



THE DONALD BERMAN  
Chai Lifeline  
CANADA

# IMPACT REPORT





DOING THE  
INCREDIBLE  
EVERY  
DAY

## With appreciation to everyone who supports Chai Lifeline Canada by doing the incredible every day.

In 2022, Chai Lifeline Canada blossomed with activity. With the introduction of an Annual Campaign in the fall of 2021 and the success of the Annual Campaign for 2021 - 2022, Chai Lifeline Canada was able to ensure that robust programs and services could be delivered to Chai Lifeline Canada families. Thanks to our generous donors, Chai Lifeline Canada was able to enhance and innovate current programming and bring back pre-Covid travel opportunities, hospital visits, large family events, and in person group therapy for Chai Lifeline Canada families.

Sincere appreciation goes to Jack Frieberg and Lori Rosenthal for championing Chai Lifeline Canada's first and second Annual Campaigns and bringing in many new donors to the cause. At the end of 2022, Chai Lifeline Canada had secured an income of \$6,046,000, with contributions from 11,999 donors, which provided 30 types of services to 298 families. Looking ahead, it is my great honour to welcome Dr. Jodi Sonshine, our new Annual Campaign Chair for 2023.

At Chai Lifeline Canada, our doors are always open to families going through difficult times due to serious illness. Our new Annual Campaign theme, **Hope Lives Here**, reflects our daily efforts to bring moments of joy and comfort to our families. As always, we rely on our amazing staff and volunteers who go above and beyond every day.

Chai Lifeline Canada, an organization that offers programs and services to families with children living with illness, takes pride in two principles: all services and programs are provided **free of charge** and there are **no wait lists**. As illness can greatly affect a family's finances, this ensures there are no barriers to a family receiving services. When serious illness strikes, Chai Lifeline Canada is here, doing the incredible every day, for families in our community.

Rabbi Mordechai Rothman, Executive Director  
Chai Lifeline Canada



On December 8, 2022, at the Annual Campaign reception, Lori Rosenthal and Jack Frieberg were honoured for their outstanding leadership.

Left to Right: Debbie Estrin, Campaign Director, Lori Rosenthal, Annual Campaign Co-Chair, Rabbi Mordechai Rothman, Executive Director and Jack Frieberg, Annual Campaign Co-Chair



**THE DONALD BERMAN**  
**Chai Lifeline**  
**CANADA**

# SOURCES OF INCOME 2022



33%	<b>ANNUAL CAMPAIGN GIFTS</b>
31%	<b>PEER-TO-PEER FUNDRAISING</b> Bike4Chai, Chai-a-thon, Jump for Chai, Over the Edge for Chai, Team Lifeline, Tour De Simcha, etc.
12%	<b>CHAI LED FUNDRAISERS</b> Chanukah Heroes, Come Say Chai, Parlour Meeting, Restoring Hope, Toy Drive, Women's Committee Fundraiser etc.
10%	<b>GENERAL DONATIONS</b>
8%	<b>SUSTAINABLE INCOME</b> Bingo, Canada Helps, Cards, Clothing Bins, Echo Age, Giving Tuesday, Hair Donations, Tzedakah Cans, etc.
4%	<b>GOVERNMENT INCOME</b>
2%	<b>THIRD PARTY EVENTS AND FUNDRAISERS</b> Bar/Bat Mitzvah Program, Jenny's Poet's in Motion, Jesse Strong Golf Tournament, Special Occasion Fundraisers, etc.





# 2022 IN REVIEW



## MEALS FOR FAMILIES

When a child or spouse is in treatment, families are under tremendous stress; putting meals together is not on their mind. In 2022, Chai Lifeline Canada provided 7491 meals to families in Toronto and Montreal. Dinners ranged from pizza to home cooked and catered Shabbat dinners. Volunteer cooks prepared both fresh and frozen meals.

