



# Na'amat Canada

Empowering women and children in Israel and Canada since 1925

## 2025

YEAR IN REVIEW



# 2025 Year in Review

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## President's Message

**Susan Inhaber**

National President, Na'amat Canada



As I reflect on 2025, we have much to celebrate. Among the highlights of the year, in chronological order, were the hiring of a new marketing team, our Centennial Celebration, the opening of the Kanot Middle School building, and the 2025 Freda Sohmer Leadership Trip to Israel. Successful fundraisers supported these initiatives, as well as vital programs for women and children in Canada, including School Supplies for Kids, Mom's and Dad's Bags, and our bursary programs, all of which were deeply appreciated. Despite the rise in antisemitism across Canada, we remained resolute in our commitment to Na'amat Israel—providing both financial support and unwavering messages of solidarity. Like all Israeli citizens, our colleagues and beneficiaries in Israel endured an extraordinarily difficult year, yet they persevered with remarkable strength, continuing to serve those who depended on them most. At the same time, our volunteers, staff, and donors rose to the moment in truly exceptional ways. We are profoundly grateful for your dedication, resilience, and steadfast support.



## Emergency Campaign

Na'amat Canada continued to transmit funds to Israel to address urgent needs. **During the 12-day conflict with Iran**, we shifted focus from our Kanot Middle School campaign to an emergency relief effort—and, as always, our supporters responded generously. **As Canadians, this is one important way we show our solidarity with Israel**, and together we are making a meaningful difference. Emotional and psychological therapy remains a critical need for those dealing with trauma, and these services are expected to be required well into the future. **Na'amat Israel's dedicated staff continue to work across the country**, providing essential support not only to traumatized populations but also to their own personnel affected by these events.





## Na'amat in Canada



School Supplies for Kids



Babka Bake

**We are very proud of the work we continue to do here at home.** Our cities have maintained **dynamic** programming and fundraising initiatives, including Golf in Toronto, the annual Author's Event in Hamilton, Mother's Day cards in Ottawa, and Mah Jongg cards in Montreal and Toronto, to name just a few. Community-focused projects have also flourished, such as School Supplies for Kids in Calgary, Edmonton, Ottawa, and Toronto; calendars in Montreal and Ottawa; bursaries in Calgary and

Edmonton; and Hamantaschen and honey cakes in Vancouver. We are especially proud of our newest program in Calgary, Providing the Essentials, which offers toiletries and cleaning supplies to individuals using the food pantry at our Jewish Family Services office.

**These initiatives reflect the energy and commitment of our volunteers and communities,** and demonstrate just how **thriving** Na'amat Canada continues to be.



Tel Aviv's Hostages Square

### Na'amat Canada stands strong with Israel

With the return of the last hostage, Ran Gvili, we mark a moment of painful closure and collective remembrance.

Na'amat Canada reaffirms its commitment to Israel by honouring those lost, standing with grieving families, and continuing to confront antisemitism in our communities. Our Na'amat sisterhood remains a source of strength and care. We support one another within each club and group, within our cities, across Canada, and through our sister organizations around the world.

## Our New Marketing Team

In March 2025, the Board of Directors engaged **Creative Kibbutz** to lead our marketing efforts and support our campaign to raise major funds for the new Kanot Middle School. They developed striking marketing materials and took over our social media channels, creating posts that highlighted not only the campaign but all areas of our work. **We are delighted with the results and love our refreshed look.** Keep an eye out for ongoing updates, and remember—liking, sharing, and commenting on our posts is an easy way to stay involved while helping raise our profile.



Campaign assets by [CreativeKibbutz.com](https://CreativeKibbutz.com)

## Kanot Middle School



Kanot Middle School, grassy areas and ping pong tables

This past September, Kanot Middle School opened its doors to **220 students in grades 7 and 8**, marking an exciting milestone in innovative education.

