

THE POWER OF PHILANTHROPY

APRIL 2014 | NISSAN 5774

Marty and Lisa Morantz Establish the Nathan Morantz Respite Care Fund

Fund income to support Manitoba caregivers

“I was excited to learn that we could work through the Jewish Foundation of Manitoba to make a difference in the general community,” said Marty Morantz. “The whole process opened my eyes. I think it is so important that as Jews we contribute broadly to the community.”

Marty and his wife Lisa recently established the Nathan Morantz Respite Care Fund at the Jewish Foundation. Income earned by the fund will support Community Respite Service (CRS), a not-for-profit agency that provides high-quality respite for caregivers of people with physical and intellectual disabilities.

The Morantzes named the fund in honour of their 14-year-old son Nathan who, despite being severely affected by autism, has a zest for life that has long inspired the Morantzes to support autism research and programming.

In a meeting some months ago with Jewish Foundation CEO Marsha Cowan, Marty Morantz learned that not only could he contribute further to a cause that mattered to him, but the Foundation could help identify an appropriate recipient agency.

“We wanted to do something that reflected our experience of raising a child with special needs,” said Morantz. “CRS was not on our radar at all. Marsha did the research, discovered CRS, and introduced me to them. I learned that they were underfunded and had an operational deficit. I also learned about the exceptional work they do helping people who provide care.”

Nathan needs continuous supervision and support with his autism. Marty and Lisa, with the assistance of private help,

are able to care for Nathan. Through their experience, Marty has learned how important respite care is so that caregivers “have the freedom to contribute to society in other ways, too.”

Through the fund, the Morantzes hope that CRS will be able to help more Manitobans. As the population ages and parents and grandparents live longer, the need for respite for caregivers will only continue to grow. “This will be a need at some point for almost every family.”

“When generous donors like Marty and Lisa tell us that there is a special cause about which they are passionate, it is our job to find a beneficiary agency that matches their interests,” said Marsha Cowan. “We were happy to learn about CRS and the work they do. It was a perfect fit.”

The new Nathan Morantz Respite Care Fund is actually the second fund named for Nathan at the Foundation. There is a Nathan Morantz Fund housed under the Jordan Lazareck Special Needs Fund. That Morantz fund was established in 2010 by Jeremy (Nathan’s brother) as a Bar Mitzvah Endowment Fund.

“With tears in his eyes from the pulpit at his Bar Mitzvah, Jeremy spoke with love for Nathan and inspired others to give,” said Morantz. “We’ve learned from both of our boys.”

For more information about Community Respite Service, visit their website at <http://www.communityrespiteservice.ca>.



Nathan is a former student of the Gray Academy of Jewish Education and Glenwood School. He is now in a program for students with autism at Grant Park High School. “He is affectionate and has a happy disposition,” said Marty Morantz.

“This will be a need at some point for almost every family.”

A painting of Rabbi Yacov Simmonds of the Chabad Jewish Learning Centre and Nathan Morantz at his Bar Mitzvah in 2013. (Painting by Shannon Lovelace)



Anonymous JFM Donor Helps Advance Israeli Health Care

Two medical facilities benefit from Winnipegger’s generosity

When he was younger, he gave anonymously partly because he was embarrassed by how little he could afford to give. Years later – and now giving much more – he still contributes anonymously. “I don’t want what I do to pressure others,” the life-long Winnipegger said. “Giving anonymously is what I’m comfortable with. I’m a low-key kind of a guy.”

While his anonymity is automatic, his philanthropic decisions are thoughtful, deliberate, and based on learning what the dollars will do. He is especially interested in Israeli causes, particularly projects or institutions that help large numbers of people. Through the Jewish Foundation of Manitoba, he learned about and ultimately supported the Ziv Medical Center in Tzfat, and the Field Family Foundation Medical Simulation Center in Be’er Sheva.

The Ziv Medical Centre, affiliated with Bar Ilan University, is the only medical center in the central and upper Galil. Originally established in 1910, the center is today a robust hospital, clinic, research institute, and more. It serves people of all backgrounds throughout the region, and has been treating wounded refugees from the conflict in Syria.

The Field Family Foundation Medical Simulation Center at Ben-Gurion University will be a state-of-the-art facility designed with 14 computerized simulation classrooms. With mannequins



The Ziv Medical Centre is a sparkling health facility, serving residents of all backgrounds in the upper and central Galil.

☆
“The Jewish Foundation allows me to make a difference while they do all of the research and they do it in a considered manner, which gives me comfort.”
☆

and high-tech equipment, researchers will gain deeper knowledge of human health. Construction will be complete in 2014.

“Israel needs our support in all sorts of ways. It is a miracle and it’s the home of the Jewish people,” said the donor. “Israel is our ultimate defense against anti-Semitism and it makes the world a better place.”

Marsha Cowan and other Foundation personnel helped identify just the right opportunities for the donor. “Marsha did a marvellous job helping me,” he said. “I was able to park my contribution at the Foundation while deciding which projects or institutions to support. This worked for me from a tax perspective and it generated investment interest for the Foundation. I was able to take my time, study the materials the Foundation provided, and make the best possible

decision. Marsha was very patient with me! I appreciate the flexibility I have through the Foundation.”

The donor is also generous with other causes in Winnipeg – including health and education – and chooses to remain anonymous everywhere. He always chooses to memorialize his parents in some way through his philanthropy. “Every donation I make, whether named or not, is in memory of my parents. I am grateful to them for my lot in life. After they were gone, I came to appreciate them more. I can’t think of a better way to honour them than through giving.”

In the past, the donor has considered advancing his philanthropy by establishing his own foundation. “It’s a compelling idea,” he said, “but ultimately it wouldn’t work for me. It would mean extra work, more cost, and greater complexity. The Jewish Foundation allows me to make a difference while they do all of the research and they do it in a considered manner, which gives me comfort.”

New Bar and Bat Mitzvah Endowment Funds

Twenty-two young Winnipeggers opened a Bar or Bat Mitzvah Endowment Fund in 2013. Through these funds, young donors demonstrate their passion for the community.

If the fund reaches \$750 within two years of the Bar or Bat Mitzvah, the Nora & David (z”l) Kaufman Bar/Bat Mitzvah Fund will contribute \$250. This brings the fund to the \$1,000 level, at which point it becomes “donor-recommended.” This means that our young fundholders can suggest which charities receive the income from their fund.

To learn more, see the enclosed flyer or call David Greaves at the Jewish Foundation of Manitoba, 204.477.7520.



SNAPSHOTS of IMPACT

Through a 2013 grant from the JFM, Brock Corydon School is using tablets in the classroom to help students learn Hebrew.

The JFM provided a grant to BBYO Connect in 2013. The program is for students in grades seven and eight, and is designed to provide meaningful Jewish and social experiences between Bar and Bat Mitzvahs and the start of BBYO in grade nine.

In 2013, the JFM gave a grant to Siloam Mission to buy new tables and chairs for their drop-in centre, which serves as a space for daily meals, conversations, community education, and special events.

Women’s Endowment Fund Welcomes Ida Albo on May 8

On May 8 at the Fort Garry Hotel, the Women’s Endowment Fund will be welcoming Ida Albo, Managing Partner of the Fort Garry Hotel and the Co-owner of Yoga Public, as guest speaker. The luncheon will begin at 12:00 noon.

Albo is a widely respected entrepreneur and community volunteer. Her topic is: “Mothers, Daughters, Sisters, and Friends: A story of entrepreneurship, philanthropy, and community service.”

“We’re excited to have Ida as a guest speaker,” said Foundation CEO Marsha Cowan. “I know her well. She is a remarkable and inspiring business woman and community leader.”

