



Kolreena

Towards a Better Future — integrating people with developmental disabilities into the community

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(l-r) Lisa Levin, VP Communications, Circle of Care; Laurine Schmelzle, Chair, Reena Board; Arnold Foss, VP Communications, Circle of Care; and Sandy Keshen, President & CEO, Reena.

Reena Receives Circle of Care's Inaugural Community Partner Award

At their Annual General Meeting/Volunteer Recognition evening on October 5th, the Circle of Care presented Reena with their Community Partner Award. Reena was proud to be the first recipient of this newly created award which is presented to a community organization 'that has worked closely and collaboratively with Circle of Care to meet their mission of supporting individual independence and quality of life in the community.'

Reena received the award in recognition of the contribution our organization has made to Circle of Care as partners in initiatives such as Family Caregiving Connections, the Day Centre for Seniors and the Reena Community Residence on the Lebovic Campus. In addition, Circle of Care's staff benefit from Reena's excellent training program, and young adults in Reena's Pathway program are given the opportunity to assist in running programs at the Day Centre for Seniors.

Laurine Schmelzle, Board Chair, accepted the award on behalf of Reena and noted that "This Community Partner Award highlights how TWO agencies working together in partnership can increase the benefits of their efforts TEN FOLD and that is the kind of mathematics we can all appreciate."

Report of the Chair of the Board and Chair of the Government Committee

by Laurine Schmelzle



and the Report of Reena President & CEO

by Sandy Keshen



At a recent meeting of the Reena Board, the following motion was adopted.

ALL REQUESTS FOR PRODUCTS, SERVICES, AND PROPOSALS FOR SERVICES SHALL INCLUDE A QUESTION ASKING SERVICE AND PRODUCT SUPPLIERS TO DETAIL THEIR COMPANY'S POLICY ON INCLUSION IN THEIR WORKPLACE.

In presenting this motion, Julie Schwartz, stated "I believe this is an opportunity for Reena to emphasize our commitment to inclusion, and further our positive impact on this issue by making it an important aspect of our business policy. The more that the community knows that Reena means business with regard to inclusion, the higher the profile of inclusion will be. If suppliers know that they need to have an inclusion policy that they can share with us if they want to work with us, it is another way to build awareness of the need for inclusion.

The Board did not indicate that this would be a determining factor in placing a contract or hiring a service, but it is Reena's desire to raise

awareness that companies should think about having such a policy.

Families, too, are becoming more aware of how they can play an active role in helping their son/daughter obtain work in the community (see Noah's story page 3) and expanding or creating programs (see The Benefits of Yoga page 3) which have worked for their own child to now include others in the community. Reena's Pathways to the Community program has created a number of opportunities for participants to volunteer with other agencies (see Reena's partnership with Baycrest' Seniors Day Program page 6). All of these endeavours, and others in the making, will bring Reena clients closer to the realization of Reena's vision: Towards a better future... integrating people with a developmental disability into the community.

Noah at the Sunset Grill

Good service and delicious home cooking are important at the Sunset Grill Family Restaurant in Richmond Hill. It's breakfast time and, like a good and attentive host, 15-yr-old **Noah Wolanski** greets his guests at the door, guides them to a table and proudly presents a menu to each patron. He leaves the guests in the hands of the wait staff, as he surveys the restaurant to make sure the table tops are sparkling clean. He beams with excitement as he seats a party of eight. A packed Friday breakfast crowd is an opportunity for Noah to shine.

He works hard, is never late and is passionate about his responsibility in making sure all his guests are taken care of; he understands that he contributes to the success of the business.

The only difference between Noah and the rest of the crew is that he needs a little extra help in the form of his mother, Rena, who acts as his "work coach". Her support is necessary because Noah was born with myotonic dystrophy, and is physically challenged.

Much of Noah's success is due to the efforts of his boss, **Fraser MacDonald**. When Noah's father Mark posed the idea of Noah coming to work for him, MacDonald never

hesitated. "If anyone was uncomfortable with him at the beginning, they certainly are not now," says MacDonald. "People see Noah; they get a chance to know him."



Noah Wolanski and Fraser MacDonald

Two years ago, no one would have thought Noah would ever be able to hold down a job. But with the help of his family, and Fraser's compassion and patience, Noah is flourishing. His ability to cope is impressive and the pride he takes in his work is admirable; the knowledge of a job well done fills Noah with excitement. His work-load is light right now, but he hopes to get more hours as he gains experience.

Noah is testament to the fact that people with developmental disabilities can work and make a contribution to society.

Holding a job that allows him to interact directly with the public gives Noah a

wonderful opportunity to show everyone that he is not to be feared, or pitied, but is just another person trying to get by.

Restaurant hosts don't usually get tips, but when all of Noah's guest's leave, between them, they've left him about two dollars. Noah is thrilled but understands when his boss, tells him, "It's not about the money – it's about lessons learned." That goes not just for Noah, but also for his boss and his guests too.

The Benefits of Yoga

by: *Mona Sherkin*

Some years ago I read an article about a mother who had a special education background. She is also a yoga master. When she gave birth to twins, one of whom has cerebral palsy, she decided to try and use her yoga training to help develop their motor skills. She later took a course offered in New York on yoga and special needs kids.

My own son Jon, who is autistic with high anxiety disorder, also had poor motor control. This amazing teacher began working with him once a week. Nothing comes quickly, but yoga has helped. He not only developed better core strength and motor control, but is now able to calm himself somewhat if

prompted to use his yoga breathing. It has been about 11 years since Jon started taking yoga. I love to walk by his room and hear him chanting to himself in times of stress.

