

 Na'amat Canada
National Board Handbook

March 2015 Edition



Edited by:

**National Membership
Committee**

**Vivian Reisler
Executive Vice President**

Welcome

Welcome to the Na’amat Canada Board Handbook. This handbook was designed to help the transition from the previous board to the new board and act as a reference guide to inform you about the regular functions of Na’amat Canada. Members who are considering leadership positions within Na’amat Canada can benefit from the information provided here, as well. Should you have any suggestions for other needed chapters or topics, feel free to contact Na’amat Canada’s National Office at 1.888.278.0792 or naamat@naamat.com

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Mission Statement

Na'amat Canada, in partnership with Na'amat Israel, is part of a worldwide women's movement whose ideological roots lie with the founding women of the State of Israel and their vision for social justice and equality.

In constant reaffirmation of our ideals, we, in Na'amat Canada vow to:

1. Support and enhance the status of women, children and families and persons in need in Israel and in Canada.
2. Support, assist and improve the social and economic conditions of working women, children and families in Israel.
3. Cooperate with other organizations having similar aims and objectives.

Among the first to embrace feminist ideals, the women of Na'amat Canada will continue to be innovative leaders in meeting the needs of an ever-changing world.

Our Ideals:

We, the members of Na'amat Canada, pledge to:

- **Enhance** and safeguard the status of women, children and families in Israel and in Canada
- **Empower** the individual through advocacy and education
- **Foster** mutual respect in a diverse society
- **Respond** to humanitarian concerns in an evolving social environment
- **Inspire** our youth with Zionism and a sense of social justice
- **Promote** Jewish identity to ensure Jewish continuity
- **Strengthen** the bonds between Israel and the Diaspora, and within our communities
- **Support** the State of Israel as a secure, democratic and pluralistic society and homeland for the Jewish people

National Board

1. Who is on the Board?

As Na’amat Canada is a member-driven organization, our Board is comprised of volunteers, representing membership from across the country. Na’amat Canada staff, in addition to various volunteer advisors, are also permitted to attend the Board meeting, but in a non-voting capacity.

People who attend Board Meetings are as follows:

Voting Members	Non-voting Staff & Volunteer Advisors
National President	Executive Vice President
National Vice President *	Toronto Fundraising and Development Officer
National Financial Secretary	Montreal Fundraising Coordinator
National Membership Committee Chair	Western Membership Coordinator
National Education Committee Chair	Organizational Development Advisor
National Fundraising Committee Chair	Online Communications Advisor
Council City Presidents	Representative to Habonim Dror
Non-council City Presidents	
Past National Presidents	

* National Vice President holds one of the Committee Chairs

National Executive **:

Members
National President
National Immediate Past President
National Vice President*
National Financial Secretary
Two Additional Members serving as National Membership, Education or Fundraising Committee Chairs

• National Vice President holds one of the Committee Chairs

** Select staff members are sometimes invited to attend National Executive meetings, but do not officially sit on the Executive.

2. Na’amat Canada Branch Representatives

a) Overview of Branch Representatives:

Council Presidents and representatives from Non-Council Cities make up a large part of the Board. These members have the responsibility of communicating the news that transpires at the Board Meetings to their local membership. Council Presidents and City Presidents (i.e. representatives from Non-Council Cities) may also be accompanied by their local staff person.

Na’amat Canada Branches (as of December 2014)

City	Number of Chapters/Clubs	Council or Non-Council	Represent City at Board Meetings
Calgary	2	Non-Council	City President, Coordinator*
Edmonton	2	Non-Council	City President, Coordinator*
Hamilton	1	Non-Council	City President
Montreal	2	Non-Council	City President, Coordinator*
Ottawa	3	Council	Council President
Toronto	12	Council	Council President, Fundraising and Development Officer, Office Administrator*
Vancouver	1	Non-Council	City President
Winnipeg	2	Non-Council	None

*When required

b) Council Presidents vs. Branch Representatives:

When a Na’amat Canada city has three or more chapters/clubs, the members appoint a council, much like a *local* Board of Directors. These councils are comprised of, but not limited to, the following positions:

- President
- Past President
- Vice President
- Secretary
- Treasurer
- Chapter/Club Presidents

When a Na’amat Canada city has fewer than three chapters/clubs, the members appoint a representative, often referred to as the “City President.”

