

2021/2022

# ANNUAL REPORT

*The Power of Community!*



**SYLVAN ADAMS  
YM-YWHA**  
CCJ BEN WEIDER JCC  
HARRY BRONFMAN YCC

5400 Westbury,  
Montréal, QC, H3W 2W8



# The A Great Place to Be







Jeff Bicher, CEO , and Tina Apfeld Rosenthal, President of the Board



## Message from our President and CEO

What a year this has been for the Sylvan Adams YM-YWHA. Since our last Annual General Meeting, we have opened our doors in so many ways, as the Jewish Community Centre for all. We are happy to be living up to our mission as the **Centre of the Montreal Jewish Community**. We have also been implementing our Sustainability Plan developed with consultants at EY. As you will see in reviewing our Financial Statements, our results are even stronger than anticipated and due to much hard work and collaboration, we are very pleased to report an operating surplus for the year ending May 31, 2022.

We were so thrilled to welcome Margaret and Sylvan Adams at the ribbon-cutting ceremony for our newly renovated Y, which was made possible thanks to their very generous donation. In July, on the anniversary of our post-pandemic shutdown re-launch campaign, we welcomed our 2000th member. More and more, our members are taking advantage of the state-of-the-art facility at the Sylvan Adams YM-YWHA.

We also had the pleasure to welcome Anthony Housefather, Member of Parliament for Mount Royal, who shared, on behalf of Minister Dominic LeBlanc, that the Sylvan Adams YM-YWHA would be a beneficiary of approximately \$8M in Infrastructure Canada funding, through the Green and Inclusive Community Building grant initiative. The upgrades to our building will generate substantial annual savings as well as permit us to enhance the accessibility of our building for all members of the community.

During this past year, we welcomed over 430 campers to the Harry Bronfman YCC. We are so excited to share that we have invested close to \$1M in camping over the last three years. Jewish summer camp is critical to our mission, and we are looking forward to investing even more over the next few years.

Most importantly, this past year enabled the Sylvan Adams YM-YWHA to welcome new and returning members of our community. Thank you to all our members, volunteers, professionals, coaches, partners, donors, and participants for doing your part in strengthening our Y at the Centre of the Montreal Jewish community.

Thank You! Merci! Todah!

*Tina Apfeld Rosenthal*  
President, Board of Directors

*Jeff Bicher*  
Chief Executive Officer

# A Year in Review



**June 7, 2021**

Official reopening of the Y after renovations

**July, 2021**

Reopening of memberships

**Fall 2021**

New Group Fitness, programming, and first Ivri Anochi session

**November 28, 2021**

Open House at the Y

**February 14, 2022**

Reopening of the Y

**May, 2021**

Renovations Closure: Online and Outdoor Workouts

**June 15, 2021**

Hockey de Rue at the Doug Harvey arena

**Summer 2021**

An incredible summer of fun at Y City Camp and Y Country Camp

**October 2021**

Beginning of a year-long experience for Diller Teen Fellows of Cohort 14

**December 2021 and January 2022**

Covid Closure: Online workouts

**Winter 2022**

Launch of new fitness, sports & recreation programs



**In 2022, 96% of our members rated our customer service as very good and/or exceptional.**



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# A Year in Review

## Families at the Y

Oriel McHugh was MVP for Team Canada's Masters Men's Hockey Team at the 21st Maccabiah Games in Israel. Oriel, his wife, Maya, and their 3 kids, Jacob, Lev, and Emmet, are all members of the Y. The kids take swim lessons, play basketball, and participate in 7 Sports. Maya, a pediatrician, promotes the importance of the kids' physical and psychological wellbeing. The Y enables them to stay active and be with the community.



## Tween Leadership Program

"The Tween Leadership Team has been a fantastic connection for my son! Even though he does not attend Jewish day school or the fact that English is his third language, he has been able to befriend kids who are so different from him and feel that they have something in common. He loves the activities and took ownership of the space. He reminds us when the next event is so we don't forget! So powerful to hear him talk about his sense of belonging to the Jewish people with such pride!"

-Sharon, mother of a Tween Leader



# A Year in Review

## Health & Wellness for All



"When I started going to the Y, I was always very confident in the people working there to guide me through my fitness journey. I have been a member of the Y my whole life, but started taking training seriously exactly one year ago. I was a sixteen year-old, looking to improve my overall health, and changing my mindset to better not only my physical health but my mental health. Waking up every morning and hating what I saw in the mirror was a hard period in my life due to covid. Thanks to the dedication of the staff, and of the uplifting spirit of the whole Y community, I have come to love what I worked for and how well they make your goals achievable. I will forever be thankful for joining the Y. The Y has given me, and many of my friends the great opportunity to learn valuable life lessons, and strengthening our bonds by living a healthier and better lifestyle."