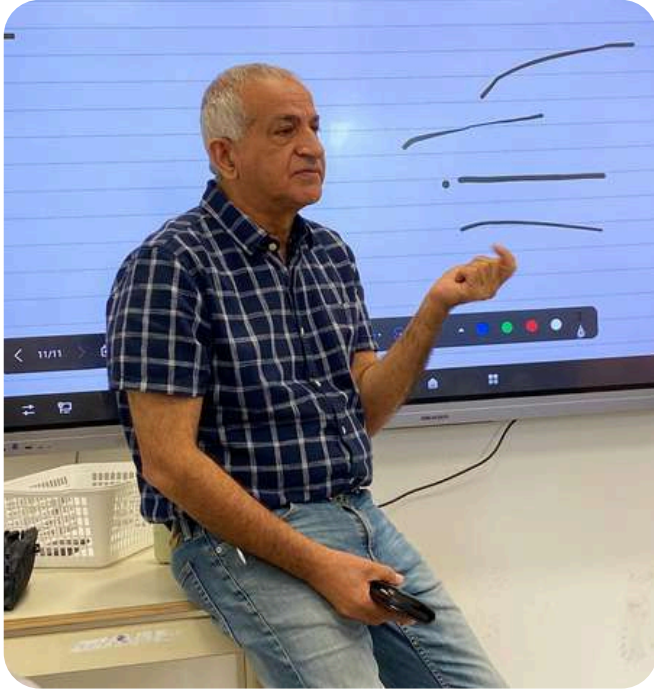
Once the final section is completed, an additional 130 students will join, bringing the total to 350 in this modern, thoughtfully designed facility.

The school is organized into learning pods, each with a small classroom equipped with a smartboard to support focused, personalized instruction.

Adjacent flexible spaces feature configurable tables and stationary bikes, allowing students to move and recharge without interrupting lessons. Each pod also includes dedicated areas for music, art, and 3D printing, giving students the freedom to explore their creativity and apply what they are learning in hands-on ways. Outside, a shared courtyard with grassy areas and ping pong tables encourages relaxation, physical activity, and healthy social interaction.



## Kanot Middle School



Director Hezy Josef

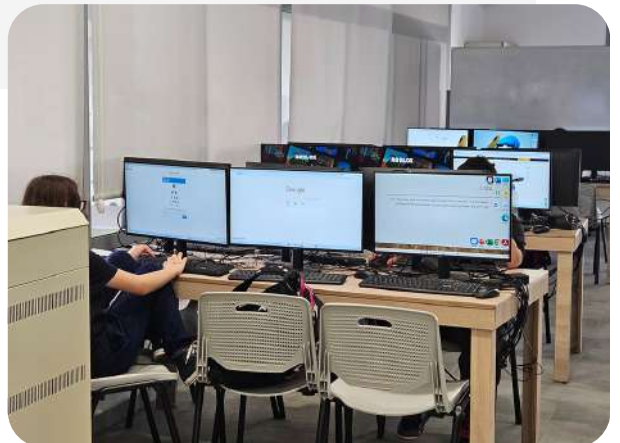
**This transformative project was the dream of Director Hezy Josef, whose warmth, dedication, and care for his students are evident in everything he does.**

His vision is reflected in the respect and affection students show him, the independence and responsibility they demonstrate, and their impressive academic achievements—even as many navigate significant personal or emotional challenges. At the inauguration, Na'amat President Hagit Pe'er shared:

*"A few short years ago, our middle school existed only in temporary, crowded buildings. Today, we are opening a spacious, welcoming, and innovative home for our students—a place that reflects our commitment to provide them with the very best conditions for growth, learning, and self-fulfillment."*

## Kanot Middle School is more than a building

it is a vibrant space where innovation, creativity, and resilience come together to empower every student to reach their full potential.



## Thank You to Our Donors

Na'amat Canada deeply values every contribution we receive. Your generosity, commitment, and belief in our mission strengthen our ability to change lives, support families, and build a brighter future in Israel and here at home. Each gift—large or small—represents a partnership in our work and a vote of confidence in the impact we strive to make every day.

We extend our heartfelt appreciation to all donors and volunteers whose dedication sustains our programs, facilities, scholarships, and advocacy efforts. Your support enables children to learn, women to find safety and empowerment, and families to access critical social services. Together, we are not only maintaining a legacy—we are building the future. We offer special recognition to our major donors, whose leadership in philanthropy over the years has transformed communities and created lasting, life-changing opportunities. Through their vision and generosity, essential



centres have been established, vital programs have grown in scope and reach, and thousands of individuals have been given hope, dignity, safety, and support. Their commitment continues to inspire us and strengthen our capacity to serve. In the near future, we look forward to highlighting several of these outstanding donors and sharing the meaningful impact of their generosity.