3. Board Meeting Responsibilities of Council and City Presidents

a) Overview

Council and City Presidents will be asked to present a city report and prepare city packages for distribution to the other Board members.

b) City Reports

Council and City Presidents write up a report on the activities of their local membership that have taken place since the last Board Meeting. These reports should discuss fundraisers, special events, interesting chapter/club programs, outreach initiatives, social service projects and other such news. Presidents should be advised that no dollar figures are to be published in these reports. Reports should be emailed to the National Office by the deadline requested so that the reports can be edited, photocopied and included in the Board Meeting kits. At the Board Meeting, there will be an allotted time for Presidents to present their city reports. Upon completion of their oral city report presentation, Presidents are expected to present a cheque to National Office covering a portion of their Quota (Undesignated) commitment. An additional cheque for Designated Funds is also appreciated.

c) Brief Explanation of The Type of Funds Raised

“Quota” or Undesignated Funds/ Maintenance Funds: Each year, Na’amat Canada sets out a financial goal for each city. This money is used for the general purpose of maintaining the facilities and programmes currently being run in Israel by Na’amat. Since the dollars raised are not going to a specific program or facility, they are considered “Undesignated Funds.”

Designated Funds: Money that a city has raised for a specific campaign or project is considered to be “Designated Funds.” Designated Funds are completely separate from “Undesignated Funds” and do not count as part of the cities’ “quota.”

d) City Packages

Council and City Presidents are asked to bring packages of sample materials (e.g. invitations, tickets, newspaper articles, ads, flyers, etc.) to the Board Meetings. Presidents should bring seven (7) packages - one for each attending city representative and one for the National Office. Packages are to be distributed at the end of the City Report presentations. Council and City Presidents are encouraged to share these samples with their local membership.

4. Role of Staff

a) Role of Coordinators

Certain cities have a part-time staff member called a Coordinator. The Coordinator is a resource person for the volunteers of that city.

Her primary responsibilities include:

- Outreach to form new chapters and increase membership
- Promote Na'amat education with the membership and through public relations in the greater community
- Act as a resource person for new and existing chapters
- Assist volunteers in planning and executing fundraising initiatives
- Liaise with the chapters and the Executive Vice President
- Attend local meetings and fundraisers, as needed
- Help with administrative duties, as needed

b) Role of Na'amat Canada Staff and Volunteer Advisors at a Board Meeting

Na'amat Canada staff and volunteer advisors are considered to be a part of the Board, but in a non-voting capacity. They are always welcome to join in the discussion, ask questions and participate in planning and brainstorming. They may also be called upon to make a presentation to the Board. Staff members and volunteer advisors are also asked to join any of the National Board standing or ad-hoc committees.

5. When and Where the Board Meets

The Na'amat Canada National Board meets in Toronto twice a year, in the fall and in the spring. Meetings take place over three days and are often structured as follows:

Friday:

- Staff Meeting (early afternoon)
- Finance Committee Meeting (late afternoon)
- National Executive Meeting (evening) (as needed)

Saturday:

- National Board Meeting (morning and afternoon)
- Committee Meetings

Sunday:

- National Board Meeting (morning and early afternoon)
- Optional: Guest Speaker

Non-local Board members will stay at a hotel and have most meals provided for them.

6. What Happens at Board Meetings?

Board meetings are a time for sharing ideas, creating new policies and reconnecting with fellow Na'amat Canada members. Although the Board does a lot of business in a condensed amount of time, these weekends also allow for members from across Canada to form new connections and bonds. It is a time of regrouping and refueling that helps to sustain the organization.

