

A Message from our Leadership



Challenge

DR. RABBI MARK SMILEY '72 HEAD OF SCHOOL

In the Passover story, Moshe was not an obvious leader. In fact, when Hashem commanded him to lead the children of Israel out of slavery, Moshe argued with G-d eight times, begging Him to pick someone else (Shemot 3:11-5:12). Of course, Hashem knew Moshe's potential and gave him the tools to assume a role for which he felt unqualified, but was ultimately successful.

At AHS, we too are constantly challenging our students to reach outside of their comfort zones. Programs like MakerSpace, Virtual Reality and the new Grade 6 Integrated Arts, which you will read about in this edition of We Are Associated, expose students to creative global thinking and challenging issues.

Great leaders are born out of challenges. At AHS we provide students with a safe place to challenge themselves academically, creatively and globally. Only then can they develop into the confident, well-rounded community leaders we know they will become.

Wishing you and your families a Chag Kasher v'Sameach! חג כשר ושמח!

We Are Associated is published through the Advancement Office and is distributed to over 10,000 members of the community including parents, grandparents, alumni and friends of the school.

WE ARE ASSOCIATED TEAM: JENNIFER GALET, ELYSA GREISMAN '82, MELISSA KAPLAN, SHAUNA KIPPER '98, SIDURA LUDWIG DESIGN: RAQUEL WALMAN DIGITAL DESIGN PHOTOGRAPHY: REBECCA ANSEL '79, BRAD SILVERBERG

ASSOCIATED HEBREW SCHOOLS OF TORONTO CENTRAL AND ADMINISTRATIVE OFFICES - HURWICH EDUCATION CENTRE 252 FINCH AVENUE WEST, TORONTO ON M2R 1M9 | 416.494.7666



Making AHS Accessible to All Families

MAYEER PEARL '88 PRESIDENT, BOARD OF DIRECTORS

In 2016/17, our North campus, the Kamin Education Centre, welcomed 37 new families. That was a 43% jump from the 21 new families the previous year. However, between the rising costs of Jewish education and the lack of affordable housing, young families are still struggling to commit to day school education for their children.

AHS remains committed to helping all families who want a day school education. This year we've introduced a Nursery to JK incentive for families in the north. With maximum enrolment in that class, families who have enrolled their children in full-day Nursery next year will receive \$2,000 off of that child's JK full-day tuition.

The school also hosted an open discussion and Information Session for the public, in partnership with PJ Library, called "Let's Talk Cost." Prospective parents filled the Hurwich Education Centre library to hear from our admin team, and a representative from UJA, about the cost of Jewish education, our tuition support program, and alternatives the greater community is considering to help families afford day school.

It's a struggle to find the balance between making day school affordable and providing the excellent academic experience we are committed to. That said, we will continue all our efforts to make our excellent education program accessible to all families who wish to join us.

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HOW TO REACH US DIRECTOR OF INSTITUTIONAL ADVANCEMENT, ELYSA GREISMAN '82 905-889-3998 X 541

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KAMIN EDUCATION CENTRE - 300 Atkinson Avenue, Thornhill | POSLUNS EDUCATION CENTRE - 18 Neptune Drive, Toronto ASSOCIATED CEDARVALE (BETH SHOLOM SYNAGOGUE) - 1445 Eglinton Avenue West, Toronto | DANILACK MIDDLE SCHOOL - 252 Finch Avenue West, Toronto



Cultivating Compassion

A religious man is a person who holds G-d and man in one thought at one time, at all times, who suffers harm done to others, whose greatest passion is compassion, whose greatest strength is love and defiance of despair.

Abraham J. Heschel







Pictured above (clockwise): Posluns Education Centre Toy Drive, Posluns Education Centre Sick Kids visit, Kamin Education Centre Toy Drive

AS JEWS, WE BELIEVE THAT FOSTERING A SENSE OF EMPATHY AND COMMUNAL RESPONSIBILITY IN THE NEXT GENERATION WILL LEAD TO THE CREATION OF A BETTER WORLD. THIS THEME IS INTRICATELY WOVEN INTO THE EDUCATIONAL ETHOS AT ASSOCIATED.

