

MTC DRAW 2020



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www.themtc.com

*Our thanks and appreciation to
Ponctuation Grafix*



MONTREAL TORAH CENTER IS DEDICATED TO THE REBBE.

The vibrant legacy of the Rebbe's visionary leadership and his boundless love for every Jew are an endless source of guidance and inspiration to his legions of emissaries and admirers throughout the world.

*Then all Humanity will live in harmony and will call upon
G-d to serve Him with one heart. (Zephania 3:9)*

*For out of Zion shall issue forth Torah, and the word of
G-d from Jerusalem. (Isiah 2:3)*

MESSAGE FROM RABBI NEW

MTC's eminently successful Covid-year draw has naturally elicited congratulations, admiration and marvel.

This year's sell-out is a testament to the devotion and commitment of our wonderful co-chairs, sponsors and canvassers. Thank you to each and every one of you. May the Al-mighty bestow His blessings upon you for all that is good materially and spiritually.

Clearly, the success of the Draw mirrors the gratitude the community has for the diverse ways that MTC touches lives – partially noted in the messages of our co-chairs and by Rabbi Itchy.

Thank G-d, our story is a reflection of a bigger picture, that of Chabad's ever broadening appeal world-wide.

The latest **Pew Report** on the state and trend of **US Jewry** is most revealing:

Whilst the Orthodox community continues to experience exponential growth, religious identification amongst the rest of American Jewry is in accelerated decline.

Bucking the trend is the startling percentage of American Jews who have engaged in some way with Chabad.

Here's the headline of an editorial written in response to the findings of the Pew Report by **Rabbi Efreim Goldberg**, senior rabbi of the popular Boca Raton Synagogue:

"Thirty eight percent of all US Jews have a connection with Chabad – the Rebbe passed away 27 years ago and his influence is greater than ever."

(Significantly, this number does not take into account the unquantifiable number of Jews inspired by Chabad's high-profile presence in the public arena both on the streets and in social media.)

What lies at the heart of the Chabad phenomenon?

Here are some salient quotes from Rabbi Goldberg's piece:

"At the core of the Rebbe's philosophy and worldview was his attitude that every Jew is a precious soul, a holy spark, with infinite potential and deserving of our love, loyalty, support and presence, wherever they may be. The Rebbe saw the good in all people. He believed in people. He empowered people to fulfil their mission on earth.

"The Rebbe was a great optimist who placed tremendous emphasis on the power of positive language and positive thinking. He insisted, for example, on referring to hospitals not as they are commonly referred to in Hebrew as 'Beit Cholim' – 'A Place for the Ill', but as a 'Bet Refuah' – 'A Place of Healing'. Similarly he requested that injured soldiers not be referred to as 'disabled veterans' but as 'exceptional soldiers'.

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MESSAGE FROM RABBI ITCHY

Our twenty-first Draw was definitely our most unusual one.

When Covid struck, the world stopped and no one knew what to expect. We postponed the date of the Draw, hoping that we would be able to celebrate together in person in the near future. Although this did not happen, our twenty-first Draw was incredibly successful, and to our surprise, we sold out a day before the Draw.

I attribute this success to the incredible dedication of our amazing chairs, captains, canvassers, sponsors and our 1166 donors who collectively recognized the incredible output that MTC is providing to the community at large.

I am proud to report that as soon as Covid hit, the entire MTC team mobilized. Phones were buzzing as our team of rabbis and rebbetzins reached out to as many people as possible to check in on them and at times dropping off different goodies just to cheer them up and bring a smile to their face.

We ensured that the community received grocery essentials through the Family Store by quickly pivoting to provide delivery for people who were homebound. Hundreds of volunteers pitched in to make this all happen.

MTC is proud to have been the first organization in Montreal to host a drive-thru celebration that was held on Lag B'Omer, in collaboration with the SPVM and Hampstead Security. We were astonished and excited to welcome over 700 men, women and children who came by just to wave hello, enjoy some cotton candy and receive a small book at our Lag B'Omer drive-thru bonfire with music and smiles.

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Message from Rabbi New – cont'd

"In the words of Rabbi Lord Jonathan Sacks: 'A good leader creates followers. A great leader creates leaders. More than the Rebbe was a leader, he inspired leadership in others.'"

One of the exhortations the Rebbe often repeated was that one must never rest on one's laurels. Success must be the springboard for even greater growth and accomplishment.

Chabad's goal is to ensure that no Jew be left behind. With the help of the Al-mighty, MTC will continue to work tirelessly to be there for the community in every way we can.

We extend our heartfelt thanks and appreciation to all of you whose generosity make our work possible.