Established in 1994, the Women’s Endowment Fund distributes grants to organizations that help women of all backgrounds in Manitoba. The Fund currently exceeds \$1.1 million in capital and has 725 fundholders.

The Women’s Endowment Fund luncheon is the annual, flagship event.

The luncheon also serves as an opportunity to recognize philanthropic women. This year, Myrna Levin and sisters Linda Finkleman and Pamela Boal will be recognized.

Myrna Levin is a Women’s Endowment Fund Founder and Builder, and also a signer of the Endowment Book of Life. In 2009, she was one of the first donors to step forward to support the Jewish Foundation’s FundMatch initiative. She is a current Governor and former Director of the Foundation. In 1980, she and her husband Harry z’l opened an undesignated fund at the Foundation which has grown significantly over the years. Myrna Levin was one of the original women involved in launching the Women’s Endowment Fund and we celebrate her foresight and vision.

Sisters Linda Finkleman of Winnipeg and Pamela Boal of Great Neck, New York, are long-time, enthusiastic supporters of the Women’s Endowment Fund. They established a fund in honour and in memory of their mother Bernice Brownstone z’l, who passed away in 2000. The daughters have lovingly described her as “vital, energetic, optimistic, and

courageous.” Through their many gifts, the fund continues to grow. The fund is officially known as “In memory of their mother, Bernice Brownstone, by Linda Finkleman and Pamela Boal.”

For more information about the luncheon or to buy tickets, contact Katarina Kliman, Manager of Donor Relations at 204.477.7529.



Myrna Levin

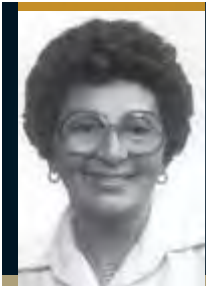


Ida Albo: Guest speaker and Managing Partner of the Fort Garry Hotel.

EBOL Chair Ruth Carol Feldman, David Greaves, and Marsha Cowan: “We like to say that there’s no such thing as a former Winnipegger.”



Nearly 30 guests gathered at the Palm Springs home of Irene and Bob Corne.



Bernice Brownstone z’l is honoured by her daughters through a fund called: In memory of their mother, Bernice Brownstone, by Linda Finkleman and Pamela Boal.

JFM Meets Donors in Palm Springs

In February, for the first time ever, the Jewish Foundation of Manitoba hosted an event in Palm Springs, California.

“Many Winnipeggers vacation there and some have moved to the area,” said David Greaves, JFM’s Director of Development & Marketing. “With the encouragement of Board members and donors, we decided to hold a session about our Endowment Book of Life program.”

The event, held at the home of Irene and Bob Corne, was organized by Greaves, Marsha Cowan, Endowment Book of Life Chairperson Ruth Carol Feldman, and volunteer Ahava Halpern.

As a result of the event, four new “signers” stepped forward for the Endowment Book of Life, and one donor committed to contributing a life insurance policy to the JFM.

“Signers” are donors who agree to leave a bequest to the Jewish Foundation of Manitoba. They are invited to share their personal life story in the physical and online Endowment Book of Life.

The visit to Palm Springs was part of a growing Foundation focus on reaching out to snowbirds and people who no longer live in Winnipeg.

“We like to say that there’s no such thing as a former Winnipegger,” said Cowan. “Every time we are in touch with people who used to live here or who live here part-time, we are struck by their passion and caring for Winnipeg and our Jewish community.”

“People were happy to be there and talk about the future of the community.”

“It was a huge success with nearly 30 people attending,” said Cowan. “People were happy to be there and talk about the future of the community.”



Marsha Cowan: An Experience of a Lifetime

In January, JFM CEO Marsha Cowan travelled to Israel as part of Prime Minister Stephen Harper's historic journey. On January 30, Marsha reflected on her experience in one of the most widely read electronic newsletters in the Foundation's history.

Wrote Cowan: "At the Kotel, seeing PM Harper pausing and praying respectfully was a special and spiritual moment for me as the Prime Minister of my country paid the highest respect to my faith. My pride in Canada and in my Jewish identity swelled."

To read Cowan's entire article, see <http://bit.ly/Op5H99>

Board Member Spotlight

"The Honourable Mr. Justice Guy J. Kroft invited me to join the Board of the Jewish Foundation in the mid-1980s. He was the President at the time and thought that I could make an important contribution to the Foundation's work. I was immediately struck by the quality of the people attracted to the organization. These were talented people dedicated to making the Foundation work and dedicated to strengthening the Jewish community and its institutions. I was also impressed that the Foundation was committed then, as it remains today, to supporting organizations outside of the Jewish community. As I get active again on the Board, I'm delighted to see new faces around the table. Like the members who preceded them, today's Board members are skilled and devoted to the Foundation's long-term success. As we celebrate our 50th anniversary and as we grow steadily toward a capital base of \$100 million, I am happy to see that the Foundation is in very caring, very talented hands."



YHETTA GOLD,
C.M., O.M., B.A., Member,
Board of Governors (appointee
to the Board of Directors),
Former President

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AUGUST 2014 | AV 5774

Good Financial News for the JFM and its Recipients

Distribution rate increases to 4.0%

The Jewish Foundation of Manitoba is pleased to announce that its distribution rate for 2014 has increased to 4.0% from 3.5% in 2013. This means that more money will be distributed to community organizations next year.

“We’re very happy that we’re able to increase the rate,” said JFM CEO Marsha Cowan. “This is good news for our recipient organizations and it’s good news for our donors.”

The announcement follows the news of a few months ago that the JFM’s assets surpassed \$90 million for the first time.

“We are enjoying a period of growth and stability,” said Ian Barnes, the JFM’s Director of Finance & Human Resources. “We can attribute this to three important factors: a stronger investment market; the dedicated stewardship of our Investment Committee and our professional advisors and managers; and the continuing generosity of our donors.”

The community can follow the Foundation’s performance through quarterly updates at www.jewishfoundation.org

JFM Grants \$108,000 to Camp Massad

“Chadar Ochel” to undergo major renovation



A generous grant from the JFM will enhance Camp Massad’s “Chadar Ochel” (dining hall).



In support of Camp Massad’s \$1 million campaign to redevelop its site in Winnipeg Beach, the JFM approved a grant of \$108,000 in the spring of 2014.

“We were overwhelmed when we heard the news,” said Laurel Malkin, who co-chairs the campaign with Ivy Kopstein. “We cried tears of joy. We’re grateful to the Foundation and its Grants Committee for recognizing the importance of Jewish summer camping in general and the unique role Camp Massad plays in our community.”

The grant is specifically earmarked for the renovation and expansion of the “Chadar Ochel” (dining hall). The plan includes the addition of a screened-in porch and new roofing among other features. The Chadar Ochel was originally built in the late 1960s and remains a strong, sturdy building. The renovation and expansion project will ensure the structure’s long-term viability.

“Any Massadnik will tell you that the Chadar Ochel is the source of remarkable

memories,” said Malkin, who also serves as Co-Chair of the Camp Massad Board with Mike Ritter. “It’s not just a dining hall, it’s also important programming space. My own camp memories of Shabbat programs and Hebrew music in the Chadar Ochel helped to shape my Jewish identity. My children’s, too.”

“We cried
tears of joy.”

“We’re very happy to support Camp Massad’s campaign and we congratulate them on the success they are enjoying,” said JFM CEO Marsha Cowan. “The Jewish Foundation believes very strongly in the importance of Jewish summer camping – residential camps and day camps. Jewish camps build Jewish leaders.”

To learn more about Camp Massad, please visit www.campmassad.ca



JFM Welcomed into Heart and Stroke Foundation's Caring Hearts Circle

JFM recognized for its generosity

From left to right: Marsha Cowan; Debbie Brown, CEO, Heart and Stroke Foundation (Manitoba); David Sculthorpe, CEO, Heart and Stroke Foundation (Canada); and The Honourable Philip S. Lee, Lieutenant Governor of Manitoba.