## BIG SIBLINGS PROGRAM

Big Siblings are high school, university and college students who are paired with children who are sick and/or their siblings, as well as children who have a parent that is sick. In 2022 there were 67 Big Siblings providing one-on-one time, friendship and mentorship to children impacted by illness, filling a void in their lives with compassion, care and love.

The Sibling pairs meet weekly for activities such as baking, art, board games, or visiting the drop-in centre at Chai Lifeline Canada's offices. They are also provided with vouchers for local restaurants and attractions for special outings.

With thanks to The Emmett Foundation.

## SHINING STARS AFTER-SCHOOL PROGRAM

In 2022, the popular Shining Stars after-school program, for children 7-11 years-old who have a sick sibling or parent at home, resumed in-person in both Montreal and Toronto. 45 kids enjoyed the program and expansion is expected next year. Transportation is arranged for each participant from school to a central location where they play sports, do art activities and eat dinner together. They are then driven home - fed and happy. Parents, meanwhile, have opportunity to focus on their other children, do errands, or just relax. Coordinated and supervised by Chai Lifeline Canada staff and run by community volunteers, Shining Stars is a true partnership.

## VOLUNTEER SERVICES

In 2022, Chai Lifeline Canada embarked on rebuilding the Volunteer network, much of which was put on hold during the Pandemic.

The Volunteer Department actively recruits, trains, and deploys volunteers who help families in a myriad of ways: delivering meals, medication, and medical supplies, taking children to appointments and programs, and volunteering at programs and family events. In 2022, the Volunteer Department brought 160 new volunteers on board. In total, there are 952 volunteers including 300 drivers and 50 volunteers who provide respite care for families.

## CARING FOR THE CAREGIVERS

In 2022, Chai Lifeline Canada launched NOURISH. Thoughtfully selected items are packaged to supplement and encourage self-care. NOURISH boxes are filled with nutritious foods and treats for caregivers as they continue to be a primary source of strength and support for those under their care. Twenty NOURISH boxes are gifted monthly to moms, dads, and caregivers to honour them and to recognize their essential work.

## FAMILY GETAWAYS

Joyful memories were created as six families greatly in need of respite from their daily situations were offered opportunities to travel to the Bahamas, Orlando, and San Diego.



## LEGACY VIDEOS

Legacy videos capture the intimate conversations between our case manager, videographer, and client facing life-limiting illnesses. During each session which last several hours, significant moments and memories that have shaped the client's life are recorded for their loved ones. The Legacy video ensures that stories and messages are preserved and cherished for generations to come.

## THERAPEUTIC PROGRAMS

As our Family Services Department continues to expand, so too does our innovation in providing various therapies for clients. Currently, Chai Lifeline Canada provides art, drama, play, equine, and conventional therapy. Last year, group therapy was provided to parents of chronically ill children, parents who have cancer, parents supporting a sick spouse, and moms with cancer.

## TOY DRIVE & CHANUKAH HEROES

Chai Lifeline collected toys for our annual Chanukah toy drive. In 2022, Chai Lifeline Canada set up over 100 toy collection bins at schools, synagogues, Costco and other locations. The toys were distributed at Chanukah and will be distributed throughout the year, bringing joy to children who are in the hospital and for special occasions. Chanukah Heroes provides donor families an opportunity to be paired with one of our client families to make their Chanukah wishes come true. In 2022, 38 Chanukah Heroes families purchased gifts and experiences for children ranging from toys, video games, books and gift cards to passes for the Science Centre, Jurassic Quest, Ripley's Aquarium, and Great Wolf Lodge.