At the Kamin Education Centre, these values are nurtured when students contribute to initiatives such as the holiday toy drive for Chai Lifeline and collect warm winter clothing on behalf of Ve'ahavta. "Everything we do is inspired to build character," says Kamin Principal, Karen Sitnik. "Kids grow by recognizing the positive impact they can have on others."

This year, a guiding theme at the Posluns Education Centre has been "From the wonder of the individual to the magic of community," explains Principal, Ora Shulman.

On the first day of school, students visited Sick Kids Hospital. The trip helped them reflect on how fortunate they are to come to school when others cannot, and to consider what they can do to help others.

At the Danilack Middle School, this theme continues through the Grade 6 Social Studies unit, which highlights social justice and culminates in a school-wide fair, Chagigat Chesed. Students learn about global challenges such as the lack of food, and access to clean drinking water, shelter and education. They present ideas on how individuals can make a difference and work towards social justice, while raising money for the causes they have researched.

Associated's Director of Education, Rabbi Dr. Rafi Cashman, shares the following thought: "The Mishna in Pirkei Avot (Ethics of the Fathers) says that 'If there is no flour, there is no Torah; and if there is no Torah, there is no flour.' It is only when people's basic needs are met that we can engage in meaningful religious activity. But we must also ensure that our learning (Torah) guides our giving so that it is meaningful and impactful."



This Fall, the Grade 2 children at both the Posluns and Kamin Education Centres participated in a very special art activity.

A team of 19 volunteers worked with the children to create gorgeous challah covers made from absolutely fabulous fabrics. The children were thrilled to bring home these unique and artistic creations to use at their Shabbat tables.

This special art project and volunteer effort was led by past AHS parent, Stephanie Kepecs, who organized a group of past AHS parents and grandparents to launch the program in honour of their friend, the late Esther Zeppieri, z"l. "The Grade 2s were nothing less than spectacular," said Stephanie.

"They approached the challah cover project with enthusiasm, diligence and pride. Our volunteers came away with a sense of accomplishment...knowing that the children and their families will enjoy the challah covers forever."

Stephanie and her group of volunteers plan to honour Esther's memory by continuing the program as an annual Grade 2 art project and have established the "Esther's Friends Fund" in support of this initiative.

TO DONATE TO ESTHER'S FRIENDS FUND:

PLEASE VISIT associatedhebrewschools.com/donate















Virtual Reality = Real Benefits!

Virtual reality allows students to explore and discover on their own, while fitting into our philosophy of inquiry-based learning.

- Daniel Cohen, Kamin Vice-Principal

In one class, Grade 5 students at the Kamin Education Centre visited the top of Mount Everest, the Eiffel Tower, and the inside of a human heart.

No, this isn't an episode of the TV show *The Magic School Bus*. But thanks to the school's new virtual reality project, students are exploring places they've only dreamed of.

"Virtual reality allows us to teach in another way," says Kamin Vice-Principal, Daniel Cohen. "It allows students to explore and discover on their own, while fitting into our philosophy of inquiry-based learning."

The ten sets of goggles work by inserting an iPhone, with the screen horizontal and at eye level. The teacher then guides the students

through their journeys using the program, Google Expeditions.

Recently, Grade 5s travelled inside a human heart during their science unit on the human body. Through a 3D digital image, students observed how heart valves open and what the different chambers look like.

"You are completely immersed," says Kevin Knopman, who teaches Grade 4 and 5 General Studies at Kamin, as well as consults on educational technology. "Part of my role is to look into new educational technology and how best to implement it. With virtual reality, the kids' engagement is much higher."