May the Al-mighty inscribe and seal us all this year in the Book of Life.

May we imminently welcome our righteous Moshiach in a world healed, perfected and redeemed, amen.

Shana Tova!

Rabbi Moishe New

Message from Rabbi New – cont'd

Our multiple classes and courses on a variety of subjects quickly transitioned to virtual venues. Many individuals appreciated the words of wisdom and inspiration, as is strongly evident by our newly launched YouTube channel attracting 1000 subscribers from all over the world who want to be notified any time a new class is shared.

I'm exceptionally proud of the MTC team and what we managed to achieve this year. I am especially thankful to our dedicated staff, our volunteers, congregants, members and supporters for always being there and helping us continue to grow and be there for you, your family and the future.

Looking forward to your continued support in Draw 2021.

With blessings for a happy, healthy and sweet new year,

Rabbi Itchy



The Rebbe, Rabbi Menachem Mendel Schneerson OBM, used to personally answer letters. Once a woman wrote to him and in her letter she used the term "Orthodox Jew."

In his reply to this woman, the Rebbe wrote: "I must point out that splitting Judaism into Orthodox, Conservative and Reform is a purely artificial division, for all Jews share one and the same Torah given by the one and same G-d. While there are more observant Jews and less observant ones, to tack on a label does not change the fact that we are all one".

Since 1992, I have been part of MTC. It was the first time in my life I had heard; "A Jew is a Jew is a Jew". It was then I learned that there is only one Jew. We are all part of something bigger and spectacular and each one of us has a part to play in the world.

MTC has embraced me for who I am, supported me when I was scared, lifted me up when I was down, held me when I was sad and celebrated with me when I was joyous (Simcha). The most amazing part is that I was not the only one who felt this way. In fact, everyone who walks into MTC feels this way.

It took me a while to figure out how this was possible and I finally figured it out. When every Jewish soul that walks into MTC is considered a diamond, and when each one is so unique and rare, it is effortless to make sure that each diamond is treated with special care.

That is what the essence of MTC is all about!

Jarrid Adler

Co-Chair Draw 2020



Religion creates community, community creates altruism, and altruism turns us away from self and toward the common good."

— Rabbi Jonathan Sacks



MTC's annual draw is not just a fundraiser; it is a renewal of the MTC's commitment to our community, and our community to the MTC. When the pandemic first hit, Rabbi New and Rabbi Itchy did everything and anything to make it less trying for people. That is what they do and that is what the MTC represents. We are very fortunate to have shared in essential endeavours that Rabbi New and Rabbi Itchy have spearheaded for the past 26 years.

The MTC has been a hallmark in our neighbourhood for many years and, with your incredible support, will continue *b'ezrat Hashem* to be so for many years to come.

Jeremy Levi

Co-Chair Draw 2020

In the year 2020, due to the pandemic, the launch of the 21st MTC draw was postponed, rescheduled and debated. Should we hold the draw this year? Times were very uneasy and frightening with lockdowns and much uncertainty. However, what was certain to us was that the MTC needed our help and the community needed the MTC now more than ever.

After finally making the decision to pivot and present the draw online on zoom instead of in person, we were so incredibly thankful for the 21st successful sellout. A huge thank you to everyone at the MTC, our co-chairs, all of the captains, canvassers, sponsors and donors.

The MTC was there for our community during the pandemic with friendly phone calls from Rabbi New or Rabbi Itchy checking-in on people during the lockdowns. The Family Store was there for those struggling financially during these challenging times. Much needed spiritual guidance and inspiration was offered on zoom. The MTC was always there for the entire community, helping in the toughest days of the Pandemic.

The MTC is not just a synagogue but a true community center focused on outreach, teaching Torah and teaching about Jewish life while enhancing and supporting the Montreal Jewish community at large. Our family has been a part of the MTC family for over 25 years and we encourage you to participate in any of the many programs that are offered.

All of the wonderful things MTC does on a daily basis would not be possible without your generosity.

We are very grateful to you for all of your support.

