored that central to one’s Jewish community is a community that is welcoming to newcomers, inclusive to all, and facilitates “doing Jewish and non-Jewish things with Jewish people”. Community members voiced a clear need to know and understand “the demographics of our community and their affiliations”, and for the Federation to revise its communications to be more personalized and better laid out.

From there, Faren and Sarah and a few committed volunteers assembled virtually for a first committee meeting. Current efforts are focused on identifying newcomers to the Edmonton Jewish community and reviving the “welcome wagon” as a means to introduce and include them in the community.

The early vision and work of the Outreach Committee will also continue on a larger scale under the leadership of new CEO Stacey Leavitt-Wright and the board’s plans for a strategic planning initiative. Stay tuned for details on opportunities to have your voices heard and hopefully improve how you hear from your Federation.

These new and ambitious endeavours can be made more successful with the input and efforts from volunteers.

The Outreach Committee and the Federation are actively seeking volunteers from all ages, life stages, backgrounds, and religious denominations to represent our diverse Jewish Community. If you are interested in joining our efforts, please reach out.

We hope to see you and talk with you soon. Until then, keep safe and keep well!

Faren Hochman and Sarah Troster, Outreach Committee co-chairs
info@edjfed.org

THE JEWISH FEDERATION OF EDMONTON

WE'RE HIRING!

Job Title: Education and Engagement Specialist
(Part-time, 6 month contract)

[READ MORE](#)

HOLOCAUST EDUCATION

Colin Muscat



I am honoured to take on the role of Chair for the Holocaust Education Committee. I am excited to work with the dedicated and passionate members of this committee. As leader of this committee, my goals will be:

- i. To build upon the excellent work that has already been done in Holocaust education, remembrance and advocacy.
- ii. To ensure that the universal lessons that we have learned from the Holocaust continue to be seen as relevant to what is happening in our time and in our world.

I am a March of the Living alumnus (Coast to Coast Canada delegation, 2000), and being a part of this program was a formative event in my life. When I accepted this position, I spent time going through my pictures and keepsakes from that event, which I have not looked at in almost twenty years now. I came across a speech that I had written when I returned from Poland and I addressed our community at a Jewish Federation event. This is what I wrote: Many years ago, someone looked upon the ashes of the Holocaust and said "Never Again". And donations and support from Jews around the world helped develop the Land of Israel into a Jewish homeland and helped found organizations to ensure the Holocaust would always be remembered. And despite this, only 55 years later now, Antisemitism and Nazism are surfacing again; in Austria with the Freedom Party, and in the United Kingdom, with the Holocaust denier David Irving.

The March of the Living opens the eyes of 7000 Jewish youth from around the world every two years, 7000 witnesses to the consequences of racism and prejudice. We 7000 youth are another growing source of strength against the very ideals that led to the destruction of so many innocent people. As we age we are obligated to continue the fight.

You may ask, what have I learned from these two weeks? Tolerance, for one thing. Pride of being Jewish. Perhaps most importantly, I realize my need to become actively involved in a universal fight against injustice, whether related to Judaism or not. The Holocaust was a tragedy of Humanity, and as time moves on, there will be less and less survivors to remind us of the horrible crime that happened only 55 years ago.

But I, and 7000 other Jewish people my age, are now witnesses.

We have seen with our own eyes the remains of the Holocaust. We have mourned, we have experienced, and we are now obligated to bring the knowledge we have gained to you, and you will in turn pass it on, and in this way, the Jewish people will never forget the voices of six million, begging to be remembered. And together we will say "Never again".

Where has the time gone?

Twenty years ago, I promised myself I would do my part to ensure the lessons of the Holocaust would not be forgotten. It is eerie to read these words after all of this time and see that nothing really changes. The cast of characters may be different, but the themes remain the same. There is still work to be done.

My participation in the March of the Living was made possible by funding from the Jewish Federation of Edmonton, which is to say, from donations from our Jewish Community. I could not afford to have gone otherwise. I will always be grateful to have had the opportunity to be a part of this experience. In this role as Holocaust Education Chair, I hope to give back to our Community something of what was given to me. I also look forward to picking up where I left off when I was seventeen.



The Jewish Federation
OF EDMONTON

THE EJFF LIGHTING UP LIVING ROOMS

By Susan Schiffman



Nearly a year ago, when the global pandemic closed down public events and sent us all into a tailspin, there was a bright light that went on. It lit up computers and TV screens in Edmonton, Calgary, Vancouver, Montreal, Boston, New York, and even Tel Aviv.

It was the shining light of the first-ever Virtual Edmonton Jewish Film Festival. A runaway success, it attracted thousands of viewers, received acclaim from all corners and brought comfort and connection in a terrifying time.

Now, back by popular demand (and public health requirements) is the 2021 Virtual Edmonton Jewish Film Festival (EJFF) coming to your living room. It will take place between May 2nd and May 13th (exact dates and schedules to be announced). The Festival will include approximately 6 films and several shorts, all Edmonton premieres, as well as a selection of Zoom pub talks to encourage reflection and conversation. The Earl Parker Award will be given to an aspiring film maker and two shorts, made by past Earl Parker Award winners, will be shown. Should the public health situation allow, there will be a socially-distanced, outdoor event during the summer, to close the Festival.

The EJFF Committee is very busy screening films (One can imagine there is also a lot of popcorn eating going on, as well). They are considering some really great films including moving Israeli narratives, eye-opening political documentaries and off-beat comedies. The Committee will be excited to reveal the final roster in early March. Look for it at Jewishedmonton.org

To bring Jewish culture, history, and togetherness to as many people as possible, admission to the Virtual EJFF will be free, again this year. The EJFF Committee will soon be approaching supporters to sponsor the Festival. If you would like to sponsor, please get in touch with Susan Schiffman, susans@edjfed.org or keep an eye out for the sponsorship form by late February at Jewishedmonton.org.