-Benjamin Bussière

"I have been coming to the Y since I was 7 years old. Throughout the years, the facility has not only helped me reach my fitness goals, but has become a place where I can unwind after a long day. The staff go above and beyond to make each member feel comfortable and taken care of. With state of the art equipment and several entertaining programs, the Y caters to all your needs. Joining the Y is like joining a community and I am honored to be a part of it."

-Stephanie Goldberg



# A Year in Review

## Y Camps

"Having had a lifelong passion for acting and drama, it was my pleasure to share the wonder of theatre and performance with the campers, and it's something I'm looking forward to doing again. Writing and directing the camp play, a slapstick-medieval comedy, was a joy, and the commitment and dedication of the campers to every moment of the production was inspirational.

I'm looking forward to making new memories with the Ridgeview Boys. I had the pleasure of living, hiking, adventuring and generally being with the best unit at camp. I can't wait to be back for another great summer!"

-Joe Makarov, Drama Specialist at **Y Country Camp**

"We love the *Y City Camp*. I love the Y because the Y has been a part of my life for my entire life! I went to the Y Country Camp when I was growing up, and I used to go to the Y for working out, and all sort of fun activities. So I was very excited to send Noah there for the first time last summer. "

Noah's favourite part of camp is going outside, doing arts and crafts, and all the new friends he made!

-Miri, mom of Noah (**Y City Camp camper**)





## Annual Campaigns

### Y Golf - August 9, 2021

The *Y Golf tournament* was a huge success! It was the first post Covid Y event. It was sold out and raised \$212,600. Y Golf helps all children have access to the tools they need to stay active and feel connected to the community. Supporting Y Golf make it possible for children to participate, take part and enjoy all the Y has to offer.

### Ian Karper Y Raffle - August 31, 2021

The *Y Raffle* was renamed in honour of Ian Karper z"l. This fundraising initiative plays a critical role in ensuring that our Y is open to all, regardless of financial circumstance. A special thank you to the canvassers who were successful in raising \$279,378!



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# Annual Campaigns

## Y Cycle - September 9, 2021

Proceeds support Inclusion Services at the Sylvan Adams YM-YWHA for neurodiverse kids, teens and adults. The Y offers a host of programs that provide essential social interaction, stimulation, and new skill acquisition. These services provide a lifeline for people who are neurodiverse as well as their caregivers. In 2021, *Y Cycle* raised \$101,131.

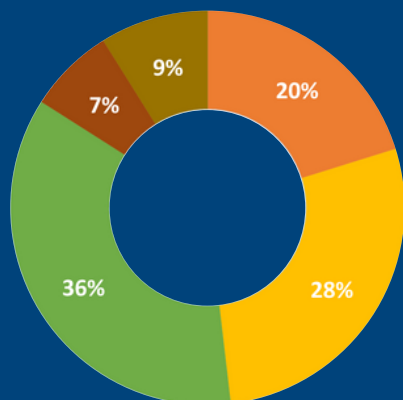
## Hockey de Rue - June 15, 2021 and May 29, 2022

Proceeds from *Hockey de Rue* help kids realize their potential through vital programs that encourage better health and physical activity, giving Montreal's youth a brighter tomorrow. In 2021, we raised \$226,919, and in 2022, we raised \$200,236.



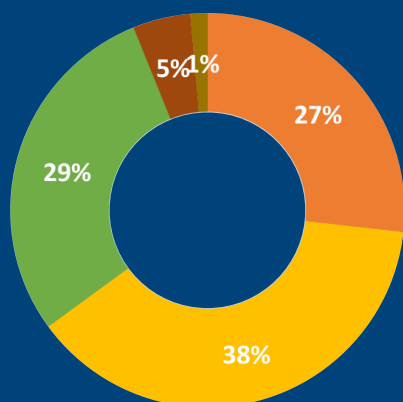
# Finances

## Revenue - Year Ended May 31, 2022



Revenue	Amount
Direct Programs	\$1 471 731
Contributions	\$2 037 263
Rentals and other revenues	\$2 614 904
Membership	\$514 854
Federation CJA Allocation	\$649 094
<b>Total Revenue</b>	<b>\$7 289 846</b>

## Expense - Year Ended May 31, 2022



Expense	Amount
Direct Programs	\$1 892 116
Administrative	\$2 698 267
Maintenance	\$2 042 502
Fundraising	\$333 766
Financial	\$99 035
<b>Total Expense</b>	<b>\$7 065 686</b>



# Award Recipients

## *Leadership Awards*

### **Norah and Joe Rubin Award** **MICHAEL FRANKEL**



This award recognizes Y members who take on important roles and provide service and leadership to the community. The recipients are regarded as having made an outstanding contribution in the past year while demonstrating sincere dedication and involvement with matters of importance to the Y.