## FAMILY PROGRAMS & EVENTS

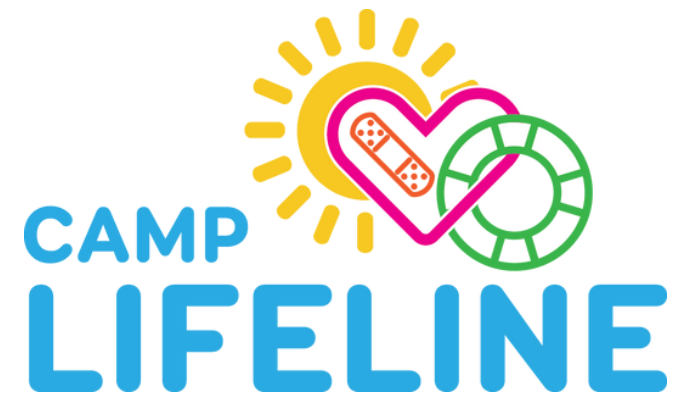
Family programs are an important source of emotional and social support, where Chai Lifeline Client families have an opportunity to interact with staff, volunteers, and others who understand what they are going through.

In 2022, Chai family days included Purim parties, pre-Passover programs, Chanukah parties, outdoor picnics and farm visits, Science Centre and ROM trips (Toronto), and a Challah bake and Pirate Ship event (Montreal). In 2022, Chai Lifeline Canada coordinated 18 family events that engaged 2025 participants.



# SUMMER LIFELINES

Thanks to our generous donors, 114 campers attended four unique camps last summer, many of them experiencing summer camp for the very first time.



From July 11 to 29, Camp Lifeline welcomed 16 clients from the GTA who could not attend regular summer camps due to complex medical needs or an increased risk of contracting infection. Every day at Camp Lifeline was filled with excitement and surprises like ATV riding, horse-back riding and water park fun.

In Montreal, 8 girls attended Camp Lifeline at the YM-YWCA. Each day had a different theme and all activities and outings were fit to accommodate their varying health needs.

With thanks for funding from the Federation CJA, The Toronto Star Fresh Air Fund, and the Government of Canada. With special thanks to Shelly Avital for sponsoring Camp Lifeline in Toronto.



In August 2022, Chai Lifeline Canada hosted Camp Lifeline Away, a five-day overnight camp for 30 girls from Toronto and Montreal that took place on the site of Camp Shalom in Gravenhurst, Ontario. The campers were siblings of a sick child or children of a sick parent, and, for many, this was their first time away from home providing them an opportunity to have new experiences and make new friends. The combination of the beautiful campgrounds, days spent outside in the fresh air and the special friendships that happen when you're with people who understand you, is the magic of Camp Lifeline Away.

With special thanks to Shelly Avital for sponsoring Camp Lifeline Away.





# SIMCHA LIFELINES

In the summer of 2022, 24 campers and 33 volunteers traveled to Upstate New York to Chai Lifeline's flagship summer experience - Camp Simcha.

