

JEWISH NATIONAL FUND OF EDMONTON
AND ISRAEL MAGEN FUND OF CANADA

NEGEV GALA 2025

IN SUPPORT OF THE
ASHDOD REHABILITATION AND THERAPY CENTRE

WEDNESDAY

18
JUNE

BETH ISRAEL

AN INTIMATE & INSPIRING EVENING
OF HOPE AND HEALING

עם אחד בלב אחד
ONE NATION, ONE HEART

SHAI
DAVIDAI

Jewish Civil Rights Leader,
Israeli American Professor

NOA
ARGAMANI

Rescued hostage



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GREETINGS

COLIN MUSCAT

JNF CANADA BLOOMFIELD MEDAL RECIPIENTS

JOAN & ABE GOLDSTEIN

BAT MITZVAH PROJECT

CARMİ REBOH

2025 NEGEV GALA PROJECT

ASHDOD REHABILITATION THERAPY VIDEO

BRING THEM HOME

GUEST SPEAKER

NOA ARGAMANI

GUEST SPEAKER

SHAI DAVIDAI

Q & A

Danielle Shaposhnikov

THANK YOU

Mike Sobel

HATIKVAH

PLEASE JOIN US IN THE BALLROOM
FOR A DESSERT RECEPTION



Dear Friends,

In a world turned upside down in the aftermath of the October 7th, we are fortunate to have powerful forces that have stood up against the overwhelming amount of hatred unleashed against Israel and the Jewish people. This evening's event, "One Nation, One Heart", features the future of the Jewish people – the Lions' and Lioness' that are leading the revolution combatting hate and anti-semitism.

Tonight's guest speakers are the light unto the darkness, Columbia Professor Shai Davidai stood up against the hatred and hypocrisy on campus since the horrific events of Oct. 7th and has been advocating for Jewish Civil rights ever since. Noa Argamani's advocacy has become a source of strength for Klal Yisrael. Recently named one of TIME magazine's most influential people of 2025, she has spoken at the United Nations and in the Oval Office, using these global platforms to raise urgent awareness about the need to bring the hostages home immediately.

JNF Edmonton is joining many other JNF regions across Canada in raising funds to build the Ashdod Rehabilitation and Therapy Centre, which will provide desperately needed service to those wounded in the war and others with serious medical ailments in southern Israel. For this project, the partnership between Israel Magen Fund of Canada and Jewish National Fund of Canada is one of shared goals and love of Israel. Our important work would not be possible without you, our generous donors. After more than 18 months of heartbreak, we are still gathering in support of Jewish peoplehood and celebrating our connection to the land of Israel.

Thank you to everyone who dedicated time and effort to making this evening's event a reality. We hope you enjoy an engaging evening with our honoured speakers and musical guests.

Am Israel Chai!

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Our Project

Ashdod Rehabilitation & Therapy Centre

A New Center for State-of-the-Art Therapeutics, Rehabilitation, and Education



Southern Israel faces a severe shortage of rehabilitation services, exacerbated by the October 7th war. The Ashdod Rehabilitation and Therapy Center will provide critical medical and rehabilitative care to trauma victims, children with disabilities, and pediatric cancer patients in southern Israel.

The center will feature rehabilitation clinics, a hydrotherapy pool, modern medical equipment, a daycare, and educational spaces. Its goal is to offer high-quality care close to home, reducing the need for long travel times. Located near the Samson Assuta Ashdod University Hospital, it will serve hundreds of patients each month.

Thirty per cent of wounded patients and most of the recent war victims are from the south, stressing an already overwhelmed healthcare system. With only 11 rehabilitation centers in the south, compared to 43 in central Israel, wait times are often over a year. The Ashdod Rehabilitation and Therapy Center will help address these challenges by providing timely, accessible treatment for those in need.

**You can help build the Ashdod
Rehabilitation and Therapy Centre.
Use the QR code to make a gift now**



Our Guests



Shai Davidai

**Assistant professor of business
at Columbia Business School**

Shai's research examines people's everyday judgments of themselves, other people, and society as a whole. He studies the psychological forces that shape, distort, and bias people's perceptions of the world and their influence on people's judgments, preferences, and choices.

Shai work has been published in top-tier journals such as the Proceedings of the National Academy of Science, the Journal of Personality and Social Psychology, the Journal of Experimental Psychology, Perspectives on Psychological Sciences, and the Journal of Behavioral Decision Making. His research has been featured on media outlets such as The New York Times, The Guardian, and The New Yorker among other outlets, and podcasts such as Freakonomics Radio and The Atlantic Podcast.

After graduate school, Shai spent a year as a post-doctoral researcher at the School of International and Public Relations at Princeton University and then three years as an Assistant Professor of Psychology at The New School for Social Research.

