During the past year, and especially during the pandemic when our primary focus was keeping everyone safe, we worked diligently to adhere to our mission and values.

MISSION
Reena is a non-profit organization which promotes dignity, individuality, independence, personal growth and community inclusion for people with developmental disabilities within a framework of Jewish culture and values.

VALUES
Reena's values are based on Judaic principles. They govern all decisions made and encompass interactions with all of our stakeholders.

Our values are CLEAR:

CARE
Chesed Ve Tzedek
Compassion and Justice

LEADERSHIP
Tikun Olam
Repair The World

EMPOWERMENT
V’ahavta L’reacha Kamocha
Value Others As You Value Yourself

ACCESSIBILITY
Lifnei Iver Lo Teeten Michshol
Remove Barriers

RESPECT
Kvod Habriyot
Honour Our Humanity
June 30th, 2020

Happy Canada Day!

To the ENTIRE Reena Team:

During these turbulent times we realize that each one of you is sacrificing much to ensure all the individuals entrusted to your care are supported. The personal sacrifice of time and talent that you are making also directly affects your own families. We thank them for generously sharing you, with the Reena family.

Reena’s hallmark has always been their professionally trained, competent, caring and understanding Frontline Staff. You daily and even hourly provide the many services and supports required to accommodate the needs of each individual.

We must also acknowledge the leadership and guidance of Bryan Keshen and Sandy Stemp. The vast knowledge and expertise they bring to their roles has guided the decisions they have made with wisdom, compassion and understanding. The talent of the Administrative Staff members that support them have also added great value to this effort.

With the coming of Canada Day, our thoughts turn to the many ways that our country honours their heroes. Our research indicated that the highest honour is the Order of Canada. To be selected, one must demonstrate the following traits, “their grit and passion inspire us, teach us and show us the way forward.” They should exemplify the motto DESIDERANTES MELIOREM PATRIM. “They desire a better country.”

As we reflect on the effort that each one of you have put forward to support Reena while fighting this insidious disease, we realize you ALL have made the commitment required to be a true hero and thus you are entitled to receive the Order of Canada. Unfortunately, we do not possess either the power or ability to bestow this honour upon you.

Our gift to you is simply our gratitude and thanks for your commitment to excellence to enhance the work of this wonderful organization. To this end, we do have the ability to honour the Angels who for the last five months have laboured tirelessly to protect and bring comfort to all the individuals that Reena and you have so capably supported.

We wish you a very happy Canada Day and may the knowledge of your accomplishment fill your hearts with pride.

With gratitude and thanks,

The Morrison Family

Carolynn Morrison is a parent of an individual supported by Reena and a Past Board Chair
A UNITED REENA
Leadership Includes Us All

Message from the Executive Team

As we head into the fall of 2020 and look back at the last year, we recognize how Reena’s culture of leadership, teamwork and shared values makes a difference in support of our mission.

As an executive team, we have been blessed to be surrounded by leaders. Leaders who show up for work, ready to tackle the challenges and opportunities they face every day, from advocating for those they support to modelling proper safety protocols.

As you will read, we have seen leadership in many forms: starting with creative use of our transportation abilities; food delivery for individuals; innovative care models; online services; and all the way to property improvements and expanded services.

Leadership does not only come top-down, but also from peer-to-peer and at all levels of an organization. It is expressed in the decision-making and autonomy that all staff have within their roles.

Through our everyday decisions we model leadership to our peers, we inspire those we supervise and we enable those we support to live a better life. These are the actions of leadership.

Purposeful focus on our mission and values, coupled with the ability to respond to changing environments are the ingredients that allow Reena to have effective leadership. We are proud of our level of trust in one another; lending a helping hand when needed, and holding each other accountable for our actions.

This last year has tested our collective and individual leadership skills and the outcomes are a testament to our Reena team.

Sincerely,
Bryan Keshen
REENA, PRESIDENT & CEO
Sheila Lampert
REENA FOUNDATION, ED
Sandy Stemp
REENA, COO
Viji Hariharan
REENA, CFO

L-R: Viji Hariharan, Bryan Keshen, Sandy Stemp, Sheila Lampert

Message from the Board Chairs

As the Board Chairs of Reena, Reena Foundation and Batay Reena, we would like to recognize the resilience and determination of our Board members and thank them for their continued guidance and governance over the last year.

Despite the challenges created by COVID-19, the majority of projects and Board initiatives continued to move forward including:

The construction of the Lou Fruitman Reena Residence, which is projected to be completed ahead of schedule, the purchase of two new locations, the by-laws and governance review process, the integration of Chai Tikvah Foundation, the most successful fundraising year in Reena’s history, and the development of our new 5-year strategic plan, “Beyond 2020”.

There were many other important changes including an updated risk review process, the move to virtual meetings and events, and the development of new policies for service delivery and donor engagement.

We are gratified to advise that as the COVID-19 pandemic began to affect every area of the organization, our Boards, supported by our dedicated staff, continued to forge ahead.

We commend our strong and diverse leadership, our donors, our volunteers and our many other stakeholders in the extended Reena Family for responding to the challenges and for identifying and acting upon new opportunities to strengthen our organization.

Sincerely,
Jeff Bernstein
REENA
Steven Justein
REENA FOUNDATION
Harold Seidel
BATAY REENA

L-R: Jeff Bernstein, Steven Justein, Harold Seidel
BEYOND 2020
Reena Strategic Plan

At Reena, we are charting the future with a five-year strategic plan informed by stakeholder engagement, reviews of our performance and capacity, and analyses of external contexts.

Our Three Strategic Directions:

1. Driving Change to Meet Growing Needs

   We will grow strategically to meet emerging needs in the sector, while continuing to enhance awareness and advocate for individuals with diverse abilities.

   Commitments
   - Expand our Role in Housing
   - Bolster our Expertise in Health Services
   - Foster Meaningful Social Inclusion and Engagement

2. Leading Through Operational Excellence

   Sector-wide capacity, and being responsive to an ever-shifting service delivery environment, ensuring ongoing operational excellence will secure the organization for the long term.

   Commitments
   - Invest in our Governance and Management
   - Enhance Government Relations, Advocacy, and Awareness

3. Exceptional Service Standards, Exceptional Outcomes

   Through offering wrap-around services to individuals with diverse needs, we strive to build capacity and offer meaningful support for them and their circles of care.

   Commitments
   - Strengthen our Approach to Service
   - Effect Positive Change in the Labour Market

With this new plan, we step boldly into the future with a clear vision of the opportunities for Reena in 2020 and beyond.

Together, we will continue in our mission to promote dignity, individuality, independence, personal growth and community inclusion for people with diverse abilities within a framework of Jewish culture and values.
DEVELOPING OPPORTUNITY

The Lou Fruitman Reena Residence

Reena’s Response to the Community Housing Shortage

DECEMBER 20, 2016

Based on a request from Reena, with start-up funds provided by the Azrieli Foundation, the province announced additional funding for a group of 10 developmental services agencies known as the Intentional Community Consortium (ICC), to develop an inclusive, community-based housing strategy for adults with developmental disabilities.