Although he was always very involved in sports, his limbs were weak and his balance was poor. Along with his yoga training, I decided to hire a personal trainer for him. Between these two activities I have noticed major changes, all for the better. His improved strength and balance have translated to better posture, hand/eye co-ordination and small motor skills. Simply, he handles utensils better, his writing is clearer and most importantly for him....he is better at sports which increased his confidence.

Knowing what we have learned from

this positive experience, my family and I want to recommend it to other families within Reena. We wish to share our experience and the knowledge we have gained. We are looking at developing a program within Reena which will provide physical fitness and yoga instruction with the necessary equipment and trainers for other young people with a developmental disability – to be healthier and stronger (we see this program as enhancing the current Reena sports programs) We have a great deal of work to do to get everything in place. Possibly in the near future it will take place at Reena, but it is our hope that it will ultimately be held in the sports complex at the Lebovic Community Campus.

Faith & Cultural Services and Volunteer Services Department

Sukkot Comes to Reena!

by: Mille Chadwick & Aviva Windman

The holiday of Sukkot, the 'Feast of Booths', began this year on the night of September 22nd and culminated in the celebration of Simchat Torah on October 1st.

Sukkot is a joyful harvest festival and a time when a little hut called a 'sukkah' is built outdoors. Families eat in the sukkah to remember the long ago time when Israelites wandered in the desert for 40 years, sleeping and eating under the stars.

In preparation for this much-loved holiday, on September 21st four high school students from Tiferes Bais Yaakov, a Jewish high school in the community, visited Reena to participate with some of our Pathways North clients in decorating the sukkah at the Battle Centre. A pizza lunch was enjoyed by all after which the group spent a pleasurable half hour hanging sukkah decorations. The weatherman was most cooperative and the early morning rain turned into a lovely and warm sunny day just in time for us!

Both the Day Program and Pathways clients and staff worked hard to create a plethora of truly beautiful decorations for the sukkah. Thank you to everyone who contributed their time and amazing artistic abilities - our sukkah was the best!



Pathways North clients decorate the Sukkah

Chabad Lubavitch Sukkah Mobile visits to Reena homes

On September 28th our Day Program clients, as well as the clients at both 65 and 236 Crestwood were treated to a visit from the Chabad Lubavitch Sukkah Mobile. A group of Chabad members came to visit the Battle Centre as well as the Crestwood homes, spending time with our clients, talking with them about the holiday of Sukkot, singing lively Jewish songs, and helping our Jewish clients to fulfill the

mitzvah (commandment) of lulav and etrog. Branches and fruit of four different plant species are brought together in the lulav and etrog, symbolizing unity." A blessing is said and the lulav and etrog are shaken together - a colourful and interesting mitzvah enjoyed by all.

We had a wonderful time celebrating Sukkot at Reena, and are already looking forward to December when we will enjoy the festivities of Chanukah!



Julius Michaels performing Mitzvah of Lulav and Etrog with Chabad members.

Synagogues Embrace Reena Clients

As in past years, Reena clients were given the opportunity to attend High Holiday Services in their neighbourhood synagogues at no charge.

Participation in religious practices is very important to our clients. Reena wishes to thank the boards and members of the following synagogues who responded to our request and warmly welcomed our clients into their communities:

Adath Israel Congregation
 Aish Toronto & The Thornhill Community Shul
 Beth Avraham Yoseph of Toronto Congregation
 Beth David B'nai Israel Beth Am
 Beth Emeth Bais Yehuda
 Beth Radom Congregation

Beth Sholom Synagogue
 Beth Tikvah Synagogue
 Beth Torah Congregation
 Beth Tzedec Congregation of Toronto
 Congregation Bnai Torah
 Holy Blossom Temple
 Kehillat Shaarei Torah
 Kolel: The Adult Centre for Liberal Jewish Learning
 Pride of Israel Synagogue
 Shaar Shalom Synagogue
 Shaarei Shomayim Congregation
 Shaarei Tefillah
 Temple Emanu-El
 Temple Har Zion
 Temple Sinai Congregation of Toronto
 Village Shul

Revisiting our commitments, values and principles

by: James Sejjengo, Resource Manager



One is often reminded of commitments, values and principles upon a discovery or a happening, which then acts as a trigger to revisit a seemingly distant point. Hence these three undertakings I intend to share with you – commitments, values and principles.

Recently a man with a warm and pleasant personality and known to many Reena associates, passed away at North York General Hospital. **Derrick Alan Croft** was one of Reena's 'originals' who lived in Arleta before the Reena of to-day. I can only assume that he had a wealth of good memories of Reena! Alan, as did many of his now departed friends, and those who are still alive, inspired Reena and influenced our communities to accept individuals with a developmental disability, through purposeful integration and acceptance of their valuable diversities across the board. Alan and those before him allowed us to work with them to provide support and help to uncover numerous opportunities to learn normative skills and behaviours.

It is indeed through individuals such as Alan, the many before him and those who are still with us, that it is appropriate to remind ourselves of the commitments,

values and principles we espouse, namely that:

- all individuals with a developmental disability have the same basic needs, rights and responsibilities
- while all individuals have common behaviours and needs, each individual has a unique set of behaviours and needs
- except in unusual circumstances, all individuals are desirous of social contact and that their behaviour is strongly influenced by the behaviours of those around them
- autonomy or independence is to be fostered and should occur in the least restrictive environment possible
- responsibility for one's behaviour and the sense of community values is to be fostered within the context of accepted Jewish philosophy and practice and should occur in settings that meet accepted community norms in which they live
- barriers or obstacles to autonomy and self-realization are to be minimised by assisting our clients to develop more independence skills and by modifying the environment to meet their needs

Let us all reaffirm our organization's mandate and goals by continuously creating and maintaining opportunities for the individuals we support to have freedom of choice, dignity, individuality and independence.

