

IT'S TIME TO BUILD



**NESHAMA**  
HOSPICE

**COMMUNITY  
COMPASSION  
EXCELLENCE**



*“There comes a time when each and every one of us will require palliative care services – for our loved ones as well as for ourselves. Sadly, about 70% of Canadians do not have access to palliative and end-of-life care. In the City of Toronto, there is currently only one residential hospice for adults and none at all in North York.*

*Neshama Hospice is being built to meet the end-of-life care needs of Torontonians – individuals and their families suffering the physical, emotional, social and spiritual challenges of this phase of life. Neshama is about being a compassionate community. Your donation reflects your compassion and supports access to this critically needed service in our community.*

*Remember: palliative care is everyone’s business.”*

Dr. Sandy Buchman MD CCFP (PC) FCFP | Founder, Neshama Hospice

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# THE NEED FOR HOSPICE CARE

## SMALL-SCALE, COMMUNITY-BASED HOSPICE CARE MAKES SOUND ECONOMIC SENSE

As it stands now, there are fewer than two hospice beds for every 100,000 people in Ontario, well short of the recognized standard of seven per 100,000, according to the Auditor General.\* With a large aging population in Toronto, there is growth in demand for end-of-life care that could reach crisis levels, where people have no choice at the end of their life to receive the kind of compassionate, personalized care that hospice delivers. Neshama Hospice will have the capacity to address the needs of approximately 250 end-of-life individuals annually, making a qualitative difference, not only for our residents, but also for their families and caregivers.

## RESPONSIBLE STEWARDSHIP OF OUR HEALTHCARE SYSTEM

From a health economics perspective the case for residential hospice care is equally compelling. The same 2014 Auditor General report finds that acute care hospital beds are more than double the cost of residential hospice.

ONLY  
**30%**

of Ontarians receive hospice or palliative care when they die.



\*Source: Auditor General 2014 Annual Report (Ministry of Health and Long-term Care)

# BASED ON JEWISH VALUES & OPEN TO ALL

As Canada's first residential hospice based on Jewish values and open to all, Neshama Hospice will celebrate acts of kindness (gemilut chesadim), repairing the world (tikkun olam), and visiting the sick (bikur cholim). Everyone will be welcomed and given support in whatever way their faith requires to ensure comfort in their final days.

*Acts of kindness, repairing the world and visiting the sick are Jewish values that mesh perfectly with the ethos of hospice.*



The rhythm of Jewish life and holidays will be integrated into the daily operation of Neshama Hospice, and the significance of Jewish life cycle events will be celebrated. Families who keep kosher will be comfortable knowing that staff and volunteers will be familiar with and sensitive to their dietary practices. It is well-documented that dying people find comfort in their final days when immersed in a culturally familiar environment. Familiar décor, music, menu options and even scents all contribute to a sense of comfort and peace. Neshama Hospice will provide this environment.

Toronto's Jewish population now numbers more than 200,000. The community has a deep and proud history of developing hospitals, homes for the aged, and social service agencies to serve its own as well as Torontonians from all walks of life. For patients requiring palliative care, Baycrest's palliative care unit, Mt. Sinai's Temmy Latner Palliative Care team for patients at home, and Jewish Family and Child's visiting hospice program all offer options in end-of-life support. The creation of Neshama Hospice, which will be accessible to all, will enhance and strengthen this network.



# EXCELLENCE IN COMPASSIONATE CARE

*"A hospice allows a resident and their family to properly live out their final days and prepare for death with dignity in a setting that is more comfortable than clinical."*

Mindy Herman | Board Chair, Neshama Hospice

Compassion will permeate every aspect of our 12-bed hospice as residents and their families are immersed in a community of care and support. Expertise goes far beyond pain and symptom management, as specialized staff and trained volunteers appreciate that dying is not just a medical and physical event, but rather a process that encompasses the psychological, emotional, spiritual and social needs of an individual. This holistic approach to care treats the whole person - mind, body and soul - adding a qualitative difference to the individual's final days and to their families' comfort after they have died.

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# IT'S TIME TO BUILD. JOIN US.