NOVEMBER 22, 2017

Thousands of Canadians living with developmental disabilities received some truly life-changing news.

It was on that date that the federal government announced the launch of a multi-billion dollar National Housing Strategy, designed to ensure that individuals with diverse needs have access to safe and affordable housing.

Reena, along with the ICC, had extensively advocated for our sector, resulting in the federal government allocating a minimum of 2,400 specialized units for those with developmental disabilities.

The need for specialized housing is great. There are 12,000 individuals with diverse needs who are waiting for housing in Ontario. With the opportunity to apply for federal assistance, Reena began planning for a new residential project, modeled on the success of the Reena Community Residence, which opened in 2012.

Batay Reena creatively pulled together a parcel of land adjacent to the Toby & Henry Battle Developmental Centre. They purchased land from Wycliffe Homes who is building on the adjacent property. They also negotiated the purchase of a right-of-way from the City of Vaughan. The goal was to create housing for 138 people with diverse needs along with urgently needed programming space. The cost (including land) was estimated at $36 million. In addition to federal support, the project would require assistance from the other levels of government, along with a major fundraising campaign to be spearheaded by Reena Foundation.

NOVEMBER 21, 2018

At Reena Foundation’s Exceptional Abilities Gala, Ontario Premier Doug Ford, speaking to over 900 guests, announced the largest donation in Reena’s history – 5.4 MILLION DOLLARS from the family of the late Lou Fruitman.

Lou, who passed away in 2015, helped Rabbi Joseph Kelman of Beth Emeth Synagogue establish Reena in the early seventies. Lou generously supported Reena from its start, despite not having a family member in need of its services. A humble man who avoided the spotlight, he would go on to become Reena’s first Treasurer and President.

“My husband was a true mensch. Knowing that he was helping others was all he needed. He would have been embarrassed by this recognition, but would be thrilled that this building will help so many families,” said Lou’s loving wife Betsy.

The leadership gift from Betsy Fruitman was the catalyst needed to officially launch the campaign.

JANUARY 22, 2019

Reena received unanimous support for the building by Vaughan City Council. Mayor Maurizio Bevilacqua, York Region Chair Wayne Emmerson and the entire City of Vaughan Council and staff worked tirelessly to assist with the approval process. In fact, Mayor Bevilacqua was so enthused, he stepped up to Co-Chair the capital campaign, alongside Robert Berger, Executive member of the Reena Foundation Board of Directors.

AUGUST 2019

Several other generous donors had joined Mrs. Fruitman to support the project and Reena was ready to begin construction. The official groundbreaking celebration took place on August 20, 2019. In addition to the usual photos, shovels, speeches and cake, the event included something to commemorate a long standing Lou Fruitman tradition. Lou was in the construction business and his practice was to bury four special items in the foundation of new homes as a blessing to those who would live there; sugar – for a sweet life; bread – so that there would be food on the table; candles – for joy and light; and salt – to add a little spice.

Individuals in Reena’s art programs created a special box to mark the occasion along with containers for sugar and salt. They made candles and even baked a fresh challah. Lou and Betsy’s grandsons, Jarod and Joshua, placed the box in the ground to continue their grandfather’s tradition on the site of the building that will bear his name. Other highlights included granddaughter Phoebe singing with the Reena choir and eldest granddaughter Amanda’s speech in tribute of both Lou and Betsy.
DEVELOPING OPPORTUNITY

Lou Fruitman Reena Residence > Continued

OCTOBER 18, 2019

Vaughan Mayor Maurizio Bevilacqua presented Bryan Keshen with the Excavation Permit, and by December, the foundation had been poured. “This is about community. This is about belonging,” Bryan explained. “Together, we will make a difference in so many lives.”

MARCH 2020

When faced with the challenges of COVID-19, there were concerns that construction would be interrupted. Instead, the building was deemed essential and construction was able to continue at an accelerated rate as additional resources became available from construction sites that had shut down.

MAY 8, 2020

A physically distanced “Topping-Off” Ceremony was held on the very windy rooftop to celebrate the completion of the exterior superstructure. The event was broadcast online to thank the many Reena supporters who helped reach this milestone. Harold Seidel, Chair of Batay Reena and the construction project extended his gratitude to the many suppliers who went above and beyond to assist. He made special mention of Fieldgate Construction Management, whose staff continued to work tirelessly throughout the pandemic.

Like at the groundbreaking ceremony, it was important to include something special to mark this milestone. Sheila Lampert presented a special glass brick etched with the Hebrew word “Chai”. In Judaism, it is common to give and receive gifts in multiples of 18 or “Chai”, which means “life”. Giving “Chai”, as Mrs. Fruitman did with her gift of $5.4 million, symbolically represents the gift of life. The Chai brick will be installed in a place of honour to represent our wishes for a happy and healthy life for all those who will ultimately call the Lou Fruitman Reena Residence their home.

Jeff Bernstein, Chair of the Reena Board of Directors, thanked the many leaders in our public sector, political leadership and public service employees for their continued support. He then invited The Honourable Ahmed Hussen, Minister of Families, Children and Social Development to share his thoughts.

Minister Hussen delivered a heartfelt virtual message. He congratulated Reena on receiving official approval of $18 million in CHMC Mortgages and Grants from the National Housing Strategy Co-Investment Fund, “The dream that is the Lou Fruitman Reena Residence, is today, one step closer to becoming a much-needed reality with full occupancy slated for spring of 2021.”

Steven Justein, Chair of the Foundation Board, shared his family’s experience:

“My parents were always worried about my sister’s future. Who would take care of Shari when they were no longer able to care for her? Shari moved in to a Reena residence over 30 years ago and has never looked back. My family and I truly understand what the Lou Fruitman Reena Residence will mean to so many families.

We thank the many generous supporters who helped us reach this milestone. We have raised enough to get us to this point, and need your help to reach our goal and help other families like mine.”

TO LEARN MORE:
Please contact Sheila Lampert, Executive Director at (905) 763-8254 x 3629 or slampert@reenafoundation.org
COVID-19
Crisis Reveals Character

Reena Weathers Pandemic Through Preparation and Innovative Solutions

The popular quote, “Crisis does not create character, it reveals it,” attributed to Dennis Leary, was posted to Reena’s COVID-19 webpage during the early days of the pandemic outbreak.

That spirit has manifested itself, many times over, from the frontline workers to the senior administrators at Reena, pulling their weight to find innovative and creative solutions for our individuals and their families.

Throughout the pandemic, the guiding principles that led our staff to innovate were rooted in Reena’s CLEAR values. These statements, coined almost 50 years ago, embody a sense of belonging and compassion.