The Jewish Foundation of Manitoba was among a group of individual and institutional donors honoured on May 6 as part of the Heart and Stroke Foundation's new "Caring Hearts Circle."

The Caring Hearts Circle recognizes cumulative gifts of \$25,000 or more and annual donations of at least \$1,000.

The JFM, has contributed just over \$29,000 in grants to the Heart and Stroke Foundation in Manitoba since 2007, comprising the following grants:

- a \$21,000 grant in 2007 for a program called "Learn CPR – The Course of a Lifetime";
- a \$2,029 Women's Endowment Fund grant in 2012 for "The Heart Truth Book Club"; and
- a \$6,000 Women's Endowment Fund grant in 2013 for the "Heart Healthy Girls Toolkit," an initiative that could have national reach.

Including distributions designated directly by donors, the JFM has contributed over \$183,000 to the Heart and Stroke Foundation in Manitoba over the years.

"We're honoured to be recognized by the Heart and Stroke Foundation," said JFM CEO Marsha Cowan. "They support vital research and promote healthy lifestyles for Manitobans."

To learn more about the Heart and Stroke Foundation in Manitoba, visit www.heartandstroke.mb.ca

Women's Endowment Fund Luncheon Delights Audience

Ida Albo delivers exceptional address



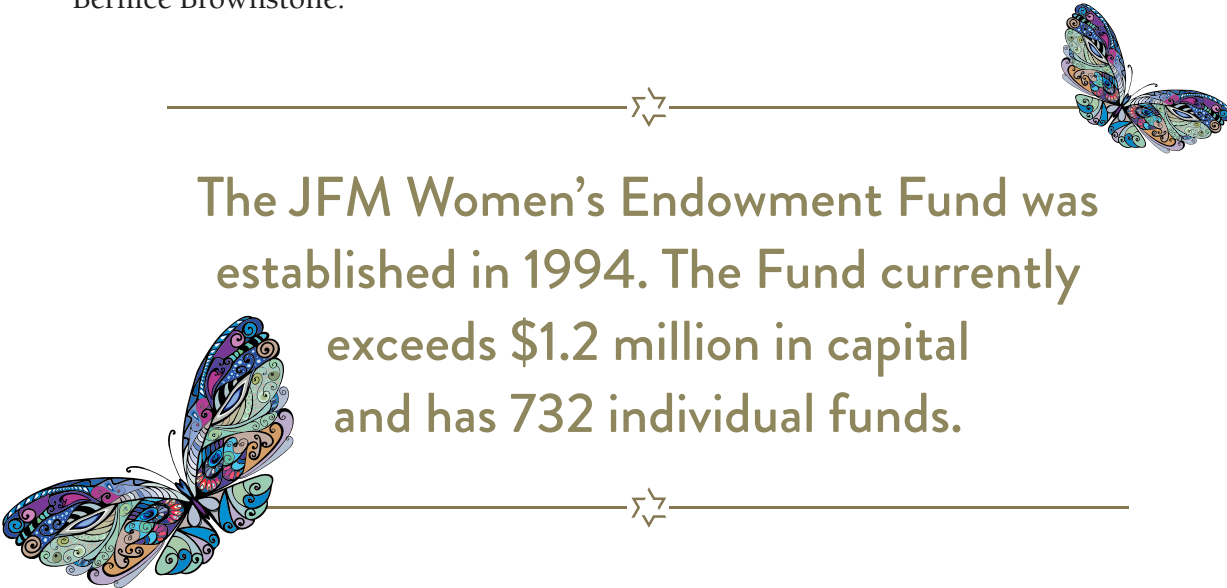
Her keynote address was entitled, "*Mothers, Daughters, Sisters, and Friends: a story of entrepreneurship, philanthropy, and community service,*" but Ida Albo's speech delivered far more than that.

The co-owner of the Fort Garry Hotel shared her personal story with an audience of 230 at the annual Women's Endowment Fund luncheon on May 8. The respected philanthropist, businesswomen, and community leader told

stories of overcoming adversity, including cancer and a near-fatal highway accident that left her and husband Rick Bell upside down in an icy ditch. She also told the tale of how she and Bell rescued the iconic hotel. It was a fascinating and powerful address from a remarkable speaker.

Attendees also heard from Wendy Schettler, CEO of the Alzheimer Society, a Women's Endowment Fund grant recipient. The event also honoured the memory of Myrna Levin for her exceptional philanthropy and leadership over many years; and paid tribute to sisters Linda Finkleman of Winnipeg and Pamela Boal of Great Neck, New York, for their ongoing support of the Women's Endowment Fund in memory of their mother, Bernice Brownstone.

The JFM Women's Endowment Fund was established in 1994. The Fund currently exceeds \$1.2 million in capital and has 732 individual funds.



Reaching the Next Generation of Donors

JFM event reaches out, talks about impact



Panelists, left to right: Matt Leibl (moderator), Avi Posen, Dr. Mirtha Lopez, and Judy Richichi. Photo by Shane Marmel.

On April 24, about 30 young adults gathered at the home of Dr. Sylvia Kogan and Dr. Michael Narvey to learn more about the impact of the Jewish Foundation of Manitoba. Guests were treated to an upbeat panel discussion moderated by TSN 1290's Matt Leibl, himself a JFM scholarship recipient.

Panelists were scholarship recipients Avi Posen and Dr. Mirtha Lopez, and Judy Richichi, Director of Development and Finance at Siloam Mission, a recipient of JFM funding.

Posen, now a Judaic studies teacher at the Gray Academy of Jewish Education,

spoke about how his scholarship helped him advance his Jewish learning. Lopez, who came to Canada from Argentina with her family in 2003, talked about how support from the JFM helped her gain the credentials to practice as a psychiatrist in Manitoba (today she works at the Selkirk Mental Health Centre). And Judy Richichi brought an organizational perspective, sharing her view of how philanthropy changes lives.

"In the last few years, we have seen growing interest from young adults in the community. They are interested in making a difference and they understand the power of endowment giving," said David Greaves, the JFM's Director of Development & Marketing. "Programs like this let donors and prospective donors hear first-hand how the Foundation makes a difference."

SNAPSHOTS of IMPACT

.....1.....

Thanks in part to a JFM Women's Endowment Fund grant, Mentoring Artists for Women's Art (in partnership with Neechi Commons, an Aboriginal Centre on North Main Street) will offer free workshops in Indigenous North American and international craft practices, taught by Aboriginal and new Canadian women, bringing both communities together in a spirit of creativity and sharing.

.....2.....

The Jewish Foundation of Manitoba provided a grant to the Open Access Resource Centre to purchase a "Say It Sam" communication device. A portion of the cost was funded by the Jordan Lazarek Special Needs Fund at the JFM.

.....3.....

A grant from the JFM enabled Urban Circle Training Centre to address urgent needs in the Selkirk Avenue neighbourhood. Through intergenerational programming, kids and youth are provided with a much needed alternative to gangs, prostitution, and drugs.

.....4.....

The Gwen Selter Creative Living Centre has received numerous grants over the years to improve their facility and their programming for Jewish seniors in Winnipeg. Grants have been used to purchase new equipment for the kosher kitchen; install a new heating, ventilation, and air conditioning system; and to launch new, innovative programs.



JFM Announces Spring Grant Recipients

On March 24, 2014, after reviewing numerous applications, the JFM Grants Committee recommended the following grants be awarded. The JFM Board approved these grants to Jewish community institutions and organizations that enhance life for Manitobans of all backgrounds.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org/grants.html or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557.

