

## Message From The President

Dear Friends of "Just for Kids" Foundation (JFK),



Whether you will be lighting candles this holiday season or lighting up your tree, this time of year is a time when we celebrate and reflect on what has passed and what is to come. With the holidays upon us, a new year ahead and our milestone 25<sup>th</sup> year of fundraising in full swing, it is the same at JFK - a time for celebration and for reflection.

JFK has much to be proud of; the collaboration between our dedicated volunteer members, generous donors, strong managing direction and committed hospital professionals over the past 24 years has resulted in over 100 events produced, over \$7.5 million raised for urgently needed state-of-the-art medical equipment for almost every department at The Montreal Children's Hospital (MCH) and a real difference made in the lives of countless children and their families. This moment in our history is a time to be marked as we plan our 25<sup>th</sup> Anniversary Commemorative Ad Book, which will celebrate all that we have accomplished since our inception, to be published in the Gazette in summer 2012. It is a tribute to our success that in our 25<sup>th</sup> year we have hired a second staff member to support our growing infrastructure and help enhance our capacity to fundraise. Please join me in welcoming Ayala Davis, our new Assistant to our devoted Managing Director, Debbie Shapiro.

While we look back and celebrate, we must also keep our focus forward on the work that lies ahead, as The MCH's need for state-of-the-art equipment is unending. We are off to a great start as our "Rest Assured" campaign, benefiting the Anesthesia Service, is well underway. As always, our hard-working volunteers and loyal donors have embraced the challenge of raising the \$430,000 required to meet this objective and have been hard at work helping us reach our goal. I am privileged to work alongside such a dedicated group of members and I would like to express my sincere thanks to you all. Your passion and devotion to our cause may not be seen by the children whose lives you touch, but you should all feel tremendously gratified knowing that your efforts truly make a difference. It is only with your continued commitment to JFK that we will continue to meet our mission and surpass our goals this year - and for the next 25!

I would like to take this opportunity to congratulate the leaders and members of Chapter 2 and of the TNT JFK G!EE High School Showdown Committee for producing two highly successful and entertaining events. I wish good luck and great success to the leaders and members of Chapter 1 as they prepare for their upcoming Dancing with the Stars event.

To all of you I wish a wonderful holiday season and New Year filled with celebration, reflection, good health and much happiness.

Yours Truly,

Lisa Steinberg



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### Highlights

- CurAge Spa hosts annual JFK Membership Appreciation Evening
- Another successful Chapter 2 fundraiser at Bâton Rouge
- G!EE Showdown shines again

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2011-2012

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*"Just for Kids" Foundation*  
3400 de Maisonneuve Blvd. West  
Suite 1420  
Montreal, Quebec H3Z 3B8  
Tel: (514) 989-7673  
Fax: (514) 939-3551  
[reception@jfkfoundation.ca](mailto:reception@jfkfoundation.ca)  
[www.jfkfoundation.ca](http://www.jfkfoundation.ca)

## Editor's Note



Welcome to another edition of the JFK newsletter.

It is very exciting that our last edition was our first e-edition and that it was such a great success. The positive feedback that we received was greatly appreciated.

This newsletter will provide you with insight into the plans at work for this upcoming year from the Board of Directors, Executive Board, and our Chapters.

As always, your feedback is invaluable to the success of this newsletter. Please contact me with any comments or suggestions at 514-626-7238.

Sincerely,

*Andrea Starr Belfer*

Vice President Operations. Executive Board

## Holiday Cheer

### JFK Christmas Tree Glitters at the Montreal Museum of Fine Arts

Tina Maniatis Troulis, Officer at Large, Executive Board, continues her much appreciated annual tradition of decorating the "Just for Kids" Christmas tree at the Montreal Museum of Fine Arts. Thank you Tina for representing JFK so beautifully and creatively!



### JFK Goes Digital with its New Line of Season's Greetings E-Cards

In keeping with the times, JFK has gone digital! Along with our traditional Season's Greeting cards, we also offered companies a beautiful choice of e-cards. They can be customized to each company's specifications and as a bonus, it eradicates the need for envelope stuffing, stamping and sealing!

The feedback has been fantastic and we look forward to even higher sales next year!

A special thank you to Renée Sanders Ladenheim for all the time she put into creating our beautiful e-cards. Thank you Renée!



