



ANNUAL REPORT

2019
2020



During the past year, and especially during the pandemic when our primary focus was keeping everyone safe, we worked diligently to adhere to our mission and values.



MISSION

Reena is a non-profit organization which promotes dignity, individuality, independence, personal growth and community inclusion for people with developmental disabilities within a framework of Jewish culture and values.

VALUES

Reena's values are based on Judaic principles. They govern all decisions made and encompass interactions with all of our stakeholders.

Our values are CLEAR:

CARE

Chesed Ve Tzedek
Compassion and Justice

LEADERSHIP

Tikun Olam
Repair The World

EMPOWERMENT

V'ahavta L'reacha Kamocha
Value Others As You Value Yourself

ACCESSIBILITY

Lifnei Iver Lo Teeten Michshol
Remove Barriers

RESPECT

Kvod Habriyot
Honour Our Humanity

A SPECIAL LETTER With Gratitude...

June 30th, 2020

Happy Canada Day!

To the ENTIRE Reena Team;

During these turbulent times we realize that each one of you is sacrificing much to ensure all the individuals entrusted to your care are supported. The personal sacrifice of time and talent that you are making also directly affects your own families. We thank them for generously sharing you, with the Reena family.

Reena's hallmark has always been their professionally trained, competent, caring and understanding Frontline Staff. You daily and even hourly provide the many services and supports required to accommodate the needs of each individual.

We must also acknowledge the leadership and guidance of Bryan Keshen and Sandy Stemp. The vast knowledge and expertise they bring to their roles has guided the decisions they have made with wisdom, compassion and understanding. The talent of the Administrative Staff members that support them have also added great value to this effort.

With the coming of Canada Day, our thoughts turn to the many ways that our country honours their heroes. Our research indicated that the highest honour is the Order of Canada. To be selected, one must demonstrate the following traits, **"their grit and passion inspire us, teach us and show us the way forward."** They should exemplify the motto DESIDERANTES MELIOREM PATRIM. **"They desire a better country."**

As we reflect on the effort that each one of you have put forward to support Reena while fighting this insidious disease, we realize you ALL have made the commitment required to be a true hero and thus you are entitled to receive the Order of Canada. Unfortunately, we do not possess either the power or ability to bestow this honour upon you.

Our gift to you is simply our gratitude and thanks for your commitment to excellence to enhance the work of this wonderful organization. To this end, we do have the ability to honour the **Angels** who for the last five months have laboured tirelessly to protect and bring comfort to all the individuals that Reena and you have so capably supported.

We wish you a very happy Canada Day and may the knowledge of your accomplishment fill your hearts with pride.

With gratitude and thanks,

The Morrison Family

Carolynn Morrison is a parent of an individual supported by Reena and a Past Board Chair



A UNITED REENA

Leadership Includes Us All

Message from the Executive Team

As we head into the fall of 2020 and look back at the last year, we recognize how Reena's culture of leadership, teamwork and shared values makes a difference in support of our mission.

As an executive team, we have been blessed to be surrounded by leaders. Leaders who show up for work, ready to tackle the challenges and opportunities they face every day, from advocating for those they support to modelling proper safety protocols.

As you will read, we have seen leadership in many forms: starting with creative use of our transportation abilities; food delivery for individuals; innovative care models; online services; and all the way to property improvements and expanded services.

Leadership does not only come top-down, but also from peer-to-peer and at all levels of an organization. It is expressed in the decision-making and autonomy that all staff have within their roles.

Through our everyday decisions we model leadership to our peers, we inspire those we supervise and we enable those we support to live a better life. These are the actions of leadership.



L-R: Viji Hariharan, Bryan Keshen, Sandy Stemp, Sheila Lampert

Purposeful focus on our mission and values, coupled with the ability to respond to changing environments are the ingredients that allow Reena to have effective leadership. We are proud of our level of trust in one another; lending a helping hand when needed, and holding each other accountable for our actions.

This last year has tested our collective and individual leadership skills and the outcomes are a testament to our Reena team.

Sincerely,
Bryan Keshen
REENA, PRESIDENT & CEO
Sheila Lampert
REENA FOUNDATION, ED
Sandy Stemp
REENA, COO
Viji Hariharan
REENA, CFO

Message from the Board Chairs

As the Board Chairs of Reena, Reena Foundation and Batay Reena, we would like to recognize the resilience and determination of our Board members and thank them for their continued guidance and governance over the last year.

Despite the challenges created by COVID-19, the majority of projects and Board initiatives continued to move forward including:

The construction of the Lou Fruitman Reena Residence, which is projected to be completed ahead of schedule, the purchase of two new locations, the by-laws and governance review process, the integration of Chai Tikvah Foundation, the most successful fundraising year in Reena's history, and the development of our new 5-year strategic plan, "Beyond 2020".

There were many other important changes including an updated risk review process, the move to virtual meetings and events, and the development of new policies for service delivery and donor engagement.



L-R: Jeff Bernstein, Steven Justein, Harold Seidel

We are gratified to advise that as the COVID-19 pandemic began to affect every area of the organization, our Boards, supported by our dedicated staff, continued to forge ahead.

We commend our strong and diverse leadership, our donors, our volunteers and our many other stakeholders in the extended Reena Family for responding to the challenges and for identifying and acting upon new opportunities to strengthen our organization.

Sincerely,
Jeff Bernstein
REENA
Steven Justein
REENA FOUNDATION
Harold Seidel
BATAY REENA

BEYOND 2020

Reena Strategic Plan

At Reena, we are charting the future with a five-year strategic plan informed by stakeholder engagement, reviews of our performance and capacity, and analyses of external contexts.

Our Three Strategic Directions:



1. Driving Change to Meet Growing Needs

We will grow strategically to meet emerging needs in the sector, while continuing to enhance awareness and advocate for individuals with diverse abilities.

