

Two days from now, we will gather at Fantasyland Hotel Grand Ballroom, launching the United Jewish Appeal (UJA) campaign and celebrating the remarkable philanthropy that Dianne and Irving Kipnes have shown to ensure a strong Jewish Edmonton, now and in the future.

Sunday's event will showcase a delicious kosher brunch and an entertainer flying straight from New York. All the benefits of travel, with no airplane needed! Thank you to Witten LLP who is sponsoring this event, ensuring a celebration for our community that is accessible to all.

Do you remember the first time you donated to a Jewish cause? What compelled you to give? How you became more involved or what made you decide to attend a program or event?

When I ask most people about this aspect of their Jewish journey, it usually begins with a person. Someone asked them, someone had a conversation that inspired them or they were "voluntold" to step up and get involved.

For me, it was a combination of all the above. Now I am inspired by people and, taking the example set by Dianne and Irv hopefully to inspire others to do more for the community as well.

This month I am turning 50. I am inviting you to celebrate with me by having conversations that reach a new cohort. Help me engage the next generation with our community campaign. Through my 50 4 50!

Here is how it works:

- 1) Let's find 50 NEW donors
- 2) Under 50 years old
- 3) In the next 50 days
- 4) Who will give \$50 or more.

I will match the \$50 of each one as an increase to my UJA gift this year.

Philanthropy is a value as much as it is an action. Now, we move forward, and this will only happen with you at our side.

Shabbat shalom,



Stacey