Some Topics that are typically on the Board Meeting agenda are:

- Welcome and Introductions
- Announcements and Correspondence
- President's Message
- City Reports
- Capital Campaigns
- Financial Update
- Leadership Seminar
- Marketing Update
- Triennial Convention
- Committee Meetings
- Board Development
- Good and Welfare

National Committees

Na'amat Canada has four national committees: Finance, Membership, Fundraising, and Education. Their respective mandates, along with a list of their recent activities, are outlined below. Board members must join one of the following committees:

1. Finance

Mandate: Review all financial statements, budgets, investments, transmissions and distribution of funds. Be accountable to the National Board for all its transactions.

Led By: Financial Secretary

Meet: at Board Meetings and through telephone/Skype conference calls, as needed

Activities and Projects:

- Discuss current financial status
- Discuss investments strategies and securities
- Conduct financial analysis
- Evaluate effectiveness of fundraising

2. Membership

Mandate: Set policy for recruitment, retention and member education. Develop leadership seminars.

Led By: Membership Committee Chair

Meet: at Board Meetings and through telephone/Skype conference calls, as needed

Activities and Projects:

- Develop the three-tiered leadership seminar program
- Review the Membership Handbook
- Review City and Council Job Descriptions
- Evaluate effectiveness of membership recruitment/retention programs

3. Fundraising

Mandate: Set policy for and develop national fundraising campaigns. Work, where necessary, with fundraising professionals.

Led By: Fundraising Committee Chair

Meet: at Board Meetings and through telephone/Skype conference calls, as needed

Activities and Projects:

- Update the Fundraising Resource Book
- Review current fundraising projects
- Develop national fundraising programs

4. Education

Mandate: Create education programs. Oversee public relations, marketing and online communications. Support local educational and advocacy projects. Maintain Na'amat Canada brand consistency.

Led By: Education Committee Chair

Meet: at Board Meetings and through telephone/Skype conference calls, as needed

Activities and Projects:

- Develop a list of Na'amat Canada Resource Materials
- Put together presentation pieces on Na'amat services in Israel, Na'amat Canada membership, communication and social service programs.
- Maintain www.naamat.com

P.R. Standards and Marketing Materials

Na'amat Canada places a high importance on branding. In order to maintain consistency with our brand, local leadership and staff are asked to uphold the standards and practices that have been put into place.

1. Titles and Names

a) Hebrew and English

The Na'amat Canada logo has Hebrew characters and English words. Since not everyone recognizes the Hebrew characters, please include the English words Na'amat Canada when you use the logo.

b) Na'amat vs. Na'amat Canada

Please refer to the organization as Na'amat Canada rather than simply Na'amat in all written materials. Na'amat should be used only in reference to the worldwide network of organizations or social service programs being run in Israel.

c) City Names (eg. Na'amat Ottawa vs Na'amat Canada Ottawa)

Each city is a branch of Na'amat Canada, therefore it should formally refer to itself as **Na'amat Canada city name**, rather than the informal Na'amat city name. Once you have referred to your city's formal name, you may then simplify it by writing your informal name.

d) Chapter/Club Names

The terms chapter and club are used interchangeably. (Toronto uses "club", while the rest of Canada uses "chapter".) Chapter/club names that appear on local marketing materials should read:

Na'amat Canada Montreal Daroma Chapter or Na'amat Canada Montreal's Daroma Chapter

In Toronto, the following is acceptable:

Na'amat Canada Toronto Club Rimon or Na'amat Canada Toronto's Club Rimon

e) National Slogan

"Enhancing the lives of women and children in Canada and Israel since 1925" is our National slogan. Members are encouraged to use this slogan in order to help the public to understand our mandate.