Commitments

- Expand our Role in Housing
- Bolster our Expertise in Health Services
- Foster Meaningful Social Inclusion and Engagement



2. Leading Through Operational Excellence

Sector-wide capacity, and being responsive to an ever-shifting service delivery environment, ensuring ongoing operational excellence will secure the organization for the long term.

Commitments

- Invest in our Governance and Management
- Enhance Government Relations, Advocacy, and Awareness



3. Exceptional Service Standards, Exceptional Outcomes

Through offering wrap-around services to individuals with diverse needs, we strive to build capacity and offer meaningful support for them and their circles of care.

Commitments

- Strengthen our Approach to Service
- Effect Positive Change in the Labour Market

With this new plan, we step boldly into the future with a clear vision of the opportunities for Reena in 2020 and beyond.

Together, we will continue in our mission to promote dignity, individuality, independence, personal growth and community inclusion for people with diverse abilities within a framework of Jewish culture and values.



DEVELOPING OPPORTUNITY

The Lou Fruitman Reena Residence

Reena's Response to the Community Housing Shortage

DECEMBER 20, 2016

Based on a request from Reena, with start-up funds provided by the Azrieli Foundation, the province announced additional funding for a group of 10 developmental services agencies known as the Intentional Community Consortium (ICC), to develop an inclusive, community-based housing strategy for adults with developmental disabilities.

NOVEMBER 22, 2017

Thousands of Canadians living with developmental disabilities received some truly life-changing news.

It was on that date that the federal government announced the launch of a multi-billion dollar National Housing Strategy, designed to ensure that individuals with diverse needs have access to safe and affordable housing.

Reena, along with the ICC, had extensively advocated for our sector, resulting in the federal government allocating a minimum of 2,400 specialized units for those with developmental disabilities.

The need for specialized housing is great. There are 12,000 individuals with developmental disabilities, waiting for housing in Ontario. With the opportunity to apply for federal assistance, Reena began planning for a new residential project, modeled on the success of the Reena Community Residence, which opened in 2012.

Batay Reena creatively pulled together a parcel of land adjacent to the Toby & Henry Battle Developmental Centre. They purchased land from Wycliffe Homes who is

building on the adjacent property. They also negotiated the purchase of a right-of-way from the City of Vaughan. The goal was to create housing for 138 people with diverse needs along with urgently needed programming space. The cost (including land) was estimated at \$36 million. In addition to federal support, the project would require assistance from the other levels of government, along with a major fundraising campaign to be spearheaded by Reena Foundation.

NOVEMBER 21, 2018

At Reena Foundation's Exceptional Abilities Gala, Ontario Premier Doug Ford, speaking to over 900 guests, announced the largest donation in Reena's history – **5.4 MILLION DOLLARS** from the family of the late Lou Fruitman.

Lou, who passed away in 2015, helped Rabbi Joseph Kelman^{ztl} and other members of Beth Emeth Synagogue establish Reena in the early seventies. Lou generously supported Reena from its start, despite not having a family member in need of its services. A humble man who avoided the spotlight, he would go on to become Reena's first Treasurer and President.

"My husband was a true mensch. Knowing that he was helping others was all he needed. He would have been embarrassed by this recognition, but would be thrilled that this building will help so many families," said Lou's loving wife Betsy.

The leadership gift from Betsy Fruitman was the catalyst needed to officially launch the campaign.



JANUARY 22, 2019

Reena received unanimous support for the building by Vaughan City Council. Mayor Maurizio Bevilacqua, York Region Chair Wayne Emmerson and the entire City of Vaughan Council and staff worked tirelessly to assist with the approval process. In fact, Mayor Bevilacqua was so enthused, he stepped up to Co-Chair the capital campaign, alongside Robert Berger, Executive member of the Reena Foundation Board of Directors.

AUGUST 2019

Several other generous donors had joined Mrs. Fruitman to support the project and Reena was ready to begin construction. The official groundbreaking celebration took place on August 20, 2019. In addition to the usual photos, shovels, speeches and cake, the event included something to commemorate a long standing Lou Fruitman tradition. Lou was in the construction business and his practice was to bury four special items in the foundation of new homes as a blessing to those who would live there; **sugar** – for a sweet life; **bread** – so that there would be food on the table; **candles** – for joy and light; and **salt** – to add a little spice.

Individuals in Reena's art programs created a special box to mark the occasion along with containers for sugar and salt. They made candles and even baked a fresh challah. Lou and Betsy's grandsons, Jarod and Joshua, placed the box in the ground to continue their grandfather's tradition on the site of the building that will bear his name. Other highlights included granddaughter Phoebe singing with the Reena choir and eldest granddaughter Amanda's speech in tribute of both Lou and Betsy.



DEVELOPING OPPORTUNITY

Lou Fruitman Reena Residence > Continued



OCTOBER 18, 2019

Vaughan Mayor Maurizio Bevilacqua presented Bryan Keshen with the Excavation Permit, and by December, the foundation had been poured. “This is about community. This is about belonging,” Bryan explained. “Together, we will make a difference in so many lives.”

MARCH 2020

When faced with the challenges of COVID-19, there were concerns that construction would be interrupted. Instead, the building was deemed essential and construction was able to continue at an accelerated rate as additional resources became available from construction sites that had shut down.

MAY 8, 2020

A physically distanced “Topping-Off” Ceremony was held on the very windy rooftop to celebrate the completion of the exterior superstructure. The event was broadcast online to thank the many Reena supporters who helped reach this milestone. Harold Seidel, Chair of Batay Reena and the construction project extended his gratitude to the many suppliers who went above and beyond to assist. He made special mention of Fieldgate Construction Management, whose staff continued to work tirelessly throughout the pandemic.



