



7 YEARS. 7 SPEAKERS. 7 REFLECTIONS.

TAKING ROOT

SHARING STORIES TO GROUND + INSPIRE US ALL





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Executive Director

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Director of
Community Outreach

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Lead Educator

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EVENT COMMITTEE

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SPEAKERS

Debbie Field
Executive Director, Food Share

Ran Goel
Founder of Fresh City Farms

Rabbi Rafi Lipner
Senior Rabbi of Shaarei Tefillah
Executive Director of the House

Andrea Most
Professor, University of Toronto
Board Chair, Shoresh

Anthony Rose
Executive Chef and
Founder of Rose and Sons

Dara Solomon
Director, The Ontario
Jewish Archives

Ryan Storm
14 year old Local Food Blogger

Grounded in Canadian soil, Shoresh helps community members get back to their Jewish roots!

Through Jewish experiential education and action, our mission is to nurture a sense of awe and connection with the natural world, inspiring community members to act as responsible stewards of the earth.

Over the last 7 years, we have celebrated many milestones to that end and have much to be proud of! We have:

- Built a permanent home for the Kavanah Garden on UJA's Joseph and Wolf Lebovic Jewish Community Campus in Vaughan. Established in 2009, this beautiful half acre garden is located next to five acres of conservation land, and features raised vegetable and herb beds, native pollinator gardens, educational signage in Hebrew and English, and hands-on activity stations. Upcoming plans for the garden include an outdoor kitchen and community orchard! Each year the garden hosts over 2000 community members through our hands-on school and synagogue fieldtrips and weekly family drop-in program;
- Created Maxie's Garden, a dynamic community garden in Kensington Market, in partnership with Jewish Family and Child Services, growing over 3,000 pounds of food for JFCS clients each season;
- Developed dynamic community programs including an annual Jewish Food Conference, bringing together over 100 foodies, farmers, rabbis, nutritionists and academics each year to explore what it means to eat Jewishly in a contemporary Canadian context;
- Received grants and awards from Joshua Venture Group, Natan, SixPoints Jewish Venture Philanthropy Fund, Covenant Foundation, AND been listed in the Slingshot Resource Guide of North America's most innovative Jewish organizations THREE times!

And now, 7 years later, Shoresh is entering an exciting new stage of vision, engagement, and action!

We hope you will join us at Taking Root, when we reveal our 7 year plan for Bela Farm, Shoresh's newest programming space. Bela Farm will be a 100 acre centre for sustainable, land-based Judaism in Hillsburgh, Ontario.

According to the Torah, every 7 years we are commanded to observe the Shmitah year, a biblically mandated year of rest, release, and rebalancing. In honour of the 7 year Shmitah cycle, which begins again this fall, this event will feature 7 dynamic speakers, each sharing moments of awe and wonder that will illuminate our goals for Bela Farm and inspire all of us to action.

As we enter into the next Shmitah cycle, it seems fitting that we gather with friends and supporters to acknowledge our past achievements and celebrate our vision for how we will continue our transformative work of connecting people, land, and spirit through Bela Farm.

We look forward to celebrating with you!

B'Shalom,

Risa Alyson Cooper
Executive Director, Shoresh Jewish Environmental Programs
416-805-8382 risa@shoresh.ca



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Join Shoresh as we celebrate Canadian soil and Jewish roots!

WHAT

In celebration of Shoresh's 7th year, we are entering a new stage of vision, engagement, and action. Join us as we reveal our 7 year plan for developing Shoresh's programs and ventures at Bela Farm, a new centre for sustainable, land-based Judaism in rural Ontario. In honour of the 7 year Shmitah (sabbatical) cycle, this event will feature 7 dynamic speakers, each sharing moments of awe and wonder that are sure to inspire us with their influential stories.

The funds from this event will go directly to supporting the next seven years of Shoresh's transformative work, connecting people, land, and spirit.

WHO

Everyone is welcome! If you care about the earth and are committed to ensuring a healthy, sustainable world, this event is for you!

WHERE

Artscape Sandbox (at Widmer Street and Adelaide Street West)

WHEN

Tuesday October 27, 2015

Snacks and schmooze begins at 6:30 pm
event is vegetarian, kosher items will be available

Speakers at 7:30 pm sharp

GET INVOLVED

Contact Sabrina Malach at 416 805-8382 or sabrina@shoresh.ca



PRESENTING SPONSOR | \$18,000

Company and logo attached to Taking Root as presenting sponsor
Recognition on stage at event and in printed program keepsake
Prime mention on all print, signage, website and in social networking
Event Photo Opportunity
Sponsorship of a Bela Farm Beekeeper 2016
18 VIP tickets to Taking Root

HARVEST SPONSOR | \$5,400

Exclusive sponsorship of our Snack and Schmooze
Recognition on stage at event and in printed program keepsake
Opportunity to create a brand experience
Opportunity to provide gifts to all attendees and/or speakers
Verbal recognition on stage at event
Event Photo Opportunity
Prime mention on all print, signage, website and in social networking
6 VIP tickets to Taking Root

ROOT SPONSOR | \$3,600

Exclusive sponsorship of one speaker at Taking Root
Recognition on stage at event and in printed program keepsake
Opportunity to provide gifts to all attendees and/or speakers
Verbal recognition on stage at event
Event Photo Opportunity
Prime mention on all print, signage, website and in social networking
6 VIP tickets to Taking Root

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CULTIVATOR SPONSOR

\$1,800

Prime recognition in printed program keepsake

Inclusion in print media, flyers and in social networking

4 tickets to Taking Root

Limited Edition Shoresh Honey, 2015

SEED SPONSOR

\$540

Recognition in printed program keepsake

Inclusion in social networking

4 tickets to Taking Root

Limited Edition Shoresh Honey, 2015

THE POLLINATOR PAIR

\$180

Recognition in printed program keepsake

2 tickets to Taking Root

SNACK + SCHMOOZE

IN KIND

Recognition in printed program keepsake

4 foot table at 75 minute snack and schmooze

Opportunity to provide gifts to all attendees and/or speakers

Prime mention on all print, signage, website and in social networking

TO EXPLORE + PARTICIPATE AS A SPONSOR

Please contact: Risa Alyson Cooper 416 805 8382 risa@shoresh.ca

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