Family Shabbaton

by: Arlene Margolese, Manager, Volunteer/Faith & Cultural Services

COLLABORATION – a word used to describe a number of people working together in a joint effort to accomplish something. It is often thought of as teamwork, partnership or cooperation. When a number of agencies come together in collaboration, they can overcome many obstacles and achieve a great deal. A wonderful example of this is the Family Shabbaton which was held this past Thanksgiving Weekend at the Salvation Army Camp at Jackson's Point. Through the collaborative efforts of Reena, YACHAD, DANI, JF&CS, Zareinu and Friendship Circle, the very first Canadian Family Shabbaton was a resounding success. The weather was perfect, and the venue was great. The camp is spacious, clean, very well kept and equipped with everything you could possibly need and more.

Because this was our first attempt, the actual number

of families registered was few but we had a magical secret ingredient which enabled us to ensure victory. This magical secret ingredient came in the form of The Bnei Akiva Youth Group. We can only conclude that it was "beshert" (destined) that Bnei Akiva would accidentally team up with us for the Shabbaton, because this was most definitely the best thing that could have possibly happened. The Bnei Akiva kids were enthusiastic, musical, warm, loud and boisterous. The B'nai Akiva kids warmly welcomed and involved our guys in all of their activities. The clients that attended, therefore, had an absolute blast.

The Family Shabbaton was a great learning experience, a terrific social experience and a unique spiritual experience which we hope to repeat next year.

The Central Community Support Services Network Display for the Central Local Health Integration Network's Board of Directors and Staff

October was Community Support Services Month. On October 26, 2010 the Central Community Support Services Network held an Information Display on the programs and services provided by the Network's member organizations. The Central Community Support Services Network Steering Committee organized the event which was open to all members of the Central LHIN's Board of Directors and staff. The event was scheduled on the day the Central LHIN holds their regular Board meeting at Reena.

"This was an excellent opportunity for our members to showcase the programs and services we provide in the Central LHIN" said Michael Mathieson, Chair of the Central Community Support Services Network's Steering Committee. "We provided an impactful, visual demonstration to the Central LHIN Board & staff and increased their awareness about the CSS sector".

Kim Baker, the Chief Executive Officer of the Central LHIN said "The opportunity to engage with providers during the engagement portion of the Board meeting was well received and appreciated by staff and board members alike".

The Central Community Support Services Network is a 37 member self-organized network of community support agencies working together to increase capacity and improve service quality and access to care and services in the Central LHIN. The Network, with membership open to CSS agencies both inside and outside of the Central LHIN, strives to improve the overall health and well-being of clients by providing a set of targeted programs and services. These include Meals on Wheels, personal care and home support, transportation, supportive housing/assisted living, and adult/Alzheimer's day programs – supports that help people live more independently and stay in their communities by preventing unnecessary institutional placement. Additional information can be found at www.cssnetwork.ca.

Reena Takes Part in Celebrating 1st Anniversary of the Day Centre for Seniors

The Day Centre for Seniors celebrated its first year in operation on October 27th this year. As an affiliated partner along with the Alzheimer Society of York Region and JIAS, Reena had contributed extensively to the program planning at the Centre which is directly managed by Circle of Care and Baycrest.* Reena board members, volunteers, and staff members were among the 100+ guests who attended the birthday reception complete with cake. In her remarks from the podium, Laurine Schmelzle, Chair of the Board congratulated everyone responsible for the success of the Centre and expressed delight in being asked to speak on behalf of Reena. She said that Reena has long been advocating on behalf of elderly individuals with developmental disabilities who need the same services as other seniors. She went on to say "It is heart-warming for me to see how those seeds that Reena planted many years ago have grown and are flourishing."

The Centre for Seniors provides a friendly and secure Jewish environment for seniors with Alzheimer's disease, dementia and age related cognitive impairment and developmental disabilities. A number of Reena clients enjoy the recreational, social and Jewish programs that are offered. In addition, some young members of Reena's Pathways program have been given the opportunity to volunteer at the Centre.

*Funding for this program has been provided by the Central Local Health Integration Network (LHIN).



(l to r) Michael Sheinert, President and CEO, Circle of Care, Bill Reichman, President and CEO, Baycrest, Janis Roth, Executive Director, JIAS, Linda Jackson, Executive Director Community and Ambulatory Services, Baycrest, Devora Schwartz Waxman, Manager, Senior Day Centre, Faith Malach, Program Director, Community Services, Baycrest, Sandy Stemp, Director of Programs and Vice-President, Reena, Andrea Ubell, Senior Manager of Programs & Client Services, Alzheimer Society of York Region, Kim Baker, CEO, Central LHIN, Sandy Keshen, President & CEO, Reena, and Loren Freid, Executive Director, Alzheimers Society of York Region.

What's New in Learning & Development

by: Stacey Donaghy Manager Learning & Development

After 4-months of intensive studying, the students in the July 2010 Developmental Disabilities Councillor (DDC) Program are ready to celebrate their accomplishments.

The students have been outstanding; they are engaging, mature, and eager to start the next steps. Graduation for this class has been scheduled for December 16, 2010 at the St. James Campus – 200 King Street – George Brown College.

Our next DDC Program is scheduled for March 2011 and we are already underway with our marketing pieces. A number of free information seminars have been scheduled on-site and at external locations. If you know of someone who may be interested in a career in Developmental Services please refer them to the Reena website for further information on the program as well as the dates and locations of the upcoming info seminars.