CARE Chesed Ve Tzedeck – Compassion and Justice

LEADERSHIP Tikun Olam – Repair the World

EMPOWERMENT V’ahavta L’reacha Kamocha – Value Others As You Value Yourself

ACCESSIBILITY Lifnei Iver Al Tasim Michshol – Remove Barriers

RESPECT Kvod Habriyot – Honour Our Humanity

Reena was fortunate to have many of its pandemic procedures and policies already in place, due to previous experiences in years past. With the guiding support of managers and supervisors, Reena immediately sprang to action in the early stages of the pandemic outbreak.

These initiatives included: the creation of ad-hoc professional work teams to support each other when work loads were high; the immediate implementation of screening processes for staff; ongoing update communications with families and staff and other relevant stakeholders; and the cessation of most of the day programs and family visits as per Public Health guidelines.

Reena’s leadership was mindful of every decision’s impact on our individuals and adopted a long-range approach to protecting everyone’s health and safety. These two principles contributed to Reena’s weathering of the outbreaks in such a positive way.

A large group of Reena residences are located in the York Region, which was one of the hardest-hit areas for COVID-19. Some of the measures Reena implemented included the ongoing support of a dedicated Infectious Diseases Specialist who helped educate staff, families and individuals on keeping safe. As a leader in the sector, we were able to offer training and guidance to other agencies. Reena was able to share many of its practices, policies and procedures on an ongoing basis with agencies that requested to learn and improve.

Continued on page 16 >

REENA’S COVID-19 RESPONSE TIMELINE

MARCH
02 First message to families (continuing to monitor for flu-like symptoms)
17 State of emergency declared
- Closed Day Program
- Moved programs to residential locations
- Updated visitor policy to essential services only, including some family visits

APRIL
03 Families not permitted at locations
13 Universal masking mandatory
13 Implemented passive screening measures
28 Implemented active screening

APRIL
13 Reena retains Infectious Diseases Expert
22 Universal masking mandatory
23 Provincial Government announces Action Plan: Protecting Vulnerable Ontarians
29 Made iRide resources available

MAY
14 Began on-site visits with Infectious Diseases Expert
28 Began enhanced testing (York)
10 Implemented New Normal/Outbreak Prevention protocol & Supervisor audit tool
13 Universal masking mandatory
17 Required staff to work at one agency only
13 Implement on-site visits with Infectious Diseases Expert

Jessica Green and UJA Genesis volunteers delivering care packages for Reena’s frontline workers
Many of the community-driven initiatives that Reena benefitted from involved securing personal protective gear for our staff and individuals, and providing recreational and leisure supplies to individuals, care packages to staff and even transportation services to deliver individuals to testing centres – just to name a few. Technology was a big part of this as it allowed Reena, aided by several grants, to re-connect some of our individuals to interact and socialize again with their families, healthcare providers and friends.

A special thank you and a heartfelt acknowledgement is in order to all Reena staff for going above and beyond their duty; their absolute dedication and compassion for the individuals they care for was an integral part of Reena’s success. As the Province of Ontario implemented its Emergency Order, Reena’s staff and unions benefitted from a stable work environment. This measure ensured a more consistent staffing and reduced exposure to the virus for our individuals. Sometimes, as we learned, we can turn a difficult situation into an advantage.

Our values have carried us through some of the good years, and helped us to find the courage to withstand the difficult times of this recent pandemic.

Reena is committed to learning from others by supporting a cross-sector collaboration with other agencies, seeking expert advice, asking questions and striving to provide the utmost care for our individuals and families.

The COVID-19 pandemic has been – and continues to be – a formidable foe.

It has disrupted our lives, making even some of our simpler daily tasks a challenge to complete. And for senior citizens, those most vulnerable to the virus, it is a constant source of anxiety and worry.

Fortunately, with necessity being the mother of invention, COVID-19 has also inspired a number of community organizations to use their creative thinking and problem solving skills in order to overcome those challenges.

In April, as COVID-19 numbers were on the rise and the pandemic continued to play havoc with people’s lives – especially our most vulnerable – Reena’s leadership recognized that they faced a tremendous challenge: how could they ensure that all Reena residents receive the potentially life-saving COVID-19 tests?

They realized that they had a solution in the form of Reena vans, several of which, due to the pandemic, were currently sitting idle with Reena residents unable to leave their homes.

The COVID-19 Test teams from the Hospital for Sick Kids and Safehaven to a number of congregate care locations to perform on-site testing. Weekly kosher meals prepared by Bernard Betel Centre are delivered in the vans to seniors living on their own.

These vans were purchased with the support of generous donors and with the proceeds raised from a number of Reena Foundation’s signature events. These include galas, events attended by Maple Leafs alumni Darryl Sittler and right winger Mitch Marner, the annual Striking for Reena bowling event, the Reena Rumble wrestling event, and several golf tournaments including: Swinging for Reena, hosted by Tribute Communities; and the Pro-Am Golf Tournament at Maple Downs Golf & Country Club.

Teaming up with iRide and Circle of Care to create Secure Medical Transit (SMT), Reena retrofitted several of their vans.

By fitting the vans with plastic shields to protect the driver, removing the middle passenger seat to ensure social distancing, and disinfecting the vans after every trip, Reena vans continue to play an integral role in making sure those who are most vulnerable to the pandemic, receive proper, accurate testing.

These vans are also used to transport COVID-19 Test teams from the Hospital for Sick Kids and Safehaven to a number of congregate care locations to perform on-site testing. Weekly kosher meals prepared by Bernard Betel Centre are delivered in the vans to seniors living on their own.

The retrofitted vans have quickly become an invaluable tool available to 1,000 individuals supported by Reena as well as 2,500 iRide clients.

While we could never have predicted that Reena’s vans would be used for these purposes, it exemplifies how the generous support of our donors continues to impact upon the community, long after the events are over, during good times and bad.
COVID-19

Coming Together

In Recognition of Reena’s Frontline Heroes

Ontario has often been lauded for its multiculturalism; a province that is home to many different religious traditions and cultural influences that, in their coexistence, result in a unique cultural mosaic.

On June 4, that mosaic was on full display at the Reena Community Residence (RCR) in Vaughan.

It was there, in response to the ongoing global pandemic, and ensuring that social distancing and all other safety protocols were practiced, that City of Vaughan Ward 3 Councillor Rosanna DeFrancesca – in her first public outing since testing positive for COVID-19 in early April – spearheaded an event in honour of Reena’s courageous and compassionate frontline workers.

Thanks to committed community leaders, including Councillor DeFrancesca, Toronto Raptors’ Superfan Nav Bhatia, Rabbi Shmuli Nachlas of Jewish Youth Network and others, close to 300 meals were prepared and distributed to Reena’s frontline workers, the organization’s real life super heroes, in a show of appreciation for their service and for putting their own lives on the line during these difficult times.

In addition to the RCR, meals were distributed to Reena’s nine group homes in York Region, as well as to the staff working at the Toby & Henry Battle Developmental Centre.