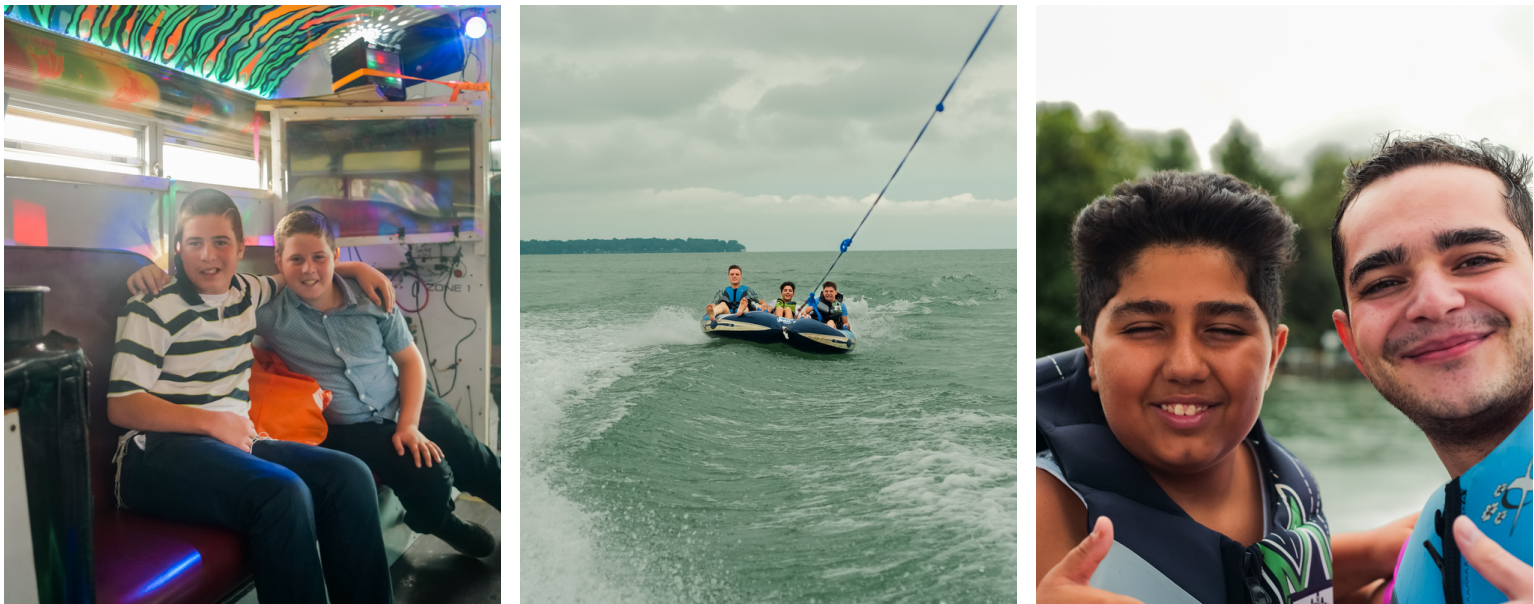


In the summer of 2022, 24 Chai Lifeline Canada children travelled to Upstate New York for two weeks at **Camp Simcha** (for children with cancer and blood disorders) and **Camp Simcha Special** (for children with serious chronic illnesses). These camps mix the best of camp activities – sports, arts and crafts, swimming and boating, camp shows, special events and activities – with the leadership of trained and compassionate counselors and a medical team for continued care in all phases of treatment.

In the summer of 2022, Chai Lifeline Canada sent an incredible 33 volunteers to Camp Simcha who filled positions as counselors, life-guards and all specialty staff.



Camp Simcha Without Borders was created when travel was limited during Covid and there was an extra need to spread the Camp Simcha spirit to those who couldn't make it to camp. This is one of those ideas that will become a tradition for regions of Chai Lifeline all over the world. Chai Lifeline Canada's Camp Simcha Without Borders was hosted at the Pamensky family cottage for all Big Sibling pairs. The boys were whisked away from the busy city in style on the out of this world Circus Bus Party Bus and feasted on a delicious BBQ upon their arrival. The afternoon was a fun filled day of swimming, slip n' slide, boating, tubing and jet skiing.





# GLOBAL LIFELINES

Being part of the Chai Lifeline global network means access to even more extraordinary programs for our families. In 2022, we sent 7 boys and girls to Orlando with the Ohr Meir Foundation and 2 teens and their mothers participated in The Hartman Family Foundation Wish at the Wall, a 10-day epic Israel experience.