I recently met with the Reena Board of Directors and shared some of the highlights for our organization as well as for the Learning & Development Department. As an organization we have been on the cutting edge of the Human Resources Strategy around Core Competencies. As the Lead on this Pilot, I can safely say that not only have we gained knowledge through training and experience but we also have a wonderful tool that we can turn to in the future to enhance our growth and development internally as a staff team. One such tool is the Competency Assessment Questionnaire, that enables staff to self assess their level of competency based on the competencies set out by the Hay Group. We have received a great deal of feedback during this pilot from our front-line staff, many of whom have expressed interest in further developing their skills.

We also received training on Behaviour Base Interviewing Techniques. This type of tool will serve not only Human Resources but also the Learning & Development Department

through DDC student recruitment.

Our internal Core Competencies Committee has done a wonderful job, planning and assisting where training is concerned. We will soon reach the end of the Pilot phase and await word from the Provincial HR Strategy Leads on the next steps.

I want to thank all of the Managers, Supervisors and Front-Line Workers who assisted in making this Pilot a success! Without their commitment to making the Core Competencies part of the Reena culture we would not have been successful in meeting our target dates as set out at the provincial level.

Our Learning and Development Department continues to work on keeping all of our course materials current. We review our courses regularly to ensure that our teaching is based on current trends in the sector. As well we are always looking for new and exciting course material. We are also most proud of our continued external relationships with other organizations that benefit from our training expertise. We consistently have our eyes open for new training opportunities and partnerships.

Again I would like to take this opportunity to thank all of the Managers, Supervisors, and Front-Line Staff who are part of the Learning and Development Instructor Teams. Without their continued dedication and commitment to training, we could not manage. Did you know that we currently fill 5160 training spaces per year? This would not be possible without the hard work of our Trainers!

Finally I want to thank our dedicated Learning & Development Committee, **Sandy Keshen** our President and CEO, **Sandy Stemp** our Assistant Executive Director, and of course the Learning and Development staff team all of whom work hard to support Reena's goals through their work in the Learning & Development Department.

The Maxwell & Ruth Leroy Holocaust Remembrance Garden Education Committee

Another exciting venture for Learning & Development is the Maxwell and Ruth Leroy Holocaust Remembrance Garden* Education Committee. As a department we are being afforded the opportunity to help plan and participate in the development of this "one of a kind" curriculum on the Holocaust with special focus on the effect that this time in history had on people with disabilities. The goal of this committee will be to research and develop a curriculum that can be delivered sector wide.

I will certainly update our readers as we move forward with this necessary and timely research. **Sandy Toben** (Learning & Development Supervisor) and I will join other members on this committee, which will be led by Co-Chairs **Fay Rotman** and **Fran Kieselstein**. The other members

include: **Candace Lewis** (Donor) **Paula Sonshine** (Vice-Chair Reena Board, ESL & Special Education Teacher), **Paul Burston** (Director, Government Relations and Social Policy, Christian Horizons), **Ellen Rajzman** (Volunteer), **Esther Yermus** (Secretary of the Reena Board), **Sally Wasserman** (Volunteer), **Phil Lepofsky** (Reena Board Member), **Hirsch Silverstein** (Reena), as well we are very pleased to have two University of Toronto students who have a great deal of experience in research and are connected to the Centre for Diversity - Judaic Studies, joining us on this committee.

*The Maxwell & Ruth Leroy Holocaust Remembrance Garden will be created at the Reena Community Residence at the Lebovic Community Centre

Outreach Respite and Enrichment Department

Summer Recreation 2010

by: Robyn Gibson, Supervisor, Outreach & Respite Services



Outreach's eight-week summer recreation

program was very successful. It was two months of fun-filled days of arts & crafts, games, sports, and swimming. Four distinct projects were held: Summer recreation events were held at both North and South locations. The overnight residential opportunities took place at Camp Northland, and six Sunday respite days were offered at Camp Arrowhead. Some outing highlights were the zoo, Wild Water Kingdom, and trips to various beaches around the GTA.

The summer recreation programs supported 110 clients. They were able to laugh, play, and engage with their peers in both indoor and outdoor activities. Thanks to all of the wonderful participants who attended along with our fabulous Outreach Team!

If you would like to donate to ensure the continued sustainability of these programs, please call our Foundation office at 905-764-1081.

Theatre Arts Company and Reena to create exciting new venture

by: Michelle Anbar, Resource Supervisor, Pathways to the Community Program

An exciting new partnership is in the making! Reena's Dual Diagnosis Program and Pathways to the Community Program are pleased to announce a new partnership with the Te-Amim Music Theatre. Te-Amim is a not-for-profit arts organization that uses theatre and the stage to promote Holocaust awareness, and to address anti-racist issues. Together with talented theatre Director, **Mark Cassidy**, and founding artistic director of Te-Amim, **Helena Fine**, the staff team at Pathways has devised a program whereby theatrical arts can be used to promote self-esteem and team building. This six-week program will involve weekly workshops with Mark Cassidy and is due to begin on December 1.

Mark is a talented Toronto based theatre director, actor, writer and arts educator who has a reputation for creating adventurous, thought-provoking theatre. The theme for the project is "exploring community partnerships and friendships". Members of our Dual Diagnosis and Pathways groups will have the opportunity to learn alongside one another in this exciting drama program.

We would like to thank the Trillium Foundation for the grant we have received and the generous donations of some Reena board members for their contributions to this project. We are so excited for the project to start!

A New Direction to Community Integration and Motivating Independent Living

by: Trevor Wood, Support Worker

As I write this it's Thursday, and that means many different things to the clients and staff at our Centre St. location, as Pathways North – a day program that encourages community based activities, volunteering and social integration for its adult participants; is now sharing it's space with a new program that focuses on employment, transition and independent living.

Our new program (which is still in the process of being named) was created to support ten dual-diagnosed clients, as they transition from their family and group homes to the Reena Community Residence, still under construction on the Lebovic Campus. Our group now includes other adults living with a disability, who are motivated by similar goals of living independently.