Neshama Hospice is raising \$18 million to move from concept to completion. Comfort and dignity in death is within our power to give.

## WE NEED YOUR SUPPORT

Your donation today will help pay for land, construction, furnishings and provide a reserve to help fund initial operations.

With land already purchased on Brightwood Street, close to Bathurst and Wilson in the heart of North York, construction is anticipated to start in the fall of 2021.

Donations at ALL levels are welcome! Consistent with the approach of

Neshama Hospice, capital campaign donors will be recognized with dignity and respect, in appreciation of attaching their names to this important community project.

We invite you to join our Founding Donors in supporting this compelling and exciting initiative.

## Founding Donors to date:

The Azrieli Foundation / La Fondation Azrieli  
 The Ben and Hilda Katz Charitable Foundation  
 The Kay Family Charitable Foundation  
 The Warren and Debbie Kimel Family Foundation  
 Miriam and Larry Robbins Foundation  
 The Sherman Family  
 The Wolfond Family

Learn more. Visit: [Neshamahospice.com](http://Neshamahospice.com) or call Robert Kamen at 647-289-7200

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Neshama Hospice 302-336 Spadina Road Toronto, ON M5R 2V8

## IT'S TIME TO BUILD. GIFTS AT ALL LEVELS ARE WELCOME

### CAMPAIGN RECOGNITION OPPORTUNITIES

In appreciation of their generous support, donors of \$10,000 and over (payable over 5 years or less) will be recognized on a Capital Campaign plaque in a prominent area, listed at the following levels:

- Visionaries** .....\$5,000,000 +
- Founders** .....\$1,000,000 - \$4,999,999
- Resident Room Sponsors** ..... \$500,000 - \$999,999
- Builders** .....\$250,000 - \$499,999
- Leaders** ..... \$100,000 - \$249,999
- Benefactors** .....\$50,000 - \$99,999
- Patrons** ..... \$25,000 - \$49,999
- Supporters** .....\$18,000 - \$24,999
- Friends** .....\$10,000 - \$17,999

### DEDICATION OPPORTUNITIES

For gifts of \$250,000 or more, physical spaces are available for naming to create family legacies or to pay tribute to a loved one. Dedication opportunities include the building, resident rooms, and a variety of resident and public spaces.

To learn more about dedication opportunities, please contact **Robert Kamen** at 647-289-7200, or [robert.kamen@neshamahospice.com](mailto:robert.kamen@neshamahospice.com) or complete the form below.

Donations can be made online at [www.neshamahospice.com/donate-now](http://www.neshamahospice.com/donate-now) or by completing the form below and returning it by taking a photo and emailing to [robert.kamen@neshamahospice.com](mailto:robert.kamen@neshamahospice.com) or by enclosing it in the postage-paid envelope.

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I am interested in learning more about dedication opportunities. Please contact me.

I would be proud to support the creation of Neshama Hospice with a pledge (payable over 5 years) of:

- \$1,000,000    \$500,000    \$250,000
- \$100,000    \$50,000    \$25,000
- \$18,000    \$10,000

I'd like to make a one-time gift of:

- \$10,000    \$5,000    \$2,500
- \$1,800    \$1,000    \$500
- \$250    \$Other \_\_\_\_\_

Name \_\_\_\_\_  
(please print clearly)

Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ Postal code \_\_\_\_\_

Preferred email \_\_\_\_\_ Phone # \_\_\_\_\_

Payments can be made on-line at [www.neshamahospice.com/donate-now](http://www.neshamahospice.com/donate-now) or:

I am enclosing a cheque payable to Neshama Hospice


Please charge my:

Name on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. date: \_\_\_\_ / \_\_\_\_ CVV: \_\_\_\_\_

Please invoice me.

Charitable Registration #: 765913892RR0001



**IF COVID-19 HAS TAUGHT US  
ANYTHING, IT IS HOW NOT TO DIE.  
NESHAMA HOSPICE IS THE  
ANTITHESIS, ENSURING DIGNITY,  
COMFORT AND COMPASSION AT  
END OF LIFE.**