Like at the groundbreaking ceremony, it was important to include something special to mark this milestone. Sheila Lampert presented a special glass brick etched with the Hebrew word “Chai”. In Judaism, it is common to give and receive gifts in multiples of 18 or “Chai”, which means “life”. Giving “Chai”, as Mrs. Fruitman did with her gift of \$5.4 million, symbolically represents the gift of life. The Chai brick will be installed in a place of honour to represent our wishes for a happy and healthy life for all those who will ultimately call the Lou Fruitman Reena Residence their home.

Jeff Bernstein, Chair of the Reena Board of Directors, thanked the many leaders in our public sector, political leadership and public service employees for their continued support. He then invited The Honourable Ahmed Hussen, Minister of Families, Children and Social Development to share his thoughts.



Minister Hussen delivered a heartfelt virtual message. He congratulated Reena on receiving official approval of \$18 million in CHMC Mortgages and Grants from the National Housing Strategy Co-Investment Fund, “The dream that is the Lou Fruitman Reena Residence, is today, one step closer to becoming a much-needed reality with full occupancy slated for spring of 2021.”

Steven Justein, Chair of the Foundation Board, shared his family’s experience:

“My parents were always worried about my sister’s future. Who would take care of Shari when they were no longer able to care for her? Shari moved in to a Reena residence over 30 years ago and has never looked back. My family and I truly understand what the Lou Fruitman Reena Residence will mean to so many families.

We thank the many generous supporters who helped us reach this milestone. We have raised enough to get us to this point, and need your help to reach our goal and help other families like mine.”

TO LEARN MORE:

Please contact
Sheila Lampert, Executive Director at
(905) 763-8254 x 3629 or
slampert@reenafoundation.org

COVID-19

Crisis Reveals Character

Reena Weathers Pandemic Through Preparation and Innovative Solutions

The popular quote, “Crisis does not create character, it reveals it,” attributed to Dennis Leary, was posted to Reena’s COVID-19 webpage during the early days of the pandemic outbreak.

That spirit has manifested itself, many times over, from the frontline workers to the senior administrators at Reena, pulling their weight to find innovative and creative solutions for our individuals and their families.

Throughout the pandemic, the guiding principles that led our staff to innovate were rooted in Reena’s CLEAR values. These statements, coined almost 50 years ago, embody a sense of belonging and compassion.

- CARE** Chesed Ve Tzedek – Compassion and Justice
 - LEADERSHIP** Tikun Olam – Repair the World
 - EMPOWERMENT** V’ahavta L’reacha Kamocha – Value Others As You Value Yourself
 - ACCESSIBILITY** Lifnei Iver Al Tasim Michshol – Remove Barriers
 - RESPECT** Kvod Habriyot – Honour Our Humanity
- Reena was fortunate to have many of its pandemic procedures and policies already in place, due to previous experiences in years past. With the guiding support of managers and supervisors, Reena immediately sprang to action in the early stages of the pandemic outbreak.



Jessica Green and UJA Genesis volunteers delivering care packages for Reena’s frontline workers

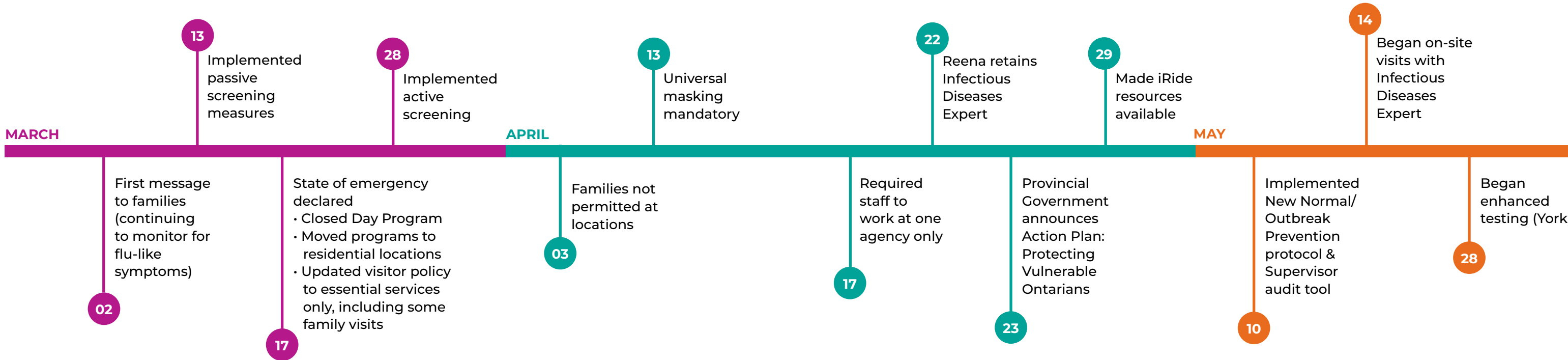
These initiatives included: the creation of ad-hoc professional work teams to support each other when work loads were high; the immediate implementation of screening processes for staff; ongoing update communications with families and staff and other relevant stakeholders; and the cessation of most of the day programs and family visits as per Public Health guidelines.

Reena’s leadership was mindful of every decision’s impact on our individuals and adopted a long-range approach to protecting everyone’s health and safety. These two principles contributed to Reena’s weathering of the outbreaks in such a positive way.

A large group of Reena residences are located in the York Region, which was one of the hardest-hit areas for COVID-19. Some of the measures Reena implemented included the ongoing support of a dedicated Infectious Diseases Specialist who helped educate staff, families and individuals on keeping safe. As a leader in the sector, we were able to offer training and guidance to other agencies. Reena was able to share many of its practices, policies and procedures on an ongoing basis with agencies that requested to learn and improve.