Knopman hopes to expand the program into other grades. Already,

it was introduced to Bet Hayeled parents and students at the recent Snuggle Up and Read event. Students and families read the book Awesome is Everywhere, by Neil Pasricha. Afterwards, one of the many related activities included using the virtual reality sets to take "tours" of exciting places around the world.

"The kids were lined up to use the program," says Lisa Migdal, Kamin JK General Studies teacher. "It sparked a lot of communication. While wearing the goggles, the students shared what they were seeing with their friends and asked lots of questions."

Have an old smartphone?
We'll take it! Please contact:
Daniel Cohen
danielcohen@ahschools.com



MEMORABLE Mentors

Entrepreneur Ann Rastin '78 is the founder and owner of Victory Fireworks, a business she started as a university student to help fund her post-secondary education. Today, she has grown the company into the largest fireworks retailer and wholesaler in Canada.

AS A PROUD ASSOCIATED ALUM AND PARENT TO SON TYLER, A STUDENT AT DANILACK MIDDLE SCHOOL, ANN MAKES A POINT OF GIVING BACK TO THE SCHOOL THAT SET HER ON THE PATH TO SUCCESS.

"I am very proud to be an Associated alum," says Ann. "I was in grade 4 when we moved [to Toronto] from Montreal. I was in a new city and at a new school. The Associated teachers were so caring and made me feel comfortable. My grade 4 teacher, Mr. Eisner, always made sure I was included."

Watching Tyler grow up at AHS, Ann has seen the tradition of exceptional teachers continue to this day. "[From the very start] Tyler's Nursery teachers were warm and welcoming," she explains. "He was always happy to go to school. Over the years, we have encountered many incredible, kind and caring teachers who really love the children and make them feel it. "

Ann's own mother, Faigie Libman, taught at the Associated preschool for over 26 years, so the school truly holds a special place for the entire Rastin/Libman family.

"I love helping the school," says Ann. "I volunteer a lot and I am very involved. We have also sponsored Tyler's sports teams and we put on a huge fireworks display for Lag B'Omer, which was an incredible hit. AHS means a lot to us. It provides a great education, with the perfect balance of religion and learning. The school has fabulous teachers who have made a huge impact on who I am and how I live my life."



Spending a morning with my grandson, Brady, at his SK Shabbat grandparent day was such a pleasure."
Fran Sonshine, Proud Grandmother
Pictured above

Shabbat NAV is sweeter together

In November, students across five SK classes at both the Posluns and Kamin Education Centres were thrilled to invite their grandparents and special friends to share Shabbat together with them at school.

Laughter and excitement filled the classrooms as our students proudly led their zaidies, bubbies, sabas, savtas and special friends through their Shabbat routine. Together with their grandparents and special friends, the SK students played Shabbat games, braided and decorated delicious challot, and sang songs welcoming Shabbat.

"Spending a morning with my grandson, Brady, at his SK Shabbat grandparent day was such a pleasure," says proud grandmother, Fran Sonshine. "As we worked together on the activities, it was clear how much Brady had learned about Shabbat. The shared experience was fun and meaningful. It was a lovely morning and I thoroughly enjoyed it."

"Our students were humbled by their grandparents' presence and were so excited to share their Shabbat with them," says SK teacher, Ilana Orelle. "It was wonderful to see how traditions have been passed

on from generation to generation. In our small classroom we re-created that feeling, and felt like one big family."

In total, almost 200 grandparents and special friends participated in this special program, which was designed as part of Associated's L'Dor V'Dor initiative. L'Dor V'Dor provides opportunities for intergenerational connection and engagement at Associated.

If you are an AHS grandparent or special friend, we hope to see you soon at one of our upcoming events!







