



# TAKING ROOT

## PLANTING FOR THE FUTURE

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SHORESH'S ANNUAL FUNDRAISER

A BIRTHDAY PARTY FOR THE TREES FEATURING  
THE KINDEST FOOD AND DRINK BUFFET

**Wednesday February 12th, 2020**

7:00pm-9:00pm at Eglinton West Gallery



[shoresH.ca](http://shoresH.ca)



#### **STAFF**

**Risa Alyson Cooper**  
Executive Director

**Sabrina Malach**  
Director of Engagement

**Beth Denaburg**  
Program Director

**Joshua Kleinberg**  
Program Associate

#### **BOARD**

**Adam Beder**

**Lisa Borden**

**Jessica Gilbert**

**Shari Golberg**

**Zeke Kaplan**

**Michael Klasner**

**Shimona Petroff**

**Jillian Rodak**

**Leemor Valin**

**Paula Zivot**

#### **COMMITTEE**

**Lisa Borden**

**Avra Epstein**

**Jamie Slavin**

**Erica Leibner**

**Jordan Wagman**

**Nancy Kopman**

**Nicole Leff-Pollack**

**Robert Storm**

“If not for the trees, human life could not exist.”

-Midrash Sifre to Deuteronomy 20:19

At Shoresh, we understand that trees are invaluable members of our ecological community; they provide shade to cool our homes, food to nourish our bodies, oxygen to fill our lungs, and beauty to inspire our hearts, minds, and souls. They provide valuable habitat for non-human animals, sequester harmful carbon dioxide, and help to anchor the soil beneath our feet.

At Shoresh, we use nature-based Jewish experiences to lead, inspire, and empower our community to be *Shomrei Adamah*, protectors of the earth. Trees are the ultimate protectors of the earth and its resources, so it feels fitting that this year's Taking Root is happening around Tu B'Shevat, the Jewish new year of the trees. Taking Root will be both a celebration of Shoresh's transformative work in nature-based Jewish education AND the trees that literally root our community in our local green spaces.

We hope you will join us at Taking Root, an evening of nourishing food and community, as we celebrate Shoresh and the trees and Jewish traditions that ground and guide us.

B'Shalom,

Risa Alyson Cooper  
Executive Director, Shoresh  
416-805-8382 [risa@shoresh.ca](mailto:risa@shoresh.ca)

Shoresh is the Hebrew word for “root.”

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



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### Shoresh's Annual Fundraiser

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#### WHAT

Join us for a nourishing buffet of the kindest food, as we gather with our community to celebrate the birthday of the trees in support of Shoresh.

#### WHO

All are welcome! If you want to enjoy great food and drink from our city's most talented food and drink purveyors, AND want to support an AMAZING environmental organization while connecting with community, this event is for you.

#### WHERE

Eglinton West Gallery, 2301 Keele Street, just south of Lawrence Ave W  
(free parking, fully accessible).

#### WHEN

Wednesday February 12, 2020

Doors open at 7:00pm. Food and drink served until 8:45pm.

*All food served will be plant-based with hekshered kosher items available.*

#### GET INVOLVED

Visit [shoresh.ca](http://shoresh.ca) or email [risa@shoresh.ca](mailto:risa@shoresh.ca) for details.



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## PRESENTING SPONSOR

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\$18,000

Company and logo attached to Taking Root as presenting sponsor & tax receipt for allowable donation

Recognition at event

Dedicated PR Release & prime mention on all print, signage, slideshow, website and social networking

Event Photo Opportunity and Commemorative Plaque

Sponsor one acre of trees in our Forest for the Future at Bela Farm

18 VIP tickets to Taking Root

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## TREE OF LIFE SPONSOR

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\$10,000

Exclusive sponsorship of our reception & tax receipt for allowable donation amount

Recognition at event

Opportunity to create a brand experience

Opportunity to provide gifts to all attendees and/or speakers

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

A row of trees will be planted in your honour at Bela Farm

6 VIP tickets to Taking Root

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## VENUE SPONSOR (IN KIND)

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**THANK YOU  
EGLINTON WEST GALLERY**

Recognition at event

Opportunity to provide gifts to all attendees and/or speakers

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

A fruit tree will be planted in your honour in the Community Orchard at Bela Farm

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## FOREST SPONSOR

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\$5,400

Recognition at event & tax receipt for allowable donation amount

Opportunity to provide gifts to all attendees and/or speakers

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

A fruit tree will be planted in your honour in the Community Orchard at Bela Farm

6 VIP tickets to Taking Root

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## ORCHARD SPONSOR

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\$3,600

Tax receipt for \$3480

Inclusion in print media, flyers, website, slideshow and in social networking

A nut tree will be planted in your honour in the Community Orchard at Bela Farm

Limited Edition ShoresH Honey

4 tickets to Taking Root

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## GROVE SPONSOR

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\$1,800

Tax receipt for \$1680

Inclusion in social networking and slideshow

5 Trees will be planted in your honour in our Native Reforestation Project at Bela Farm

Limited Edition ShoresH Honey

4 tickets to Taking Root

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## CANOPY SPONSOR

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\$540

Tax receipt for \$420

Inclusion in social networking and slideshow

A tree will be planted in your honour in our Native Reforestation Project at Bela Farm

Limited Edition ShoresH Honey

4 tickets to Taking Root

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## SAPLING SPONSOR

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\$360

Tax receipt for \$300

Inclusion in slideshow

Limited Edition ShoresH Honey

2 tickets to Taking Root

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For more information, or to participate as a sponsor,  
please contact Risa Alyson Cooper 416-805-8382 [risa@shoresH.ca](mailto:risa@shoresH.ca).