Continued on page 16 >

REENA’S COVID-19 RESPONSE TIMELINE



Continued from page 15

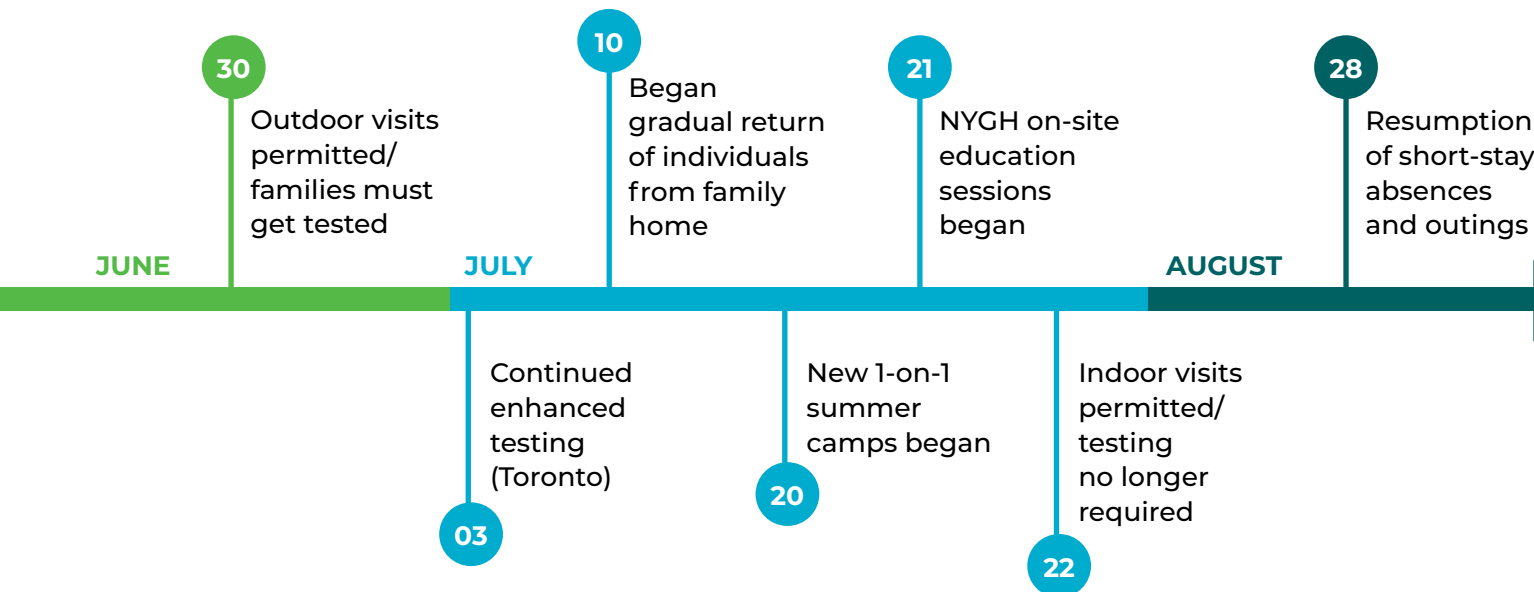
Many of the community-driven initiatives that Reena benefitted from involved securing personal protective gear for our staff and individuals, and providing recreational and leisure supplies to individuals, care packages to staff and even transportation services to deliver individuals to testing centres – just to name a few. Technology was a big part of this as it allowed Reena, aided by several grants, to re-connect some of our individuals to interact and socialize again with their families, healthcare providers and friends.

A special thank you and a heartfelt acknowledgement is in order to all Reena staff for going above and beyond their duty; their absolute dedication and compassion for the individuals they care for was an integral part of Reena's success. As the Province of Ontario implemented its Emergency Order, Reena's staff and unions benefitted from a stable work environment. This measure ensured a more consistent staffing and reduced exposure to the virus for our individuals. Sometimes, as we learned, we can turn a difficult situation into an advantage.



Reena is committed to learning from others by supporting a cross-sector collaboration with other agencies, seeking expert advice, asking questions and striving to provide the utmost care for our individuals and families.

Our values have carried us through some of the good years, and helped us to find the courage to withstand the difficult times of this recent pandemic.



Reena Vans to the Rescue

The COVID-19 pandemic has been – and continues to be – a formidable foe.

It has disrupted our lives, making even some of our simpler daily tasks a challenge to complete. And for senior citizens, those most vulnerable to the virus, it is a constant source of anxiety and worry.

Fortunately, with necessity being the mother of invention, COVID-19 has also inspired a number of community organizations to use their creative thinking and problem solving skills in order to overcome those challenges.

In April, as COVID-19 numbers were on the rise and the pandemic continued to play havoc with people's lives – especially our most vulnerable – Reena's leadership recognized that they faced a tremendous challenge: how could they ensure that all Reena residents receive the potentially life-saving COVID-19 tests?

They realized that they had a solution in the form of Reena vans, several of which, due to the pandemic, were currently sitting idle with Reena residents unable to leave their homes.

These vans were purchased with the support of generous donors and with the proceeds raised from a number of Reena Foundation's signature events. These include galas, events attended by Maple Leafs alumni Darryl Sittler and right winger Mitch Marner, the annual Striking for Reena bowling event, the Reena Rumble wrestling event, and several golf tournaments including: Swinging for Reena, hosted by Tribute Communities; and the Pro-Am Golf Tournament at Maple Downs Golf & Country Club.

Teaming up with iRide and Circle of Care to create Secure Medical Transit (SMT), Reena retrofitted several of their vans.