A typical week for our clients involves class-based workshops, group outings, guest speakers and supported one-to-one appointments with staff.

On any given morning, Marlene, Sarah, Patrick or myself may be working with someone at our location or in the community, on transit training, budgeting, job coaching, development of short and long-term life goals, or support during a mental health crisis if a need should arise. We do what they want, what they need, and provide programming specific to their ambitions.

In the last couple of months, staff have been engaged in educating and entertaining participants' interests by attending Blue Jay's games (and witnessing Jose Bautista's 50th homerun), speaking with chefs in their downtown restaurants (to talk about George Brown's culinary program and the job experience needed to get where he is), visits from a service dog named Laila (to learn about responsibilities on the job), touring Queen's Park (to hear about rights and responsibilities as voters and citizens), and flying gliders 3000 ft in the air, simply because they had never done that before.

We have recently formed a partnership with Te-Amim - an organization that advocates tolerance through arts-based education – and our clients are excited to begin a bi-weekly drama program with them this December. Ve-ahavta, a Canadian Humanitarian and Relief organization motivated by Jewish values is another agency we will soon be working with.

From Monday to Thursday, every afternoon, our clients have the option to attend workshops and group discussions on Global Awareness, Vocational and Life Skills topics.

Today is the cooking program portion of our Life Skills workshop, which - because of the high demand in our group to cook for themselves and their friends when they move out – now happens every other Thursday at 241 Crestwood. We thank the clients and staff of the group home for generously allowing us use of their kitchen. Today we're making a **large chicken pot pie... from scratch!**

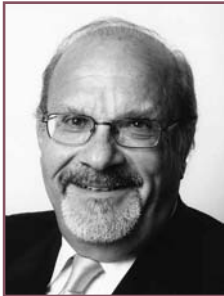


The sun always shines on Sunshine Day

For five consecutive years, Paula Sonshine has hosted a luncheon in her spectacular garden for members of Reena's Learning and Development Committee, board members, volunteers and staff. Seen at this year's luncheon are front row (l to r) Marilyn Raphael, past chair and current member of the board, Sandy Keshen, President & CEO, Paula Sonshine, vice-chair, and Tali Nizic, immediate past chair and current member of the board. Standing (l to r) Laurine Schmelzle, chair, Barry Sonshine, co-host, and Carolynn Morrison, past chair and current member of the board.

Report of the Chair of the Reena Foundation Board

by Leon Kieselstein



&

Report of the President

by Gary Sim



Our hats are off to the many, many fundraising volunteers who have, and continue to, put so much effort into making this our most successful fundraising year ever. Yes, at the time of writing this column, we only had results from the first seven months of the fiscal year (which ends on March 31, 2011), but we have the momentum, the enthusiasm, the talent and the need to achieve this target.

Let us begin by reviewing some of our recent successes – events that have taken place in the past three months.

We kicked off our Fall event season with the 2010 Race Night for Reena. On October 6, over 200 people enjoyed an evening of good friends, good food, some wagering and a lot of schmoozing at Woodbine Race Track. Our special thanks to Chair, **Steven Cook** for his extraordinary efforts in making this event a wonderful success for Reena and for all who attended.

Later in the month of October, one of the most anticipated events, the annual Reena Magna Dinner took place at the Magna Golf Club. Our thanks to our Co-Chairs of that exquisite event, **Tobie Bekhor, Lili Litwin, Edith Weiss and Lorne Weiss**. This talented quartet has teamed up for seven dinners, raising over \$550,000 over the years! Special thanks also to the co-hosts of the evening, **Frank and Elfriede Stronach**

and **Syd and Florence Cooper**.

On November 12, Reena Foundation presented the third in its Women of Strength Speaker's Series. Over 200 women converged at Spirale Banquet Hall to hear speaker **Sherri Shepherd** speak. Our thanks to Co-Chairs **Heather and Danielle Goose** and their entire committee on another successful event.

But we have not finished yet, and although it seems like a long way off, Reena's next Theatre Night (in the afternoon) is taking place on February 6th. **Steven Kazman** is chairing a committee that will stage the hit musical "Billy Elliot".

Although this space has not allowed us to individually name the enormous number of people required to make these events happen, we extend our most heartfelt thanks to all these volunteers. It takes a great deal of effort to make these events successful. And we need more volunteers. So whether you can help sell tickets, help sell ads, can be available to help out on the day of the event or can just make yourself available, we need to hear from you.

So to all our volunteers, current, past and future, for what you have done, for what you are doing and for what you will do for Reena's clients – thank you for caring.

New Member of Foundation Board: Jason Berns

Jason is President of Planet Paper Box, a thriving manufacturer of corrugated boxes and displays - a position he has held for the past 14 years. He also has an MBA from the University of Toronto.

Jason jumped into the fundraising fray in a big way - in support of his in-laws Keith and Sheila Alexander, and he has also joined our Campaign Cabinet for the Capital Campaign.

Jason is married and he and his lovely wife have three children.

Jason will make a wonderful addition to our Board - he is eager, he is connected and he is willing to fundraise.

Endowment Funds - Securing Reena's Future

The Rajzman/Wagschal Family Fund established!

“We are so very proud to announce the opening of a new endowment fund at Reena Foundation – another piece of securing the future for Reena programs” said **Leon Kieselstein**, Chair of Reena Foundation, upon announcing the establishment of Reena Foundation's 106th endowment fund. **Henry and Ellen (Wagschal) Rajzman** recently established The Rajzman/Wagschal Family Endowment Fund in support of Reena's Outreach, Respite and Enrichment Programs, although their association with Reena is anything but recent.

