

FRIENDS OF JNF CANADA

— TORONTO —

NEGEV 2026

SUNDAY, NOVEMBER 1, 2026

HONOURING

MAX EISEN מ"י

In support of Beit Nova:
A Centre to help rebuild the lives
of Nova survivors and their families
through connection, care and resilience



About Friends of JNF Canada

Friends of JNF Canada is a registered Canadian charity proudly carrying forward the legacy of generous Canadian donors, and continuing decades of support for the people of Israel.

At this profound time in Israel's history, Friends of JNF Canada is building on the enduring connection between Canada's Jewish Community and Israel. We are guided by a shared sense of responsibility and hope for Israel, a country so deeply rooted in our collective identity.

What We Do

Friends of JNF Canada supports charitable activities through projects that help the vulnerable, enhance environmental sustainability, and support the mental and physical health and well-being of all Israelis.

With a strong understanding of the broader landscape, we know where local organizations & charities and diaspora philanthropies are directing their funds. We work to find areas where Canadian donations can realize something profound, recognizing that thoughtfully deployed funds can result in a dramatic impact.

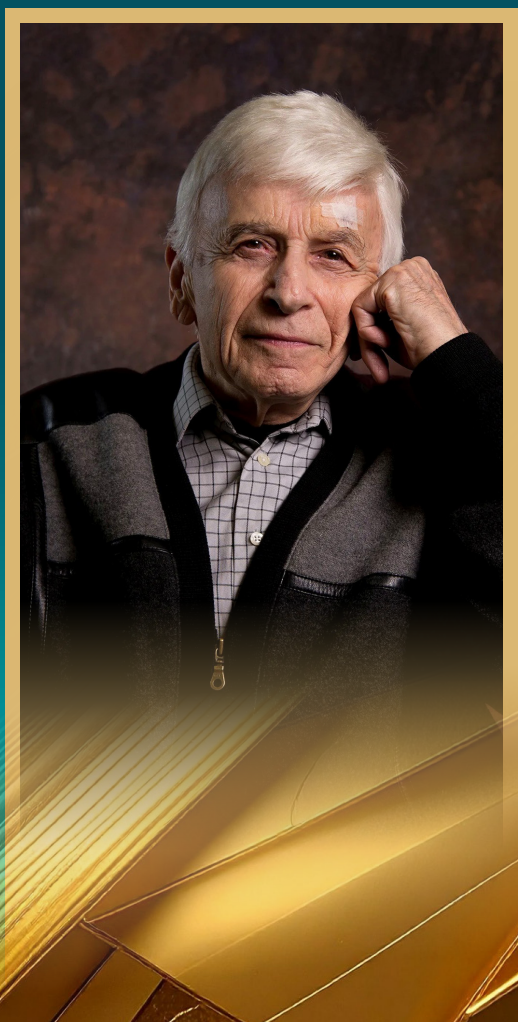
NEGEV 2026 HONOUREE

Max Eisen מ"י

Max Eisen (1929–2022) was a Holocaust survivor, entrepreneur, author, and one of Canada's most respected Holocaust educators. After surviving Auschwitz-Birkenau, forced labor camps, and a death march during the Holocaust, he immigrated to Canada in 1949 and rebuilt his life from nothing. Settling in Toronto, he married his wife Ivy, raised a family, and established a successful business manufacturing custom vinyl products, becoming a respected businessman and community leader.

Alongside his professional achievements, Max dedicated more than three decades to Holocaust education. He shared his testimony with thousands of students, educators, and community members across North America, becoming a powerful voice for remembrance, tolerance, and human dignity. Through speaking engagements, educational programs, and his participation in the March of the Living, he helped ensure that future generations understood both the dangers of hatred and the importance of moral courage.

In 2017, Max published his memoir, *By Chance Alone*, which became a national bestseller and won Canada Reads 2019, introducing his story to readers across the country. In recognition of his extraordinary contributions to education, remembrance, and Canadian society, he was appointed a Member of the Order of Canada in 2021. His legacy continues to inspire people around the world through his writing, testimony, and lifelong commitment to bearing witness.



NEGEV 2026 PROJECT

Beit Nova

Beit Nova is a dedicated healing and long-term recovery centre designed to support survivors and bereaved families through community, care, and connection.

Strategically located near Netanya, surrounded by nature and nestled within the Ilanot Forest, the centre facilitates nature therapy and provides a serene, therapeutic atmosphere that fosters recovery, belonging, and long-term growth. The community-oriented environment enables families to integrate with the treatment process, a critical aspect for long-term rehabilitation.

The complex will include specialized healing areas, a visitor centre, recreational and fitness spaces such as a gymnasium and basketball court, landscaped gardens, and a shared therapeutic and accessible exercise pool. These facilities are designed to integrate emotional support with physical wellbeing, providing a holistic approach to rehabilitation. Their approach incorporates unique elements that distinguishes Ilanot from other centres, promising significant benefits for patients.