By fitting the vans with plastic shields to protect the driver, removing the middle passenger seat to ensure social distancing, and disinfecting the vans after every trip, the Reena vans continue to play an integral role in making sure those who are most vulnerable to the pandemic, receive proper, accurate testing.

These vans are also used to transport COVID-19 Test teams from the Hospital for Sick Kids and Safehaven to a number of congregate care locations to perform on-site testing. Weekly kosher meals prepared by Bernard Betel Centre are delivered in the vans to seniors living on their own.

The retrofitted vans have quickly become an invaluable tool available to 1,000 individuals supported by Reena as well as 2,500 iRide clients.

While we could never have predicted that Reena's vans would be used for these purposes, it exemplifies how the generous support of our donors continues to impact upon the community, long after the events are over, during good times and bad.



< iRide driver Esther Hoffman preparing for a pick up

COVID-19 Coming Together

In Recognition of Reena's Frontline Heroes

Ontario has often been lauded for its multiculturalism; a province that is home to many different religious traditions and cultural influences that, in their coexistence, result in a unique cultural mosaic.

On June 4, that mosaic was on full display at the Reena Community Residence (RCR) in Vaughan.

It was there, in response to the ongoing global pandemic, and ensuring that social distancing and all other safety protocols were practiced, that City of Vaughan Ward 3 Councillor Rosanna DeFrancesca – in her first public outing since testing positive for COVID-19 in early April – spearheaded an event in honour of Reena's courageous and compassionate frontline workers.

Thanks to committed community leaders, including Councillor DeFrancesca, Toronto Raptors' Superfan Nav Bhatia, Rabbi Shmuli Nachlas of Jewish Youth Network and others, close to 300 meals were prepared and distributed to Reena's frontline workers, the organization's real life super heroes, in a show of appreciation for their service and for putting their own lives on the line during these difficult times.

In addition to the RCR, meals were distributed to Reena's nine group homes in York Region, as well as to the staff working at the Toby & Henry Battle Developmental Centre.

This important community event would not have been possible without the generosity and compassion of several donors including The BAYT Sisterhood, Allmart Distributing, The Kosher Pickle, United Car and Truck Rental, CEO Roshan Navaratnam, Inter-City Logistics Group, CEO Kula Sellathurai, Canvas Developments, and Allan and Tova Gutenberg. Tova, the personification of L'dor vador (passing on cultural traditions from generation to generation), is the daughter of the late Rabbi Kelman, Reena's founding Rabbi, and a Reena Board Member.

Other dignitaries who rolled up their sleeves for this important event included Minister of Education Stephen Lecce, Mayor Maurizio Bevilacqua, Roseanne Longo, Chair of the Longo's Family Charitable Foundation and Ward 4 Councillor Sandra Yeung-Racco.

"This just truly demonstrates Vaughan's generosity; the fact that we came together as a community and stay strong and support each other," Councillor DeFrancesca told CP24 during the event. "I'm hoping that out of this COVID-19 good things emerge, and that Canada emerges stronger and Vaughan within it."

"This is all to say thank you, and I must also say thank you to the organizers for including me in this event," said Bhatia with his usual exuberance, and who has more than earned the moniker of "superfan" by having attended every Toronto Raptors home game since 1995. "I tell you, we are blessed to live in Canada. Look at what is happening south of our border, and then look at us. We are diversity at its best. That's why Canada is the best country."



Back: Simi Singh, Direct Support Supervisor, Reena, L-R: Jason M., Reena supported Individual; Nav Bhatia, Toronto Raptors' Superfan



L-R: Bryan Keshen, CEO, Reena; Sheila Lampert, Executive Director, Reena Foundation; Tova Kelman Gutenberg, Reena Board Member; Nav Bhatia, Toronto Raptors' Superfan



L-R Front Row: Nav Bhatia, Toronto Raptors' Superfan; Honourable Stephen Lecce, Minister of Education; City of Vaughan Ward 3 Councillor Rosanna DeFrancesca; Roshan Navaratnam, CEO United Car and Truck Rental; Rabbi Shmuli Nachlas, Executive Director, Jewish Youth Network.

COVID-19

Virtual Channels

Moving Programs Online
Judy Katzberg, Direct Support Supervisor



In 2020, as we all navigate a global pandemic, an emphasis on innovation and resiliency has never been more important. With the best interest of our individuals at heart, the Channels Day Program decided very early on that we would go virtual. The program's positive impact on the lives of participants meant that we couldn't disappear – this was not even an option – so we used improvisation, creativity and our commitment to excellence under all circumstances to change our method of delivery. From the very first sessions, the sense of community, the impact of positive socialization, and the camaraderie between staff and participants was evident. When we became virtual, we held onto our belief that the sky is the limit for people with disabilities. It's always at the core of what we do, and even more so now. We have toured international buildings and monuments from the comfort of

our couches, we've written stories about our lives and shared them with each other, we've watched Broadway shows, participated in cooking classes, yoga, and music and we've created art masterpieces together. We might be physically apart, but we have soared to great heights as a collective and we continue to evolve and refine our skills, even when the world feels unpredictable around us.

Together we share, we learn, we express, we create, we investigate, we explore, we follow our curiosity, and we persevere. The Channels program has always had an ability to turn socialization into moments of deep learning and discussion – and the virtual experience is no different. In this strange time in history, we have demonstrated to ourselves and to each other what community really means; that you are never truly alone, we are all family.

From Designer Gowns to Protective Gowns

At the onset of COVID-19, Reena's Senior Management Team quickly identified the critical need for Personal Protective Equipment (PPE). Reena, as we often do, reached out to the extended Reena Community for assistance.

We approached Beker Fashions, a manufacturer of women's formal wear since 1923. Ron Beker understood Reena's urgent need for protective wear, as "Special Occasion Wear" in its own right, and agreed to shift operations from the production of designer gowns to the design of protective gowns and face masks.