“I sat on a UJA Federation Inclusion Committee with **Sandy Keshen** a number of years ago,” says Ellen. “In true Sandy fashion, she asked if I would volunteer to join the Faith and Culture Inclusion Committee, a committee of faith-based agencies in the developmental services sector that she co-chairs. Joining the committee gave me the opportunity to meet and work with Reena staff and to get to know more about Reena's vision and contribution to our local and greater community. And that was the beginning of a wonderful relationship with Reena.”

Henry and Ellen came to Toronto from Montreal in 1973. Ellen had just been accepted into graduate school to become a Librarian and Henry was transferred to Toronto in the same week. It was beshert that their future lay in Toronto. Interesting, that this was the same year that a

small group of volunteers got together and established Reena. Henry and Ellen both hail from a family of volunteers and it was the example of Ellen's aunt, Sally Wagschal, who volunteered well into her late 80's who inspired them to establish the fund. They are very proud that their three sons have followed in their family's footsteps and themselves volunteer for many causes.

When asked why they chose to establish their own family endowment fund, they responded, “Often, when

people choose to donate, they are somewhat removed from the organization and the people it serves. We have lived in Thornhill for over 30 years. Reena is our neighbour. We see Reena clients in neighbourhood parks and stores, and like the idea that we can support our community with no degree of separation.”

Henry and Ellen hosted an anniversary party four years ago and asked friends and family to make donations to a summer camp scholarship at Reena. “Summer camp and Respite in general is so important, not only to the participant, but also to the family. Although one family did benefit that year, we wanted to establish a fund that would keep on giving. If other opportunities arise to celebrate, we will proudly ask that gifts be directed to our endowment fund.”

Thank you Henry and Ellen!



Ellen (Wagschal) and Henry Rajzman

Endowment Funds - Securing Reena's Future

Establishing a family endowment fund is a wonderful way of creating your own legacy at Reena and a wonderful way of encouraging future generations to follow in your philanthropic footsteps. The whole family can donate to your fund and watch it grow over the years and generations. We would like to acknowledge the ongoing commitment of our fund holders to growing their fund and thank them for helping secure the future of Reena.

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Capital Campaign

“Phase 1 of Capital Campaign hits 47% of target with more to come”

As of November 1, we are extremely proud to announce that we have achieved \$4.3 million towards the \$9 million capital target for our Campaign, and look forward very shortly to announcing that we are at the half way mark,” says Campaign Co-Chair **Irving Feldman**. “We are continually gaining momentum in our fundraising, and anticipate many more good news breaking announcements in the coming months.”

Tobie Bekhor, Co-Chair of the Campaign reports, “In the past few weeks we have secured significant gifts from The Madison Group, The Royal Bank of Canada Foundation and The Phillip Smith Foundation. These gifts have helped spur our talented Campaign Cabinet on to a vibrant finish to the 2010 year – a year that will culminate with the

beginning of construction in December. This is quite exciting for all involved in the Campaign.”

The project will see the construction of a 60 unit residential complex that will be the new home to 34 Reena clients as well as at least two other agencies supporting people in need. The building will be located on block A of the new Joseph and Wolf Lebovic Jewish Community Campus, and will be adjacent to the new Schwartz-Reisman Centre.

Irving and Tobie extend their sincere appreciation, not only to all the donors to the Campaign, but also to the hardworking fundraisers who have made this possible. To count yourself as a supporter of this magnificent project, call the Foundation offices at 905-764-1081 x34. All donations can be pledged over a period of 5 years.

\$1 Million Estate Gift! *by: Gary Sim, President, Reena Foundation*

Last issue I reported on the largest gift ever received by Reena Foundation from a living individual. The link was barely dry on that cheque when Reena Foundation was informed that we were going to be the recipient of another \$1 million gift! This gift was from the estate of **Earl Mandell**.

In the truest tradition of Tzedakah, Earl Mandell gave very quietly – in fact he spent most of his life accumulating wealth. But in the end, he gave most of his fortune to charity in his will.

Earl was born in Stashav, Poland in 1917. Although Earl immigrated to Canada with his parents when he was in his early teens, he lost his grandparents in the Holocaust. Earl’s parents started numerous businesses, including a catering business and a steam bath business and were successful in these ventures despite the difficult economic times of the Depression. His father shrewdly invested in real estate and ultimately it was here that the family fortune was made.

During his teens and twenties, Earl worked in the various businesses of his parents – he was always very close to them and supportive of their ventures. **Stan Zynoberg**, Reena’s

Property Manager, came to know Earl in his later years. Stan relates that Earl ventured away from the family businesses in the 1940’s and 1950’s and became quite a successful salesman – selling everything from pots and pans initially, to magazines and encyclopaedias (remember those?) In fact, Earl noted that he did so well in sales that he was making more money than many executives in those years.

The Mandell family had invested in land along with Toby and Henry Battle. This is the same Battle family that left a very sizeable gift in their will to Reena, including some properties. As a result of that gift, for a while, Reena was in partnership in various properties with Earl Mandell. This is where Earl first came to know about Reena.

Ultimately, the two properties that Reena was in partnership with Earl on were sold off and the proceeds from that sale were put toward the building of the Toby and Henry Battle Developmental Centre on Clark Avenue.

Earl lived very modestly all his life, despite the fact that he had amassed a very significant estate. Earl also remained single until he died in 2009.



Earl Mandell (back row, second from the left) with siblings, in a 1939 photograph taken to send to their grandparents in Stashav, Poland.