2. Fonts, Logos and Images

a) Na'amat Canada's official colours are purple and turquoise. The specific Pantone Colours are: Process Blue, Regular Black, Pantone 526 U (purple) and Process Cyan (blue / turquoise).

b) When writing letters, articles, brochures and similar materials, volunteers and staff should use one of Na'amat Canada's acceptable **fonts**:

- Arial
- Times New Roman
- Garamond
- *Kaushan Script*
- Source Sans Pro - Light
- *Source Sans Pro - Regular Italic*

These fonts are available to be installed on your computer from the National Office.

c) On our web site, the primary **fonts** used are:

- *Kaushan Script* - used for headings
- Source Sans Pro - Light - used for body text
- *Source Sans Pro - Regular Italic* - used for the menus

d) To maintain brand consistency, the following **logos** are acceptable:



For use in 2015 only:

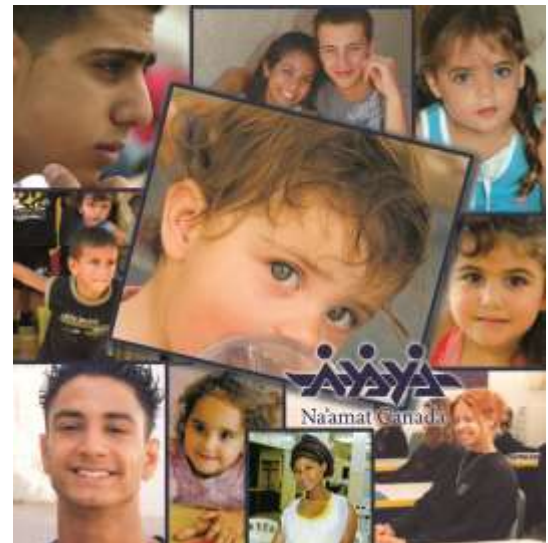


The following **logos** are to be used by on individual city documents:

Calgary	 Na'amat Canada Calgary  Na'amat Canada Calgary
Edmonton	 Na'amat Canada Edmonton  Na'amat Canada Edmonton
Hamilton	 Na'amat Canada Hamilton  Na'amat Canada Hamilton
Montreal	 Na'amat Canada Montreal  Na'amat Canada Montreal
Ottawa	 Na'amat Canada Ottawa  Na'amat Canada Ottawa
Toronto	 Na'amat Canada Toronto  Na'amat Canada Toronto
Vancouver	 Na'amat Canada Vancouver  Na'amat Canada Vancouver

All logos are available from the National Office.

e) The following **banners and images** are also acceptable for written materials.



3. Creation and Distribution of Local Marketing Materials

To maintain brand consistency, it is recommended that cities review their newly created marketing materials with the National Office. (This guideline does not apply to members only materials such as local flyers and e-newsletters. However, samples of these materials should also be sent to the National Office as a courtesy so that they can be added to the archives.) City volunteers without any local staff members may also call upon the National Office to help create certain marketing materials on their behalf. Such materials can include flyers, tickets, press releases, letters, newspaper advertisements, brochures, programme booklets, etc.

4. Available Marketing Materials

Na'amat Canada volunteers and staff have worked hard to provide members with an array of materials to support your marketing and fundraising efforts. For a complete list of available materials, please contact the National Office or look at the Na'amat Canada Website. Should you have any ideas for new materials, please contact the Executive Vice President at the Na'amat Canada National Office.

Na'amat Canada Website

www.naamat.com

1. Website Overview

Our Na'amat Canada website has recently undergone an extensive overhaul to address many of the issues of concern that were brought up with regards to our old site. While the content of the old site was invaluable to both members and prospective donors, there have been considerable changes to both the technology and the way in which web sites and the internet are used since the original www.naamat.com site was launched.

In an attempt to address these issues, www.naamat.com was re-launched in March 2015. The new site now serves as the central hub for all our organizational online activities. Everything we do online, including email marketing and social networking, is focused on driving people back to our website. So it is very important that we make the website visit experience as pleasant and easy as possible to encourage our visitors to continue returning to us in the future.

According to many experts, there are 5 things we must do to create an effective web presence:

- make the site look professional
- make the site easy to edit
- make regular updates to the site
- make it easy for visitors to give you their email addresses
- make it easy for visitors to donate to our cause

We hope that our new www.naamat.com website fulfills these 5 requirements.

