

# Personal Touch



A quarterly publication from the National President

*This* ISSUE    PROJECT VISIT: SOPHIE FRENKEL    ANNUAL CAMPAIGN 2019: MY HOMELAND, MY IMPACT!  
PROFILE: FRAN LUBORSKY    UPCOMING EVENTS    YOU'RE INVITED: UNFORGETTABLE ISRAEL    2 FOR SEDER

## Greetings FROM MARILYN

This is my first Personal Touch as CHW National President, so I would like to take this opportunity to proudly say that during my term, we will work as hard as always to make a difference in the lives of as many women, children, and families as we possibly can.

Thanks to our generous and dedicated supporters, we have been able to invest in projects that matter. Not only is it important to support CHW projects in Israel and Canada, it is equally important to build bridges and promote peace in our own communities. This year, CHW has joined forces with 2 for Seder, an emerging non-profit based on the idea that every Canadian and American Jew can and should be involved in pushing back against anti-Semitism.

This annual North American initiative encourages anyone holding a Seder to invite two non-Jewish friends or

acquaintances who have never attended one to participate. By setting two extra places at the table and making a few more matzah balls, we can all take part in the ongoing and critical battle to reduce anti-Semitism.

This Passover, open your home and have someone new take part in your Jewish practice, which will directly fight biased attitudes and general ignorance – the seed of anti-Semitism. Together, we can push back against anti-Semitism with Love and Matzah.

Chag Pesach Semeach,

*Marilyn*

**Marilyn Libin**  
CHW National President  
[president@chw.ca](mailto:president@chw.ca)



Click to see message from Marilyn Libin



Click to see Passover Greetings from CHW Projects



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CHW passionately supports programs and services for **Children, Healthcare, and Women** in Israel and Canada.



CHW

Children  
Healthcare  
Women



**My Homeland ...Grows Strong**  
**My Impact ...Saves Lives**

CHW passionately supports programs and services for **Children, Healthcare, and Women** in Israel and Canada.

**CANADIAN  
HADASSAH-  
WIZO (CHW)**  
2019 ANNUAL CAMPAIGN  
FUNDRAISING GOAL = \$1.5M

**Please Give Generously**



**1-855-477-5964**



**[chw.ca](http://chw.ca)**



**@CHWdotCA**



**info@chw.ca**



**CanadianHadassahWIZO**



**@CHWdotCA**

CHW is delighted to announce a partnership with *2 for Seder*, created by Pittsburgh Idea Evolutions (PIE), an emerging non-profit based on the idea that every Canadian and American Jew can and should be involved in pushing back against anti-Semitism.



This annual North American initiative encourages anyone holding a Seder to invite two non-Jewish friends or acquaintances who have never attended one to participate. By setting two extra places at the table and making a few more matzah balls, we can all take part in the ongoing and critical battle to reduce anti-Semitism.



This initiative is free to participate and is very easy to support. Invite your friends, take some photos or videos of everyone having a great time together, and then share your experience with CHW!

For More Details about *2 For Seder*, [Click Here](#)

# Unforgettable

CHW MAJOR SUPPORTERS TRIP

**CLICK BELOW TO WATCH VIDEO  
and learn more about our Epic Trip!**



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FULL ITINERARY**

**CLICK HERE TO  
REGISTER NOW**

## Board of Directors Spotlight **FRAN LUBORSKY**



My CHW story begins approximately 35 years ago. As a new mother, I joined a play group with my daughter for both of us to meet new people and make friends.

During one of the sessions, another young mother invited me to a meeting of her CHW Chapter. At first, I wasn't interested in going since my perception of CHW at that time was of an organization of old ladies who worked at the Hadassah-WIZO Bazaar. But after months of being at home with a young child, I knew that I had to get out and connect with other adults.

I decided to go to a meeting and was I ever surprised! The group was made up of other young mothers like myself who were there volunteering their time to raise money to improve the lives of women and children in Israel. I immediately felt a connection and joined the Chapter.

I didn't participate much at the beginning, but as I got to know the members I became more involved. I started off on the contact committee. The people on this committee phoned Chapter members to give them information about the next meeting, plus other relevant information. Usually,

we also ended up talking about other things. Obviously, this was way before email, but it was a very enjoyable way to get to know the other women in the group. Eventually, I chaired all the positions in the Chapter.

I was a member of Simcha, a very small Chapter. To do the kind of fundraisers we were interested in, especially for the Hadassah-WIZO Bazaar, we teamed up with another small Chapter called Chai. Finally, after a few years of working together on joint fundraisers, we decided to amalgamate as one Chapter. We gave ourselves a new name, Shoshana, and have been going strong ever since for over 20 years.

Being a member of the Toronto Centre Executive was also a real learning experience. I chaired all the main fundraisers and committees, but my most memorable fundraising moment was definitely when I was Chair of the 80th Toronto Hadassah-WIZO Bazaar, celebrating its Ruby Jubilee. What a time it was! It was a lot of hard work, but it was also a lot of fun with never a dull moment. I learned how to juggle committee meetings, soothe upset members, get donations, and become more confident at public speaking. None of this could have been achieved without a very supportive family.