**Your generosity and ongoing support enabled Na'amat Canada to fund the following major initiatives in Israel and Canada in 2025:**



**Emergency Response:** Counselling and therapeutic services



**Glickman Centre:** Exterior infrastructure improvements



**Will Power:** Sustaining our legacy giving program



**Kanot Middle School:** Classroom furnishings for the new middle school



**Tel Aviv Legal Rights Bureau:** Funding for legal advice and advocacy



**Kanot Campaign:** Continued support for the interior of the new middle school building.



**Daycare Renovations:** Beersheva, Rishon L'Tzion, Ofakim, Nahariya, Ramla, and Yokneam



**School Supplies for Children:** Over 1,750 backpacks distributed to children in domestic violence and homeless shelters across Canada



**Scholarships:** Awarded to nine recipients



**Mom's and Dad's Bags:** Essential personal care items for women and men in domestic violence shelters in Toronto



Your gift to Na'amat Canada in Israel may be directed to a specific project of your choice or allocated to your city's fundraising campaign.

## New! Send Na'amat Canada E-Cards

Our traditional mailed cards are a wonderful way to send personal greetings while making a meaningful donation to Na'amat. **This year, we are pleased to introduce a new collection of digital e-cards, now available on our website.**



One of our New Year E-Cards

## Why choose an e-card:

- Perfect for last-minute gifting – your e-card is sent immediately
- Schedule delivery in advance for a birthday, simcha, holiday, or any special occasion
- Save on printing and postage, allowing more of your donation to support Na'amat's work
- A convenient option for recipients who prefer email and appreciate an environmentally friendly choice
- Simple and fast to use – it takes just a few clicks to send a Na'amat Canada e-card

## How to send an e-card:

- Visit <https://naamat.com/e-card-fundraising>
- And select your favourite card!

### OUR E-CARD COLLECTION

All All Occasions Birthday Get Well Soon **Mazel Tov** Sympathy



Mazel Tov #1



Mazel Tov #3



Mazel Tov #2



# Centennial Celebration

# 100

One hundred years is a milestone worth celebrating—and celebrate we did. In partnership with Na'amat USA, we honoured our beginnings, reflected on our past and present, and looked ahead to the future. We were thrilled to welcome **Hagit Pe'er**, President of **Na'amat Israel** and **Na'amat International**, and **Shirli Shavit**, Director of the **International Department**. We paid tribute to our past presidents and announced the creation of a **playground in their honour at the Beit Freida Daycare Centre in Ramla, Israel**.

The weekend was filled with laughter, tears, dancing, and wonderful food. Highlights included a performance by the Na'amat USA mother-and-daughter singing duo **Lydia and Melanie Gladstone**; a skit tracing our 100-year journey; **comedian Judy Gold**; and a special YouTube video featuring **Barbra Streisand** singing Hatikvah to **Golda Meir**.



We concluded the weekend with immense pride in what we have accomplished, new friendships forged, and renewed energy to carry us into our next 100 years.



**It was a full-circle moment:** we began as one organization, evolved into separate entities, and came together again to celebrate our shared beginnings.



## Na'amat: Key Milestones – People and Installations

For more than a century, Na'amat has been shaped by visionary women and the institutions they built to meet real needs. From early training farms and kindergartens to schools, shelters, and community centres, these milestones reflect a lasting commitment to care, education, and social responsibility.

**1921**

Establishment of Moetzet HaPoalot (Working Women's Council); Ada Fishman Maimon among the founders.

**1925**

Pioneer Women founded in North America by Sophie Udin.

**1928**

Golda Meir elected National Secretary of Moetzet HaPoalot; emissary to the United States (1932–1934).

**1930**

Founding of Ayanot, the first cooperative training farm for women near Ness Ziona.

**1931**

Opening of the first Moetzet HaPoalot kindergarten.

**1935**

Establishment of Habonim, the Labor Zionist youth movement.