2. Website Structure

The website has been set up in such a way as to minimize the number of key strokes required to get our visitors to where they want to be. There are 8 buttons at the top of the page that are labeled: Home; About Us; Locations; Donate Now; Join Us; Marketplace; Newsletter Sign-up; Contact Us. The content behind each button is generally national in nature. However, if a visitor is looking for information on events or activities taking place in a specific city, she will be encouraged to click on the "Locations" button to take her directly to the city detailed pages.

NOTE: All City Highlight pages (with local activities) can be directly accessed through the URL format naamat.com/CITYNAME - for example www.naamat.com/montreal Feel free to use your city URL for all communications as well as the national URL – www.naamat.com

3. City Pages

The City Pages are the web pages that reflect your individual cities and are a great way to market your chapters/clubs, social programs and fundraising events. The City pages are broken into 4 components: City President's Message; Chapters; City Events Calendar; City Highlights.

a) President's Message: This first section contains a photo of the City/Council President and a welcome message written by the City/Council President. It should be a warm welcome that allows the reader to get to know you. Here are some ideas of what to include:

- Your thoughts and feelings about your involvement with Na'amat Canada
- Introductory information about your city's signature events and projects
- Praise for your local members and chapters/clubs
- Holiday greetings, if applicable

b) Chapters: This section gives details on all the Chapters found within your city. Tell a potential member about who you are and what keeps you passionate about Na'amat. Also, feel free to use this area to highlight the accomplishments of each of your individual chapters.

c) Events Calendar: This is a calendar that lists city and club/chapter fundraisers, educational events, Jewish holidays, chapter meetings, council/executive/committee meetings, social programs and other day to day Na'amat Canada events. Calendars should not include personal member information, offensive or discriminatory content and anything that is contrary to the Na'amat Canada brand. Each event appears as a link on the calendar and event details will emerge when the link is clicked.

d) City Highlights: This area of the website should be used to showcase the various programs that are currently going on in your city. Remember that visitors have many reasons for landing on our site – education; fundraising; membership. The City Highlights page needs to be used as a marketing tool to address all these facets of the organization. Typically, the City Highlight page begins with details on chapters/clubs and their descriptions (demographics and chapter dynamics), along with photos. Following the chapter/club information, is a listing of current chapter/club fundraisers, as well as city-wide fundraisers. There is also an option to include short articles and photos about the city's social service projects and past events reports. As well, if your city produces a local online newsletter, you can put a link to that electronic publication in the City Highlights section of your city page.

4. Changing the Content of Your City Website Section

You have the opportunity to refresh the content of all of these sections as needed. For example, you can keep the same President’s Message all year but you will likely want to change the information listed in the City Highlights more often to update your city news.

Each city should have a Website Administrator who will gather information from your chapters, council and committees in order to update this information. It is also a good idea for that Website Administrator to peruse some of the other City Pages, to see what the other cities are doing. It is important to refresh what is on your page, on an ongoing basis to get readers to come back to check for new information. As new information goes up, you should remove obsolete ads and articles so the page always looks fresh and relevant.

It is the responsibility of the Online Communications Subcommittee to train each Website Administrator as to how to change the content of the city pages. To set up your training session, please contact the National Office who will then make arrangements for a member of the Online Communications Subcommittee to contact you directly. Note: updating your section of the website, requires the same editing skills as using Word.

5. Na’amat Canada Social Media Outlets

Apart from our own website, there are a few places on the web where Na’amat Canada members meet. Here are a few examples:

Facebook Page: A networking website that plays host to an online Na’amat Canada page. www.facebook.com/NaamatCanada Please encourage your members, friends and family to “like” this page.



Feel free to post comments. If you do not have a Twitter account (@NaamatCanada), the Na’amat Canada Twitter account feeds to this page.

Montreal Facebook Page: Na’amat Canada Montreal also maintains a Facebook Page for posting local events. You can “like” it at <https://www.facebook.com/naamat.montreal?fref=ts>

Facebook Groups: There are currently two Facebook groups that you can join. National hosts **Na’amat Canada Members** at <https://www.facebook.com/groups/naamatcanada/> where items and events of

national interest are posted. Feel free to set up an event on this site yourself and / or post to it. NOTE: Only Na'amat specific events should be posted. Information not Na'amat specific will be removed.