After my time as Bazaar Chair, I was chosen to be a Lapid Representative for CHW. I was off to Israel to visit our beloved projects and to be part of the World WIZO Conference. It was so exciting to meet other WIZO women from so many different countries. It was especially gratifying and emotional to finally see our CHW projects and meet the people who benefit from our generous donations and fundraising endeavours. Everyone we met was so appreciative of our efforts and had good things to say about the organization. They could not believe that women on the other side of the globe could be so caring about people they had never met.

On Wednesday, March 25, 2015, I was installed as Toronto Centre's 45th President. It was with pride and honour that I accepted this position. I was also extremely pleased to be working with a very capable and committed group of women that formed the new Executive Team.

Fast forward to 2019, where I am now in my second term as a National Director and National Secretary. I continue to meet and work with women who are as committed to the goals of CHW as I am. CHW has given me the opportunity to learn new skills and make lifelong friends while raising funds for our many projects. CHW is not only a great supporter of Israel, but also a wonderful sisterhood for its members. I am very pleased to be a proud member of CHW. ■

Project Visit SOPHIE FRENKEL



Sophie Frenkel (pictured above playing with child) visited CHW Netanya Technological High School, CHW Hadassim Children and Youth Village, Clara Balinsky Montreal Daycare, and The Shamir Medical Centre (Assaf Harofeh). She visited with her husband, Neil, and her cousins, Rachel and Uri.

**Can you share a bit about your background?**

I moved from Toronto to Ottawa in 1995 and was looking for an organization to belong to. I learned about CHW and it really interested me. I joined the wonderful Amit Chapter, where I met wonderful people. I grew with CHW and became more and more involved. I am even a Past CHW Ottawa Centre President. I think the more you are a part of something, the more you feel a sense of purpose and enjoyment.



Sophie and husband Neil (far right) with daycare staff.

**You have visited CHW projects before; can you share about your past visits?**

I have visited a few projects in the past. The project that was most moving was visiting the Terry Schwarzfeld Ottawa Daycare in Acco. I went with my family, including my granddaughter who was only about one at the time. It was a very touching visit as Terry meant a lot to us and this daycare is a part of her legacy and memory. It was important for me to see this daycare; I was so impressed by the way it was kept, the new bathrooms, kitchen, and playgrounds. I really loved the experience.

**Can you share with us your impressions of visiting CHW projects during your most recent trip?**

During my visits, I really had the opportunity to meet children and recipients of our support; I interacted with them and this made for a heartwarming experience. I felt proud to see the impact of our support and what we are doing in our projects. The people are so warm, welcoming, and appreciative of our work; they could not stop thanking us. I am excited to share our impact and how worthwhile our work is with my Chapter back in Canada!



Sophie receiving a gift from daycare staff.

**What has surprised you most about your visits to the projects?**

I really cannot get over how incredible welcoming everyone was. My family and I were made to feel like part of the family.

**What were the highlights of your visits?**

Every project was so different, with such different needs. It was so exciting to see the CHW Marla Dan Stroke and Invasive Neuroradiology Institute. We have learned so much



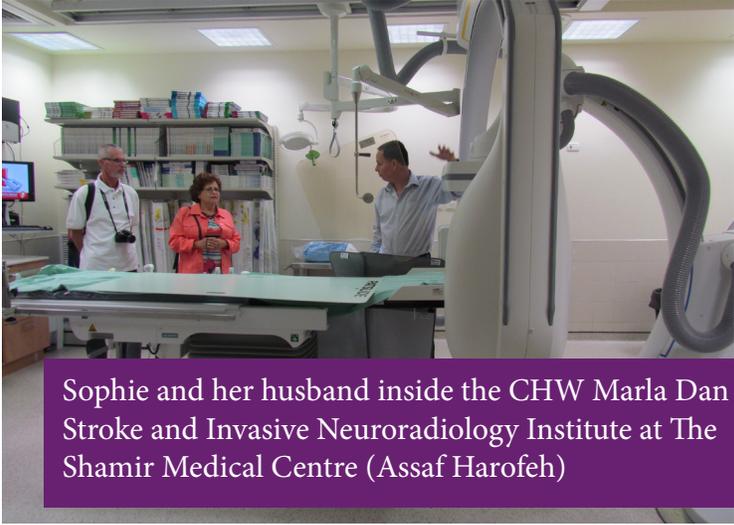
Sophie with French Na'aleh students at CHW Hadassim.



Sophie and Neil with CHW Netanya Technological High School Patisserie Program students and staff.



Sophie with at-risk youth at CHW Hadassim.



Sophie and her husband inside the CHW Marla Dan Stroke and Invasive Neuroradiology Institute at The Shamir Medical Centre (Assaf Harofeh)

about this amazing institute and seeing it, touching it, and hearing from the doctor himself, Dr. Levite, was incredible!