This important community event would not have been possible without the generosity and compassion of several donors including The BAYT Sisterhood, Allmart Distributing, The Kosher Pickle, United Car and Truck Rental, CEO Roshan Navaratnam, Inter-City Logistics Group, CEO Kula Sellathurai, Canvas Developments, and Allan and Tova Gutenberg. Tova, the personification of L’dor vador (passing on cultural traditions from generation to generation), is the daughter of the late Rabbi Kelman, Reena’s founding Rabbi, and a Reena Board Member.

Other dignitaries who rolled up their sleeves for this important event included Minister of Education Stephen Lecce, Mayor Maurizio Bevilacqua, Roseanne Longo, Chair of the Longo’s Family Charitable Foundation and Ward 4 Councillor Sandra Yeung-Racco.

“This just truly demonstrates Vaughan’s generosity; the fact that we came together as a community and stay strong and support each other,” Councillor DeFrancesca told CP24 during the event. “I’m hoping that out of this COVID-19 good things emerge, and that Canada emerges stronger and Vaughan within it.”

“This is all to say thank you, and I must also say thank you to the organizers for including me in this event,” said Bhatia with his usual exuberance, and who has more than earned the moniker of “superfan” by having attended every Toronto Raptors home game since 1995. “I tell you, we are blessed to live in Canada. Look at what is happening south of our border, and then look at us. We are diversity at its best. That’s why Canada is the best country.”

Back: Simi Singh, Direct Support Supervisor, Reena, L-R: Jason M., Reena supported Individual; Nav Bhatia, Toronto Raptors’ Superfan

L-R Front Row: Nav Bhatia, Toronto Raptors’ Superfan; Honourable Stephen Lecce, Minister of Education; City of Vaughan Ward 3 Councillor Rosanna DeFrancesca; Roshan Navaratnam, CEO United Car and Truck Rental; Rabbi Shmuli Nachlas, Executive Director, Jewish Youth Network.

L-R: Bryan Keshen, CEO, Reena; Sheila Lampert, Executive Director, Reena Foundation; Tova Kelman Gutenberg, Reena Board Member; Nav Bhatia, Toronto Raptors’ Superfan
In 2020, as we all navigate a global pandemic, an emphasis on innovation and resiliency has never been more important. With the best interest of our individuals at heart, the Channels Day Program decided very early on that we would go virtual. The program’s positive impact on the lives of participants meant that we couldn’t disappear—this was not even an option—so we used improvisation, creativity and our commitment to excellence under all circumstances to change our method of delivery. From the very first sessions, the sense of community, the impact of positive socialization, and the camaraderie between staff and participants was evident. When we became virtual, we held onto our belief that the sky is the limit for people with disabilities. It’s always at the core of what we do, and even more so now. We have toured international buildings and monuments from the comfort of our couches, we’ve written stories about our lives and shared them with each other, we’ve watched Broadway shows, participated in cooking classes, yoga, and music and we’ve created art masterpieces together. We might be physically apart, but we have soared to great heights as a collective and we continue to evolve and refine our skills, even when the world feels unpredictable around us.

Together we share, we learn, we express, we create, we investigate, we explore, we follow our curiosity, and we persevere. The Channels program has always had an ability to turn socialization into moments of deep learning and discussion—and the virtual experience is no different. In this strange time in history, we have demonstrated to ourselves and to each other what community really means; that you are never truly alone, we are all family.

At the onset of COVID-19, Reena’s Senior Management Team quickly identified the critical need for Personal Protective Equipment (PPE). Reena, as we often do, reached out to the extended Reena Community for assistance.

We approached Beker Fashions, a manufacturer of women’s formal wear since 1923. Ron Beker understood Reena’s urgent need for protective wear, as “Special Occasion Wear” in its own right, and agreed to shift operations from the production of designer gowns to the design of protective gowns and face masks.

The challenge was to find sufficient and suitable fabric to manufacture enough PPE, as businesses were closing their doors.

Without hesitation, Warren Kimel came forward just in the proverbial nick of time. He shipped a generous donation of specialty fabric from Fabricland directly to Beker Fashions to ensure that production could begin immediately. When all was said and done, Beker Fashions had manufactured some 2,500 protective gowns and 3,000 protective face masks for Reena.

And, once word spread throughout the community about the resourceful initiative with Beker Fashions, it wasn’t long before other organizations followed suit, inundating Beker with requests to have their own PPE manufactured.

With the support of our generous donors, our Senior Management Team found a creative solution for a serious problem, and led the way for other organizations to ensure the safety of their staff.
PORCH PICS
Providing GTA Families with a Smile

If a picture is truly worth a thousand words, then Toronto photographer Elliot Sylman used his camera at the height of COVID-19 to speak volumes. In late March, Elliot, who specializes in photographing bar/bat mitzvahs, weddings and other events, suddenly found himself with an abundance of free time. He decided to use his expertise to bring some humour and joy to others feeling the effects of “Cabin Fever” when most of the GTA was still a virtual ghost town.

He began snapping what he calls “Porch Pics” – photos taken from a safe physical distance. Instead of charging his normal $400 per portrait, Sylman, who’s been in the business for 35 years and does lots of charity work, asked his subjects to donate to Reena Foundation.

News of the Porch Pics project spread quickly and Sylman travelled all over the GTA taking over 400 photos while introducing many new people to Reena. “I can’t work so I decided to use my time to give back and raise some money for Reena’s COVID-19 relief needs,” he said, noting he’s seen the work Reena does up close and “it’s a great organization.”

We are very grateful to Elliot for his creative show of compassion. We thank the many donors who generously supported Porch Pics and collectively raised over $37,000 to support Reena’s COVID-19 relief efforts. To see more Porch Pic photos, please visit instagram.com/theporchpics

The Matlow Family

The Rames Family

Denise Alexander and Sue-Ann Levy

The Seligman Family

Breakfast Television’s Tammie Sutherland and her husband Otis

The Charlat Family

The Schwartz and Waisglass families with the Joel Schwartz Memorial Hockey Tournament trophy

The Cohn Family

The Somer Family
On March 5, 2020, literally just days before the world began wrestling with the realities brought on by COVID-19, Reena Foundation held a wrestling event of a very different nature.

In its very last public event before COVID-19 made large gatherings unsafe, Reena Foundation tag-teamed with Magen Boys Entertainment to create Reena Rumble 2020, presented by Tribute Communities. Some 400 enthusiastic attendees made their way to Toronto’s Midtown Event Theatre which had been transformed into pro-wrestling’s “Squared Circle” to witness live a first-rate roster of WWE legends taking to the ring to battle one another including Papa Shango, The Brooklyn Brawler, Virgil, Leaping Lanny Poffo, Hornswoggle and more.

The event honoured the memory of Dustin Kazman, an individual supported by Reena. Unfortunately, almost immediately following this star-studded event, Reena’s many diverse programs were transformed due to the pandemic, leaving families with loved ones in lockdown, and disrupting their normal routines – an important element in the lives of individuals with developmental disabilities.

Thanks to the generosity of all those who supported Reena Rumble 2020, Reena had the funds available to assist quickly.