Smachot V'Chadashot [Julean]

A L U M N I N E W S



Ellie Sara, DAUGHTER to Adir '03 and Dara (Koplowitz) '03 Dishy



Samuel Brian, SON to Sean and Stephanie (Wolkin) '00 Friedman



Raphael and Gabriel, SONS to Yaniv '94 and Lauren Gabay



Eden and Charlie Somer, **DAUGHTER and SON** to Becca (Unterman) '98 and Adam Somer



Simone Buslovich '04 to Michael Cadesky • WEDDING •



Elizabeth (Elisheva) Friedman '04 to Asher Brauner. • WEDDING •



Justin Goldrich '02 to **Tamara Elituv** • WEDDING •



Melissa Lass '97 to Ross Linker • WEDDING •



Ari Unterman '04 to Shira Gelkopf

WEDDING



Danny Zarek '06 to Tali Rutta

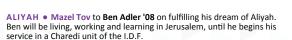
WEDDING



Aaron Koplowitz '02 to Marlee Mozeson

Lindsay Stockhamer '07 to Ben Pollock ENGAGEMENT

• ENGAGEMENT •





Please let us know about your special milestones and achievements. Your nachas is our nachas! Email us at alumni@ahschools.com



Ben Adler '08 • ALIYAH •



Yasmin Yakobi '09 • ALIYAH •

A taste of **Associated**





Pictured above (left to right): Challah Bakes at Posluns Education Centre and Kamin Education Centre

The programs are geared at families with children aged 3-6 who are registered with PJ Library, a community-wide program that delivers free monthly books and CDs with Jewish themes to Jewish homes.





Pictured above (left to right): Nes Gadol Chanukah celebrations at Posluns Education Centre and Kamin Education Centre

ASSOCIATED HEBREW SCHOOLS IS PROUD TO DELIVER OUTSTANDING JEWISH EXPERIENCES AND EDUCATION TO A DIVERSE COMMUNITY.

This year, we expanded the classroom to bring a taste of those experiences to the wider GTA community.

Through a grant from PJ Library, AHS has hosted five community-wide events with one more to come before the end of the school year. These included Let's Talk Cost (an open discussion on the cost of Jewish education), Nes Gadol (family Chanukah celebrations), family Challah Bakes, and an upcoming community-wide program.

"These community events are essential, both in bringing prospective families in, and helping us to engage with the wider community and share some of the great learning that happens here," says Kamin Principal, Karen Sitnik.

The programs are geared at families with children aged 3-6 who are registered with PJ Library, a community-wide program that delivers free monthly books and CDs with Jewish themes to Jewish homes. At the recent Challah Bakes, families came out on a Sunday to make challah covers and braid pre-made dough into challah loaves.

"We had the opportunity to meet with families from around the community who are considering enrolling at Associated, as well as families already part of the Associated family," says Kamin Bet Hayeled parent, Esther Rozenblit. "It was a great way to welcome people into our school and give them a taste of being part of the AHS family."

With day schools across North America struggling to attract new families, programs like these have the obvious benefit of drawing in prospective parents. But the value in community engagement goes beyond enrolment.

"We owe thanks to PJ Library for this opportunity to share our great learning with the wider community," says Dr. Rabbi Mark Smiley, Head of School. "Associated has always been proud to be at the centre of Jewish learning in Toronto. Through programs like this, we hope more families will see the value in Jewish education."





SPACE TO CREATE

"The MakerSpace is where kids can experiment, get hands-on, and creatively collaborate."

- Lee-Ron Kaye, Posluns Vice-Principal

There is a special place at the Posluns Education Centre that is part art studio, part workshop, and part laboratory. This is the MakerSpace; a dynamic, interactive discovery lab developed by Vice-Principal, Lee-Ron Kaye. In this classroom, no one is sitting at a desk; instead, the kids are on their feet, programming small robots, using tools to take apart household electronics like DVRs and cell phones, and building complex Lego structures. They are engaged and curious. Kaye looks on, asking questions and encouraging the students in their exploration.

"The MakerSpace is where kids can experiment, get hands-on, and creatively collaborate," explains Kaye. "The students are presented with a design challenge, for example to build a weight-bearing bridge out of popsicle sticks, but they are free to self-direct their inquiry and investigation."