### **Felicia and Arnold Aaron ABCD Award** **TONY AKSA and ZIKI ZAFFIR**



This award is given to an active member who has done outstanding work related to a specific singular achievement or to a series of cumulative work related to a particular topic. The recipient demonstrates concern and involvement with matters of importance to the Y, and had success with implementing a project or program.

## *Staff Awards*

### **Ida Rudy Memorial Support Staff Award** **MARINE BAZIAN-PINÈDE**



This award recognizes an employee who, through his/her professionalism, is a role model for the organization's brand and values. The recipient provides exceptional customer service and contributes positively to the work environment.



# Award Recipients

## *Staff Awards*

### **Lori Stein Memorial Staff Award** **CLAUDE MEURS**



This award recognizes an employee who demonstrates exceptional leadership skills and commitment to the organization's overall mission. The recipient is nominated for being a team player and often going above and beyond to help others.

### **Harry Bronfman YCC Staff of the Year Award** **JOE MAKAROV**



This award is presented to a YCC staff member who contributes to the ongoing legacy of delivering wonderful camp experiences, who leads by example, and who consistently helps to instill positive values in today's Jewish youth.

## *Athletic Award*

### **Jean Beliveau Athlete of the Year Award** **ARIELLE BENARROCH**



Each year, the Y recognizes a fulltime student athlete for their outstanding athletic achievements in Y programming. The recipient receives a \$500 scholarship towards their education after showing prowess in their sport, age group and level. His/Her name will be inscribed on the Jean Beliveau trophy, exhibited in the Jack Engels display case at the Y. The Jean Beliveau Athlete of the Year Award is made possible by the Henry and Berenice Kaufmann Foundation.

# Governors

The Y Governors are heros: they ensure that the less fortunate of our community have a place to gather and be, and enjoy all our programs and services, independent of financial circumstances. They build and impact our community.

## Life Gold Governors

Jack Gitlitz C.A. z"l  
Jeffrey Kadanoff  
Ian Karper z"l  
Larry & Rena Katz z"l  
David Oberman  
Reevin Pearl  
Nat & Thelma Rappaport z"l  
Saul Rose z"l  
Benjamin Schwam z"l

## Life Governors

Lavy Becker z"l  
Max Coblenz, Q.C. z"l  
Cohen & Manton Family  
Howard Cooper z"l  
Jack Engels z"l  
Sari Nadler z"l  
Sid Ross z"l  
Morris Schwartz z"l  
Morris Shore, C.A.

## Chai Governor

Michael Flinker

## Gold Governors

Howard Berish  
Michael Frankel  
Doreen Green  
Albert Greenspoon  
Stanley Kivenko  
The Irving Ludmer Family  
Foundation  
Jodi Mintz  
William Pencer z"l  
George Reinitz  
Jeffrey Segel

Gary D. Shapiro  
Manya Stendel  
Irwin Tauben  
Murray Waxman  
Jonathan Wener  
Morty White

## Governors

Anonymous  
Dr. Edward Adelson  
Marilyn Avriht  
Charles Benjamin  
Hyman Bloom  
Joan Bloom  
Michael Blumenstein  
Barbara Bronfman z"l  
Harold Brownstein z"l  
Natalie Brownstein z"l  
Michael Caplan  
Rhoda Chankowsky  
Sol Chankowsky  
David Cohen  
E. Lawrence Cohen z"l  
The Leonard and Alice Cohen  
Family Foundation  
Michael Cons  
Stanley Cons  
Lewis Cooper  
Pearl Cooper  
Dr. Allan Coopersmith  
Reuben Croll  
Trudy Cusmariu  
Marilyn Edelstein  
Frank Engelberg  
Robert Fainer  
Linda Feldman  
Solly Feldman

Lynn Garfinkle  
Geoffrey J Gelber  
Alan Z Golden  
Colette Golden  
Shirley Goldfarb  
Annette Goldman  
Lionel Goldman  
Murray Goodz  
Ian Greenberg z"l  
Linda Greenberg  
Philip Greenberg  
Marlene Halpert  
Elaine Harris  
Linda Hazen-Yanow  
Armand Kessous  
Jack Kivenko  
Jack Klam  
Arlene Kleen  
Hirsh Kleen  
Andrew Koenig  
Arnold Kostiner z"l  
Leona Kostiner  
Nan Lassner  
Harriet Lazare  
Philip C. Levi  
Janis Levine  
Allan Levitt  
Joseph Levitt  
Morris Libstug  
Ben Lipes  
J. Stephen Lipper  
Martin Lucht  
Aline Malka  
Douglas Mayoff  
Pearl Mendel z"l  
Sheldon Merling  
Joel Milgram