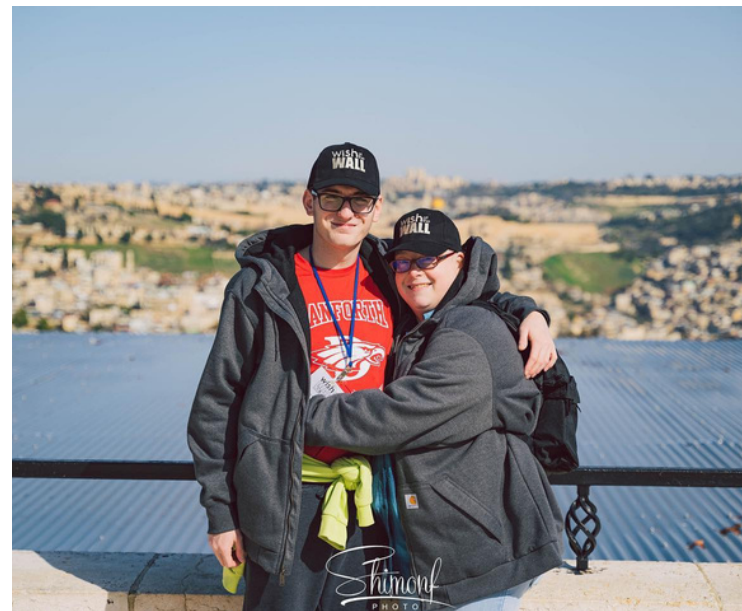
## OHR MEIR MAGICAL ORLANDO ADVENTURES

In 2022, seven children from Canada who were in treatment or who had just finished their treatment participated in the Ohr Meir Trip to Orlando. This trip takes 50 children from across the United States and Canada away from their regimen of chemotherapy treatments and hospital stays for a magical trip to Orlando. Closely monitored by a team of leading doctors and nurses, four-days are packed with endless surprises, VIP treatment and unprecedented programming. The trip is supported by an army of volunteer medical staff, counselors, logistics specialists, and others, who make the impossible into reality.



## THE HARTMAN FAMILY FOUNDATION WISH AT THE WALL

The Hartman Family Foundation Wish at the Wall is a 10-day excursion to Israel for teens who have learned to successfully manage complex chronic illnesses. Each teen brings along a parent to share their journey. As the group tours the entire breadth of Israel, they discover who they have become and what they want to be. Wish at the Wall is made possible by a generous donation from the Hartman Family Foundation and is coordinated by Chai Lifeline MidWest. In 2022, two families from Canada joined the trip.





# ADVENTURE LIFELINES

Action-packed and fun-filled adventures for children who have a sibling or parent who is seriously ill are unique opportunities to get away and nurture friendships with other children who truly understand them.

## EDMONTON TRIP

In June, 16 boys from Toronto and Montreal travelled for four exciting days in the West Edmonton Mall. They did it all: a Sea Cavern tour, slid down the waterpark slides, enjoyed GalaxyLand with glow in the dark mini golf and bowling, and played video games galore at the Rec Room.

With thanks to Shelley Avital for making this trip possible.



## PENINA'S HELPING HAND ORLANDO TRIP

In August, our annual trip to Orlando took 15 boys on an action-packed trip to Disneyworld and Universal Studios. The boys, from homes with either a seriously ill parent or sibling, had an incredible time together.

With thanks to Jeremy Rubinoff and Penina's Helping Hand for funding this trip.





# FUNDRAISING LIFELINES

By the end of 2022, thanks to the generosity of donors in our community, Chai Lifeline Canada was able to increase its income to \$6,046,000 to cover expanded programming costs and increases due to inflation.



## BIKE 4 CHAI AND TOUR DE SIMCHA

JUNE 28/AUGUST 11, 2022

Bike 4 Chai held two successful events in Montreal and Toronto in 2022. Jack Eisenberger chaired the inaugural Ontario ride and Avi Iczkovits and Shuly Vorhand co-chaired the exhilarating Quebec Bike 4 Chai and Tour de Simcha rides. Over 80 cycling enthusiasts pushed themselves to their limits, exceeding their fundraising goals, raising an impressive \$400,000.



## RESTORING HOPE

JUNE 20, 2022

The Restoring Hope Gala, chaired by Michelle Goldstein Zaldin, brought the community back to Roy Thomson Hall for an evening of music and hope. Grammy winning Michael Bolton and Kenny G delivered incredible performances that captivated the audience. With appreciation to the generous support of donors and sponsors, this star-studded evening raised \$484,000.



## OVER THE EDGE FOR CHAI

SEPTEMBER 11, 2022

Over the Edge for Chai was co-chaired chaired by Seth Greenspan, Deborah Posner, and Tom Stopnicki in 2022. With family and friends cheering from below, 76 bold and fearless participants rappelled down the face of the Hilton Toronto hotel. Together, they raised \$215,000.