In the MakerSpace, the learning revolves around STEAM— an acronym for Science, Technology, Engineering, Art and Math. Amongst other skills, students learn coding and robotics, and Kaye is proud to report that over 50% of the participants are female.

"Many robotics programs skew male," notes Kaye, "but here at Posluns we find just as many girls are interested in STEAM learning, which reflects a confidence and curiosity that we strive to instill in all of our students, regardless of gender."

Posluns parents, Ben and Mandy Rogowski, were excited to see their daughters enjoying the MakerSpace, and decided to offer support to enable the purchase of equipment and supplies for the space. "Our children's lives are so structured in set programs, that the ability for them to access a creative avenue to explore new things is so valuable," says Mandy.

"We feel that now is the time to expose them to exciting and challenging activities that allow them to unlock their potential and learn more about what truly interests them, and they get to have fun while doing it!"

If you would like to be involved in supporting special projects at Associated, please contact Elysa Greisman, 905.889.3998 ext. 541 or egreisman@ahschools.com.

Pictured below (left to right): LittleBits circuitry kit, Students learning with the kit, Dash & Dot Robot

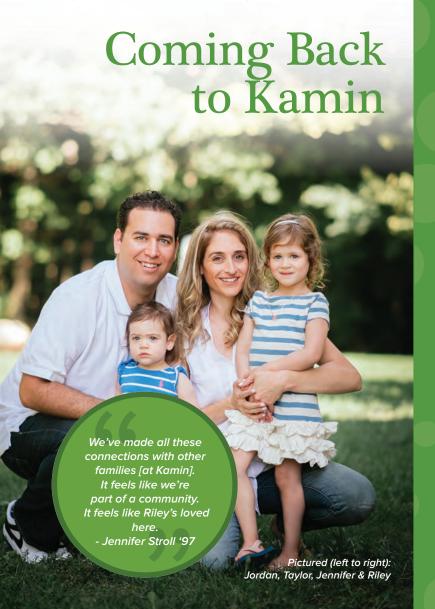


After returning to work this year following a maternity leave, Jennifer Stroll '97 thought sending her daughter, Riley, to their local public school for JK would be more convenient. Even though Riley had a great time at the Kamin Education Centre for Nursery, Stroll worried that she would have trouble getting her to and from school while balancing full-time work.

But she and her husband, Jordan, didn't anticipate how much their family would miss the AHS experience – the community-orientated environment and the Jewish component to learning. Right after winter break, they switched Riley back to Kamin.

"She was coming home asking 'Why didn't we do Shabbat today at school?' She was missing all her friends. When I dropped her off the first day back at Kamin, she walked right in without looking back."

Now that they're there, there's no looking back for the young family. They plan on sending their two-year-old daughter, Taylor, when she's ready for JK.





Pictured above (left to right): Judah, Sheryl, Gabriel, Zali & Noah

Where I Belong

When Sheryl Saperia, and her husband, Noah Shack, considered schools for their young family, they made a list of what was important to them: outstanding general studies education; a strong sense of community; a place that would help instill Jewish identity in their children.

But there was one other criteria she insisted upon.

"The kids had to come home singing the songs for whatever chag was coming up next," Saperia says. "I wanted to know that they were getting excited about the holidays at school."

Since enrolling their son, Zali, for JK at Posluns in September, Zali hasn't stopped singing what he's learning in class. And Saperia hasn't stopped singing the school's praises.

"Zali's teachers are so warm and enthusiastic. I'm delighted with the progression of how Zali has grown since September."

They plan to register their son, Judah, for nursery next year. Saperia is a CHAT graduate and there is one other element that convinced her this was the place for her family.

"When I drop off or pick up my kids, I'm seeing all the familiar faces of people I graduated with. I realized this is right for me too. It's not just where you put your kids but where your family belongs."

Integrated Arts Danilack

In a Grade 6 literacy class, two girls are crouched down with their hands in front of their faces, for fear of zombies. Or at least that's what the background music implies.