Capital Campaign

Capital Campaign Donors List

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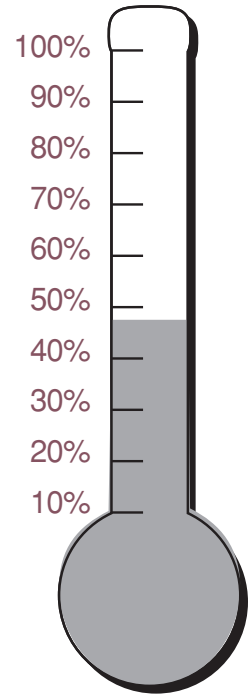
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\$9 Million
 Capital
 Portion of
 Campaign



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Events

Reena Magna Dinner Huge Success

On Saturday evening, October 30, over 105 people enjoyed an exquisite evening of dining and entertainment at the Magna Golf Club in Aurora. "This is the seventh year that we have held this event and



(l-r) Syd and Florence Cooper, and Elfriede and Frank Stronach.

they just keep getting better and better," says event Co-Chair **Tobie Bekhor**. "We began this year's campaign hoping to sell 80 tickets so we are ecstatic about the results!"

This event is extraordinary, not only because it is held at such an exclusive venue, but because the event is held at no cost to Reena. The event is co-hosted by **Frank and Elfriede Stronach** and by **Syd and Florence Cooper**, who underwrite the entire costs of the event!

Evening highlights included dancing to the music of "Blu Sole", presentations by our hosts and Co-Chairs, and a live auction. Neophyte Auctioneer **Lorne Weiss** did an incredible

Reena's Fund Racing Night 2010

On the beautiful evening of October 6, over 200 people converged at the trackside tent at Woodbine Race Track for the eighth annual Race Night for Reena. Well, it was actually the seventh year for the event



Howard Davidson (front centre) and his guests enjoying the company of the Argo Cheerleaders.

but the first year for the new branding. Previously, the event had been branded 'Guys Night Out,' but this year due to an overwhelming demand from ladies who wanted to participate, the name was changed and the results were very positive!

Wagering booths were set up right in the Reena tent and Woodbine personnel, eager to help novices, roamed the tent helping people place their bets. The guests enjoyed a wonderful buffet dinner between races, and jumped up and down to ensure they had a good rail side position when the horses headed for the finish line. A silent auction was

job staging a suspense filled auction of a golf foursome at the Magna Club. The gift was a surprise announcement by Frank Stronach and after much fun, the winning bid belonged to **Tony Comper**. Congratulations Tony!

Reena Foundation extends its most heartfelt gratitude to the Stronachs and Coopers for their generosity, to the Chairs of this and all seven Reena Magna Dinners to date – **Tobie Bekhor, Lili Litwin, Edith Weiss** and



(l-r) Lorne Weiss, Tobie Bekhor, Leon Kieselstein, Edith Weiss and Lili Litwin.

Lorne Weiss – and to everyone who attended and supported this event through your donations.

Tobie announced at the event that the entire proceeds from the event – over \$70,000 – will establish an endowment to support Reena programs and officially kick off the endowment portion of the \$18 million Reena Campaign!

enjoyed by all. The Toronto Argonaut Cheerleaders joined the party again this year and assisted in selling tickets to the 50/50 draw.

At the end of the evening, it was obvious that Reena's clients were the big winners of this event, which raised money for Reena's Outreach, Respite & Enrichment Programs. Thanks goes out to the Outreach, Respite & Enrichment team who helped out by volunteering at the event. Special



Gary Sim (second from the right) presents an appreciation plaque to event Chair Steven Cook.

thanks to our Title Sponsor **Eagle Professional Services** for their amazing support over the years. The event would not have been a financial success if not for **Jonah Laist** and the Eagle team. We are truly appreciative of Committee Chair **Steven Cook** for again guiding this event to its success.

Events



Joe Tepperman, (back row centre), Harvey Bronstine, (2nd from right) And Norm Kormack (front row left) members of Lizzie's Old Timers, present a cheque to Gary Sim



Gary Sim, (left) receives a cheque from Marco Costa (right) Manager, Thornhill Walmart

Women go from Strength to Strength

In the tradition of its two successful predecessors, the 2010 Women of Strength event was truly amazing. It featured speaker, **Sherri Shepherd**, who had huge shoes to fill in following up previous speakers Margaret Trudeau and Sarah Ferguson – but she was more than up to the task. On Friday morning November 12, over 200 women attended the event at the Spirale Banquet Hall to enjoy brunch and to hear the talented Ms. Shepherd. She was funny and compassionate and kept the audience mesmerized for the full 45 minutes she spoke. Ms. Shepherd is a noted comedienne and co-host of the popular TV show “The View”.

Reena Foundation extends its sincere gratitude to Co-Chairs **Danielle** and **Heather Goose** and their very talented organizing committee for the months of hard work in ensuring the success of the event. We also thank our sponsors of the event, listed here, and send thanks to all those who came out and spent their Friday morning with Reena.

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Front row (l to r) Kathy Samuels, Earlene Gray, Sherri Shepherd, Mary Bien & Rachel Greenspoon
Back row (l to r) Vera Eliav, Heather Goose, Danielle Goose, Marsha Fenwick, Sheri Schwartzberg, and Barbara Henechowicz



(l to r) Pam Duschinsky, Sherri Shepherd, Ettie Miller, Fran Kieselstein and Shawna Miller-Kieselstein



Gary Sim, President, Reena Foundation, and Special Guest Sherri Shepherd


Events

Tickets Almost Sold Out for Smash Hit Musical!

Just in time for the holiday season and gift giving! Reena Foundation is presenting its seventh annual Theatre Night in the Afternoon. The smash hit musical 'Billy Elliot' is coming to Toronto early in February 2011. Reena Foundation has secured 300 orchestra level seats for this event, but they are going fast. Every year, Reena Foundation secures a batch of tickets for our patrons. And every year the event is sold out early because it really is a great value.