Na'amat Canada Toronto hosts **Na'amat Canada Toronto** at <https://www.facebook.com/groups/naamat.toronto/> where items and events of interest to people in Toronto are posted. Feel free to set up an event on this site yourself and / or post to it. NOTE: Only Na'amat specific events should be posted. Information not Na'amat specific will be removed.

Twitter – Na'amat Canada has a Twitter account - **@NaamatCanada** If you are on Twitter, please follow us. If you have items that you would like to be posted, please send an email to the National Office and they will forward it to the people who tweet on behalf of Na'amat Canada. If you are on Facebook, the Na'amat Canada Twitter account feeds to the Na'amat Canada Facebook page.

“Na’amat News”

Na’amat Canada’s Online Newsletter

Na’amat News is our online national e-newsletter that is sent out at least four times a year as a way of connecting with our membership and selected donors.

The purpose of Na’amat News is to:

- Provide a forum for discussion among all members
- Act as an idea generator for future programs and events
- Update members and supporters about National and International news
- Congratulate members for their achievements in the organization
- Inform members about National fundraisers
- Remind people to log on to our website and social media outlets

Typically, Na’amat News begins with an overview which highlights interesting events that have occurred within the national and international organization over the past quarter. This is followed by National committee reports which inform our members and selected donors of the work that the committees have done recently. The last part of the Na’amat News gives details on the current national fundraisers being run. Being an online vehicle, we have the ability to imbed links from Na’amat News directly to each fundraising program.

If you have any exciting ideas that you would like to share with your fellow Na’amat members, please feel free to forward the details to the Na’amat Canada National office so that we can include them in our next Na’amat News!

Direct Mail Campaigns

Direct Mail (or DM) is a fundraising letter used to raise funds for our services in Israel. It reminds our donors about Na'amat Canada and it is an effective way of communicating our stories about the people we help. Generally, the piece tells the story of an Israeli woman, teen or child that has been or is being supported by Na'amat social services in Israel. The story is typically based on a true case history sent to us from Na'amat Israel.

DM is mailed to Na'amat Canada members, donors and supporters who are on the cities' databases. The campaign is run three times per year, corresponding with the holidays of: Rosh Hashanah, Chanukah, and Passover. Letters should arrive in people's homes approximately two weeks before the beginning of the holiday. In cases of an emergency situation in Israel (e.g. war, terrorist attacks, bombings), a holiday campaign may be changed to an emergency campaign or an additional campaign may be initiated.

The process for creating a DM piece begins with a discussion between Na'amat Canada's President and Executive Vice President on possible letter topics. Based on these discussions, a draft of the letter is written and then reviewed and edited by the National President, National Fundraising Chair, Executive Vice President and selected staff. Once the initial edits are done, the text is sent to the City Presidents and staff Coordinators to do a final review so that they are aware of what their members and donors will receive by mail. Once the text of the letter has been finalized, it is sent to a Graphic Designer for further layout work. Once the piece is completed, the National Office prepares mailing lists and arranges for printing and distribution of the final version.

National Board members are asked to set an example by contributing to the Direct Mail Campaigns or by becoming a monthly donor. (As supporters of our organization, we need to encourage our members to add Na'amat Canada to their monthly giving list.) It is important that you help encourage your membership to donate to the campaigns as the organization cannot rely on the contributions of donors alone.

Na'amat Canada's Local Social Services

In order to mirror Na'amat's vital social services in Israel, Na'amat Canada has developed some local social service projects that our members run in Canada. These projects not only help people in our own back yard, but act as a good publicity tool, increasing our organization's visibility within our local communities.

Here is an outline of Na'amat Canada's National Social Service Projects:

1. School Supplies for Kids

School Supplies for Kids is a Na'amat Canada program run by many of our branches that equips children in regional domestic violence shelters with school supplies.

Typically, battered women and their children arrive at domestic violence shelters with little or no money and with very few personal possessions. One counsellor compared it to escaping a fire: "...most of the women and children arrive with just the clothes on their backs."