Agassiz Music, Inc. (\$2,500)

International Cello Festival of Canada

B'nai Brith Jewish Community Camp (\$10,096)

Replacement of a commercial dishwasher

Camp Massad (\$108,000)

Funds toward expansion and renovation of the dining hall

Gray Academy of Jewish Education (\$22,394)

Development of a marketing plan

Gwen Secter Creative Living Centre (\$8,660)

Shabbat Shalom program for single and isolated seniors

Jewish Child and Family Service (\$10,000)

Cross-training for mental health and older adult service workers so they can better serve all elderly clients

Jewish Federation of Winnipeg (\$10,000)

PJ Library expansion to promote Jewish literacy and outreach to the least connected members of the community

King Edward Community School (\$5,000)

School playground/park development project

Macdonald Youth Services (\$8,000)

Support to purchase new living room furniture as part of a campaign to update the heritage house at 159 Mayfair to better serve homeless youth

Rady Jewish Community Centre (\$10,000)

The new J-Teens Leadership Program (J-TLP) for students in grades 10 and 11

Rady Jewish Community Centre (\$5,000)

Support for the fifth annual Tarbut: Festival of Jewish Culture

The Saul & Claribel Simkin Centre (\$25,000)

Support for the development of a strategic plan

Westwood Community Child Care Inc. (\$2,500)

Funds to renovate the kitchen, which no longer meets code

The Winnipeg Youth Chorus (\$7,500)

The U.S. premiere of "I Believe," a Holocaust oratio by composer Zane Zalis

The following grants were recommended by the Grants Committee of the Women's Endowment Fund in April 2014 and later approved by the JFM Board of Directors:

B'nai Brith Jewish Community Camp (\$1,379)

Financial assistance to female campers and support of the "Keeping it Real" program

Gwen Secter Creative Living Centre (\$2,500)

Support for a program that helps older mothers examine their relationships with their older children

Marymound Inc. (\$5,000)

Funds for the purchase of new fitness equipment

Rady Jewish Community Centre (\$4,500)

Support for "Today's Jewish Woman: A Symposium," a weekend event presented by the Rady Jewish Community Centre and National Council of Women, Winnipeg Section

West Central Women's Resource Centre (\$7,000)

Support for a new community mentorship program

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Board Member Spotlight

"Before I joined the Board and later the Executive of the Foundation, I had the honour of sitting on the Scholarship Committee for about eight years. It was an exceptional experience. I got to learn first-hand about the challenges faced by some families in our community, and I had the privilege of helping the Foundation change more than a few lives. It's so wonderful to see some of these scholarship recipients from years ago starting to pay it forward with their own philanthropy and volunteer commitment to the Jewish community. I'm also proud of the Foundation's stability and resilience. Even when the markets have been unkind, we have always been well-managed and well-advised, and we have always been positioned to recover. Our stability will help us meet the community's changing needs for the long term. Serving the community through the Foundation is a great source of pride for me."



DR. ERIC WINOGRAD
Secretary-Treasurer

Gala Celebration

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OCTOBER 2014 | TISHREI 5775

Gala to Celebrate 50 Years of Helping Donors Make a Difference

Ticket sales approach 90% of target



On Monday, October 27, over 800 people will gather at the RBC Convention Centre Winnipeg to celebrate the 50th anniversary of the Jewish Foundation of Manitoba.

The evening will feature pieces of live entertainment along with video segments capturing the pioneering spirit of the Jewish community of Winnipeg and celebrating the success of the JFM. Participants include musicians from

the Winnipeg Symphony Orchestra, performers from the Sarah Sommer Chai Folk Ensemble and the Royal Winnipeg Ballet, original compositions, and a chorus of talent from throughout the community.

“We’re very excited about the support we have seen so far from the community,” says Steve Kroft, Chair of the Anniversary Gala Committee. “People are proud to gather to celebrate the Foundation’s impact.

We’re also very grateful that a wide range of companies and organizations in Winnipeg have stepped forward to buy tables and tickets. I think that speaks to the respect and fondness that people have for our community and for the JFM.”

As this newsletter went to press in mid-September, over 700 of 800 tickets had been sold. People still wanting to purchase tickets are urged to act quickly.

“It will be an event to remember,” said Joseph J. Wilder, Q.C., President of the JFM. “It’s important that we pause and reflect on our success as a community and our success as a Foundation. We hope to inspire current and prospective donors alike. By honouring our past, we enrich the future.”

Joining Kroft and Wilder on the Anniversary Gala Committee are Karyn and Mel Lazareck (Honourary Chairs), Richard Buchwald, David Cohen, Samantha Gorlick, Jon Holeman, Peter Leipsic, Adam Levene, Aaron Margolis, Arthur Mauro, O.C., O.M., Q.C., Hope Morry, David Rich, Harvey Sector, Rena Shenkarow, Bob Silver, Jacqueline Simkin, Heather Stefanson, M.L.A., Syd Thompson, Larry Vickar, Anita Wortzman, and Paul Wright, F.C.A.

The JFM’s Anniversary Sponsor is RBC Wealth Management, Dominion Securities, Jon Holeman & Associates Private Wealth Management. The Media Sponsor is the Winnipeg Free Press.



שנה טובה

A time of reflection. A time of commitment. A time of growth.

As we enter a new year, may we reflect, commit, and grow as individuals and together as a community.

The Board and Staff of the Jewish Foundation of Manitoba wish you a happy, healthy, and meaningful 5775.

Finding a Way

Foundation helps donors fulfill unique needs



It's widely known that the Jewish Foundation of Manitoba distributes grants and education awards – about \$2.9 million in 2013!

What's perhaps not as widely known is that the Foundation mobilizes donors annually to help meet unique and vital needs that fall outside of the usual parameters of grants and scholarships.

“Every year we have foster kids who go to the Gray Academy, BB Camp, and Camp Massad and there is no easy way to cover their tuitions,” says Al Benarroch, Executive Director of Jewish Child and Family Service. “For the last several years, we’ve called on Marsha (Cowan, CEO of the JFM) when we need to pay these bills. Inevitably she says ‘I’m on it’ and within a few days our problems are solved. It’s like magic.”

It's not really magic, it's generosity. Every year, hundreds of JFM donors who administer “donor-recommended” funds need to make decisions about how to distribute fund income in the fall. When calls come from JCFS and other organizations about unique needs, the JFM reaches out to donors to describe the various funding gaps. “When we say we like to help donors make a difference, this is what we mean,” says Cowan. “When we can find a donor to help pay for a new immigrant's bar mitzvah or pay school tuition, we’re helping them perform a beautiful mitzvah.”

That said, it's important to note that there isn't always money available to meet every extra need. “When we communicate with fund holders, we’ve started to let them know of some specific needs and that their decision to distribute fund income might be the only way to bridge a specific, critical funding gap,” says Marla Aronovitch, the JFM's Grants & Distributions Officer.



“The impact of this sort of support is significant,” says Benarroch. “The JFM and its donors help Jewish kids do Jewish things. Campers who have been funded have become counsellors; BBYO kids whose programming expenses have been covered have gone on to become chapter leaders. Through the compassion of JFM donors, these kids have gone from positions of challenge to positions of leadership. It speaks to the *neshama* of the community and it's important that we don't take that for granted.”

Here are some examples of current funding gaps that donors are invited to address with the available income from their donor-recommended funds:

- Jewish Child and Family Service – Tuition costs for children in foster care (\$15,000)
- Jewish Child and Family Service – Camperships for children in foster care (\$15,900)
- Jewish Child and Family Service – Bar Mitzvahs for children in foster care (\$6,000 – \$10,000)
- B'nai B'rith Jewish Community Camp – Camperships (\$18,700)
- Gray Academy of Jewish Education – Tuition assistance (\$9,700)
- Seniors' Transportation (\$12,500)



The JFM and its donors help Jewish kids do Jewish things.