**1939**

Organization formally adopts the name Pioneer Women.

**1940**

Opening of vocational schools across the country.

**1950**

Establishment of daycare centres supporting family wellness throughout Israel.

**1952**

Dedication of Kanot Agricultural School in Central Israel.

**1960**

Launch of the Perpetual Scholarship Fund.

**1965**

Formation of Pioneer Women of Canada as an independent organization.

**1981**

Name changed to Na'amat Canada.

**1993**

Opening of the Na'amat Canada Glickman Centre for Family Violence Prevention, Israel's first women's shelter and the first in the world to include a men's counselling section.

**2004**

Opening of the Rhodie Blanshay Benaroch Multipurpose Children's Centre at the Glickman Centre.

**2020**

Launch of the Abba Program at the Glickman Centre, supporting fathers navigating family issues.

**2025**

Joint Canada–USA Centennial Celebration in Toronto under the theme “Looking Back, Moving Forward Together.”



## Na'amat International Meetings & WZO Congress Israel



Na'amat Canada members at the WZO Congress Israel

**Seven Na'amat Canada members joined chaverot from the United States, Mexico, Brazil, Argentina, and Belgium for an inspiring and meaningful gathering in Israel. Long-standing friendships were renewed, and new connections were formed.**



The Na'amat International meetings in Tel Aviv featured a private tour of the Peres Center for Peace and Innovation; country presentations highlighting the vibrancy and strength of our organizations; a tour of the new Kanot Middle School building, where students and staff shared moving presentations; and a deeply personal visit to southern Israel, including Sderot, Kibbutz Nir Oz, and the Nova Festival site. Throughout these experiences, our Na'amat sisterhood provided the emotional support we all needed.

The second part of the trip, the World Zionist Organization (WZO) Congress, was held in Jerusalem and included speakers, entertainment, debates, and tours.

We were in Israel shortly after the return home of the living hostages, and although the country remains in trauma, the prevailing spirit was one of hope, positivity, and resilience. There was a clear determination to rebuild and to re-inspire. Our Na'amat Canada Group returned home energized, carrying this spirit of renewal and strength forward into our work.

## Freda Sohmer Leadership Trip

The year ended on a high note with a very successful leadership trip to Israel, named in honour of our 3rd National President, Freda Sohmer.

This trip marked the culmination of our three-year leadership cycle. Thirteen participants from Na'amat Canada and four from Na'amat USA joined **Shirli Shavit**, Director of the International Department at Na'amat Israel, as we toured a selection of Na'amat facilities. **Kim Marks**, Executive Director of Na'amat USA, also joined us. After our opening session, our first stop was the **Na'amat Israel headquarters in Tel Aviv**, where we heard from **Hagit Pe'er**, President of Na'amat Israel and Na'amat International, and **Masha Lubelsky**, Past President of Na'amat and representative at the WZO Executive. **Gali Etzion**, Director of the Counseling and Legislation Department, updated us on the issues facing women in Israel today and the advocacy work Na'amat is undertaking on their behalf. A highlight for many was our visit to **Kanot Middle School**, where we met thriving, happy students who were eager to thank us for our support. We toured the innovative learning spaces, the new theatre, and the stables and dairy barn, where students gain practical skills alongside their studies.



Hagit Pe'er, President of Na'amat Israel



The students' energy, curiosity, and appreciation for the opportunities at Kanot were truly inspiring. At our **Multipurpose Daycare Centre in Sderot**, we learned about the unique challenges faced by some of the children and the essential support provided by the staff. For many children who arrive in pajamas and return home ready for bed, the centre also supports their parents, providing food to take home and offering skills training to help mothers and fathers improve their interactions with their children. Chen, the onsite social worker, shared examples of her work assisting women experiencing financial and emotional hardship. Given the proximity to Gaza, safety is a constant concern, and residents have only 15 seconds to reach a shelter when sirens sound. For this reason, the entire daycare is built as a reinforced shelter.