## PARLOR MEETING

DECEMBER 8, 2022

In December 2022, Chai Lifeline Canada held its annual parlor meeting with musician Yanky Lemmer at the home of Shmulie and Goldie Hauer. This engaging and enjoyable evening resulted in over \$100,000 for Chai Lifeline Canada programs.



## JUMP FOR CHAI

DECEMBER 14, 2022

In 2022, the much-loved Jump for Chai celebrated its fifth successful event, championed by Gitty Nussbaum and organized by the Hebrew Crew Bar and Bat Mitzvah classes. A truly remarkable display of "kids helping kids," children of all ages came together at SkyZone Toronto in support of their peers facing serious illness. Shattering their own previous records, they raised an astounding \$250,000.



## TEAM LIFELINE CANADA

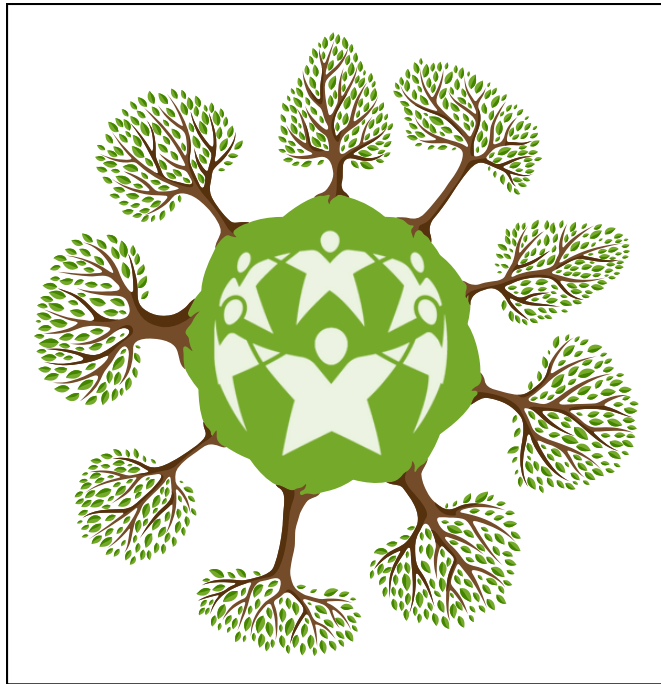
JANUARY 30, 2023

Team Lifeline Canada sent 60 runners to the Miami Marathon and were part of celebrating Team Lifeline's 18 years of supporting Chai Lifeline. The team's efforts were a true testament to their commitment to making a positive impact for families in our community as they worked hard to train and raise money. Team Lifeline Canada members gave their heart and sole, collectively raising an incredible \$474,000.



# FUNDRAISING LIFELINES

Chai Lifeline Canada coordinates giving programs that provide year-round funding including Bingo, Canada Helps, Holiday and Tribute Cards, Clothing Bins, Echo Age, Giving Tuesday, Hair Donations, Tzedakah Cans and Magnets.



## BEQUESTS AND ENDOWMENT FUND

ONGOING

In early 2022, Chai Lifeline Canada received seed funding to begin an endowment fund at the Jewish Foundation of Greater Toronto: the Chai Lifeline Canada Legacy Fund. The Fund will provide funds in perpetuity to advance our mission, offering donors the opportunity to provide a legacy gift. This is an opportunity to make a special gift in honour or memory of a loved one. Endowment Fund gifts and Planned Gifts will be recognized on a handsome plaquing system in our offices in Toronto and Montreal.