Within three short weeks, the proceeds were used to purchase activity bins containing everything from arts & crafts, games and activities to other, urgently needed supplies. The bins were delivered to group homes, as well as to families and individuals living on their own.

So, while those in attendance were having a great time watching their favourite wrestlers cause havoc in the ring, they were also helping countless individuals and their families deal with the challenges caused by the sudden onset of COVID-19.

And if that wasn’t enough, a number of other generous and forward thinking donors have come forward to help Reena restock those Activity Bins – dubbed “Treasure Boxes” by one Reena individual.

To ensure that those in need continue to have access to these rare “treasures”, please contact Shira Lev at slev@reenafoundation.org.
Reena Rumble was presented by:
Tribute Communities
Friendship Promoter Sponsor
Camp Robin Hood
Clothesline Sponsors
Camp Winnebagoe
The Silber Family/
Crowe Soberman LLP
Benjamin’s Park Memorial Chapel
Opening Match Sponsors
BDO
Bergel Magence LLP
David Sklar & Associates
Diamond & Diamond Lawyers
Kilbarry Hill Construction Limited
Lifetime Charitable Foundation
Paradise Developments
Schecter Dental
SpiceCart
The Cash Family
The Lillian and Norman Glowinsky
Family Foundation
Special thanks to:
CIBC
Efram Kazman
Graniterite / Nancy Hanley
Greg Wolfond
Harvey Kalles Real Estate Ltd.,
Brokerage
Libby Gold
Magen Boys Entertainment
Rebecca Hulbert
Walt Orthodontics
Event Co-Chairs:
Efram Kazman, Jian Magen
& Page Magen
Committee Members:
Isaac Benayon, Avi Glina,
Ari Krajden, Daniel Lewis,
Arlin Markowitz, Shawn Mecklinger,
Jonathan Samuel, Adam Schachter
& George Brown College Scholars
Thank you to:
Our incredibly generous sponsors and donors;
committee; guests; staff; volunteers and Magen Boys
Entertainment for making Reena Rumble 2020 a night
to remember!

On November 7, 2019, more than 50 women attended an exclusive evening with The Pampered Chef in support of Reena Foundation.
The event, Co-Chaired by Madeleine Bodenstein and Karla Ford, not only provided guests with some delicious fare, but some food for thought too, giving them an opportunity to learn more about Reena Foundation, as well as the latest culinary trends.
Other vendors included KyKy Kookies and Hey Babe Cosmetics.
Generously hosted by Sabrina and Ronnie Strasser, Sabrina showcased Pampered Chef products through a tantalizing and delicious live demonstration.
Proceeds from the event were directed to Reena’s Cooking Program, which allows individuals supported by Reena to enhance their independence by learning about menu planning, nutrition, and how to prepare their favourite meals; a recipe guaranteed to improve the overall quality of their lives.

L-R: Sabrina and Ronnie Strasser

L-R: Kayla, Kyla, Karla and Kara Ford

L-R: Shveta Hariharan, Sheila Lampert and Viji Hariharan

L-R: Katie and Madeleine Bodenstein
FOREVER DISCO
Grooving For A Good Cause

In 1980, Kool and the Gang recorded perhaps its most iconic hit song, “Celebration”, which includes the lyrics, “It’s time to come together…”

On October 24, 2019, Reena Foundation did just that, coming together in partnership with the Forever Chai Foundation of Canada to host Forever Disco, a concert presented by Promenade Park Towers.

Also coming together to enjoy the evening were more than 750 attendees, many of whom dressed up in their finest disco attire. They danced in the aisles of The Meridian Arts Centre, grooving to the music of the Grammy winning group, who performed many of their hits including Celebration and Ladies Night. CTV’s Tom Brown and CP24’s Kelly Linehan emceed the event.

Event Co-Chairs were Ellen Goldstein, Marya Grad, Sheila Lampert, Shira Lev, Esther Michaels, Michelle Moll and Mona Sherkin.

“I have been blessed to be part of both organizations for many years,” said Co-Chair, Esther Michaels. “I have always believed that we have the responsibility to help people who are less fortunate, both in our country and around the world. My brother-in-law was born in a displaced persons camp and has several disabilities. As my in-laws grew older, they worried about his future. Reena nurtured his transition into one of their

Continued on page 28 ×
FOREVER DISCO

Continued from page 26

Group homes. It is a place where people can make friends, learn skills and in some cases gain employment. He continues to live a fulfilled life in a safe and caring community.”

Proceeds from Forever Disco will help Reena meet the needs of individuals like Esther’s brother-in-law by funding investments in programs and innovative housing solutions.

A highlight of the evening was when Tom Brown interviewed Jon, an individual who lives at a Reena residence, along with his mother Mona.

Tom: “What’s the best part of living on your own at Reena?”
Jon: “I have friends”
Tom: “So how many friends do you have there Jon?”
Jon: “Like a million!”

It was an incredibly heart-warming moment and gave everyone the opportunity to witness firsthand how their support truly transforms lives at Reena.

Mona summed it up perfectly by sharing, “What could be better for a mother than to hear that her child is happy and has friends?”

Harry and Malka Rosenbaum

L-R: Mona Sherkin, Jon and Tom Brown

L-R: Karen Justein, Steven Justein, Harold Seidel and Tracie Seidel

L-R: Gerald Hartman, Sheryl Hartman, Claire Glowinsky and Howard Glowinsky

L-R: Marya Grad, Shira Lev, Sheila Lampert, Ellen Goldstein, Mona Sherkin and Esther Michaels