Chen described traveling to locations further north to pick up women, then returning to Sderot for brief visits of about 15 minutes before taking them back to their temporary homes. Each visit gradually increased in length as the women became more comfortable, though some have still not felt ready to return fully to Sderot. Of course, we also spent time with the children outside, briefly playing with the toddlers witnessing their resilience and joy. Our visit to a **technological high school in Hadera** showcased students who are happy, engaged, and thriving, supported by dedicated staff. A new initiative pairs students with local seniors, allowing both groups to learn from one another and contribute to the community. These seniors also use the space to learn about topics of interest to them. Plans are underway to create a more inviting space for the school's hairdressing classroom, one of its signature programs.



At the **Glickman Centre for the Prevention of Violence in the Family**, we observed first-hand renovations to the kitchen and dining areas, a new therapy room, and a musical playground.



We also visited the **Rhodie Blanshay Benaroch Children's Centre**, where we met staff, and observed a lesson in progress. We saw plaques honouring the many donors to this shelter, met with the director, and had the opportunity to hear from a former client. This courageous woman shared her harrowing story and described the support she received at Glickman.

She is now living in transitional housing and has created striking artwork that reflects the experiences she endured. Her strength and determination were evident, and we are confident she will continue to navigate her future successfully. We also saw areas that are in need of upgrades which will be taking place soon. **Other highlights included visits to Jerusalem and the Temple Mount, the Meshanot Centre for**

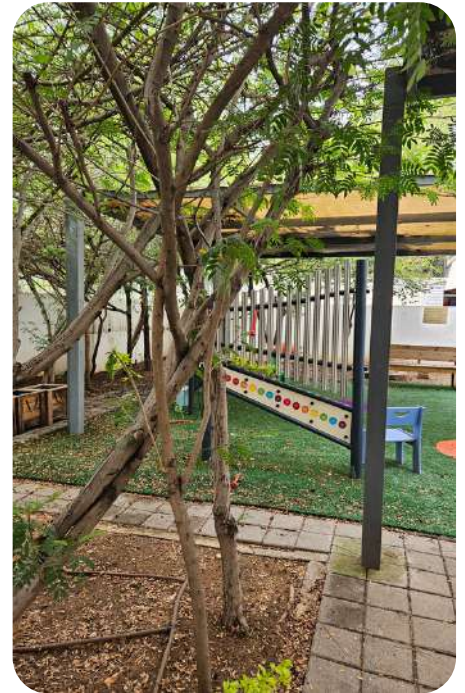
FUNDS FOR THE KITCHEN AND DINING ROOM RENOVATIONS WERE LOVINGLY PROVIDED BY NA'AMAT CANADA TORONTO NA'AMAT CANADA CALGARY AND NA'AMAT CANADA MONTREAL

בתיאבון

SEPTEMBER 2024



Glickman Centre for the Prevention of Violence in the Family



Gender Equality, the **Karmiel Community Centre**, and a **Druze village** where we met the team responsible for the emergency response in Sweida. No visit to Israel now would be complete without bearing witness to the horrors of October 7. Our trip south to the police station in Sderot, Kfar Aza, and the Nova festival site was heartbreaking, yet profoundly meaningful. The entire trip was an incredible experience.



Kibbutz Kfar Aza





We were deeply proud of the work being accomplished across all these areas and learned so much along the way. As Susan Inhaber, group leader, reflected:

*"Though I have visited many of these places before, each time there is more to see and more to discover. So much of what we witnessed is possible because of the dedication of our volunteers, the generosity of our donors, and the tireless commitment of our staff on the ground in Israel."*





## Na'amat in Israel

### Sustainable Fashion, Women's Rights, and the Future of Our Planet

What do sustainable fashion, women's rights, the future of our planet, and what's on your plate have in common? Na'amat made history with its first conference connecting ecology, sustainability, gender, and activism. Hundreds of inspiring women gathered at KKL's Field and Forest Center in Nes Harim to explore eco-feminism—the powerful connection between activism, gender equality,

environmental responsibility, and the future we are building together. Discussions and workshops highlighted women's leadership, creativity, the true cost of fashion, and how everyday choices—including what we eat—shape a better world. The event was energizing, inspiring, and just the beginning of a movement focused on creating real change for women, society, and the planet.



Na'amat at KKL's Field and Forest Center in Nes Harim, exploring eco-feminism.