In partnership with Alin Beit Noam, a leader with over 30 years of experience in supporting adults with disabilities, Beit Nova will also create meaningful integration between Nova survivors and adults with special needs, building a unique, inclusive community grounded in empathy and mutual support.

Once operational, Beit Nova will serve as a vibrant hub for workshops, therapy, commemorations, and community life. This initiative is a collaborative effort Friends of JNF Canada is proud to support along with the Tribe of Nova Foundation.



NEGEV 2026 Leadership

Dinner Chairs

Michael Soberman
Evan Zelikovitz

Leadership Team

Stephen Altbaum
Barbara Bank
Jesse Brown
Donna Cohen
Seth Davis
Nathan Disenhouse

Tzipporah Eisen
Susan Fenwick
Leslie Orbach
Michael Kamien
Dr. Howard Price
Eli Rubenstein

Ronald Schwarz
Michael Soberman
Hannah Springer
Dr. Joe Trager
Evan Zelikovitz

Tribute Committee

Marcy and Leonard Abramsky
Toby and Jay Abramsky
Ruth Ekstein and Alan Lechem
Sherri and Michael Ettedgui
Tammy Glied and Robert Beliak

Rina and Dr. Irving Gottesman
Barbara and Harvey Naglie
Ellen and Ari Powell
Lissie and Mitchell Sanders

Toronto Team

President
Abe Glowinsky

Executive Director
Jeff Springer

Deputy Executive Director
Orna Richter

Major Gifts Manager
Elana Carr

Program Director
Tracie Eliasoph

Friends of JNF Canada

President
Winston Siegel

Chief Executive Officer
Lance Davis

Sponsorship

All sponsors will receive recognition in pre-event and post-event digital communications.

PRESENTING - \$100,000+

- Prominent logo on cover of the Tribute Book and full-page ad
- Prominent recognition as Presenting Sponsor on promotional material and website
- Prominent recognition on screens at the main stage
- 3 tables of 10 (premier location)
- 20 tickets to VIP Pre-Reception
- Speaking opportunity at the event

PIONEER - \$50,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 2 tables of 10 (prime location)
- 15 tickets to VIP Pre-Reception
- Full-page ad in the Tribute Book

GOVERNOR - \$25,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 1 table of 10 (well placed)
- 8 tickets to VIP Pre-reception
- Full-page ad in the Tribute Book
- Recognition on the website

SPONSOR - \$10,000

- 1 table of 10
- 4 tickets to VIP Pre-Reception
- Quarter-page ad in Program Book
- Recognition on the website
- Recognition on screens at the main stage

BENEFACTOR - \$72,000

- Logo on the cover of the Tribute Book and full-page ad
- Prominent recognition on promotional material and website
- Prominent recognition on screens at the main stage
- 3 tables of 10 (premier location)
- 20 tickets to VIP Pre-Reception

BUILDER - \$36,000

- Recognition on promotional material and website
- Recognition on screens at the main stage
- 1 table of 10 (prime location)
- 10 tickets to VIP Pre-reception
- Full-page ad in the Tribute Book

CHAI - \$18,000

- Recognition on screens at the main stage
- 1 table of 10 (well-placed)
- 6 tickets to VIP Pre-Reception
- Half-page ad in Tribute Book
- Recognition on the website

FRIEND - \$7,500

- 4 tickets
- Recognition on the website

All donors and sponsorships \$7,500+ will receive recognition on plaque at the project site in Israel.

Donations

SHALOM | \$4,000

PARTNER | \$2,000

ASSOCIATE | \$1,200

HONOUR ROLL | \$750

SUPPORTER | \$360

All donations of \$360+ will be recognized in the Tribute Book

Advertising & Personal Tributes

FULL PAGE COLOUR

(7.75" x 10.25") - **\$4,000**

HALF PAGE COLOUR

(7.75" x 5") - **\$2,500**

QUARTER PAGE COLOUR

(3.7" x 5") - **\$1,250**

FULL PAGE B&W

(7.75" x 10.25") - **\$2,200**

HALF PAGE B&W

(7.75" x 5") - **\$1,400**

QUARTER PAGE B&W

(3.7" x 5") - **\$850**

Corporate sponsorships and advertisements will not receive a tax receipt as it can be claimed as a business expense.

Personal sponsorships and advertisements will be receipted for the maximum amount according to CRA guidelines.

For more information on sponsorships please contact
Jeff Springer at jspringer@friendsofjnfca.org • 1.800.806.8237 ext. 126

For advertising, please contact
Andrea Moncarz at amoncarz@friendsofjnfca.org • 1.800.806.8237 ext. 120