So, mark your calendars, order some red and white popcorn boxes from Amazon to give you that movie house feel and get ready for the 25th Annual Edmonton Jewish Film Festival.



THE 25TH ANNUAL
EDMONTON
JEWISH FILM
FESTIVAL

COMING THIS MAY



JEWISH SPEAKERS' SERIES

COUCHES AND TENTS:
LESSONS FROM THE STRUGGLE FOR SOVIET JEWRY

featuring:

RACHEL SHARANSKY DANZIGER

MARCH 7, 2021
12:00 PM






»
[REGISTER NOW](#)

LAUGHING AND LEARNING, JEWISHLY, WITH EDMONTON HILLEL

Lior Erlich



Though the University of Alberta and Grant MacEwan campuses are shuttered, and students scattered across the city, Jewish togetherness is still very much alive for Edmonton Hillel. With six student leaders on the Executive Committee and a membership of over 20, Hillel is offering great

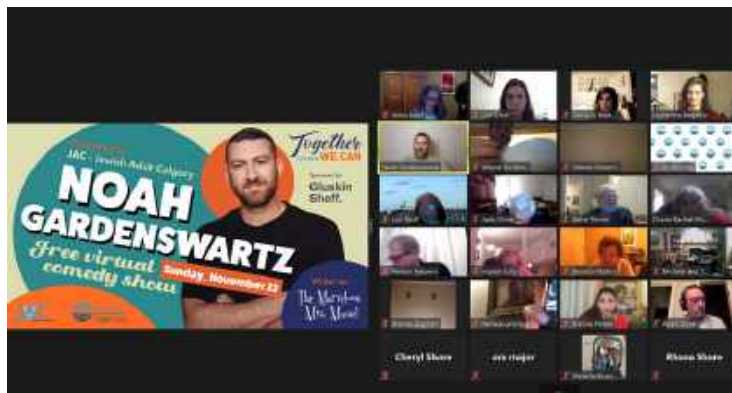
activities to connect students and build Jewish identity.

A silver lining in the COVID-19 cloud has been increased cooperation between Edmonton Hillel and other Jewish student organizations, for virtual events. On November 22nd, Edmonton and Calgary Hillel clubs partnered to offer a Virtual Comedy Night with the hilarious New York-based comedian, Noah Gardenswartz. The show was a huge hit, and, the students were not the only ones laughing. A number of seniors also tuned in to the online event and shared in the fun. Hillel students moved from laughing together to learning together, for their following event, on November 29th: "Follow Your Roots" an exploration of Russian-Jewish culture and tradition. Held in conjunction with Hillels across Canada and with the Russian-Jewish educational organization Limmud FSU Canada, "Follow Your Roots"

allowed Hillel students to share in vibrant discussions and activities centered around Russian Jewish identity, Russian Jewish holiday rituals, and, of course, Hanukkah recipes.

Planning is also underway for winter and spring events when the Edmonton Hillel team hopes to host a virtual bingo night, a virtual escape room and holiday-related events for Purim and Tu Bishvat.

Your contributions to Edmonton UJA have brought laughter, learning and Jewish connections to Hillel students, when they need them most.



HILLEL HIGH SCHOOL REPRESENTATIVE NEW INITIATIVE THIS YEAR

Hillel Edmonton is a wonderful, student run program that highlights the importance of battling against anti Semitic values and uniting together as one community in support of Israeli advocacy. As one of the high school representatives on the Hillel executive team, I am fascinated by the welcoming community at Hillel and many opportunities placed in educating and diversifying individuals on Jewish holidays, and customs. By joining Hillel I have not only immersed myself into a community where my Israeli heritage is harnessed, but have made friends that will last a lifetime.

Sincerely,
Carmel Erlich





THE LIGHT OF DAYS

**WEDNESDAY,
APRIL 7**

**Calgary & Edmonton: 7:00 MT
Winnipeg: 8:00 pm CT**

on Zoom | FREE EVENT

**Register online at
jewishwinnipeg.org/light**

Do not miss an unforgettable conversation with Author **Judy Batalion** and **Belle Jarniewski** as they discuss Judy's highly anticipated book **The Light of Days: The Untold Story of Women Resistance Fighters in Hitler's Ghettos**.

One of the most important stories of World War II that brings to light the extraordinary accomplishments of brave Jewish women who became resistance fighters — a group of unknown heroes whose exploits have never been chronicled in full, until now.



 HarperCollinsCanada



UPCOMING EVENTS

February 7, Jewish Speakers' Series, Amotz Asa-El
[Register here](#)

Feb 13-14 Family Day Weekend :

****Family Staycation Havdallah.** [Register here](#)

****Experience Israel Cooking Demo and
Machane Yehuda Market Tour.** [Register here](#)

February 24, I am Jewish: Honoring Jewish Black
Voices. [Register here](#)

February 25, Erev Purim

March 7, Jewish Speakers' Series, Rachel Sharansky
Danziger. [Register here](#)

March 16, Passover Cooking Demonstration with
Chef Michael Solomonov

March 27, Erev Pesach

April 7, The Light of Days - Book Launch TBA

April 8, Yom HaShoah Virtual Ceremony TBA

April 11, Good Deeds Day TBA

April 14, Erev Yom Hazikaron TBA

April 15, Yom Ha'atzmaut TBA

April 29, Lag Baomer

May 16, Erev Shavuot

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The Jewish Federation
OF EDMONTON