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## VIDEOGRAPHER SPONSOR

IN KIND

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Sponsor the production of a short 3-minute video capturing footage from the event

Recognition at event and on event video

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

A fruit tree will be planted in your honour in the Community Orchard at Bela Farm

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## MEDIA SPONSOR

IN KIND

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Help promote Shores's Taking Root 2020 to your audience

Recognition at event and in printed event keepsake

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

*Optional Bonus:*

Exclusive interview with Shores's Executive Director, Risa Alyson Cooper, to understand about our responsibility to be tree huggers and plant for future generations.

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## EVENT MANAGER

IN KIND

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Support staff and committee leading up to Taking Root and manage the event on February 12

Recognition at event

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

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## VOLUNTEER

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We are always looking for enthusiastic, responsible, connected individuals of all ages to volunteer leading up to the event and/or at Taking Root!

Please be in touch with Beth Denaburg at 416-805-8382 or email [beth@shores.ca](mailto:beth@shores.ca) to sign up!

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# KIND FOOD/DRINK SPONSOR | IN KIND

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Taking Root is a large celebration of good food shared by some of the most talented and kindest food producers, creators and purveyors in our community. Taking Root's event is similar to a festival/in-store demo combination, to a very qualified demographic. Now in our fifth year, we are confident that participating will be of value to you and your brand - in multiple ways!

## JOIN US AS AN IN-KIND FOOD SPONSOR!

**Serve 300-400 items to our guests/your audience with a smile.**

### You receive:

A dedicated 6-foot table for your display and service of your food item.

Prime mention on all printing, signage, website and in social networking.

Hugs, smiles, huge compliments, new raving fans and customers.

### Please note:

*Taking Root is a plant-based event. All guests will receive a reusable plate, cutlery set, and cloth napkin, so there is no need to provide compostable serveware. Kosher certification is not necessary. There is NO direct cost to the sponsor. Our sponsors simply need to come and nourish 300 happy people looking for connection to Shoresh (we all understand the value of this sampling opportunity!) Sponsors can self-promote, but may not sell anything directly at Taking Root.*

### There are three other opportunities for involvement as a Food/Drink Sponsor:

1. Donate a gift certificate or product for each guest to "takeaway"  
*400 items required and only "guilt-free" products and services will be included.*
2. Donate a gift certificate or food/product basket for our silent auction.
3. Donate 400 food items or drinks, ready to serve, and Shoresh volunteers can pass on trays throughout the event.

GOOD FOOD + DRINK WAS SERVED COURTESY  
OF THESE GENEROUS SPONSORS FOR OUR PAST TAKING ROOT EVENTS



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# GRATEFUL TO OUR 2018 TAKING ROOT SPONSORS

Rochelle Rubinstein and Family

Brenlee Robinson



Mauricio and Larissa Kuperman

Rochelle Reichert

The Chisvin Family  
Ganz Family Foundation



Schecter Dental



SABRINA KAUFMAN

REAL ESTATE TEAM



DIGITAL PRINT  
INNOVATIONS

Paula Zivot

Malach Family

Jeff & Phyllis Denaburg

Allan & Ellen Rosenbuth & Family

Karen Chisvin & David Mazer

Anonymous

The Penetrant Guild of Judicial Textiles, Toronto



TORONTO'S PREMIER EVENT VENUE

STILL WATERS  
DISTILLERY



Lisa Kimmel

Rosie and David Aiken

Shari Golberg, Benjamin Abramov and Family

Andrea Most and Alan Ackerman

Iris Benedikt

Helen Silverstein



Greenhouse  
Juice Co.



CARINA  
ORGANICS



tova's table



veganlabs  
learn, better ingredients



Elisheva Photography



the chufa co.



SINCE 1916  
DEPUIS 1946



Contains Peace of Mind



The Beder Family



fleeta farms  
"The Slow To Engage"



Lisa Borden, Rob Storm and Family



The Bill and Judith Rubinstein Charitable Foundation

LINEN CHEST



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### SHORESH'S ANNUAL FUNDRAISER

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*"I am so grateful to be connected to such a meaningful and beautiful community of wonderful people and will continue to be involved in Shoresh's experiences. Thank you for the incredible work you do making our world a better place."*

*-Committee member*

*"I really enjoyed this event and the opportunity to try new delicious food, meet the creators of the food, and connected with new and old friends. This is truly one of the best events I've been to and supports a great cause."*

*-Guest*

*"I think a lot of new fans were created through the sampling of our products! Thanks for including us!"*

*-Culcherd*

*"Thank you so much for having us again. Talking with those people is our highlight. It's one of our favourite events of the year. We got value in simply making connections. "*

*-Plant Trainers*



shoresh.ca