**Was there an aspect of your visits that touched you?**

I was really moved by the children at CHW Netanya Technological High School. I especially enjoyed meeting Itai, a student from the Patisserie Stream. Itai was so passionate about his studies and so thankful to CHW.

**Why do you feel it is important to visit Israel? And CHW Projects?**

You must see Israel and CHW projects with your own eyes. This is a unique experience that has such a profound impact on you. You can learn through photos, but being here, it becomes real and you feel it.

**Based on your visits, why do you feel it is important to help those in Israel and support CHW?**

The innovations, research, and so on that comes out of Israel is so important and our giving helps to make this possible. We help in order to see these accomplishments. We provide care and support where it is needed.

**What would you like to share with other CHW members about your visit?**

I would like to thank everyone for the wonderful jobs they are doing and for the warm welcome I received. I am so impressed by what I saw while visiting CHW projects. I feel pride in seeing that we are such an integral part of making a difference. I saw that my husband, Neil, was so impressed and he understood why we work tirelessly to make any difference possible.

Participate > CHW encourages you, along with your family or friends, to visit CHW projects to see the good work that comes through your support. To learn more contact the CHW National Office at [info@chw.ca](mailto:info@chw.ca) or phone 1-855-477-5964.

## National BOARD OF DIRECTORS

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**National Executive Director:** Alina Ianson

## Lifecycle Events

### MAZEL TOV...

- Marla Dan, CHW Honorary National President: birthday
- Judy Mandleman, CHW Honorary National President: birthday
- Sandy Martin, CHW Honorary National President: birthday
- Judith Lifshitz, CHW Directors Alumnae, and her husband Danny Kaufer, on the birth of their grandson, Cyrus Benjamin Timsit
- Bev Corber, Past CHW Vancouver Centre President, and her husband Ron, on the birth of their grandson, Isaac Jack
- Marion Mayman, CHW Honorary National President: birthday
- Claudia Goldman, CHW Honorary National President: birthday
- Elayna Latsky, CHW Director: birthday
- Shelley Fine, CHW Director: birthday
- Roslyn Joseph, CHW Director: birthday

### IN MEMORY OF...

- Harvey Goldman<sup>z1</sup>, father of Paul Goldman, and father-in-law of Claudia Goldman, CHW Honorary National President
- June Garfield<sup>z1</sup>, mother of Gina Grant, CHW Directors Alumnae
- Evelyn Gillcash<sup>z1</sup>, mother of Stephanie Rusen, Immediate Past CHW Vancouver Centre President
- Marilyn Cotter<sup>z1</sup>, sister of Kathie Folk, Past CHW Vancouver Centre President
- Lily Frank<sup>z1</sup>, former CHW National Executive Vice-President
- Gordon Chippin<sup>z1</sup>, brother of former CHW National Vice-President, Marilyn Kaufman
- Senator Erminie Cohen<sup>z1</sup>, past CHW National First Vice-President
- Helen Kahane<sup>z1</sup>, former CHW Winnipeg Council President and mother of Ruth Kahane Goldberg

## Upcoming Events 2019

- APR 29** CHW Montreal:  
Montreal Premiere of A Sister's Song
- APR 30** CHW Calgary:  
Council Meeting
- MAY 5** CHW Toronto:  
Chaverot Yoga and Yummies
- MAY 6** CHW Toronto:  
Shoshana Folk Revival
- MAY 6** CHW Toronto:  
Machar Art Day 2019
- MAY 6** CHW Saskatoon:  
Silver Spoon Dinner with Rick Mercer
- MAY 6** CHW Toronto:  
Rimon Works Out
- MAY 12** CHW Toronto:  
Lev Zahav Mother's Day Flowers (Pre-Order Required)
- MAY 15** CHW Toronto:  
Atid Literary Levee
- MAY 15** CHW Vancouver:  
Aviva Games Day
- MAY 26** CHW Montreal:  
Walk to Support Children
- JUNE 2** CHW Ottawa:  
Annual Spring Tea
- JUNE 6** CHW Toronto:  
Tzedakah At Our Table

### Tell us about your Lifecycle Events!

E-mail your news to Jennifer Ierullo, CHW Member Outreach Coordinator at [jennifer@chw.ca](mailto:jennifer@chw.ca). We will do our best to include all submissions.

# iCHW

MESSAGING  
PHILANTHROPIC VALUES  
ACROSS GENERATIONS

## NOVEMBER 1 – 3, 2019

Canadian Hadassah-WIZO (CHW)  
Members and Friends are invited to  
the CHW National Conference 2019,  
including 2019 AGM and NLA

Time and Location: TBA

Stay tuned for more details to come!

NATIONAL  
CONFERENCE  
2019

INNOVATIVE  
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PERSONAL STORIES

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SPEAKERS

MOTIVATIONAL  
PRESENTATIONS

SAVE  
THE  
DATE