## JENNIFER BARKIN Z"l ARTS AND CULTURE FUND

ONGOING

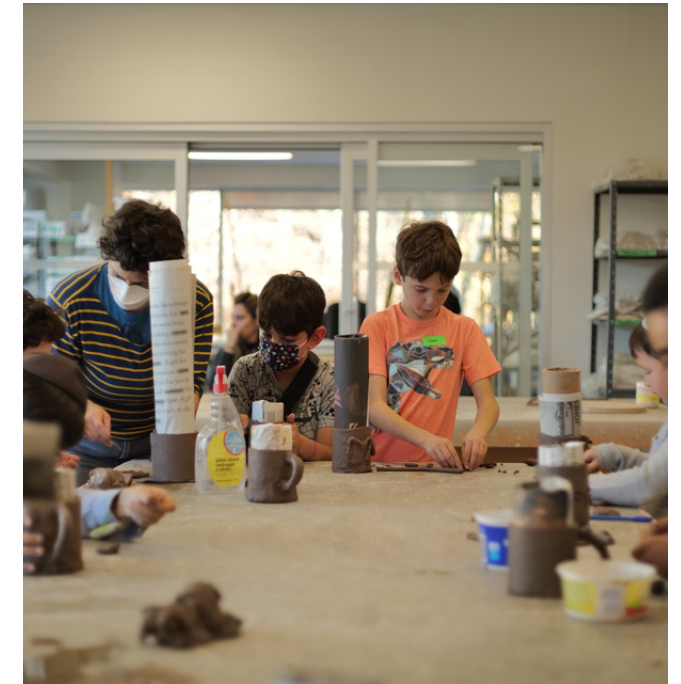
Established in August 2022, the Jennifer Barkin z"l Arts and Culture Fund has begun to provide a wide range of cultural activities to Chai Lifeline Canada clients and families. Illness can have financial impacts and cultural activities tend to be the first expense cut from the family budget. This Fund has allowed clients to enjoy arts and cultural experiences, to celebrate a special event, and to have a shared experience with others facing similar challenges. In 2022, 154 Chai Lifeline Canada clients enjoyed 14 different cultural activities such as attending the AGO, Mirvish plays and musicals, pop concerts, and Disney on Ice.



## HAIR DONATION

ONGOING

Chai Lifeline Canada's popular Hair Donation program continues to raise awareness and accepts hair for wigs for clients who lose their hair during treatment. In 2022, \$43,000 was raised through this program with 2100 donations coming from across Canada and around the world.



## BINGO FUNDS

ONGOING

Chai Lifeline Canada is part of the Ontario Charitable Gaming Association's Bingo program that provides funding to charities. Our exceptional volunteers attend Bingo games and contribute their time and efforts to ensure successful bingo nights. Funds are allocated to supporting educational and cultural programming in the GTA. Over \$100,000 is raised annually through this program.





# 2022 LIFELINES BY THE NUMBERS

Big Sibling  
Engagements 1,880

67 New  
Clients



Family  
Events 18

45 Shining Stars  
Participants



Hours of  
Cleaning Help 407

576 Support Groups  
Sessions



Hours of  
Therapy 4,741



12,208

Client Engagements

136 Trips & Summer  
Campers



Meals  
Delivered 7,491

952 Volunteers  
Across Canada





# INTRODUCING CHAI LIFELINE CANADA'S **NEW** ANNUAL CAMPAIGN



Chai Lifeline Canada provides families comfort, friendship, and community in times of need.

This vital social and emotional support strengthens the families' resilience and brings hope and joy even during their most difficult challenges.

**SCAN THIS CODE TO WATCH THE VIDEO TO LAUNCH "HOPE LIVES HERE"**



## Welcome Dr. Jodi Sonshine **Annual Campaign Chair 2023**



*"I am honoured to chair this year's Annual Campaign. For a long time, I have truly been in awe of Chai Lifeline Canada's amazing work. Providing hope, support and joy to children and families who are living with serious illness is a true mitzvah and I am excited for the opportunity to support this mission"*

Jodi is a family physician with the North York Family Health Team and an Assistant Professor in the Department of Community and Family Medicine at the University of Toronto. She is also a member of the North York Toronto Health Partners Primary Care Advisory Committee. She is the proud parent of three children, ages 20, 19 and 17.

Jodi has served on the Bialik Hebrew Day School Board from 2011-2019 as Chair of Development, Chair of Nominations, Vice-President of the Board and Board President from 2015-2017. She is a member of the Koschitzky Centre for Jewish Education, UJA Toronto committee.