Joel Dudeck: “More and more clients are considering leaving money to charity in their wills.”

Planned Philanthropy

When a client comes to Joel Dudeck to plan their estate, invariably the topic of charitable giving arises.

“More and more clients are considering leaving money to charity in their wills,” says Dudeck, a lawyer with Myers Weinberg and a long-time Jewish Foundation of Manitoba volunteer. “I encourage my clients to consider it and I know that my peers do, too. And sometimes, those conversations start with financial planners, insurance agents, and accountants.”

Dudeck, currently a member of the Board of Jewish Foundation of Manitoba

USA Inc., reminds his Jewish clients that by promising to leave a bequest to the Jewish Foundation of Manitoba, they can participate in the Endowment Book of Life program. The program invites people who have promised to leave a bequest to the Foundation to share their family story in the Endowment Book of Life. The Book exists online and in hard copy on display at the Asper Jewish Community Campus.

Dudeck notes, however, that there are also other ways to leave a lasting gift to the Foundation besides a simple cash transaction.

“From a tax perspective, gifts of stock are useful to the donor and their estate because tax does not have to be paid by the estate on the capital gain,” he explains.

“A life insurance policy is also an excellent way to make a contribution.”

With insurance, the donor takes out a policy naming the Foundation as the beneficiary. Alternatively, the Foundation can own the policy with the donor making an annual tax-deductible donation so that the Foundation can pay the premiums.

“Insurance policies are becoming increasingly popular. It's a very useful philanthropic tool, especially for younger donors,” says Dudeck.

Dudeck encourages people to talk to their lawyers and other professional advisors to learn how estate giving can have a maximum impact for charities, while offering maximum tax advantage.

Celebrating the Community Fabric

Foundation grant supports garment industry initiative



Long days of sewing and cutting at a factory, followed by long evenings of sewing at home. It was a common thread in the early days of Jewish life in Winnipeg.

“You could get into the business without much money,” explains Daniel Stone, President of the Jewish Heritage Centre of Western Canada. “A lot of people started out as employees and saved

enough money to buy their own sewing machine. They would do piece work at home in the evening. Some of those people went on to become very successful in the garment industry.”

The industry was the theme of a very popular Heritage Centre suite of programs including an exhibit, which is now winding down. With a \$12,000 grant, the Jewish Foundation of Manitoba was the largest single funder of the initiative.

“We’ve been very fortunate over the years that the Foundation values what we do,” says Stone. “Without the Foundation, our work would be much more difficult.”

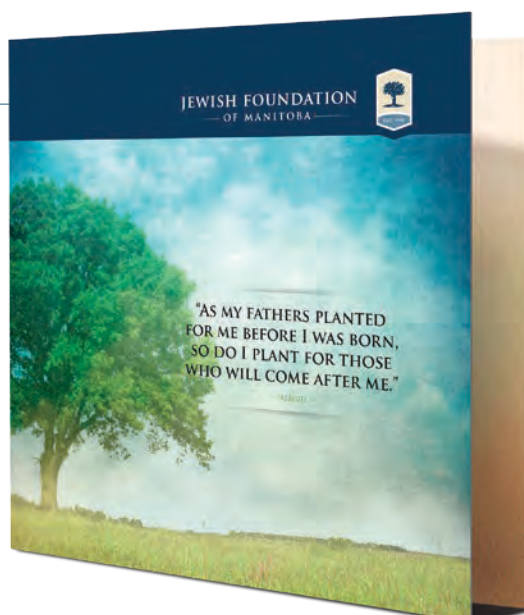
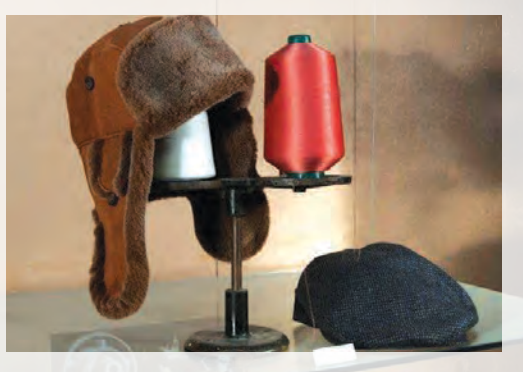
Stone explains that Winnipeg was a natural hub for the garment business, starting around 1900. At the centre of Canada as the west was being developed, Winnipeg was an ideal distribution point.

“There was one rail line coming in and two going out. Winnipeg manufacturers had a better sense of the needs of people settling in the west and the market simply grew and grew, and so did the industry in Winnipeg,” explains Stone. “Many Jewish people came to Winnipeg with tailoring skills from the old country and were able to find work and build businesses. Winnipeg product was sold all over the world – and some still is.”

The Heritage Centre celebrated this dynamic industry and its role in Winnipeg Jewish life with an oral history project, an extensive exhibit featuring photos and artefacts, and a series of programs.

Program participants included current and retired industry leaders: Bob Silver, Lou Kliman, Gary Steiman, Marissa Freed, David Rich, Howard Raber, and Bill Brownstone, among others.

A Jewish Heritage Centre publication about the Jewish role in Winnipeg’s garment industry is currently under consideration.



New Tribute Cards

The Jewish Foundation of Manitoba is pleased to unveil new tribute cards to help you acknowledge a special event, celebrate a simcha, share holiday greetings, or express condolences.

For a minimum donation of \$18 per card, you can make a contribution to a JFM fund of your choice.

Call today to personalize and send your card – 204.477.7525 or 1.855.284.1918.



SNAPSHOTS of IMPACT

..... 1

Thanks in part to the JFM, the Sarah Sommer Chai Folk Ensemble returned to Israel in the summer of 2014 for the first time in 16 years. The dynamic troupe made their first appearance at the Karmiel Dance Festival, the premier cultural event of its kind in Israel.

..... 2

The JFM supported the 2014 International Cello Festival of Canada. The Festival, which featured 30 events in five days, took place in venues across the city and included a number of free events open to the public.

Photo by Jordan Nepon



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Board Member Spotlight

“When I first got involved with the Jewish Foundation of Manitoba about 12 years ago, I quickly understood what a vital role it plays in our community. Trends in charitable giving in North America are continuously changing, and we really don’t know what the future will look like. What we *do* know, is that our community is positioned very well because we have a strong and growing Foundation. I take great pride and comfort in the fact that the JFM has earned a very solid reputation in the Jewish community and throughout Winnipeg. I believe that the community has great confidence in the Foundation. We see it in the rates of giving; we see it in how many people attend our events; and we see it in how many people continue to leave a bequest to the Foundation. I’ve enjoyed a long and fascinating career in community service; my time with the JFM stands out as a very special experience.”



JOSEPH J. WILDER, Q.C.
President/Member of the
Board of Governors

Gala Celebration

★

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**THE CELEBRATION OF
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THE POWER OF PHILANTHROPY

DECEMBER 2014 | KISLEV - TEVET 5775

JFM Supports Assiniboine Park Campaign Contribution announced at the JFM Anniversary Gala

Margaret Redmond was enjoying the Jewish Foundation of Manitoba Anniversary Gala on October 27 when an announcement from the podium made her night that much more special.

In talking about the Foundation's relationship with the community at large, Gala Chair and Past-President of the JFM Steve Kroft announced that the Foundation would be contributing \$150,000 to the Assiniboine Park Conservancy campaign to revitalize the park and zoo.

"We were so honoured to be singled out from the podium at such an important milestone event for the Jewish community," said Redmond, President and CEO of the Assiniboine Park Conservancy. "The support from the Jewish Foundation is very special to us. We recognize that the Foundation's decisions

are a result of careful deliberation among many people. We are truly humbled and grateful."

