**TORONTO** 

## 'Friendraiser' seeks to engage younger donors to aid hospital

### Shlomo Kapustin Correspondent

Fundraisers at the Canadian Shaare Zedek Hospital Foundation are looking ahead to address an age-old non-profit puzzle: engaging the donors of the next generation.

Many from that target age group – 22 to 38 – didn't attend the group's November gala; or the February event at Maple Leaf Gardens, featuring former Toronto Maple Leaf Darcy Tucker; or the other February event, a ski-and-snowboard day. But about 25 of them were on hand last week, sampling art, wine and cheese, and – organizers hope – generating momentum.

"It's more a 'friendraiser' event, rather than a fundraiser event," said Marni Wolfe, one of the four chairs of the foundation's Young Hearts cabinet, of the \$18-per-head evening.

"There aren't many people to reach out to yet, so it's about getting people involved and engaged, finding out if people



Life imitated art at the Canadian Shaare Zedek Hospital Foundation 'friendraiser' featuring a guided tour of Torys LLP's private art collection. Seen here is Marni Wolfe, the event's organizer, with Pascal Grandmaison's *Waiting*.

want more events like this. So we're looking for feedback to find out who our audience is, because we don't really have

one vet."

The second of the fourevening series, *State of the Art*, which introduces attendees to private art collections in Toronto was held recently at Torys LLP. The next installment, at a private Yorkville residence with capacity for 15 people, is sold out, but tickets are still available for a June 25 visit to the Kosoy + Bouchard studio.

All proceeds will go to the Wilf Children's Hospital at Shaare Zedek Medical Centre, Jerusalem's fastest-growing hospital. Just two months ago, the city approved an expansion that will double its real estate. All this at a time when the city's Hadassah Medical Centre weathers financial woes.

"For a lot of people art is a really intimidating thing," said Wolfe, whose passion for the arts led her to organize the series.

"But this is not like you're going to some opening. It's really open and welcoming."

While Young Hearts launched about two-and-a-half years ago, management devoted 2012 to planning and 2013 featured one event. This year three events, including *State of the Art*, are in the offing. Organizers hope to raise \$30,000 – about \$2,000 from the art series.

Friendraising the next generation might seem like a long game, but non-profits have no choice but to patiently match bash to benefactor.

"It's all about continuing to communicate with your donors," said Lisa Colt-Kotler, national executive director of the Canadian foundation. "These intimate events allow you to really connect with people and with your cause."

Of course, instant validation from the next generation's potential heavy hitters never hurts, either.

"Someone just said to me: 'I love this — I can just come right after work, have a little event and then go home'."

TORONTO

# Private investigator to speak at fundraiser for Toronto's poor

#### Isaac Samson

Special to the Tribune

Steven Rambam, noted private investigator, will keynote United Chesed of Toronto's fundraising dinner, June 24.

Rambam, who has interviewed Nazi war criminals, recollects an interview, during which he sat down with a Nazi and his wife in their home, and discussed the man's military history over coffee cake and schnapps.

"I've interviewed murderers. I've interviewed child molesters. I've interviewed rapists. I've interviewed a lot of horrible people. I mean, this guy was just being casual about...coordinating the murder of thousands of Jews, him and his wife."

The encounter was so unsettling that Rambam halted his investigation for a few days to recover, after which he used the experience to spur himself forward, telling himself that, "somebody has to speak for [the victims]. Somebody has to seek justice for them."

The United Chesed dinner will be a rare opportunity to hear Rambam speak on his quest to track down Nazis. He last spoke publicly in Toronto in 1996.

Proceeds from the evening will be used to benefit United Chesed's mission to support impoverished Jews in the GTA.

According to UJA figures, one in eight Canadian Jews is living in poverty. One third of poor Jews are older than 65, includ-



Steven Rambam: noted private eye to give keynote at United Chesed fundraiser.

ing Holocaust survivors.

United Chesed is a Torontobased charity that provides immediate, short-term assistance in response to unexpected, urgent crisis situations.

Every year, United Chesed as-

sists hundreds of people by making essential bill payments, supplying food coupons, redistributing household and medical items, and connecting clients to other agencies and organizations for long-term care.

The fundraising dinner will be held at Bnai B'rith Canada, 15 Hove St., Toronto, at 6 p.m. for dinner and 8 p.m. for the keynote address. Dinner tickets are \$125, with a tax receipt issued. There are a very limited quantity of speech-only tickets for \$30 each.

For tickets, contact United Chesed at (416) 663-3339 or clientservices@unitedchesed.com or www.unitedchesed.com.

#### TORONTO

## Westmount class final project spreads awareness, raises money

Books 4 Life!' is a three-day charity event run this week by three Grade 12 students at Westmount Collegiate Institute. For their final project in their World Issues class, Hailey Levy, Sandrine Bendavid and Cameryn Brown decided that they needed to spread awareness about childhood literacy and it's importance in Canada and worldwide, and to do so, they would host a bake sale as well as a book drive.

From June 9-11, they were selling baked goods along with collecting book donations, and donating the proceeds and the books to The Children's Book Bank in Toronto. The Children's Book Bank is a non-profit organization that supports childhood literacy by collecting gently used children's books and giving them to children living in low-income neighbourhoods through their store-front book bank.

The World Issues class project was set up so students would work with an organization to raise awareness about a world issue, raise money and hold a charity event, with all the proceeds going to the organization. Other students worked on a variety of community projects.