Alex Eisen and Min Lefkowitz

L-R: Esther Tencer and Orna Serruya

Michelle and Marc Moll
Forever Disco was presented by:
Promenade Park Towers
Media Sponsor
CTV
Platinum Record Sponsor
Steeles Memorial Chapel
Chai Gold Record Sponsors
George and Judy Frankfurt
Herman and Marya Grad
ARROW Furniture – The Michaels & Adud Families
Paradise Developments
Miriam and Larry Robbins Foundation
Silver Record Sponsors
Export Packers – Jeff and Honey Rubenstein
Ron and Susan Flam
Great Gulf
LIUNA! Ontario Provincial District Council
Alltree – Zev Mandelbaum
Dance Fever Sponsors
Henry and Barbara Bank
Anthony and Laura Beck
Benny and Mary Bien
Grace David
Fieldgate Developments
FJW Law LLP
Michael and Libby Gold
Norman and Ellen Goldstein
George and Kitty Grossman
Magen Boys Entertainment
Massa Investments Limited
Phantom Developments
Ronnie and Sabrina Strasser
Louis and Maria Reznick
Cynthia Small and Stewart Telford
Jerold and Gale Winter and Family
Wycliffe Homes
Disco Inferno Sponsors
Anonymous
Robins Appleby
Charitable Foundation
David and Marilyn Glick and Family
Gerald and Sheryl Hartman
KG Group
Bruce and Marlene Mandel
Robert Rubino
Tom and Sasha Weiss
Family Foundation
Westcourt Capital Corporation – David Kaufman
Westdale Properties – Ron and Vanessa Kimmel
Sharon Segal Woolfson, Shireen and Edna Marcus
Boogie Down Sponsors
Lanny Abramson
Stephen and Tanis Aidelbaum
Dennis and Dawn Alexander
Barron and Eleanor Appleby
Celia Tessler-Atkin
Morley Beallor and Andrea Fine
Gary Bensky
Sam Berkel and Carol Klayman Basman
Marsha Bronfman
The Lisa and Allan Brown Family Foundation
Pasqualle and Elana Caggianello Classmed, a division of Classic Care Pharmacy
The Sydney and Florence Cooper Charitable Foundation
David and Carol Cutler
Decorium – Joe and Gail Forberg
Alex Eisen
Dr. Brian Fishman and Susan Abramson
Allan and Susan Fenwick
Bill Forberg and Ling Hsu
Betsy Fruitman and Family
We Dance Tonight, In Memory of Sam STEMER, “The Dancing Man”
The Glowinsky Family
Norman and Lillian Glowinsky
Gary and Wendy Goldman
Grand Terra Developments
Menashe and Rina Grinspan
Sheldon and Marie Gross
HSBC Bank of Canada – Linda Seymour
Ora Harris and Michael Hutchins
Incline Communications
Steven and Karen Justein
Howard Kerbel – Brampton Brick Limited
Julius and Sandi Kirschner
Igor and Bonnie Korenzvit
Alex and Dorry Korn
Phil and Anne Koven
Arthur and Sheila Lampert
Yair Lenga
Richard and Susan Levinsky
Peter and Eva Majerovic
Mark and Neo Mandlosh – Bay Bloo Radio
Mike and Jintana Mansour
Sam and Malka Margel
Edwin and Miriam Merkur
Charitable Foundation
Midtown Drywall – Henri Bergeron and Chantal Lacoste
Jeffrey and Susan Mouckley
David and Rosie Sandler
Scotiabank
Kevin Sherkin
Robert and Mona Sherkin
Shimmerman Penn LLP – Irwin Choleva
Allan and Hinda Silber
Bruce Silcoff
Larry and Honey Silverberg
Sheldon and Vivian Silverberg
Matthew Sitka
Fred and Bryna Steiner
Zan and Sylvia Stern
Stronach & Sons Inc.
Ken and Esther Tencer
Tracstee Ltd – The Seidel Family
John and Rosie Uster
Jeffrey and Terry Weiss
Lorne and Michelle Weiss and Family
Royal and Hedie Williams
Ted and Annette Wine
Irwin and Elayne Wortman
Joseph R. Young P.C.
Immigration Law
Dyn-O-Mite Friendship Sponsors
Diamond & Diamond Lawyers LLP
Dorvict Home & Health Care Services
Carly and Joanne Foster
JODAL Health Care, Inc.
Carl Mandel and Lisa Lazar
SHS Consulting

Thank you to:
Our generous sponsors and donors; committee; staff and volunteers who gave their time, talent and support to help make this evening a success.

SWINGING FOR REENA
Swaying for Reena, the annual golf event hosted by Tribute Communities has raised over $1.6 million to date.
Proceeds have paid for many of Reena’s greatest needs including a wheelchair accessible van, renovations to the Toby & Henry Battle Developmental Centre and several programs including technology and summer camps. Funds from the 2019 tournament were directed to Reena’s current residential project; the Lou Fruitman Reena Residence.
Although the tournament could not take place this year, several donors generously converted their sponsorships to support our COVID-19 relief efforts.

THE LIGHTSTONE CLASSIC
Generously hosted by Maple Downs Golf & Country Club, the Lightstone Classic Pro-Am tournament took place on September 5, 2019. For the third consecutive year, proceeds were directed to Reena Foundation.
The 2017 tournament allowed for the purchase of a van for the Reena Community Residence (RCR). Proceeds from the 2018 and 2019 tournaments have been directed to the Lou Fruitman Reena Residence, and towards the installation of a pergola at the RCR.
The perga has been made possible due to a generous grant from the Ontario Trillium Foundation.

GOLF AT THE BRIARS
On July 23, 2019, Dr. Alan Berger organized a golf event at the Briars Golf Club. Proceeds were directed to support Reena’s programs, many of which have been converted to virtual ones due to the pandemic.
We thank all of our golfers, sponsors and donors who have significantly contributed to the success of these events. Due to COVID-19, the golf events did not take place in 2020. We look forward to resuming these tournaments in the future.
DONORS

We are extremely grateful to our donors for their generosity.

$1,000,000 +
The Azrieli Foundation/ La Fondation Azrieli
The Lou Fruitman Family
The Warren and Debbie Kimel Family Foundation
Miriam and Larry Robbins Foundation
The Sherman Foundation

$250,000 +
Fieldgate Cares Foundation
Paradise Homes Corp. - The Weiss/Burch Families

$100,000 +
The Maxwell and Ruth Leroy Foundation
Estate of Earl Mandell
1 Anonymous donor

$10,000 +
Robert Berger and Marla Shapiro
The Bregman Family
Estate of Sylvia Caplan
Harry E. Foster Charitable Foundation
The Sam & Citta Ganz Family Foundation
Harry and Rochelle Green
Moshe Green
Anthony J. Lisanti
Lisgar Construction Company
Esther Mamane-Tencer
Barry and Esther Naiberg Family Endowment Fund at the Jewish Foundation of Greater Toronto
Robert and Mona Sherkin
Estate of Jennie Taub
1 Anonymous donor

$5,000 +
Miriam Alikin Memorial Fund at the Jewish Foundation of Greater Toronto
Donald Altman
Deborah Berlach
Jeff and Janet Bernstein
Gary Bluestein Charitable Foundation
Brettler Mintz Foundation
Freeman Family Legacy Fund at the Jewish Foundation of Greater Toronto
Michael Hartman
Medalist Holding
George Cohen / McDonald’s Restaurants of Canada Limited
PI Fine Art / PI Creative Art
Karen Soupcoff
Wagner Green Charitable Trust
Frank and Judith Wilson
1 Anonymous donor