The challenge was to find sufficient and suitable fabric to manufacture enough PPE, as businesses were closing their doors.

Without hesitation, Warren Kimel came forward just in the proverbial nick of time. He shipped a generous donation of specialty fabric from Fabricland directly to Beker Fashions to ensure that production could begin immediately. When all was said and done, Beker Fashions had manufactured some 2,500 protective gowns and 3,000 protective face masks for Reena.

And, once word spread throughout the community about the resourceful initiative with Beker Fashions, it wasn't long before other organizations followed suit, inundating Beker with requests to have their own PPE manufactured.

With the support of our generous donors, our Senior Management Team found a creative solution for a serious problem, and led the way for other organizations to ensure the safety of their staff.



Sandy Stemp, COO, Reena



Direct Support Professionals receiving 'thank you' care packages

PORCH PICS

Providing GTA Families with a Smile

The Matlow Family



If a picture is truly worth a thousand words, then Toronto photographer Elliot Sylman used his camera at the height of COVID-19 to speak volumes. In late March, Elliot, who specializes in photographing bar/bat mitzvahs, weddings and other events, suddenly found himself with an abundance of free time. He decided to use his expertise to bring some humour and joy to others feeling the effects of “Cabin Fever” when most of the GTA was still a virtual ghost town.

He began snapping what he calls “Porch Pics” – photos taken from a safe physical distance. Instead of charging his normal \$400 per portrait, Sylman, who’s been in the business for 35 years and does lots of charity work, asked his subjects to donate to Reena Foundation.

News of the Porch Pics project spread quickly and Sylman travelled all over the GTA taking over 400 photos while introducing many new people to Reena. “I can’t work so I decided to use my time to give back and raise some money for Reena’s COVID-19 relief needs,” he said, noting he’s seen the work Reena does up close and “it’s a great organization.”

We are very grateful to Elliot for his creative show of compassion. We thank the many donors who generously supported Porch Pics and collectively raised over \$37,000 to support Reena’s COVID-19 relief efforts. To see more Porch Pic photos, please visit [instagram.com/theporchpics](https://www.instagram.com/theporchpics)

Denise Alexander and Sue-Ann Levy



The Rames Family



Breakfast Television's Tammie Sutherland and her husband Otis



The Charlat Family



The Seligman Family



The Schwartz and Waisglass families with the Joel Schwartz Memorial Hockey Tournament trophy



Claudia and Rick Chad



The Cohn Family



The Somer Family

REENA RUMBLE 2020

Creates a True Treasure

On March 5, 2020, literally just days before the world began wrestling with the realities brought on by COVID-19, Reena Foundation tag-teamed with Magen Boys Entertainment to create Reena Rumble 2020, presented by Tribute Communities. Some 400 enthusiastic attendees made their way to Toronto's Midtown Event Theatre which had been transformed into pro-wrestling's "Squared Circle" to witness live a first-rate roster of WWE legends taking to the ring to battle one another including Papa Shango, The Brooklyn Brawler, Virgil, Leaping Lanny Poffo, Hornswoggle and more.

In its very last public event before COVID-19 made large gatherings unsafe, Reena Foundation tag-teamed with Magen Boys Entertainment to create Reena Rumble 2020, presented by Tribute Communities. Some 400 enthusiastic attendees made their way to Toronto's Midtown Event Theatre which had been transformed into pro-wrestling's "Squared Circle" to witness live a first-rate roster of WWE legends taking to the ring to battle one another including Papa Shango, The Brooklyn Brawler, Virgil, Leaping Lanny Poffo, Hornswoggle and more.



L-R: Dr. Steven Kazman and Jared Kazman

The event honoured the memory of Dustin Kazman, an individual supported by Reena. Unfortunately, almost immediately following this star-studded event, Reena's many diverse programs were transformed due to the pandemic, leaving families with loved ones in lockdown, and disrupting their normal routines – an important element in the lives of individuals with developmental disabilities.

Thanks to the generosity of all those who supported Reena Rumble 2020, Reena had the funds available to assist quickly.

Within three short weeks, the proceeds were used to purchase activity bins containing everything from arts & crafts, games and activities to other, urgently needed supplies. The bins were delivered to group homes, as well as to families and individuals living on their own.



Reena staff Natasha P. (left) and Judy K. preparing activity bins



L-R: Efram Kazman, Jian Magen, Shira Lev, Lucas Gold, Jordan Halberstadt and Page Magen



Fans cheer for Ji Yoncé



Reena VIPs meet WWE superstars

So, while those in attendance were having a great time watching their favourite wrestlers cause havoc in the ring, they were also helping countless individuals and their families deal with the challenges caused by the sudden onset of COVID-19.

And if that wasn't enough, a number of other generous and forward thinking donors have

come forward to help Reena restock those Activity Bins – dubbed "Treasure Boxes" by one Reena individual.

To ensure that those in need continue to have access to these rare "treasures", please contact Shira Lev at slev@reenafoundation.org.