Redmond reports that the \$200 million APC campaign, launched in 2009, has already raised more than \$128 million. Those who have been to Assiniboine Park in recent months have noticed remarkable improvements.

"Part of our mandate is to give back to the community at large – to help organizations that make a difference in the lives of Manitobans of all backgrounds," said JFM CEO Marsha Cowan. "The Conservancy is an organization that does just that. Assiniboine Park is a jewel in our city. Not only is it a beautiful urban greenspace, it is a place where people gather to celebrate life in Manitoba. We are proud to support the campaign."

Learn more at www.assiniboinepark.ca.



APC's Margaret Redmond (President and CEO) and Hartley Richardson (Chair) pay a visit to the spectacular Journey to Churchill at Assiniboine Park.

The Canadian Human Rights Museum: Then and Wow!

In 2009, Jordan Billinkoff (on the far right in both photos) was invited along with a number of other young members of the community to meet Gail Asper and visit the future site of the Canadian Museum for Human Rights. He was moved by the experience and started to regularly designate income earned by his Bar Mitzvah Fund to The Friends of the Canadian Museum for Human Rights.

In September 2014, Jordan Billinkoff was a special guest of the Jewish Foundation of Manitoba at a tour of the Museum before its official opening. It was a chance for him to see the results of the generosity of so many people – including his own.

"It was an honour to be invited to the tour and remarkable to see how that empty piece of land turned into something so unbelievable," said Billinkoff. "I'm so proud that Winnipeg has shown leadership and initiative in focusing on an issue of such global importance."



2009



2014

☆

Albert D. Cohen Family Fund Establishes Bursary

Gendis Business Bursary to support inner city students

For James Cohen, the President and CEO of Gendis, Inc., “corporate philanthropy is simply the right thing to do.”

Cohen and Gendis have been active supporters of Winnipeg Harvest and Siloam Mission, and are now turning their attention to meeting the needs of university students in the North End.

The new Gendis Business Bursary, established through the Albert D. Cohen Family Fund at the Jewish Foundation of Manitoba, is a \$5,000 award that will be presented to one student a year in the University of Manitoba’s Inner City Social Work program, located on Selkirk Avenue. The \$5,000 represents income earned by the Albert D. Cohen Family Fund every year.

The recipient of the bursary must be a full-time student (in second year or later) with a minimum grade point average and demonstrated financial need.

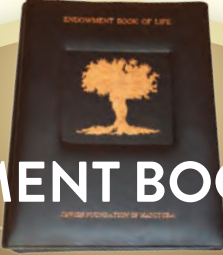
“Having a vibrant core area with strong leadership and leading professionals is vital to our city’s future. I’m impressed by the University’s commitment to the inner city,” said Cohen, a member of the JFM Investment Committee. “And I’m proud to coordinate this bursary through the Jewish Foundation. It’s important to me that the JFM makes it possible to support programs outside of the Jewish community. We all share this planet together. The more we can do to help each other, the better.”

The first bursary will be awarded in the 2015-2016 academic year.

“I’m hoping that this bursary will change lives,” said Cohen. “I look forward to meeting the first recipient.”

For more information about the University of Manitoba’s Inner City Social Work program, see umanitoba.ca/social_work/programs/inner_city/

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For more information about about the Endowment Book of Life, contact Pam Minuk at 204.477.7520 / PMinuk@jewishfoundation.org

An event to recognize our latest participants will be held in the fall of 2015.

FALL GRANTS ANNOUNCED

The Jewish Foundation of Manitoba Grants Committee met in September to consider applications from a large number of applicants. The Board of Directors approved the Committee’s recommendations in October.

The Jewish Foundation is proud to help organizations deliver programs and services that make a difference in people’s lives; and help organizations to revitalize their infrastructure.

The following grants were approved:

☆

Art City Inc. (\$4,000) | To support “Circle of Courage: Generous City,” an initiative to engage marginalized youth in art workshops that foster creativity and empowerment through the art of giving.

B’nai Brith Jewish Community Camp (\$20,000) | To replace the floor in the “Gadol,” the camp’s large recreation hall.

Community Living Manitoba Inc. (\$2,500) | To support “Strengthening Parent Voices,” a program for parents of children and adults with disabilities; and to help fund attendance at the “Parent Leadership Development Institute.”

Food Matters Manitoba (\$4,285) | To hire a part-time person to work with community organizations to enable them to provide cooking classes; school-based or after-school food programs; fresh food markets; and healthy meeting or food workshops/ events in their organizations.

Gwen Secter Creative Living Centre (\$6,090) | To support the Wednesday Simcha Program and the Older Adult Fitness Program.

Herzlia-Adas Yeshurun Synagogue (\$40,000) | To help fund synagogue renovations and the replacement of the heating system.

Jewish Child and Family Service (\$5,500) | To conduct a Motivational Interviewing (MI) training workshop for staff to enhance their skills in working with clients with addictions.

Jewish Child and Family Service (\$11,590) | To support the redevelopment and alignment of integration programs for immigrant seniors.

Jewish Child and Family Service (\$19,500) | To cover a shortfall in funding for homecare services for Winnipeg Holocaust survivors whose funding has been cut back by the Conference on Jewish Material Claims Against Germany, Inc.

Jewish Federation of Winnipeg (\$12,000) | To support Jewish high school students participating in the March of the Living. The March of the Living is an annual educational program that brings students from around the world to Poland and Israel.

Kaufman Silverberg Community Library (\$2,260) | To update the library’s collection of books, magazines, DVDs, and other resources.

Kaufman Silverberg Community Library (\$2,708) | To purchase 10 e-readers and a selection of e-books.

Manitoba Chamber Orchestra (\$5,282) | To support the visit of two Israeli musicians.

Manitoba Theatre for Young People (\$1,000) | To support MTYP’s production of “New Canadian Kid.”

Rady Jewish Community Centre (\$40,000) | To support the redevelopment of the recently acquired fire hall on Grosvenor Avenue into a childcare facility.

Rady Jewish Community Centre (\$6,000) | To support the community-wide celebration of Yom Ha’atzmaut.

The Saul & Claribel Simkin Centre (\$3,631) | To purchase a point-of-sale cash register and debit system for the Café Garden.

Shalom Residences Inc. (\$6,900) | To support the renovation of the kitchen at the Daffodil Street residence.

Siloam Mission (\$4,500) | To replace the front doors and concrete slab at the entrance of their supportive housing development in Wolseley.

The Winnipeg Singers (\$3,500) | To support their fall concert, “Psalm and Song: Choral Music of Jewish Composers,” which includes the music of Winnipeg composer Sid Robinovitch.

☆

To learn more about JFM grants and the application process, visit www.jewishfoundation.org/grants.html or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557.

WE CELEBRATED!

On October 27, 2014, more than 900 people gathered at the RBC Convention Centre Winnipeg to celebrate the 50th anniversary of the Jewish Foundation of Manitoba. The crowd included about 250 representatives of organizations supported by the JFM. Their tickets were mostly purchased by JFM supporters on their behalf.

There was music, dance, video, a slide show, and inspirational words by Foundation President Joe Wilder and

Gala Chair Steve Kroft. The room was beautifully appointed; the audience was thoroughly engaged.

The Foundation expresses its thanks to sponsors, table purchasers, ticket buyers, volunteers, and community partners.