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**Chai Lifeline**  
CANADA



## **WITH APPRECIATION TO OUR TOP GIFTS DONORS**

### **VISIONARIES**

David and Jessica Baazov of the David Baazov Family Foundation

Wolf Lebovic Charitable Foundation

Joseph Lebovic Charitable Foundation

Miriam and Larry Robbins Foundation

### **CHAMPIONS**

The Shelly Avital Foundation

Bradley and Hilary Hennick, Matthew and Allison Segal, and Jory Hennick

### **INNOVATORS**

Care for Kids (Toronto)

Fieldgate Cares Foundation

The Silver Family





## NEW! CHAI LIFELINE CANADA REGIONAL CHAPTERS

Our Toronto and Montreal Chapters are comprised of a broad-based group of lay leaders who represent various aspects of Chai Lifeline Canada. They serve as ambassadors and collectively help to guide and support the activities of Chai Lifeline Canada in their respective areas.

### TORONTO

Manny Alter	David Posner
Shlomo Assayag	Debra Posner
Nina Benlolo	Jordie Saperia
Asaph Benun	Yummy Schachter
Dave Diamond	Eli Schochet
Irwin Diamond	Gabi Shull
Haley Gilis	David Silver
Kosty Gilis	Sherri Silver
Eryn Green	Warren Snider
Seth Greenspan	Sendy Sorsher
Mark Gryfe	Jeff Toledano
Goldie Hauer	Karen Trainoff
Eli Jakubovic	Devorah Woodrow
Zoe Mandelbaum	Scott Woodrow
Ron Nusbaum	
Louis Pillemer	

### MONTREAL

Melissa Assaraf	Tammy Israel
Michael Assaraf	Ron Israel
Judith Azerad	Julie Kristof
Lior Azerad	Murray Yazer
Marina Barr	Randi Kupfert
Hannah Benarroch	Robbie Peck
Michelle Cola-Hasen	Karen Merovitz
Orly Fayer	Liraz Mire
Tova Garber	Mike Mire
Sarah Golbert	Taryn Nehemia
Michel Golbert	Mike Nehemia
Avital Goldenblatt	Estee Rossdeutscher
Michael Goldenblatt	Eric Rossdeutscher
Leah Hochstadter	Britt Rozenblat
Reitzu Iczkovits	Ariel Sabbah
Avi Iczkovits	Laura Sonogo Assor
	Shuly Vorhand

\*Chapters in Formation; List as of March 24, 2023





**OUR MISSION:**

To support children and parents who are facing life-threatening or life-long illness by providing services that foster resilience and hope for the whole family. We lead with dedication and integrity and bring empathy, respect and humility to the families and community we serve.

Founded in 2004, Chai Lifeline Canada is a non-profit that is passionately devoted to children and their families who are impacted by life-threatening and chronic illness. At the core of fulfilling Chai Lifeline Canada’s mission are trained case managers – our frontline workers – who are assigned to each client family. Chai Lifeline Canada offers personalized guidance and emotional support, provides day-to-day services, and organizes exciting activities that bring joy and hope even in the most difficult times.

**BOARD OF DIRECTORS**

**Toronto**

David Diamond  
Irwin Diamond  
Gerry Greenberg  
Rachel Hauer  
Israel Schachter

**Montreal**

Avi Iczkovits  
Reitzu Iczkovits  
Shuly Vorhand

**ANNUAL CAMPAIGN**

Dr. Jodi Sonshine  
Annual Campaign Chair 2023

Lori Rosenthal and Jack Frieberg  
Immediate Past Annual Campaign Co-Chairs

**LEADERSHIP**

Mordechai Rothman, MA  
Executive Director

Debbie Estrin, MSW, CFRE  
Director of Development

Sara Blum, RP  
Director of Family Services

Orly Davis  
Director of Operations

Yonit Rothenstein  
Director of Volunteer Services

Yaacov Blanshay  
Regional Director, Montreal

Myriam Ifrah  
Head of Development, Montreal