### Season's Greeting Card Report

We are pleased to report that our Season's Greetings cards, e-cards and holiday donations raised, to date, a total of \$15,637.

## From the Heart of a Member



Taking on the role this year as President of the “**Just for Kids**” (JFK) Foundation’s Chapter 2 was not exactly a position I thought I would ever assume when I joined our chapter six years ago. There’s no beating around it, I was genuinely nervous. As nervous as I was, it has to be one of the most rewarding and satisfying opportunities I have experienced. So naturally being in this position, I’ve been asked by many, “What’s your story, what brings you to be part of the “**Just for Kids**” Foundation?”

So here goes...Imagine I had just gone back to work full time, one baby in diapers, the other in pre-school. I had a care giver looking after my home while I went out every day and hit the pavement. Not exactly the life I had planned for, but nevertheless the position I was in and I needed to step up to the plate. All I wanted to do was be home with my babies baking cookies and playing house.

There I was at the office in the first few months of my new role as “working Mom”, and I receive an e-mail from my cousin Susan in San Diego. This had to have been one of the toughest e-mails anyone should ever have to read. It was a group email to all of her friends and family back here in Montreal. Susan’s son Idan, 4 years old at the time, had just been diagnosed with Leukemia. This was heart wrenching news, of course when you hear of stories such as this, all you want do is run home and hug and kiss your babies, and be grateful that this is not happening to you.

Imagine that very same week, my neighbour Sigal approaches me and says, “Hey, I’m off to a meeting for The “**Just for Kids**” Foundation, would you be interested in joining our Chapter? We are an amazing group of Moms planning for an event to raise funds for The Montreal Children’s Hospital”. I asked what they were raising funds for...naturally it was for the Oncology Department. What more could I say, other than pick me up at 8pm and let me round up some of my friends.

So while I did whatever part I could do on my end in assisting to help raise funds for this unbelievable cause, my cousin spent every waking and sleeping hour in a hospital with her precious Idan fighting for his life. Not exactly the life she had envisioned, but my cousin became a Leukemia specialist overnight. Like many other parents with children in the hospital, it takes a toll on the whole family, for Susan and Idan, this meant no more family dinners, Sunday outings, Idan missed out on his pre-K year as well as Kindergarten, and many opportunities to beat up and cuddle and play with his baby sister Maya. Susan missed out on being that everyday Mom to her 2 year old daughter, date nights and every night with her husband.

Being a JFK member has become part of my life. I don’t take one breath for granted. None of us should. I don’t look at my role with JFKF as a sacrifice; it is a privilege to be part of this amazing Foundation.

This year on May 19<sup>th</sup>, 2012 my family and I will be in San Diego in a beautiful sanctuary filled with love and amazement as we watch a beautiful young man become a Bar Mitzvah. This boy is Idan, he is a survivor and he too is a fundraiser and I can’t wait to meet him again!

Wendy Schaffer-Berenbaum

Chapter 2 – West Island

## **Governor's List 2010-2011**

### ***In Support of Medical Imaging***

#### ***Platinum Governor***

**\$15,000 & over**

Bâton Rouge – West Island  
Matthew Besner Memorial Fund  
Faircourt Asset Management Inc.

#### ***Gold Governor***

**\$10,000 - \$14,999**

Felicia and Arnold Aaron Foundation  
Aon Reed Stenhouse  
Connor, Clark & Lunn Capital Markets Inc.  
Dorel Industries  
Tami Dubrofsky  
Monarch Specialties

#### ***Sterling Governor***

**\$5,000 - \$9,999**

Alphapro Management Inc.  
Astral Broadcasting Group Inc.  
BMO Nesbitt Burns  
Herb Black & Ronald Black  
Claudine & Stephen Bronfman Family Foundation  
CIBC World Markets Children's Foundation  
Leonard Ellen Family Foundation  
Le Groupe Montoni  
Harvest Portfolios Group  
Kaycan Ltd.  
Michael Kors Canada  
Oringer Family Foundation  
La Senza Corporation  
Shapiro Family  
TD Bank  
Toskan Casale Foundation

## **Governor's List 2010-2011**

### ***In Support of Medical Imaging***

#### **Silver Governor**

##### **\$2,500 - \$4,999**

Isabelle Poirier & David Bensadoun  
 Delmar International Inc.  
 Docu-Depot  
 Doris Hosiery Mills Ltd.  
 Maureen & Jack Dym  
 First Asset Funds Inc.  
 Flomen Family  
 Fondation Communautaire Canadien Italienne du QC  
 La Fondation Divco  
 Mercor Lighting  
 Moroccanoil Canada Inc.