Tickets are \$260 each. For that, supporters receive a ticket to the event, a donation receipt for \$150, a wonderful gift bag provided by our sponsors and a post-show reception. Event Chair **Dr. Steven Kazman** says, "The event annually raises over \$50,000 for Reena's kids, and we have a great time while we are at it." Billy Elliot has already dazzled audiences in London and New York and this will be the musical of 2011 in Toronto – so come on out and enjoy the show, knowing that Reena's kids are the beneficiaries!

The show will be at the Canon Theatre on Sunday February 6, 2011. For more information, call the Reena Foundation offices at 905-764-1081.



THEATRE NIGHT
AFTERNOON


BILLY ELLIOT THE MUSICAL

FEBRUARY 6, 2011

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Or e-mail Jonathan Schwartz, Committee co-chair at
jonathan@jsmhtournament.com
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Alex Eisen Society

By making a Planned Gift, you are becoming a member of the Alex Eisen Society. This is a great way to ensure that Reena will continue to provide vital services for generations to come. Let it be your legacy.

Alex Eisen Society Members *(those who have left a bequest or bought insurance policies)*

Edith Abramczyk	Leon and Fran Kieselstein	Mitchell Shnier
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Miss Sandra Frisch	Ms. Sally Wasserman	at 905-764-1081 ext.34.

Thank You to Our Donors

The Donor Recognition List below reflects cumulative gifts of \$1000 or more received from **August 1 to October 31, 2010**. We thank all donors for their generous contributions including those requesting anonymity. We apologize for any errors or omissions. To help us correct our records, please call the Foundation office, at 905-764-1081 ext. 34.

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Outreach, Respite & Enrichment Campaign

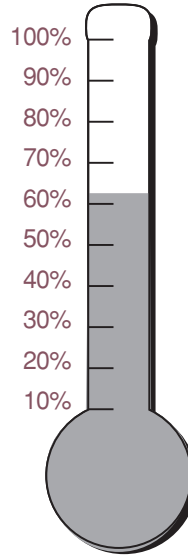
2010 Outreach, Respite & Enrichment Campaign reaches 62% of goal

The Foundation's first fundraising priority remains the Outreach, Respite & Enrichment Programs. These 16 programs run throughout the year and are "life-lines" to many Reena families who desperately need our support, both for the respite time and for the valuable life-skills training provided by Reena professionals. These programs are partially funded by families, but it is very expensive to provide the care our clients need. Because there is no government funding for these programs, the Reena Foundation runs its annual campaign to fund the difference. Our target this year is \$300,000.

This is a lofty goal, especially in the face of the \$18 million Campaign discussed elsewhere in this issue. But, for the sake of Reena's current clients, it is a goal we must achieve.

We are proud to announce that we have achieved 62% of our goal for 2010. We have had wonderful support from many of our suppliers – and they are more than just suppliers – they care deeply about Reena clients and have counted themselves as supporters. We have had considerable support from a number of Foundations. And of course, thanks to the fundraising efforts of **Alex Eisen**, we have had the support of members of the Alex Eisen Sustaining Fund Members – individuals who have made a 5 year pledge in support of these programs.

Help us complete our campaign by making your pledge today. Call the Foundation offices at 905-764-1081 or complete the coupon on the back page and mail it in today.



Thank you to these wonderful donors

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The Bridle Bash Foundation *by: Gary Sim, President, Reena Foundation*

Reena Foundation was recently the recipient of an amazing gift of \$50,000 from the **Bridle Bash Foundation** to sponsor the After School Program for the entire 2010/11 school year. The BBF is an amazing group of volunteers who truly make a difference in the communities in which they live and set a wonderful example of how fundraising can be both effective and efficient.

I had the good fortune to attend their flagship event this past August - the Bridle Bash – a party for 1,200 people in the backyard of one of their board members, where Burton Cummings performed and over \$600,000 was raised!

Their guiding principle is to operate at minimal cost to maximize the funds that they make available to their selected

eligible charities. Their philosophy is to utilize the valuable expertise of volunteers who wish to donate their time and knowledge. With great pride, they are pleased to report that of the more than three million dollars raised to date, ninety percent of every dollar raised has gone directly to their recipient charities.

The BBF has helped numerous charities and Reena Foundation is extremely proud to be counted as a recipient of their ongoing benevolence. It was our great pleasure to host them for a recent visit to the Battle Centre where two of their members, **David Jafine** and **Sharon**

Mimran, along with Sharon's daughter **Kaylee**, dropped off the cheque. Thank you BBF!



Sharon Mimran (third from left) and David Jafine (center) together with Kaylee Mimran (kneeling) present cheque to Reena staff and clients.

Take out your calendar

• Theatre Night at Reena Foundation Billy Elliot

– Canon Theatre
Sunday February 6, 2011

• Joel Schwartz Memorial Hockey Tournament

– Chesswood Arena
Sunday March 13, 2011

For information
on any event contact:
The Foundation Office
905-764-1081 x34



YES! I would like to support Reena's Respite and Enrichment programs!

You can still help ensure our summer programs reach as many people as possible. Please call the Foundation at 905-764-1081 ext. 34 or fill out this form and fax or mail to Reena Foundation

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927 Clark Avenue West, Thornhill, ON L4J 8G6

Tel (905) 889-6484, (905) 889-2690 (Direct line)

Fax (905) 889-3827 E-mail: info@reena.org

Web site: www.reena.org

Reena Foundation

201-1118 Centre Street, Thornhill, ON L4J 7R9

Tel: (905) 764-1081 Fax (905) 764-0595

E-mail: info@reenafoundation.org

Web Site: www.reenafoundation.org

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