Al Benarroch, Ariel Karabelnicoff, Israel Ludwig, Adam Bronstone – Manuel F. Sousa Photography



Jon Holeman, Wendy Lewis – Manuel F. Sousa Photography



Larry Vickar, Tova Vickar, Norman Vickar, Florence Vickar – Shane Marmel Photography



Lily Guberman, Marla Berchard – Shane Marmel Photography



Steve Kroft, Tracy Bowman, Brian Bowman, Marsha Cowan, Joe Wilder – Manuel F. Sousa Photography



Mel Lazareck, Karyn Lazareck – Manuel F. Sousa Photography



Ariel Pitch – Manuel F. Sousa Photography



Rady Jewish Community Centre Table – Manuel F. Sousa Photography



Shea Lerner, Jesse Garber, Steven Baker (B'nai Brith Camp Staff) – Shane Marmel Photography

To see more photos, our video, and the slide show shown at the event, visit www.jewishfoundation.org/JewishFoundationofManitoba-50thAnniversaryGala.html

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Helping Out the “Little Shul on the Prairie”

JFM and Winnipeg Beach synagogue enjoy a special relationship



About 40 people attend services regularly at the Winnipeg Beach synagogue.

Every Shabbat morning in the summer, you can find 40+ cottagers and city-folk praying together at the Hebrew Congregation of Winnipeg Beach.

“We’re like a family at the shul,” said long-time organizer and congregant Laurie Mainster. “We have a strong core of congregants and there always seems to be new people joining us throughout the summer. We enjoy being with each other and our kiddush is world-famous!”

The synagogue was originally located on Hazel and Grove in Winnipeg Beach, but moved to Camp Massad’s

property in the late 1990s when faced with the major expense of connecting to the town’s sewage system. The original building – a donated log cabin from Beausejour – is still in use; the building was expanded in 2010.

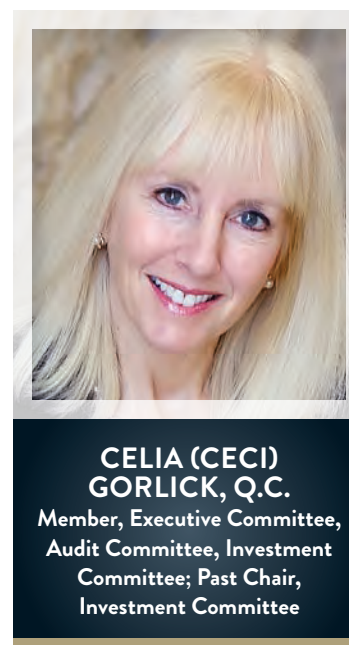
The Jewish Foundation of Manitoba is involved in a number of key ways. The JFM provided a grant in 2010 for furniture upgrades; the JFM holds the Sam Pesochin Hebrew Congregation of Winnipeg Beach Synagogue Fund, the income from which helps the synagogue pay its expenses; and the JFM accepts donations on the synagogue’s behalf, thereby lessening the administrative burden for the volunteer-run enterprise.

“We couldn’t do what we do without the help of the Jewish Foundation,” said Abe Borzykowski, a leading volunteer with the synagogue.

Services at the Hebrew Congregation of Winnipeg Beach are held Saturdays at 9:30 from the Canada Day to Labour Day long weekends. Services are described as “traditional, Conservative, and egalitarian.” All are welcome. For more information, contact Abe Borzykowski at aborzykowski@shaw.ca.

Board Member Spotlight

“I first became interested in the Jewish Foundation of Manitoba in 1998 because of the Women’s Endowment Fund. The Fund was relatively new at the time, and it was the first initiative in our Province that provided grants to women’s causes from an endowment. I really liked the idea of women helping women and that the Fund supports women of all backgrounds. I was later invited to review the Foundation’s Investment Policy Statement, a task that ultimately led to a position on the Investment Committee. I have always been impressed by how well the Foundation is run. We do an excellent job of attracting leading volunteers to the Board and the Investment Committee, and our senior professionals are very effective. In addition to my volunteer relationship with the Foundation, I see the JFM from a parent’s perspective as a mother of four Bar/Bat Mitzvah Fundholders. I love this program because it opens up conversations with our young people about philanthropy and helps us promote philanthropy with the next generation.”



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Donation Line: 204.477.7525
info@jewishfoundation.org
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Happy Chanukah!

In the story of Chanukah, we learn that the Maccabees achieved more than their numbers suggested was possible.

That’s our story in Winnipeg, too. Even with a modest population, our Jewish community continues to accomplish important goals and achieve remarkable results. The JFM is proud to play an essential role in the community’s success.

During this Festival of Lights, may we work together to brighten our prospects for the future through cooperation, innovation, generosity, and a renewed commitment to *tikkun olam* – repairing the world and making our community an even better place to live.

- The Board and Staff of the Jewish Foundation of Manitoba



THE POWER OF PHILANTHROPY

APRIL 2015 | NISSAN 5775



JFM funds “bikur cholim” initiative at JCFS

Visiting the ill is a vital practice in Jewish life

“The mitzvah of visiting the sick goes back to the Torah when G-d visited Abraham after his bris,” explained Al Benarroch, Executive Director of Jewish Child and Family Service (JCFS). “Visiting the sick – bikur cholim, in Hebrew – is a core Jewish value.”

The Jewish Foundation of Manitoba recently granted \$6,000 to JCFS for a pilot program to train volunteer visitors. JCFS will select volunteers and train them using a widely accepted and very successful best practices curriculum.

“The training will equip volunteer visitors with basic counselling skills and some Jewish teachings relevant to

the experience of bikur cholim,” said Benarroch. “Also, we expect that the first cohort of 10–12 volunteers will mentor later volunteers.”

Currently, there are a few individuals in the community who take it upon themselves to visit Jewish patients in hospitals, and rabbis will typically visit ill congregants. At the same time, the backbone of bikur cholim in the community is the JCFS chaplaincy program with Rabbi Yitzchok Charytan.

“Rabbi Charytan is a wonderful and compassionate man – an ideal visitor! But he makes about 2,000 visits a year to hospitals, penitentiaries, Jewish residents

of non-Jewish personal care homes, and the Manitoba Developmental Centre in Portage la Prairie,” said Benarroch. “It’s a lot of work for one person! Our new visitors will support the chaplaincy program and help us reach more people, more often.”

Visitors will bring holiday treats as well as challah and grape juice for Shabbat, while sharing words of compassion and comfort.

Said Benarroch: “Our goal is to bring a Jewish feeling and connection to people who are vulnerable and possibly isolated. That’s part of what community is about.”

JFM WEATHER FORECAST:
WATCH FOR FROST ON OCTOBER 29
SEE PAGE 3 FOR DETAILS

RRIF Helps Donor Achieve Philanthropic Goals

Ted Lyons grows his JFM endowment fund with retirement income



Dr. Ted Lyons, O.C., might not be planning his retirement just yet, but he is planning his philanthropy.

At 71-years-old, Lyons is still working full-time as a radiologist in Winnipeg. It's been his field since graduating in 1973.

Over his career, he contributed regularly to his Registered Retirement Savings Plan (RRSP). Because he is 71, he is compelled by law to convert his RRSP into a Registered Retirement Income Fund (RRIF) and withdraw taxable income. Because he is still working, he doesn't feel the need to withdraw from his RRIF for his livelihood. Instead, Ted Lyons and his wife Harriet are using RRIF

withdrawals to build their "Leave More Than Memories Fund" at the Jewish Foundation of Manitoba.

"When I withdraw from my RRIF, I need to pay income tax," explained Lyons. "By donating that money instead to my JFM fund, the charitable tax benefit just about offsets the additional tax I have to pay. More important, it is a wonderful way to grow a fund that matters to me very much."

The Leave More Than Memories Fund is the endowment fund of the Jewish Federation of Winnipeg/ Combined Jewish Appeal. Lyons is a long-time donor and active volunteer, having served a term as the Federation's President.

"The strategy of using my RRIF will help me achieve my ultimate goal of being able to match my current annual CJA gift in perpetuity through the endowment fund," he explained.