Freder & Pearl Families  
 NTD Apparel Inc.  
 Parodontie et Implantologie Gumex Inc.  
 Propel Capital Corporation  
 Redbourne Realty Management Inc.  
 RGC Coffee Inc.  
 S. Cohen Inc.  
 Lynda & Lorne Schwartz  
 State Street Global Advisors  
 Westcliff Group of Companies  
 Wiseman Family

#### **Bronze Governor**

##### **\$1,000 - \$2,499**

Abracen Family Foundation  
 Acrobat Construction Inc.  
 Agropur Division Natrel  
 Alphi Apparel Group  
 Ayemel Family Foundation  
 Dana & William Bell  
 Central Bernard Inc.  
 Richard Black  
 Brandes Investment Partners & Co.  
 Brompton Group  
 C & C Packing Inc.  
 Chubb du Canada Compagnie d'Assurance  
 Isabel De Palma  
 Mandy & Jordan Dermer  
 Distributeur DMB Vending  
 Drucorp Holdings  
 Stacey & Glen Eisenberg  
 Extravadanza Productions  
 Linda & Solly Feldman  
 Fidelity Investments

Frishman Family  
 Harvest & Brian Gionta  
 Goffman Family  
 Allyson & Steven Goldberg  
 Edith Greenberg  
 Investors Group  
 Jammers  
 Ali & Andrew Kastner  
 Kombi Sports  
 KPMG MSLP  
 Kugler Kandestin  
 Karyn & Andrew Lassner  
 Lillian Lenetsky  
 The Leutner Group  
 Macquarie Capital Markets Canada  
 Manhattan International  
 Samantha & Robbie Manis  
 Media Experts  
 Milgram & Company Ltd.  
 Leah & Jeff Mitelman

Nellie Philanthropy  
 Papeterie les Entreprises  
 Felice & Barry Pascal  
 Pathway Asset Management  
 Placements Free 2 Be Inc.  
 Powercorp  
 Reitmans (Canada) Ltd.  
 Rony Rokach  
 Ruby International  
 Leonard Sanders  
 Janice & Lloyd Sheiner  
 Jerry Smith  
 Mireille & Murray Steinberg Family Foundation  
 Kirsty & Derek Stern  
 Deborah & Howard Szalavetz  
 Terra Monde Inc.  
 Jo-Ann & Ben Topor  
 Linda Sigal & Irwin Zelniker

## Organizational News

### Equipment Update 2011-2012

We are proud to report that we are well on our way to raising the **\$430,000** that is so urgently needed to help purchase new state-of-the-art equipment for the **Anesthesia Department** at The MCH.

### Additional Equipment News

A Glidescope Video Laryngoscope to enhance the care of the critically ill child requiring intubation will be purchased for the ER/Trauma Department. Also important for the ER's teaching mission, the video laryngoscope is the most effective way of demonstrating and assessing the technique of the trainees.



The source of funding for this piece of urgently requested equipment is coming from the "Matthew Besner" Memorial Fund.

## Membership Appreciation Evening 2011 Draws a Crowd

**VP Membership:** Robyn Miller Rothstein

As the weather turned cold, "Just for Kids" devoted members and potential members, enjoyed the warmth and professionalism of the team at CurAge Le Spa. Chaired by **Robyn Miller Rothstein** and her wonderful membership committee, the September 19<sup>th</sup> Membership Drive and Volunteer Appreciation Evening hit all the right notes. Manicures and pedicures were enjoyed in a relaxed atmosphere, with students from Gordon Robertson Beauty Academy providing an extra bonus of mini manis, hand massages and other beauty treatments.

**Lisa Adelstein Steinberg**, President, spoke movingly about JFK's mission and fundraising work and Robyn unveiled JFK's beautifully produced 25<sup>th</sup> anniversary promotional DVD.