$1,000 +
Stanley and Alieza Abraham Aqueduct Foundation
Asiga Inc.
Shelagh Barrington and George Maclaren
Wendy Bellack-Viner and Les Viner
Alan and Wendy Berger
Bialik Himmel PTA
Blincos Systems Inc.
Elia Burakowski Cohen and Marshall Cohen
Joseph and Marilynne Cass
Vincenta Cheng
Edcon Properties Ltd
Alex Eisen
Stanley and Ilana Emerson
Ab and Phyllis Fiat
Manny Fogel Fund at the Jewish Foundation of Greater Toronto
The Frieburg Family Charitable Foundation
Samuel and Renata Galperin
John Gelmon
Alex and Susan Gilbert
David and Francine Gilbert
Mindy Ginsler
Ernest & Barbara Goldberger Endowment Fund at the Jewish Foundation of Greater Toronto
Lorne and Carol Goldstein Family Endowment Fund
Jeremy and Carolyn Hammond
Angela Iannuzziello
IBM Canada Ltd.
Marlene Landa
Ellen Larsen
Anita Levin and Jim McGrath
Ida Lover Endowment Fund at the Jewish Foundation of Greater Toronto
Lynx Equity Limited
Ruth Mandel
Michael Nethercott and Sarah Hobbs
Theresa O’Leary and David Herle
Ellis and Orit Orlan
Purpose Investments Inc.
Robert and Michele Richter
Barbara Saiper
Charles and Mina Schwartz
Jonathan and Linda Snook
Fred and Bryna Steiner
Bernardo and Ana Sztabinski
Russell Tanzer
Martin and Penelope Tepper
The Philip Smith Foundation
Trasada Incorporated
Benny & Belle Weinsten
Philanthropic Fund at the Jewish Foundation of Greater Toronto
Gilda Wyne
Donn and Lilian Wilson
Ben Zigelbaum
1 Anonymous donor

ENDOWMENT FUNDS

We thank our Endowment Fund holders for their commitment and continued support.

Aaron Murray Keshen Music
Abramowitz Family
Al and Sheila Libfeld
Alex Fomlen Memorial
Alex, Olga and Marvin Eisen
Allen and Judy Berg
Angela Iannuzziello
Aronovitch Family
Bacal Family
Barrington Family
Bernard J. (Ben) and Rose Katz
Bernice Guzik
Bert and Marilyn Raphael Advocacy
Binder-Peckman Education
Carl Zynoberg Family
Catalano Family
Danny Dymond Family
David and Molly Kelman Memorial
David Esplin
David J. Nizic
David, Deborah and Harold Breslove
Diane Harris
Donald Lipman
Durog Family
E.B. Esplin
Ed Rich mond
Eiley Family
Epelbaum Family
Erich Hopkins Family
Ernie Weiss
Ethel and Hirsch Erdele
Fern Aronoff
Frances O’Leary Family
Frank and Elaine Simkevitz Family
Frank and Judy Wilson
Fred and Sugie Feldman Family
Fred Samuels
Goose Family
Hanigberg/Sossin
Harry Edelstein
Helen and Al Levin
Helen Unger
Husky Sherkin
Irving and Anita Marcus
Irving and Sylvia Ungerman
Jack and Pearl Mandel
Jack Arthur Swift
Jenny Hammond
Jesion Family
Joan Glick Gold and Family
Joan Warren
Joe and Helen Berman
Joel Schwartz
Jolene and Morris Carrady
Jon Sherkin
Jordan and Sandi Soll and Family
Joshua, Zachary and Catherine Machado
Juster Family
Kazman Family
Kenny Freeman
Kieselstein Family
Laura Cohen
Leanne Begley
Les and Gertie Bulkin
Les Agassie
Leslie Hartman
Lipa and Guta Fleising
Liss Family
Magnaf Dinner
Martin Goodman
Maya and Max Beck
Mayers Family
Melvin Yale Katz Family
Michael and Tillie Bildner
Michaels Family
Morris & Beverly Baker Foundation
Morris and Faye Vanek
Morris and Mary Yuchman Family
Morris Henechowicz
Morisson Family
Nethercott Family
New Leadership
Norman and Fay Bacher
Ort and Ellis Orlan
Patricia McKellar Family
Paul Cantlie
Peake Family
Pearl Goldstein Cont. Education
Phyllis and Irving Feldman Family
Rabbi Joseph E. Kelman
Rajzman/Wagshal Family
Rayman Family
Rebecca Farb
Reena General
Rienne Fleischmann
Robert Berdugo
Rose and Max Goldenberg
Rose and Manny Lipman
Roslyn and Norman Climans
Ross Family
Sam and Mona Juravsky
Sandy and Jerry Brooks
Schwartz Family
Sherman Family
Stevie Gottlieb
Stu and Ray Rotman
Susan Harris and David Kassie
Sybil Goldberg
Syrra and Harold Kochberg Family
Tamara Benjamin
Ted B. Chester Family
Teper Family
The Anne & Joe Jaffe Literacy
Trevor Rosenberg
Wachsberg Family
Weisman Family
Weizenberg Family
Whyne/Karp Family
Wilson Family
### Summary statement of financial position

**As at March 31, 2020**

<table>
<thead>
<tr>
<th></th>
<th>2020 ($)</th>
<th>2019 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and investments</td>
<td>827,416</td>
<td>2,790,447</td>
</tr>
<tr>
<td>Restricted cash and investments</td>
<td>1,255,481</td>
<td>1,093,752</td>
</tr>
<tr>
<td>Due from Batay Reena</td>
<td>897,490</td>
<td>96,957</td>
</tr>
<tr>
<td>Due from Reena Foundation</td>
<td>34,394</td>
<td>49,654</td>
</tr>
<tr>
<td>Other current assets</td>
<td>2,555,556</td>
<td>2,171,260</td>
</tr>
<tr>
<td>Prepaid lease expense</td>
<td>674,009</td>
<td>664,110</td>
</tr>
<tr>
<td>Capital assets</td>
<td>32,210,064</td>
<td>22,659,785</td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other current liabilities</td>
<td>11,893,812</td>
<td>9,477,538</td>
</tr>
<tr>
<td>Mortgages payable and replacement reserve</td>
<td>8,830,299</td>
<td>5,465,430</td>
</tr>
<tr>
<td><strong>FUND BALANCES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fund balances, end of year</td>
<td>17,730,299</td>
<td>14,642,997</td>
</tr>
</tbody>
</table>

### Summary statement of operations and changes in net assets – continued

**As at March 31, 2020**

<table>
<thead>
<tr>
<th></th>
<th>2020 ($)</th>
<th>2019 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excess of revenue over expenses before the</td>
<td>840,901</td>
<td>1,323,084</td>
</tr>
<tr>
<td>undernoted items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pay equity expense</td>
<td>(565,373)</td>
<td>(796,108)</td>
</tr>
<tr>
<td>Amortization of capital assets</td>
<td>(441,833)</td>
<td>(431,184)</td>
</tr>
<tr>
<td>Gift from Batay Reena</td>
<td>1,245,357</td>
<td></td>
</tr>
<tr>
<td><strong>Excess of expenses over revenue for the year</strong></td>
<td>1,079,052</td>
<td>95,793</td>
</tr>
<tr>
<td>Fund balances, beginning of year</td>
<td>14,642,997</td>
<td>14,061,205</td>
</tr>
<tr>
<td>Capital Contribution from Reena Foundation</td>
<td>2,008,250</td>
<td>486,000</td>
</tr>
<tr>
<td>Fund balances, end of year</td>
<td>19,730,299</td>
<td>14,642,997</td>
</tr>
</tbody>
</table>

### Summary statement of cash flows

**As at March 31, 2020**

<table>
<thead>
<tr>
<th></th>
<th>2020 ($)</th>
<th>2019 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash provided by operating activities</td>
<td>3,647,513</td>
<td>1,439,569</td>
</tr>
<tr>
<td>Cash used in investing activities</td>
<td>(8,940,763)</td>
<td>(288,977)</td>
</tr>
<tr>
<td>Cash provided (used in) financing activities</td>
<td>3,330,219</td>
<td>(541,651)</td>
</tr>
<tr>
<td>Net (decrease) increase in cash and investments during the year</td>
<td>(1,963,031)</td>
<td>608,941</td>
</tr>
<tr>
<td>Cash and investments, beginning of year</td>
<td>2,790,447</td>
<td>2,181,506</td>
</tr>
<tr>
<td>Cash and investments, end of year</td>
<td>827,416</td>
<td>2,790,447</td>
</tr>
</tbody>
</table>

### Notes to the summary of financial statements

1. **Summary financial statements**
Reena has prepared these summary financial statements to be included as part of its annual report. These summary financial statements present the same information as the audited financial statements, except for the notes to the audited financial statements. Complete audited financial statements are available upon request.