Hornswoggle returns to the ring



Leaping Lanny Poffo and Kaylee, an individual supported by Reena

Reena Rumble was presented by:

Tribute Communities

Friendship Promoter Sponsor

Camp Robin Hood

Clothesline Sponsors

Camp Winnebago
The Silber Family/
Crowe Soberman LLP
Benjamin's Park Memorial Chapel

Opening Match Sponsors

BDO
Bergel Magence LLP
David Sklar & Associates
Diamond & Diamond Lawyers
Kilbarry Hill Construction Limited
Lifetime Charitable Foundation
Paradise Developments
Schechter Dental
SpiceCart
The Cash Family
The Lillian and Norman Glowinsky
Family Foundation

Special thanks to:

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Efram Kazman
Granitereit / Nancy Hanley
Greg Wolfond
Harvey Kalles Real Estate Ltd.,
Brokerage
Libby Gold
Magen Boys Entertainment
Rebecca Hulbert
Walt Orthodontics

Event Co-Chairs:

Efram Kazman, Jian Magen
& Page Magen

Committee Members:

Isaac Benayon, Avi Glina,
Ari Krajden, Daniel Lewis,
Arlin Markowitz, Shawn Mecklinger,
Jonathan Samuel, Adam Schachter
& George Brown College Scholars

Thank you to:

*Our incredibly generous
sponsors and donors;
committee; guests; staff;
volunteers and Magen Boys
Entertainment for making
Reena Rumble 2020 a night
to remember!*

PAMPERED CHEF Cooking Up Some Food for Thought



L-R: Sabrina and Ronnie Strasser



L-R: Kayla, Kyla, Karla and Kara Ford



L-R: Shveta Hariharan, Sheila Lampert
and Viji Hariharan

On November 7, 2019, more than 50 women attended an exclusive evening with The Pampered Chef in support of Reena Foundation.

The event, Co-Chaired by Madeleine Bodenstein and Karla Ford, not only provided guests with some delicious fare, but some food for thought too, giving them an opportunity to learn more about Reena Foundation, as well as the latest culinary trends.

Other vendors included KyKy Kookies and Hey Babe Cosmetics.

Generously hosted by Sabrina and Ronnie Strasser, Sabrina showcased Pampered Chef products through a tantalizing and delicious live demonstration.

Proceeds from the event were directed to Reena's Cooking Program, which allows individuals supported by Reena to enhance their independence by learning about menu planning, nutrition, and how to prepare their favourite meals; a recipe guaranteed to improve the overall quality of their lives.



L-R: Katie and Madeleine Bodenstein

FOREVER DISCO

Grooving For A Good Cause



Kool & The Gang LIVE

In 1980, Kool and the Gang recorded perhaps its most iconic hit song, “Celebration”, which includes the lyrics, “It’s time to come together...”

On October 24, 2019, Reena Foundation did just that, coming together in partnership with the Forever Chai Foundation of Canada to host Forever Disco, a concert presented by Promenade Park Towers.

Also coming together to enjoy the evening were more than 750 attendees, many of whom dressed up in their finest disco attire. They danced in the aisles of The Meridian Arts Centre, grooving to the music of the Grammy winning group, who performed many of their hits including *Celebration* and *Ladies Night*. CTV’s Tom Brown and CP24’s Kelly Linehan emceed the event.



L-R: Kenny Bodenstein and Associate Minister of Mental Health, Hon. Michael Tibollo



L-R: Larry Robbins, Denise Robbins, Premier Doug Ford and Monty S. Robbins



Forever Disco VIPs



Marnie Silver Nelson and Adam Nelson



L-R: Ted Kurtz, Risa Kurtz-Whitnall and Dr. Steven Kazman

Event Co-Chairs were Ellen Goldstein, Marya Grad, Sheila Lampert, Shira Lev, Esther Michaels, Michelle Moll and Mona Sherkin.

“I have been blessed to be part of both organizations for many years,” said Co-Chair, Esther Michaels. “I have always believed that we have the responsibility to help people who are less fortunate, both in our country and around the world. My brother-in-law was born in a displaced persons camp and has several disabilities. As my in-laws grew older, they worried about his future. Reena nurtured his transition into one of their

[Continued on page 28 >](#)

FOREVER DISCO



Harry and Malka Rosenbaum

Continued from page 26

group homes. It is a place where people can make friends, learn skills and in some cases gain employment. He continues to live a fulfilled life in a safe and caring community.” Proceeds from Forever Disco will help Reena meet the needs of individuals like Esther’s brother-in-law by funding investments in programs and innovative housing solutions.

A highlight of the evening was when Tom Brown interviewed Jon, an individual who lives at a Reena residence, along with his mother Mona.

Tom: “What’s the best part of living on your own at Reena?”

Jon: “I have friends”

Tom: “So how many friends do you have there Jon?”

Jon: “Like a million!”

It was an incredibly heart-warming moment and gave everyone the opportunity to witness firsthand how their support truly transforms lives at Reena.

Mona summed it up perfectly by sharing, “What could be better for a mother than to hear that her child is happy and has friends?”



L-R: Mona Sherkin, Jon and Tom Brown



L-R: Marya Grad, Shira Lev, Sheila Lampert, Ellen Goldstein, Mona Sherkin and Esther Michaels



Alex Eisen and Min Lefkowitz



L-R: Karen Justein, Steven Justein, Harold Seidel and Tracie Seidel



L-R: Gerald Hartman, Sheryl Hartman, Claire Glowinsky and Howard Glowinsky



L-R: Esther Tencer and Orna Serruya



Michelle and Marc Moll

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GOLF TOURNAMENTS Fundraising FORE Reena

Chipping in for Charity

SWINGING FOR REENA

Swinging for Reena, the annual golf event hosted by Tribute Communities has raised over \$1.6 million to date.

Proceeds have paid for many of Reena's greatest needs including a wheelchair accessible van, renovations to the Toby & Henry Battle Developmental Centre and several programs including technology and summer camps. Funds from the 2019 tournament were directed to Reena's current residential project; the Lou Fruitman Reena Residence.

Although the tournament could not take place this year, several donors generously converted their sponsorships to support our COVID-19 relief efforts.

THE LIGHTSTONE CLASSIC

Generously hosted by Maple Downs Golf & Country Club, the Lightstone Classic Pro-Am tournament took place on September 5, 2019. For the third consecutive year, proceeds were directed to Reena Foundation.