We would like to extend a special thank you to **Manon Pilon**, owner of CurAge Le Spa for providing us with the perfect venue for a night of pampering.



JFK President Lisa Adelstein Steinberg



VP Membership Robyn Miller Rothstein presents certificate to Manon Pilon, owner of CurAge



Warm reception at welcome desk

## Ad book to commemorate JFK`s 25th anniversary

The ads have already begun rolling and the design is in the works. Our 25<sup>th</sup> anniversary ad book, which will be published in the summer of 2012 and distributed in the Montreal Gazette, is a perfect way to pay tribute to the amazing accomplishments and wonderfully productive years that JFK has had to date.

The ad book will contain a compilation of the past 25 years of JFK history, a salute to our current governors, heartfelt thank yous and recognition of our many committed volunteers and various other surprises.

If you are interested in being part of this committee or would like to place an ad please contact: Sandra D'Alesio Lanno, Chair of ad book committee, at [jfkadbook@gmail.com](mailto:jfkadbook@gmail.com).

## Third party Fundraisers

### **Simon Chang chooses JFK as beneficiary – *again!***

Simon Chang Destination Stores graciously donated 5% of all sales in their two stores during the week of September 12<sup>th</sup> - September 18<sup>th</sup>, 2011. We are very grateful to have been selected as the beneficiary of this offer for the second time this year and for their generous donation.

### **Doverco raises \$1,600 for JFK**

We thank **DOVERCO** for choosing JFK as their 2011 employee fund charity of choice. Throughout the year, the staff held many fundraising activities and their generous participation raised \$1600 for JFK! We are very grateful to the staff at DOVERCO for their commitment to our cause.

## From the Executive Board of Directors

### **JFK is Looking for an Executive Treasurer**

We are looking for a C.A. who is currently employed at a C.A. Firm to take on the position of JFK Treasurer on the Executive Board.

Duties include:

- Responsible for safeguarding and controlling all assets, as well as recording all financial transactions
- Meets and directs Chapter Treasurers
- Prepares and submits documentation to accountants for annual financial statements and tax filings
- Prepares and presents Executive Treasurer's report at Board of Director meetings and Executive Board of Director meetings
- Prepares working papers for salary, GST/QST remittance
- Chairs Finance Committee

If you, or anyone you know, is qualified and interested in donating some time and taking on this important position, please contact the office at 514.989.7673.

## Chapter News

### Chapter 1

**Co-Presidents:** Samantha Manis and Leah Mitelman

**Vice President:** Heather Kugler



L to R: Leah Mitelman, Samantha Manis, Heather Kugler

### Anticipation builds as the 6<sup>th</sup> annual "Dancing with the Stars" Goes Studio 54 approaches

Chapter 1 is hard at work organizing their 6<sup>th</sup> annual gala event "Dancing with the Stars" Goes Studio 54. Their very devoted and committed dancers are simultaneously fundraising and practicing their routines. Six dancers will perform solos and two groups are preparing to wow the audience during their dance-off disco routines. The evening, which will be held in the Telus Theatre, will once again feature the entertaining auctioneer Eddy Rogozinski from Empire Auctions.

The event will take place on February 7<sup>th</sup> 2012 @ 6:30pm. The evening includes a full cocktail dinatoire, great auctions and raffles, valet parking and a really, really fun time! Ticket price is \$175. For tickets and sponsorships please visit [www.jfkfoundation.ca](http://www.jfkfoundation.ca)

### Chapter 2

**President:** Wendy Berenbaum



### "An Evening at Baton Rouge" Brings out the Stars

Chapter 2's 8<sup>th</sup> annual evening at **Bâton Rouge West Island** was yet another great success as our stars participated wholeheartedly in our "Who's got Talent" competition. The drinks flowed, the five course meal was, as usual delectable, and the audience became so involved that many stood up to dance beside their table!

A special thank you to the proprietors of Baton Rouge for donating the entire evening, to **Fresh Entertainment** for the music and to **Ryan Blau** of **PBL Photography** for taking great pictures.

Our very talented and entertaining stars this year were **Larry Engler, Sari Goffman, Kristen Mathieu, Ashly Silvaggio and Randi Spanier**. Our judges, **Joey Elias, Brad Johns, and Tina Paylan** were suitably impressed and chose to crown **Sari Goffman** as the winner for the second year in a row!