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## Honouring Extraordinary Leaders

Two extraordinary women, both longtime Na'amat leaders, were honoured with the “Yakirat Tel Aviv” (Honoured Citizen of Tel Aviv) award—one of the city’s highest civic recognitions:



**Adv. Ofra Friedman** – Former Na'amat president and fierce advocate for gender equality, she built our nationwide legal aid network and championed legislation protecting single mothers and preventing sexual harassment.



**Ronit Lev-Ari** – Criminologist and leading voice in the fight against domestic violence, she founded Na'amat's department dedicated to prevention and treatment, including the first and only shelter for women and children affected by violence.



Their dedication has shaped national policy, protected vulnerable women, and empowered generations. We are proud to celebrate their legacy and honor their extraordinary contributions.

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## Kanot Youth Village: Innovation and Achievement

Our incredible students from **Kanot Youth Village** took home **third place** in the prestigious international **Scientific Accelerator Competition in Prague!** Over the past year, they developed an ambitious project: an underground greenhouse on Martian ice designed to support human life on Mars.



Students from Kanot Youth Village.

They collaborated with experts from the Weizmann Institute and the Faculty of Agriculture, visited advanced labs and greenhouses, and even spoke with Gadi Mozes, a world-renowned agronomist. Their creativity, determination, and teamwork came to life in Prague, where their project was recognized for its innovation and inspiring vision. While the high cost of their model prevented first place, their achievement demonstrated true pioneering spirit.





## Scholarships and “Let Their Voices Be Heard”

At an emotional ceremony at **Beit Ariela in Tel Aviv**, Na’amat awarded scholarships to outstanding women researchers in the sciences and doctoral students in gender studies. This year’s ceremony carried the theme: “**Let Their Voices Be Heard**”, dedicated to women whose voices were silenced in times of war.



Through higher education, Na’amat ensures that women can rise above oppression. Women’s research and leadership have the power to change reality, and Na’amat remains committed to supporting, uplifting, and opening doors—even when the world is full of noise or attempts to silence them.

## OlympiKanat: Building Teamwork and Confidence

Once a year, the entire community of **Kanat Youth Village** comes together for the beloved tradition of **OlympiKanat**. A week of healthy competition, teamwork, and high morale, students challenge one another across a variety of sports and adventure stations. These events foster unity, confidence, and the values that Na’amat strives to instill in young people: self-belief, resilience, and collaboration.



Students from Kanot Youth Village.





## Taking Back Control: Women, Technology, and Safety

On the **International Day for the Elimination of Violence Against Women**, Na'amat hosted a groundbreaking conference addressing technology-facilitated violence, a growing threat in today's world. Hundreds of participants explored how technology can both protect and empower—and how it can also be misused to control and harm.



International Day for the Elimination of Violence Against Women

Through knowledge, advanced tools, and community support, women are reclaiming control. **Na'amat leads the charge** with awareness campaigns, education, advocacy, and legislative efforts to prevent all forms of violence—online and offline alike. **Control must remain in women's hands.**



The Pink Pledge Launch Event

## Breast Cancer Awareness Month: The Pink Pledge

To mark the close of Breast Cancer Awareness Month, Na'amat distributed pink bracelets and umbrellas at its headquarters—a gesture symbolizing more than awareness. It serves as a call to action for women and employers alike to prioritize women's health.



**As part of this initiative, Na'amat launched “The Pink Pledge”, an online platform providing:**

- Essential information about the importance of early detection
- Clarification of common myths
- Clear guidance for employers, employees, survivors, and women in recovery

The message is simple but critical: **Don't wait for the rain—early detection saves lives.**

## ♥ Thank you

Once again, we offer our deepest thanks to Vivian Reisler, Pam Segal, and Ronni Muskat. Their dedication, energy, and care are the heartbeat of our organization. No task is too big or too small, and they approach everything they do with remarkable efficiency and commitment. We are truly fortunate to have such extraordinary individuals supporting our work and inspiring everyone around them.



Coming up...

Mark your  
Calendar!

Oct 30 – Nov 2  
Montreal, Quebec



# National Convention 2026

## Convention Nationale 2026



Na'amat Canada

Empowering women and children in Israel and Canada since 1925



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