The 2017 tournament allowed for the purchase of a van for the Reena Community Residence (RCR). Proceeds from the 2018 and 2019 tournaments have been directed to the Lou Fruitman Reena Residence, and towards the installation of a pergola at the



Maple Downs van at the RCR



Staying connected – Virtually

RCR. The pergola has been made possible due to a generous grant from the Ontario Trillium Foundation.

GOLF AT THE BRIARS

On July 23, 2019, Dr. Alan Berger organized a golf event at the Briars Golf Club. Proceeds were directed to support Reena's programs, many of which have been converted to virtual ones due to the pandemic.

We thank all of our golfers, sponsors and donors who have significantly contributed to the success of these events. Due to COVID-19, the golf events did not take place in 2020. We look forward to resuming these tournaments in the future.

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raised at
the event



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REENA SUMMARY FINANCIAL STATEMENTS

Summary statement of financial position

As at March 31, 2020

	2020 \$	2019 \$
ASSETS		
Cash and investments	827,416	2,790,447
Restricted cash and investments	1,255,481	1,093,752
Due from Batay Reena	897,490	96,957
Due from Reena Foundation	34,394	49,654
Other current assets	2,555,556	2,171,260
Prepaid lease expense	674,009	664,110
Capital assets	32,210,064	22,659,785
	38,454,410	29,525,965
LIABILITIES		
Other current liabilities	11,893,812	9,417,538
Mortgages payable and replacement reserve	8,830,299	5,465,430
	20,724,111	14,882,968
FUND BALANCES		
	17,730,299	14,642,997
	38,454,410	29,525,965

Summary statement of operations and changes in net assets

As at March 31, 2020

	2020 \$	2019 \$
REVENUE		
Government grants	43,480,572	41,312,985
Rental revenue and user fees	7,109,433	7,481,739
Grant from Reena Foundation	524,835	622,466
Other income	1,173,175	1,038,058
	52,288,015	50,455,248
EXPENSES		
Salaries, contract wages and related costs	40,612,146	36,819,847
Food and supplies, accommodation, renovations and support for individuals' personal needs	6,368,386	7,618,627
Interest on mortgages	83,877	159,331
Purchased services and professional fees	3,167,458	3,216,894
Other	1,215,247	1,317,465
	51,447,114	49,132,164

Summary statement of operations and changes in net assets – continued

As at March 31, 2020

Excess of revenue over expenses before the undernoted items	840,901	1,323,084
Pay equity expense	(565,373)	(796,108)
Amortization of capital assets	(441,833)	(431,184)
Gift from Batay Reena	1,245,357	—
Excess of expenses over revenue for the year	1,079,052	95,792
Fund balances, beginning of year	14,642,997	14,061,205
Capital Contribution from Reena Foundation	2,008,250	486,000
Fund balances, end of year	17,730,299	14,642,997

Summary statement of cash flows

As at March 31, 2020

	2020 \$	2019 \$
Cash provided by operating activities	3,647,513	1,439,569
Cash used in investing activities	(8,940,763)	(288,977)
Cash provided by (used in) financing activities	3,330,219	(541,651)
Net (decrease) increase in cash and investments during the year	(1,963,031)	608,941
Cash and investments, beginning of year	2,790,447	2,181,506
Cash and investments, end of year	827,416	2,790,447

Notes to the summary of financial statements

1. Summary financial statements

Reena has prepared these summary financial statements to be included as part of its annual report. These summary financial statements present the same information as the audited financial statements, except for the notes to the audited financial statements. Complete audited financial statements are available upon request.

2. Basis of presentation

The complete financial statements have been prepared in accordance with the accounting principles stipulated by Reena's agreement with the Ontario Ministry of Municipals Affairs and Housing, the Ontario Ministry of Community and Social Services, and the Regional municipality of York, for the purposes of satisfying financial reporting requirements. These agreements predominantly reflect Canadian accounting standards for not-for-profit organizations, with the exception of the accounting for capital assets.

PARTNERSHIP UPDATE

Chai-Tikvah – Reena



Chai-Tikvah staff receives her Reena care package from Gary Gladstone, Lead, Stakeholder Relations.

Reena and Chai-Tikvah (Life and Hope Foundation) integrated their operations on October 1st, 2019. That move was intended to build on the two agencies’ shared vision of inclusion and Jewish values. This vision will also support the creation of an integrated approach to service, that will be well positioned for future success and increased supports for our community.

Since then both agencies have started putting forward initial steps towards a collaborative and fruitful future. “Although both agencies had to temporarily stop some of our initiatives due to the challenges of the COVID-19 pandemic, we definitely benefitted from Reena’s previous crisis management training on Infection Prevention and Control (IPAC), personal protective equipment and infrastructure up-keep.” says Rochelle Goldman-Brown, Chai Tikvah’s Executive Director.

During the COVID-19 pandemic Chai-Tikvah benefitted from this collaboration, having the operational support of Reena, which allowed for a seamless transition from regular operations to emergency. “We felt equipped and ready to tackle what’s ahead

of us,” says Goldman-Brown. “This was mainly evident with our programs, serving people living with mental disabilities. At the same time we feel we can support Reena and share our vast knowledge as Reena ventures into the healthcare arena.”

Chai-Tikvah is also benefitting these days from Reena’s experienced property management services. Comprehensive renovations at some of Chai-Tikvah’s apartments are currently being carried out, including apartment remodelling to support independence and social distancing, fire alarm systems installed and electrical and heating systems will be upgraded.

As plans for the future go, Goldman-Brown sees the opportunity to offer respite services to some potential families, especially for those individuals who live with mental issues and those with developmental disabilities.

The synergy between the two agencies will also allow Chai-Tikvah to utilize Reena’s expertise in supportive housing solutions and government relations to strengthen its agency and focus on service delivery.

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