Emotionally, the women and children are in a state of trauma as they leave everything behind to start a new life. For safety reasons, some of the children now have to enter new schools. This experience alone is stressful, but not having their basic school supplies adds to their anxiety.

Since its inception in 1998, the Na'amat Canada School Supplies for Kids program, with the support of concerned individuals, corporate sponsors, and volunteers, has provided thousands of children in domestic violence shelters with school supply kits, enabling these children to re-enter the school system with hope and dignity. In addition, these school supply kits let the children know they are not forgotten.



2. Social Programs for Seniors

Our Na'amat Canada volunteers, across the country, help to facilitate a variety of activities and social programs targeted at seniors.

- Luncheon programs are held in meeting halls or party rooms. A home-style lunch is served while our guests are entertained by speakers or performers.
- Matinée theatre outings are planned during the summer months at summer-stock playhouses. An air-conditioned bus is hired for a day's outing to see a comedic play or musical.
- Some of our local chapters prepare *mishloach mannot* baskets at Purim. They deliver the care packages to the homes of our aging members, as well as to Jewish seniors' residences and nursing homes. Local chapters also help to brighten seniors' Chanukah celebration by organizing a party or concert.

Here is an outline of Other Na'amat Canada's Local Social Service Projects:

1. College Bursaries (Edmonton)

Designed to mirror Na'amat's scholarship program in Israel, Na'amat Canada Edmonton is proud to provide annual bursaries in Alberta to further advanced education. These bursaries are available to female students enrolled in any certificate or diploma program. Most often they are awarded on the basis of financial need and preference is given to single mothers

2. Career Gear for Underprivileged Women (Hamilton)

Na'amat Canada Hamilton members and friends help women who need it by contributing gently used business attire. In partnership with the organization, Dress for Success, the clothes are distributed to underprivileged women who are attending job interviews and starting new job placements.

3. Toiletries for Women's Shelters (Toronto)

Throughout the year, Na'amat Canada Toronto's Club Aviva collects donated toiletries and cosmetics from Na'amat Canada members and friends. Volunteers package these products and distribute them to women's shelters. Toiletries include soap, shampoo, conditioner, disposable razors, cotton swabs, toothbrushes, toothpaste and other basic necessities that the victims of violence might not have the opportunity to take with them when they leave their homes.

4. Hebrew Day Pre-School Subsidies (Toronto)

Based on the belief that no Jewish child should be denied a Jewish education, the Pre-School Subsidy Program was initiated. Now, these subsidies provide support for the Toronto's Bialik Hebrew Day School's pre-school for youngsters who would not be able to attend without financial assistance.

5. Bouncing Back (Montreal)

Bouncing Back is an anti-violence, anti-bullying program that is currently being offered by Na'amat Canada Montreal to local elementary schools. During the Bouncing Back program, trained facilitators meet with each class for one hour per week over a period of three consecutive weeks. These facilitators animate stories, conduct activities and provide an open forum for discussion and self-expression on the topic of bullying and aggression. Thanks to our structure of regular seminars, not only do the students get to know the facilitators, but they also have a chance to absorb, retain and build on this new knowledge. Since 2009, Bouncing Back has partnered with the Sun Youth Organization to strengthen the program in Montreal.

Na'amat Canada Contact Information

 Na'amat Canada		<p>Executive Vice President Vivian Reisler vivian.reisler@naamat.com</p>
6-7005 Kildare Road, Montreal, Quebec H4W 1C1 Phone: 514.488.0792 Fax: 514.487.6727 Toll Free: 1.888.278.0792 Email: naamat@naamat.com Web: www.naamat.com		
<p>Executive Secretary Pamela Segal pamela.segal@naamat.com</p>	<p>Bookkeeper Nicole Lavoie nicole.lavoie@naamat.com</p>	

Na'amat Canada Cities

 **Na'amat Canada Calgary**

Email: naamatcalgary@yahoo.ca

 **Na'amat Canada Edmonton**

Email: naamatedmonton@yahoo.ca

 **Na'amat Canada Hamilton**

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