In 2020, he was listed as a "Rising Star" by the Association for Psychological Science (APS). The aftermath of October 7 on Columbia University's campus prompted Shai to speak out about antisemitism. He was locked out of campus by the administration, yet he continues to be a leading voice against Jew-hatred and anti-Zionism.

He says his biggest achievements to date have been the births of his son Orion, 7, and his daughter Toren, 2.

Our Guests



Noa Argamani

Rescued hostage

Noa Argamani, 27, from Be'er Sheva, a computer science student at Ben Gurion University, was kidnapped along with her partner, Avinatan, on October 7, 2023, during the Nova Festival by Hamas militants and taken into Gaza. Images of her abduction, in which she was seen crying for help, shocked the world and became a symbol of Hamas's brutality. Noa was rescued in a daring operation by security forces in June 2024.

Since her release, Noa has been advocating for the release of the remaining hostages held by Hamas, including her partner, Avinatan. On February 26, 2025, she delivered an emotional and impactful speech before the UN Security Council, urging the international community to act for the release of the hostages.



Thank You & Leadership Team

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Christina Reboh
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Jared Paull
Lana Werner

Young Adult & Student Leadership

Daniella Asbell
Shayna Cairns
Nathan Campbell
Gabriella Kaplan
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Bloomfield Award Joan & Abe Goldstein



For their
outstanding
commitment to
JNF and building
Israel's future



Carmi Reboh's Bat Mitzvah Project

As part of my Bat Mitzvah journey, I have teamed up with JNF Canada & Israel Magen Fund of Canada for my bat mitzvah project. This is my first chance to put the core values of Tzedakah (giving to charity) and Tikkun Olam (making the world a better place) into action, which I have learned a lot from my parents, teachers, and bat mitzvah lessons.

JNF CANADA

Mission

GREECE & ISRAEL

Jewish Heritage

October 27 - November 6, 2025

Book
Now



Greece

Highlights:

- ✓ Visit the Jewish Quarter, Jewish Museum, and Jewish Athens landmarks
- ✓ Explore iconic sites: Parthenon, Acropolis, Temple of Poseidon, and the Oracle of Delphi
- ✓ Experience the historic towns — Trikala, Meteora, Ioannina, Metsovo, Vergina, and Veria
- ✓ Visit the "Jerusalem of the Balkans," Thessaloniki- and the historic Monastir Synagogue
- ✓ Tour the Palace of Knossos with an optional day trip to Mt. Olympus



Israel

Highlights:

- ✓ Visit Sderot & Kibbutzim in the South (Nir Oz, Re'im, Kissufim)
- ✓ Visit Nova Festival Massacre site, car museum
- ✓ Visit Kiryat Shmona & meet residents on the Northern Border
- ✓ Optional volunteer opportunity on Kibbutz
- ✓ Visit Hostage Square

Cost: \$6,100

U.S. Land only, double occupancy

Cost: \$2,000

Single supplement

Israel Land only \$4,125 USD | Single supplement \$1,300 USD

Price includes flight from Greece to Tel Aviv

For more information, please contact Jay Cairns
at 780-481-7881 or jay.cairns@jnf.ca

SCAN HERE
TO JOIN



Everyone has a Blue Box memory



The New Digital Blue Box from JNF Canada

Everyone remembers dropping a coin in the Blue Box, around the Shabbat table or at school. The iconic and beloved Blue Box helped build the miracle of Israel. After decades of coin collection, we're carrying on the tradition of tzedakah for the modern family. The Digital Blue Box offers fun challenges and activities that help you bring Israel closer to home, with the option to make a small monthly contribution, just like the old days.



Learn About Israel

Through weekly games and trivia, teach your family about Israel and Jewish culture.



Monthly Contributions

Like the beloved Blue Box, drop in your "coins" to support a project in Israel.



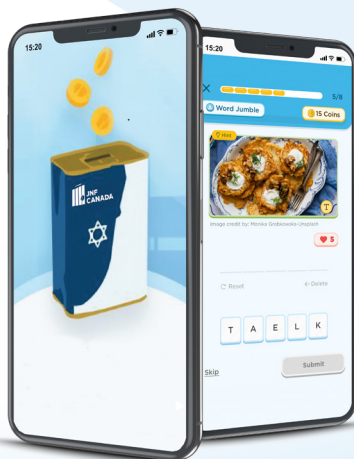
Family Activities

Enjoy weekly recipes, crafts, music, videos and stories related to Israel.



Points & Community

Earn points for games completed, and win prizes.



Download the new Digital
Blue Box App today!