Thank you to **Hemsleys Jewellers** for donating a beautiful diamond pendant for our mystery boxes. The silent auction and live auction helped Chapter 2 raise an outstanding \$40,000 for the Anesthesia Department of The MCH. We would like to thank all of our wonderful singers for performing and doing such a great job and to Bâton Rouge for opening their doors and hearts to us as our event would not have been possible without their incredible generosity.

Keep your eyes and ears open for news about next year's event.



Judges L to R: Brad Johns, Tina Paylan & Joey Elias



JFK's Stars L to R: Sari Goffman, Randi Spanier, Larry Engler, Ashly Silvaggio, Kristen Mathieu



President Wendy Berenbaum (centre) with committee members

## JFK G!EE High School Showdown

**Chair:** Ali Greenberg

**Vice Chairs:** Jill Aberman, Lynda Lubin

### GLEEKS Just Want to Have Fun

The 2nd annual JFK TNT G!EE High School Showdown took place on Sunday, November 13th, 2011 to a sold out cheering crowd at Loyola High School. Nine participating high schools from the island of Montreal competed in a song/dance event that raised over \$85,000.

Each school was required to raise a minimum of \$1000. The students and staff liaisons embraced this idea and went above and beyond the call of duty to raise an exceptional amount of money.

The GLEEK participating schools were: **Bialik High School, Kuper Academy, Lauren Hill Academy, Lindsay Place High School, The Study, Royal Vale High School, St. George's, Selwyn House and Trafalgar.**

Congratulations to Bialik for winning first place with their fantastic routine! St. George's took second and Royal Vale came in third.

Thank you to our hard working committee members who helped make this event possible.

Visit us on Facebook JFK GLEE for pictures and write ups of the event.

Mark your calendars for the 3rd annual G!EE High School Showdown on Sunday, November 11, 2012



Organizers L to R: Marla Oringer, Ali Greenberg, Lynda Lubin, Debbie Shapiro, Lisa Adelstein Steinberg, Jill Aberman



1<sup>st</sup> place Winners: Bialik High School



Cheque presentation to title sponsor TNT. L to R: Ali Greenberg, Arie Assaraf (TNT Toronto, Mtl), Brian Cytrynbaum (TNT Mtl), Jill Aberman

## JFK Golf Tournament

**Co-Chairs:** Sheldon Besner, Tami Dubrofsky, Ron Shapiro

**Young Leadership Chair:** Adam Shapiro

### 2012 Tournament to be Played on Exclusive Championship Course

SAVE THE DATE!! We are very excited to announce that this year's "**Just for Kids**" Open will once again take place at the prestigious **Le Club Laval-Sur-le-Lac** on Wednesday, June 13<sup>th</sup>, 2012. With the success of last year's tournament, we encourage you to reserve your spot as early as possible. Reservations for players will be taken on a first come, first serve basis. The all-inclusive green fee of \$495 per golfer entitles you to brunch, a round of golf including cart, snacks and beer, cocktails, a complete dinner and auction following the tournament, great prizes to be given away and a lot of fun. We certainly hope you can join us on the links for this highly rated tournament.



## Just for Kids Community



In honour of her Bat Mitzvah, **Julie Stern** made a generous contribution to JFK and as a result we were able to purchase two new wheelchairs for The Montreal Children's Hospital. We congratulate Julie on the occasion of her Bat Mitzvah and thank her for her spirit of generosity.

## Between Members

**We would like to extend congratulations to the following JFK members of our Organization on their recent or upcoming celebrations:**

- ❖ **Lissy Kates** on the Bar Mitzvah of her son
- ❖ **Andrea Fersten Azoulay** on the Bar Mitzvah of her son
- ❖ **Sharon Freidmann** on the engagement of her son

**We extend our condolences to the following JFK members:**

- ❖ **Fran Schachter** on the loss of her Grandmother
- ❖ **Tami Dubrofsky** on the loss of her Mother

We gratefully acknowledge and thank **Lillian Lenetsky** for her generous annual donation made in loving memory of her beloved husband **Alec**.

We apologize if we overlooked a significant event that has touched one of our members' lives. Please let us know if you have any special upcoming occasions so that we can include them in our next edition.