New to this school year, all Grade 6 students at Danilack Middle School at the Hurwich Education Centre are taking part in an Integrated Arts program, funded through a PTC (Parent-Teacher Council) grant.

.....

The arts deepen intellectual engagement, spark curiosity and help draw meaningful connections across the curriculum and between people," says Dr. Brenda Dzaldov, Danilack Principal. Rafael Brusilow, teacher, adds, "The idea was to get kids to express themselves through the arts and have a greater appreciation for music. It's about experiencing music, gaining knowledge and allowing the kids to blossom.

Once every couple of weeks during literacy class, students are learning about how music creates mood and helps tell a story. Emma Csillag, Grade 6 literacy teacher, already sees the lessons

spilling into the students' other work. "We do a lot of text-to-text connection in class," she explains. "We read a short story about a boy being bullied. When I asked the kids to make connections to other texts, many thought of songs and lyrics they had been introduced to through the Integrated Arts program. It was a beautiful connection, which was the goal."

While students aren't learning how to play instruments, they are learning about the different types of instruments and how they are grouped together in an orchestra.

"It's a lot of fun," says Jakob Goldschmied, Grade 6 student. "We're learning about all different kinds of music. I liked learning about how the instruments are paired together."

Through this program, students attended a symphony concert. They will also complete a final project where they put together orchestral music for pre-existing scripts. The goal, says Mr. Brusilow, is for the kids to use these skills in other classes.

"We're all musical," says Mr. Brusilow. "This program gives the students an outlet for that."



It's no secret that the rising cost of tuition makes the choice of Jewish education challenging for many families. To tackle the issue, AHS hosted a unique event for the community this past Fall called...

LET'S TALK COST



Current and prospective families were invited to an evening at the Hurwich Education Centre with presentations from school Parent Ambassadors, Evan Mazin (UJA Director, Educational Finance), Chaim Cutler (AHS Executive Director / CFO) and Ossy Goldenberg (AHS Enrolment Manager). Over 20 families attended the evening, which was partially funded through a PJ Library community grant.

"I thought it was a great event," says current Kamin parent, Messodie Carter. "The speakers were fantastic. It was a very positive way to explain the costs of the school and what assistance is available. I left feeling comfortable that we'll be able to stay at the school, moving forward."

Discussion topics included the tuition support process, tax implications, and initiatives that UJA is

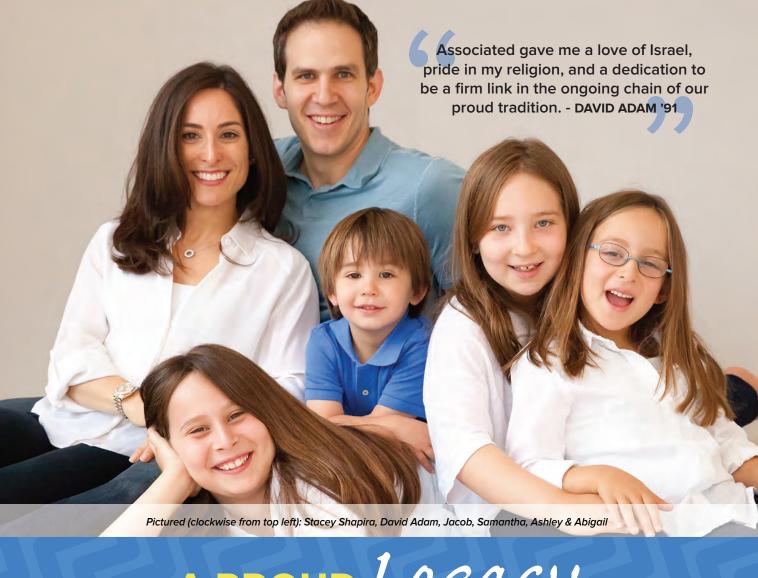
considering to help make Jewish education more affordable. Participants were then split into three smaller groups where a school administrator and a Parent Ambassador took questions.