LOOKING AHEAD

"The real nature of our success is measured by the smiles on the faces of children who need our support, the sense of relief in a parent's heart that their child is receiving treatment, the serenity when a family relaxes in a beautiful green space, the confidence in a teenager who learns a leadership skill, and more. Our projects are more than just buildings. They are about people!"

- Lance Davis, CEO JNF Canada



JNF CANADA BUILDING ISRAEL TOGETHER

“You are as great as the cause you serve and as young as your dreams”

- Shimon Peres

On May 14, 1948, David Ben Gurion declared the founding of the State of Israel. It was the fulfillment of a 2,000-year dream. The return to Zion was realized and the Jewish People developed a new life in our ancestral homeland.

JNF Canada was there to lay the foundation long before 1948 and our work did not end then. Through the iconic blue boxes, JNF Canada raised funds from thousands of Canadians to enhance and enrich the lives of Israel's citizens. JNF Canada was able to plant thousands of trees, recycle Israel's precious water supply, develop beautiful gardens, green spaces, trails, and so much more.

Israel has flourished in a myriad of ways into a country with a superb quality of life. However, our work is not yet complete. For the last decade, JNF Canada has been focused on the new needs of Israel, social and environmental. We have supported community growth for generations, and we passionately carry our historic mission forward for a strong and sustainable future. JNF is the go-to organization for those who want to connect with and build a better Israel together.

Since the beginning, JNF Canada has also put an emphasis on working with Canadian communities from coast to coast to bring Israel closer to home. We host events in your local areas, educate children in their classrooms, host speakers on topics that matter to Canadian Jews, and bring Canadians to Israel on missions. JNF's mission is to foster strong connections between Canadian Jewry and the land and people of Israel, through tangible projects and events.

We are all too familiar with the heart-wrenching images of our family and friends in Israel as they cope with the devastating aftermath of October 7th, 2023. JNF Canada responded swiftly, mobilizing resources to provide immediate aid and support to the affected communities. We are working tirelessly to rebuild communities, schools, and infrastructure, standing shoulder to shoulder with Israelis during our darkest hours. This event has tested our resilience, but it has also strengthened our resolve to continue our mission of building a better Israel.

We look forward to a future filled with hope and resilience as we rebuild Israel together.

Am Yisrael Chai!

**NEGEV
PROJECT
2024**



In support of the
Social Club in Kibbutz Kissufim

Kibbutz Kissufim, near Gaza, was devastated in the October 7 attack. Sixteen residents were killed, one taken hostage, and critical infrastructure destroyed. Homes, farms, and public buildings were left in ruins. Despite the terror, many residents bravely helped and defended their community. Today, Kissufim is nearly empty, its families displaced, but their spirit remains strong. JNF Canada is supporting the kibbutz's rebuilding, starting with the Social Club—a fortified space for gathering, healing, and restoring community life at the heart of Kissufim.



**NEGEV
PROJECT
2023**



Rosemary & Stan Kitay

Eshkol Sheltered Children's
Educational Activity Center

Since October 7th, similar projects to the Eshkol Sheltered Children's Educational Activity Center have saved many lives during the long months of war. The Bnei Netzarim Sheltered Classroom or the Yated Sheltered Room, along with the upcoming Eshkol Sheltered Children's Educational Activity Center, are places that can provide a haven during attacks, bringing respite and calm to the children, while allowing them to be active and enjoy the many games the room will be equipped with. During times of escalation these projects allow schools to operate and a whole community to remain safe.

NEGEV PROJECT 2022



Robin & David Marcus

The Clore Center for the
Performing Arts

JNF Edmonton's 2022 Negev Campaign supported the construction of an orchestral studio to benefit the students and residents living in the Northern region of Israel.

The Clore Centre for the Performing Arts is the only conservatory offering formal training in music and dance in northern Israel. It is available to all denominations, providing scholarships and support programs to promising students as well as rehearsal and ensemble spaces for all students and residents in the region. It plays a crucial role in creating harmony in the region, hosting cultural and music events that bring people together from all walks of life.



NEGEV PROJECT 2021



Gayle Tallman

Educational Fitness Park
For Children & Youth

Throughout Israel, communities on "the outskirts" (either socially or geographically) cannot access the social infrastructure needed for healthy and safe outdoor spaces. Open public spaces are under-funded and under-development, often leading to empty concrete areas that are unusable, particularly for families. Through the JNF Canada Community Parks initiative, JNF transforms these spaces into inviting, accessible, safe parks, while preserving their natural assets and surrounding environment.

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KOL HAK VOD

A warm welcome to Professor Shai Davidai and rescued hostage Noa Argamani. Your courage and strength is an inspiration. Thank you for standing up for the Jewish people.

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Mazel Tov on this special occasion, and may the continued work of JNF inspire future generations to build, plant, and lead with purpose.



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