

SHORESH'S B'NEI MITZVAH CAMPAIGN

SPONSORSHIP KIT 2021



A MESSAGE FROM RISA

Dear friends and supporters,

Between the world-wide pandemic and the reeling effects of global climate change being felt around the planet, it is safe to say that these are unprecedented times. Never before has there been a greater **need** for sweeping and deep changes, and never before has there been a greater **opportunity** to invest in the health, healing, and wellness of our earth and our community.

For 13 years, Shoresh has been a leader in the field of nature-based Jewish education. Our programs uniquely and creatively weave together people, land, and Jewish traditions, nurturing a generation of individuals who understand that **sustainability is a Jewish value**.

Over the last 13 years, Shoresh has been rooting - developing a strong foundation of committed community members, award-winning programs and curriculum, and dynamic programming spaces and partners. Now, we are poised to enter a new stage of organizational growth and development. **And we need your support.**

In celebration of Shoresh's B'nei Mitzvah Year, we are seeking to raise \$136,000 so we can continue to offer a Jewish response to environmental crisis - one that roots us in nature, community, and Jewish identity.

Keep reading for more information about how your gift can help to empower a generation of *Shomrei Adamah*, protectors of the earth, and ensure a healthy and green future for our children and grandchildren.

Thank you in advance for your support.



A handwritten signature in black ink, appearing to read 'Risa Alyson Cooper'.

Risa Alyson Cooper, Executive Director

WHY SPONSOR SHORESH'S B'NEI MITZVAH CAMPAIGN?

Your investment in Shores's future demonstrates that **sustainability is a Jewish value.**

By sponsoring Shores's B'nei Mitzvah Campaign, you:

- Strengthen Jewish identity and engagement in our community;
- Invest in a generation of future Jewish environmental leaders;
- Build community connections between passionate Jewish environmental advocates;
- Nurture vibrant green spaces that anchor our community in nature;
- Demonstrate your commitment to our children and grandchildren by joining an active community of donors who are investing in a greener tomorrow.

AND, as an expression of our deep gratitude, you will be recognized at Shores's B'nei Mitzvah Celebration later this year, as one of the movers and shakers of our organizational ecosystem!



SPONSORSHIP LEVELS

\$25,000 | PRESENTING SPONSOR

Appear as presenting sponsor of Shoresh's B'nei Mitzvah Celebration, our online annual gala.

\$18,000 | HARVEST SPONSOR

Appear as presenting sponsor of a Shoresh program or campaign of your choice.

\$5,400 | SAPLING SPONSOR

Appear as presenting sponsor of one element of Shoresh's B'nei Mitzvah Celebration (ex. candle lighting ceremony, keynote speaker, etc.)

\$3,600 | ROOT SPONSOR

Shoresh will adopt a fruit tree in your honour at Bela Farm.

\$1,800 | SEED SPONSOR

Shoresh will adopt a nut tree in your honour at Bela Farm.

\$1,000 | CULTIVATOR

Shoresh will adopt a berry bush in your honour at Bela Farm.

\$540 | POLLINATOR PAL

All \$540+ level sponsors will receive VIP tickets to Shoresh's B'nei Mitzvah Celebration and will appear on all Shoresh B'nei Mitzvah Celebration materials across all platforms.

Tax receipts will be issued for the full sum of your donation less the value of benefit provided in accordance with rules governing charitable gifts as outlined by the CRA.

HOW WILL MY SPONSORSHIP MAKE A DIFFERENCE?

Through **awareness**, **action**, and **advocacy**, Shoresh offers community members meaningful opportunities to be responsible stewards of our natural world.



AWARENESS



ACTION



ADVOCACY



By engaging people in these three interconnected pillars, Shoresh demonstrates that **sustainability is a Jewish value**, and empowers our community to be *Shomrei Adamah*, protectors of the earth.

Your donation can be directed towards activities in one or more of these three pillars.



Through our hands-on programs and activities, Shoresh brings **awareness** to environmental issues and the Jewish teachings that can ground and guide our response to environmental crisis.



Your gift supports:

- Developing innovative Jewish curriculum for the **Shoresh Outdoor School** that connects students to Jewish teachings, traditions, and values...in the great outdoors!
- Creating new meaningful learning opportunities such as our **Yesod B'nei Mitzvah Experience**, a year-long journey with b'nei mitzvah participants to dive deep into Jewish ancestral traditions and environmental ethics, while weaving together primitive skills and ancient/emerging Jewish rituals;
- Engaging children, adults, and families at home through **shareable activity materials and online workshops** that inspire nature connection from a Jewish perspective.



Shoresh offers our community members meaningful opportunities to put their Jewish environmental values into **action**.

Your gift supports:

- **Planting for future generations.** Whether it is planting native trees in our 20-acre Forest for the Future, wildflowers in our 4-acre Bee Sanctuary, or fruit and nut trees in our edible Food Forest at Bela Farm, Shoresh is committed to leaving a living legacy for our children and grandchildren.
- Growing our line of **sustainable Jewish products** (such as our honey and beeswax candles), so our community can support environmental sustainability through Jewish rituals and practice.



ADVOCACY

Shoresh seeks to mobilize collective action within the Jewish community around environmental issues through our **advocacy** efforts.

Your gift supports:

- Developing dynamic **workshops about current environmental issues** with tangible action items for community members to take on to reduce their ecological footprint;
- Curating **online campaigns** that highlight the Jewish teachings and values that demand a community response to global climate change, pollution, and the inequitable distribution of natural resources;
- Ensuring a **coordinated Jewish presence** and **amplified Jewish voice** at city-wide environmental gatherings.



13 YEARS BY THE NUMBERS



30,000 Participants

That's 60,000 dirty hands!



18,000



M² OF

POLLINATOR HABITAT

11,136 trees planted



**6000
POUNDS**



**OF ORGANIC PRODUCE
DONATED TO TZEDAKAH**

∞ INFINITE

**Moments of Jewish engagement
and nature connection**

**10,000
Jars**

**of Bela's Bees
Raw Honey**

55 AWARDS & GRANTS



SHORESH

CANADIAN SOIL • JEWISH ROOTS



**22,000
VOLUNTEER
HOURS**

THANK YOU FOR YOUR SUPPORT!!!

STAFF

Risa Alyson Cooper

Executive Director

Allie Shier

Managing Director

Sabrina Malach

Director of Engagement

Mira Ellis Goldstein

Lead Educator

Rachel Karstadt

Program Coordinator

Tamar Goldberg

B'nei Mitzvah Director

Josh Kleinberg

Assistant Bee Keeper

Mylee Nordin

Lead Bee Keeper

BOARD OF DIRECTORS

Adam Beder

Lisa Borden

Jessica Gilbert

Shari Golberg

Shimona Petroff

Jillian Rodak, Chair

Leemor Valin

Paula Zivot

Our first 13 years have been transformative!
We can't wait to see how Shoresh flourishes as
we enter this next stage of grounding and growth.

For more information about sponsorship opportunities,
email Risa Alyson Cooper, Executive Director,
at risa@shoresh.ca or call 416-805-8382.