"What we learned is that the desire is there amongst young families," says Chaim Cutler. "We want a great quality Jewish education for our children. We need to keep having these conversations so that young parents are fully informed of what the options are for them in terms of tuition support, tax credits, etc. The more information families have, the more informed they will be in their decisions."

Plans are already underway to host a similar event in Fall 2017. UJA representative, Evan Mazin, said it was refreshing to see a school host an honest and open discussion about this topic.

The benefits of sending your children to Jewish day school are tremendous and the costs involved are worthwhile.

We, the schools and UJA, need to do more to discuss tuition options with parents because it is the best investment a parent can make.



A PROUD Legacy

THE CONNECTION TO ASSOCIATED RUNS MORE THAN SKIN DEEP FOR DERMATOLOGIST, DR. DAVID ADAM '91, AND HIS WIFE, DR. STACEY SHAPIRA. David and his three siblings are all Associated graduates and, between them, are parents to 12 students currently enrolled in the AHS system.

"Associated gave me a love of Israel, pride in my religion, and a dedication to be a firm link in the ongoing chain of our proud tradition," explains David. "All my grandparents were Holocaust survivors and the fact that we fill the school with their progeny is our victory. My father currently has 12 grandchildren in the AHS system. It is our duty to make sure that our children feel the weight of their responsibility to carry on that tradition, and Associated is the kiln in which their character and Jewish identity will be formed."

Thinking back to his own days at the school, David credits Associated with instilling the values of hard work and community, and recalls an inclusive environment that emphasized quality of character over material things.

"Our time as Associated students was such a positive experience for my siblings and I," he says. "I have friendships that endure to this day. Many of my [former] classmates send their kids to Associated, as well. It's a class reunion every day at pick-up."

As parents, David and Stacey see AHS as an extension of their home, where life lessons and Jewish values are reinforced daily. "The school philosophy is in sync with our household and parenting values," David says. "We have been so impressed with the school leadership, and we are grateful to see our children growing into well-adjusted people who care about themselves, their friends, their community, and their religious identity."

A Home Away להרגיש From Home



AS ANY CURRENT OR FORMER STUDENT WILL TELL YOU, ASSOCIATED IS A TREASURED SECOND HOME WHERE A LOVE OF ISRAEL AND THE HEBREW LANGUAGE BLOOMS.

For a number of visiting Israeli families, who are living in Toronto to pursue medical fellowships or post-graduate education, Associated has also become a home away from home; a place where their children are welcomed into the classrooms and their young families find a sense of community.

Dr. Yael Ganor Paz is a fellow in obstetrical medicine at St. Michael's Hospital who moved here last summer along with her husband and three children, two of whom are currently students at Posluns Education Centre. "Relocating a family is never easy," says Dr. Ganor Paz. "But I am excited to be training in Toronto, and the wonderful community at Associated has definitely eased our transition."

"Having these Israeli families here is a beautiful form of Zionism, tying us to each other," says Ora Shulman, Posluns Principal. "Many of us have been newcomers in Canada ourselves, and can empathize with their challenges. For the children, this is an opportunity to form authentic connections, to learn about others, and to learn about Israeli culture while teaching the Israeli children about their own culture."

"My children made meaningful friendships with Israeli students who were at Associated and are now back in Israel," says Jordana Bergman, a Posluns parent with 3 children currently at the school. "Every time we travel to Israel, we meet up with these families, have had dinner at their homes, and have gone on child-friendly outings together. We have established lasting and meaningful relationships that pick up where they left off whenever we see each other again in Israel."

An Inspired Educator:

Ruth Kurtz z"I dedicated her career to Associated's youngest students as the long-time director of the school's Bet Hayeled (preschool). Ruth began working at the age of 18, starting as a preschool teacher in 1946. She soon became the preschool supervisor, a role she held until her retirement in 1995 at the age of 67.