Leonard Nirenberg  
Dr. William Novick  
Marvin Ostin  
Joseph Paperman  
Leila Paperman z"l  
Ross Paperman  
Douglas Pascal  
Dr. Herbert Ptack  
Dorothy Reitman  
Hillel Rosen  
Shirley Rosentzveig  
Simon Rossdeutscher  
Scott Rozansky  
Dr. Gerald Rudick  
Lyon Sachs  
Joe Schaffer  
Debbie Schouela  
Edouard Schouela  
Sheila Schouela  
Steven Schouela  
Manuel Shacter  
Barbara Sheiner  
Gerald Sheiner  
Philip Shuster z"l  
Ronald Singer  
Andrew Toeman  
Edward Victor  
Rhoda Vineberg  
Richard Vineberg  
Robert Vineberg  
Maurice Wechsler  
Sylvia Wenger  
Stephen P. Yanow  
Marvyn Yudelzon z"l  
Kenneth Zakuta

# Board of Directors (2021-2022)

Tina Apfeld Rosenthal, President  
Robert Fainer, Vice President  
Brian Gelfand, Secretary  
Shari Haimovitz, Treasurer  
Rick Rubin, Immediate Past President

Aaron Benshabat, David Cape, Ariel Dayan Medalsy, Naomi Faraj, Corey Geenen, Jonathan Goodman, Jeffrey Kadanoff,  
Dayna Lapkowsky, Scott Rozansky, Carl Schlesinger, Lonn Shulkin, Martin Spalding, Ziki Zaffir

Jeff Bicher, Chief Executive Officer

## Staff May 31, 2022

### Administration

Catherine Wong-Beaulieu, Manager, Executive Office

### Programming and Community Engagement

Keren Ludvig, Chief Programming and Community Engagement Officer

Myra Leib, Interim Director, Athletics, Leisure and Community Programs

Jordan Drury, Director, Y City Camp

Genevieve L'Abbé, Director, Y City Inclusion Camp

Ian Hermelin, Manager, Leagues

Catherine Iannarone, Manager, Aquatics

Adam Luxenberg, Manager, Jewish Life Programs

Jessica Meirovici, Coordinator, Diller Teen Fellows Montreal

Deanna Little, Coordinator, Inclusion Services

### Fitness

Steve Goffman, Manager, Fitness, Health and Wellness

Larry-Eduardo Adriani, Assistant Manager, Fitness, Health and Wellness

George Asvestas, Floor Trainer

### IT

Frank Shamash, Manager, IT

### Development

Sarah Malka, Manager, Development & External Relations

### Human Resources and Finances

Roberta Ross, Chief Financial and Administration Officer

Lynda Domazet, Associate Director, Finance

Hoa Nguyen, Payroll Generalist

Marline Evoy, Clerk, Accounts Payable

Eun Young Kim, Clerk, Accounts Receivable

### Customer Service and Events

Lara Goldenberg, Manager, Customer Experience, Membership and Events

Vanessa Hasid, Registrar

Emily Kuan, Coordinator, Events

Mireille Palaysi, Representative, Women Health Club

Benjamin Toropov, Senior Representative, Customer Experience

### Marketing and Communications

Marine Bazian-Pinède, Coordinator, Marketing and Communications

Christina Blair, Coordinator, Marketing and Communications

### Y Country Camp

Marni Schlomowitz, Director, Harry Bronfman Y Country Camp

Erin Godfrey, Office Manager, Harry Bronfman Y Country Camp

Claude Meurs, Supervisor, Camp Maintenance





Our mission is to provide a welcoming, engaging, and inclusive Jewish environment, where all members of the community can participate in social, athletic, and hands-on learning activities. We encourage physical health, Jewish culture, and Jewish identity. On our campuses, people can connect with each other, and build a sense of community.



Our vision is to be Montréal's Jewish Community Centre; an inclusive and vital platform for Jewish identity, belonging, and well-being.



- Commitment to Community (Kehila)
- Preserving Jewish Tradition, Identity and Culture (Massoret Yehudit)
- Belonging and Inclusion (Koulanu Yachad)
- Health and Wellness (B'riyut)