Rachelle & Rick Merovitz

Co-Chair Draw 2020

1999



1360 TICKETS SOLD

Co-chairs: Jon Gurman, Joey Berdugo Adler

2000



1800 TICKETS SOLD

Co-chairs: Jon Gurman, Michael Flinker

2003



2180 TICKETS SOLD

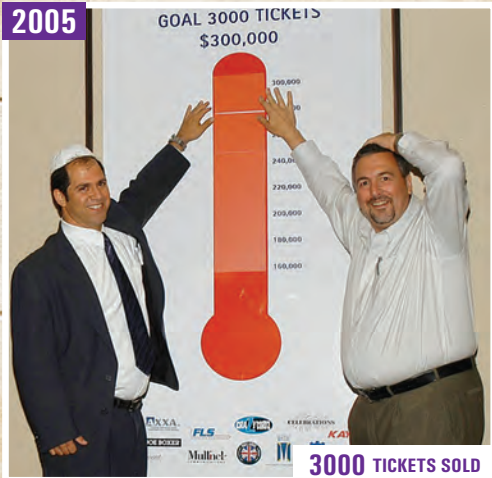
Co-chairs:
Andy Kastner, Gaby Segal

2004



MTC BUILDS
ON CLEVE ROAD

2005



3000 TICKETS SOLD

Co-chairs: Corey Eisenberg, Leslie Greenberg

2009



4000 TICKETS SOLD

Co-chairs: John Finkelstein,
Hershy Goldenblatt, Martin Sacksner

2010



4120 TICKETS SOLD

Co-chairs:
Armond Benmoha, Allan Weizmann



2011



4180 TICKETS SOLD

Co-chairs: Armond Benmoha,
Marissa Sidel, Michael Zukor

2015



4770 TICKETS SOLD

Co-chairs: Darrell Garfield, Lewis Clarke, Sara Eldor

2016



4870 TICKETS SOLD

Co-chairs: Lou Flam, Eric Howard





Co-chairs: Michael Flinker, Andy Kastner



Co-chairs: Bram Miller, Neil Miller



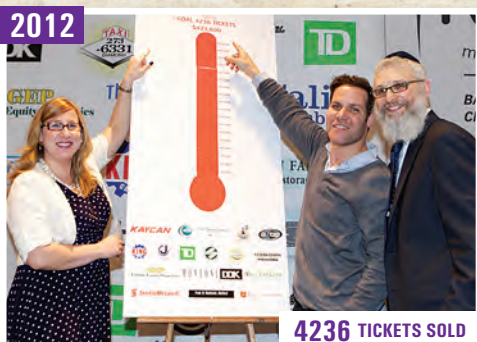
Co-chairs: Corey Eisenberg, Leslie Greenberg, Jackie Ohayon



Co-chairs: Evan Feldman, Marc Kimmel



Co-chairs: John Finkelstein, Hershy Goldenblatt



Co-chairs: Mitchel Adler, Marissa Sidel



Co-chairs: Dr. Jacob Tink, Mitchell Adler



Co-chairs: Sara Eldor, Darrell Garfield, Dr. Jacob Tink



4500 TICKETS SOLD



Co-chairs: Mark Lazar, Lou Flam, Aubrey Sztern



Co-chairs: Mark Lazar, Aubrey Sztern, Nancy & David Gurberg



Co-chairs: Mark Lazar, Rick Merovitz, Nancy & David Gurberg



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OF THE MTC FOR ALL THAT YOU DO.

MAY THE MTC CONTINUE TO ILLUMINATE
OUR COMMUNITY FOR GENERATIONS TO COME.

WITH LOVE,
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KAYLA, ADINA AND SARA REISS



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SARA ELDOR



JOHN FINKELSTEIN



MARC KIMMEL



MARK LAZAR



JEREMY LEVI



RACHELLE MEROVITZ



RICK MEROVITZ



VELVEL MINKOWITZ



RABBI LEVI NEW



RABBI MOISHE NEW



AARON SPIRO



AUBREY SZTERN



JACOB TINK



CHAIM TREITEL



RABBI ITCHY

Mark Strohl, CA of KPMG audited and oversaw the legalities of the draw.

The 8 winners of \$1,000 each were Jack, Louis & Phillip Cola, Barry Mintz, Dr. Jacques Kadoch - Clinique Ovo, Gad Bitton, Aubrey Sztern, Gerald Sohmer, Robert Burke and Thomas Gaffie. Mitchell Adler and Corey Eisenberg split the final winning tickets of \$1000 and \$18,000.



This year's Draw is lovingly dedicated
in grateful appreciation to
our dear and devoted friend
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Reb Mordechai Dov ben Pesach HaLevi ע"ה

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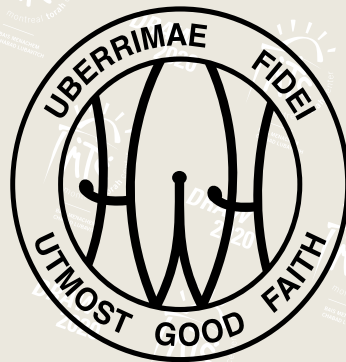
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