The success of the school under Ruth's guidance and that of her co-workers and staff is widely known. Together, they established one of the largest and most well-respected Bet Hayeled programs in North America. Ruth was a gracious, caring and gifted educator, and her love of children was evident each time she entered a

classroom. Ruth guided the way for generations of parents, teachers and children, and had the repeated pleasure of seeing her young students grow up and send their own children to Associated's Bet Hayeled.

Ruth's legacy lives on at AHS and she is lovingly remembered and forever missed by all who knew her.





Associated is proud to participate in the annual UJA "Links Fore Learning" Golf Tournament, which raises funds for special education at Toronto's day schools. The tournament also provides matching funds which make the value of donations go even further.

This year, the AHS team and donors raised over \$85,000 in support of our Centre for Diverse Learning!



Math Hacks with Ms. Barkin



Getting Social Like Never Before

SOCIAL MEDIA HAS CHANGED THE WAY WE KEEP IN TOUCH WITH FRIENDS, STAY UP TO DATE ON THE HOTTEST NEWS. AND CONNECT WITH ORGANIZATIONS.

"For schools like ours, social media is an integral way for us to not only speak to our current parents, but also connect to the past and build relationships with new families who may one day join us," explains Elysa Greisman, Director of Institutional Advancement.

For an effective approach, Associated enlisted PR firm Brown & Cohen to optimize its impact and strategically grow its social media presence. With its help the school is reaching new families on Facebook, engaging with community influencers on Twitter, and connecting with current families on Instagram, where their new, private, campus-specific accounts allow current parents to see more of their children's smiling faces.

Since September, AHS has increased its Facebook likes by 58% and total post reach by 262,920, with equally impressive gains on the other platforms. They have shared blogs by their educational leaders, created fun and interesting original content like their Math Hacks videos and Danilack Dines series, and highlighted the amazing things happening at the school.

Whether you're an alum, current, past or future parent or grandparent, Associated supporter or friend, we hope you'll Like, Follow and engage with us as we continue on our social media journey.

FIND US AT







MEMORIES FROM 2016-2017



1. MINION MATH NIGHT, KAMIN | 2. READING BUDDIES, KAMIN | 3. FALL ART, CEDARVALE | 4. CHANUKAH RHYMING, POSLUNS | 5. SNUGGLE UP AND READ, POSLUNS | 6. SIMCHAT TORAH, DANILACK | 7. BAKING CHALLAH FOR SHABBAT, CEDARVALE | 8. PACKING MISHLOACH MANOT FOR PURIM, KAMIN |

ENJOY THESE SNAPSHOTS OF SOME OF THE GREAT ACTIVITIES AND EVENTS THAT TOOK PLACE AT AHS FROM THE FIRST HALF OF THE SCHOOL YEAR.



9. GRADE 3 MAGNETIC FORCES, POSLUNS | 10. LEGO ROBOTICS CLUB, DANILACK | 11. GRADE 4 HAVDALLAH, KAMIN | 12. GRADE 7 MUSKOKA CHAIR PROJECT, DANILACK | 13. DISCOVERING ISRAEL WITH THE SHINSHINIM, DANILACK | 14. CELEBRATING SUKKOT, CEDARVALE

KADIMA ANNUAL CAMPAIGN

Your Support:

- Provides an excellent Jewish education to the broadest community of students
- Ensures AHS remains financially accessible to the greatest possible number of families
- Provides access to innovative curricular materials
- Funds important upgrades in technology and student support services





Share our Nachas!

Your dollars **ALSO** support something that makes Associated truly special - the "**Nachas Moments**" - the joy and pride we feel when our students celebrate Jewish holidays, discover a passion for Israel, love of the Hebrew language, and pride in their Jewish identity.

Sponsor school holiday celebrations throughout the year...

Become a Nachas Moment Sponsor!

Visit associatedhebrewschools.com/donate, call 905-889-3998 ext. 544, or email kadima@ahschools.com



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