2. **Basis of presentation**
The complete financial statements have been prepared in accordance with the accounting principles stipulated by Reena’s agreement with the Ontario Ministry of Municipal Affairs and Housing, the Ontario Ministry of Community and Social Services, and the Regional municipality of York, for the purposes of satisfying financial reporting requirements. These agreements predominantly reflect Canadian accounting standards for not-for-profit organizations, with the exception of the accounting for capital assets.
PARTNERSHIP UPDATE

Chai-Tikvah – Reena

Reena and Chai-Tikvah (Life and Hope Foundation) integrated their operations on October 1st, 2019. That move was intended to build on the two agencies’ shared vision of inclusion and Jewish values. This vision will also support the creation of an integrated approach to service, that will be well positioned for future success and increased supports for our community.

Since then both agencies have started putting forward initial steps towards a collaborative and fruitful future. “Although both agencies had to temporarily stop some of our initiatives due to the challenges of the COVID-19 pandemic, we definitely benefitted from Reena’s previous crisis management training on Infection Prevention and Control (IPAC), personal protective equipment and infrastructure up-keep,” says Rochelle Goldman-Brown, Chai Tikvah’s Executive Director.

During the COVID-19 pandemic Chai-Tikvah benefitted from this collaboration, having the operational support of Reena, which allowed for a seamless transition from regular operations to emergency. “We felt equipped and ready to tackle what’s ahead of us,” says Goldman-Brown. “This was mainly evident with our programs, serving people living with mental disabilities. At the same time we feel we can support Reena and share our vast knowledge as Reena ventures into the healthcare arena.”

Chai-Tikvah is also benefitting these days from Reena’s experienced property management services. Comprehensive renovations at some of Chai-Tikvah’s apartments are currently being carried out, including apartment remodelling to support independence and social distancing, fire alarm systems installed and electrical and heating systems will be upgraded.

As plans for the future go, Goldman-Brown sees the opportunity to offer respite services to some potential families, especially for those individuals who live with mental issues and those with developmental disabilities.

The synergy between the two agencies will also allow Chai-Tikvah to utilize Reena’s expertise in supportive housing solutions and government relations to strengthen its agency and focus on service delivery.

BOARDS OF DIRECTORS

REENA
IMMEDIATE PAST CHAIR
Lorne Sossin
CHAIR
Jeff Bernstein
VICE CHAIR
Charles Chee
SECRETARY & CHAIR
GOVERNANCE/NOMINATING COMMITTEE
David Cohen
CHAIR – CONTINUOUS QUALITY IMPROVEMENT (CQI)
David MacCoy
TREASURER & CHAIR
FINANCE COMMITTEE
Eitan Dehtiar
DIRECTORS
Dr. Alan Bardikoff
Daniel Horowitz
Dr. Earl Silverman
Esther Yermus
Dr. Faisal Saeed
Gary Thompson
Gerald Hartman
Howard Weinroth
Mindy Ginsler
Nirmala Armstrong
Rachel Blumenfeld
Tova Gutenberg
Wendy Bellack-Viner
PRESIDENT AND CEO
Bryan Keshen
FOUNDING CHAIR
Rabbi Joseph Kelman
FOUNDING PRESIDENT AND TREASURER
Lou Fruitman
ASSOCIATES
Alison Arshinoff
Melissa Shlanger
SPIRITUAL ADVISOR
Rabbi Aaron Flanzraich

REENA FOUNDATION
IMMEDIATE PAST CHAIR
Jeff Shankman
CHAIR
Steven Justein
VICE CHAIR
Mona Sherkin
SECRETARY
Robert Berger
TREASURER
Marnie Silver
DIRECTORS
Sam Alter
Toby Bekhor
Madeleine Bodenstein
Rick Chad
Lorne Cohn
Michael Gasch
Howard Kruger
Sue-Ann Levy
Ellis Orlan
Robert Sherkin
Tom Ungar
Risa Kurtz Whitnall
EXECUTIVE DIRECTOR
Sheila Lampert
FOUNDING CHAIR
Hy Eiley
PAST CHAIRS
Hy Eiley
Ronald Hoffman
Ira Sack
Gerald Hartman
Frank Simkevitz
Murray Klein
Frank Wilson
Leon Kieselstein
Irving Feldman
Mike Nethercott

BATAY REENA
IMMEDIATE PAST CHAIR
Howard Ungerman
CHAIR
Harold Seidel
SECRETARY/TREASURER
Daniel Horowitz
DIRECTORS
David Cohen
Daniel Ger
Victor Helfand
Michael Krofchick
Michael Manett
Jeff Shankman

CHAI-TIKVAH
CHAIR
Earl Silverman
SECRETARY
Sherry Garber
TREASURER
Ygal Kramrish
EXECUTIVE DIRECTOR
Rochelle Goldman-Brown
DIRECTORS
Dr. Alan Bardikoff
Carolyn Morrison
Jodi Kaiman
Mindy Ginsler

Chai-Tikvah staff receives her Reena care package from Gary Gladstone, Lead, Stakeholder Relations.
Reena
Toby & Henry Battle Developmental Centre
927 Clark Avenue West, Thornhill, ON  L4J 8G6
e. info@reena.org  t. (905) 889.6484  f. (905) 889.3827

Batay Reena
315 – 1 Promenade Circle, Thornhill, ON  L4J 4P8
e. batay@reena.org  t. (905) 763.8254, ext. 3027  f. (905) 763.8272

Chai-Tikvah
313 – 4600 Bathurst Street, Toronto, ON  M2R 3V2
e. Rochelle@chaitikvah.org  t. (416) 634.3040  f. (416) 634.3051

To make a gift please contact:
Reena Foundation
308 – 1 Promenade Circle, Thornhill, ON  L4J 4P8
e. info@reenafoundation.org  t. (905) 763.8254  f. (905) 764.0595

reena.org

@ReenaFoundation
/company/reena/

Printed on 100% Recycled Paper

Publications Mail Agreement
#41498519