



TORONTO JEWISH CONGRESS / UNITED JEWISH APPEAL

טאָראָנטאָ ייִדישער קאָנגרעס / קאָנגרס הייִוודי של טוראָנטאָ

CHARLES S. DIAMOND, PRESIDENT
STEVEN AIN, EXECUTIVE DIRECTOR

Patricia

FYI

MEMO

March 29, 1990

To: Jeff Rosen

From: Jack Ajzenberg

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Right off let me thank you for your considered and prompt attention to the issues raised in my last memo. I can't help but believe that our working relationship will continue to be a positive and fruitful one. I have spoken with Ben and Gil and have made the appropriate referrals. I commend you for your dedication and professionalism.

Now, there is an important matter I raise for your assessment. As you know, there is a broad-based community mobilization effort presently underway, the likes of which have not been seen in Toronto for decades. The outreach effort is massive and includes synagogues, schools, agencies, clubs, societies, communal organizations, Israeli-based organizations, mission participants, leadership development graduates, Anne Frank volunteers, the Soviet, Israeli and Sephardi communities, and more.

The message is that in light of Operation Exodus, the community needs more volunteers and activists than ever before. Operation Exodus in effect represents the activism of the day and is the greatest nation building exercise since the establishment of the State of Israel.

Sheila Engel and Rabbi Gunther Plaut are the co-chairmen of the Community Mobilization Drive which incorporates educational and community-building components. There are approximately 20 lay leaders chairing various components of the mobilization.

Consequently, I urge you to consider a feature story on the mobilization; with interviews with Sheila Engel, Rabbi Plaut and Steve Ain as the focus for the feature. I cannot emphasize how important this 'coverage' is, and how it can determine the success of the mobilization. Sheila Engel can be reached at 781-5281 and Rabbi Plaut can be reached at 789-3291 (Holy Blossom Temple), or at his home at 781-7513.

Looking forward to your considered response.