Lyons has also served as Chair of the Saul & Claribel Simkin Centre, President

of Congregation Shaarey Zedek, and President of both the Manitoba and Canadian Associations of Radiologists. For him, community service and philanthropy are essential pieces of a life well-lived.

"As more and more people work past the traditional retirement age, I hope more people will consider using their RRIF withdrawals for charitable purposes," said Lyons. "For tax and community-building reasons, it's a sound strategy."

☆

"For tax and community-building reasons, it's a sound strategy."

☆

For active radiologist Ted Lyons, you could say it's *ultrasound*.

For more information on contributing RRIF withdrawals to the Jewish Foundation of Manitoba, contact Marsha Cowan, Chief Executive Officer, or Ian Barnes, Chief Financial Officer. Phone: 204.477.7520 Toll Free: 1.855.284.1918

THERE'S NO SUCH THING



AS A FORMER WINNIPEGGER

Arnie and Valerie Lowenstein BOSTON, MASSACHUSETTS

"I've been away from Winnipeg since 1977. That's a long time," reflects Arnie Lowenstein, a Boston-based management consultant. "Still, your roots can only be in one place and we have great memories of growing up in Winnipeg."

One of the ways that Lowenstein and his wife Valerie (née Labovitch) stay connected to their beloved Winnipeg is through their philanthropy with the Jewish Foundation of Manitoba.

Arnie Lowenstein's parents, Pauline and Rudy, were JFM donors and signers of the Endowment Book of Life. When they passed away, Arnie and his brothers, Howie and Jeff, started a new fund in their memory to provide an award to a Grade 12 student with the highest achievement in Hebrew studies at Gray Academy of Jewish Education.

And when Loretta Labovitch, Valerie Lowenstein's mother, passed away, Valerie and Arnie set up a fund in her honour as part of the Rady Jewish Community Centre Endowment Fund. The fund is to support camperships at Rady JCC Summer Day Camps.

The Lowensteins make their contributions through Jewish Foundation of Manitoba USA, Inc., an independent entity established in 2004 to help a growing number of Americans wanting to support the Foundation with tax deductible contributions.

"Contributing through JFM USA is very convenient," says Lowenstein. "And it's our honour to support the Winnipeg Jewish community through the Jewish Foundation of Manitoba."





A Women's Endowment Fund grant will help Habitat for Humanity purchase tools specifically designed for women.

WEF Grants Build Community... and Houses

Habitat for Humanity one of six charities to benefit from recent grants

Thanks to the JFM Women's Endowment Fund (WEF), Habitat for Humanity's "Women Build" this coming spring will be a little easier and a little brighter for dozens of volunteers.

A grant of \$2,290 was approved by the WEF Committee in November 2014, and confirmed by the Foundation's Board of Directors in December. The funds will be used to purchase construction tools specifically designed for women, as well as volunteer t-shirts.

"Our 'Women Build' is a key component of our program which encourages women to learn construction and leadership skills,"

said Kim Wilson, Habitat for Humanity's Director of Development. "For their Blitz Build in May, we'll have 200 volunteers in total building a home on Atlantic Avenue for a disadvantaged family."

After completing their "sweat-equity," the family will purchase their home with affordable mortgage terms, giving them the hand-up they need to have a better future.

"'Women Build' helps us equip women to take on leadership roles in our projects," said Wilson. "We're grateful to the Jewish Foundation's Women's Endowment Fund for its support."

OTHER WEF GRANTS APPROVED IN DECEMBER 2014:

Jewish Child and Family Service for a menopause education program and support group, in association with the Rady Jewish Community Centre. **(\$3,000)**

Elizabeth Fry Society of Manitoba for a pilot literacy program for incarcerated women. **(\$6,185)**

L'Arche Tova Café to train and employ a woman with disabilities in the serving area, as well as prep work, cooking, and baking. The Jordan Lazarek Special Needs Fund also contributed to this initiative. **(\$3,000)**

Survivor's Hope Crisis Centre for a series on initiatives in eastern Manitoba during Victims Week 2015. **(\$2,800)**

North Point Douglas Women's Centre for an enhanced volunteer training program. **(\$4,500)**

LET'S DO LUNCH... NEXT YEAR!

Donate to the Women's Endowment Fund by May 8 for a chance to win a great prize

With a major gala this past October and a special Anniversary Garden Party/Endowment Book of Life Event coming up on Sunday, June 14, the Women's Endowment Fund Luncheon is taking a break for 2015.

We still welcome and encourage your annual contribution of \$100 or more in support of the Women's Endowment Fund.

Donors who make their gift by May 8, 2015, will be entered into a draw for a gift basket from Edward Carriere.

In 2014, the Women's Endowment Fund reached over \$1.2 million in total assets. Since 1994, the Fund has distributed more than \$400,000 to organizations that help girls and women of all backgrounds in Manitoba. As a donor, you make a difference!

To make your 2015 contribution, contact Katarina Kliman at 204.477.7529, kkliman@jewishfoundation.org or www.jewishfoundation.org

Jewish Foundation of Manitoba

ANNUAL LUNCHEON

FEATURING GUEST SPEAKER

RICK FROST

Chief Executive Officer
The Winnipeg Foundation



Rick Frost, CEO
The Winnipeg Foundation

Thursday.

October 29, 2015

12:00 pm – 1:30 pm

The Fairmont Winnipeg

2 Lombard Place

Tickets \$75

Call 204.477.7520

or send a note to

info@jewishfoundation.org

to reserve your seat.

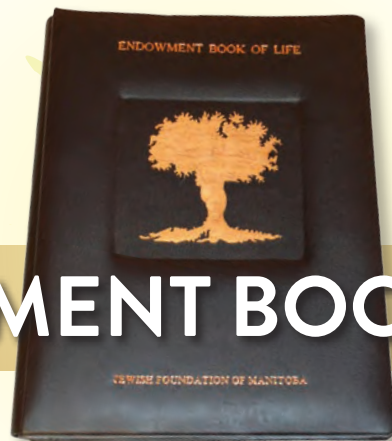
More details to follow.



Celebrate in style. Celebrate in the sun!

JOIN US FOR A SPECIAL CEREMONY AND
OUTDOOR GARDEN PARTY HONOURING
OUR NEW SIGNERS OF THE

ENDOWMENT BOOK *of* LIFE



ASPER JEWISH COMMUNITY CAMPUS
6:00 PM, SUNDAY, JUNE 14, 2015

Starting in the gymnasium and then moving on
to the Jewish Foundation of Manitoba Garden.

TICKETS: \$36 IN ADVANCE
DRESS: SPRING/SUMMER CASUAL

- **Featured entertainment** –
Shayla Fink, Kinzey Posen, and more
- Sandwiches and special party treats
- A fun evening of celebration as we wrap up
our 50th anniversary year and look to an
exciting future together

For tickets and more information, contact
Katarina Kliman at 204.477.7529 or
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Board Member Spotlight

“When Mr. Justice Guy Kroft invited me to sit on the Foundation Board over a decade ago, he made his case by talking about the impact the Foundation had – and would continue to have. He was so very right. It’s remarkable to me how important the Foundation is. Having been active on the Scholarship Committee for a few years, I’m especially impressed by how our education awards truly make a difference in people’s lives. And there are plenty of examples of award recipients becoming leaders and contributors in our community once they become established in their careers. It always feels good when that happens. Very closely related to the impact we have, is the way we manage our assets. I’ve always been very impressed by the rigour and professionalism of our Investment Committee, with which I am well-acquainted as a member of the Executive. The staff and external advisors who support the Investment Committee are also exceptional. As my tenure with the Foundation winds down, I look back with pride and optimism.”



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THE POWER OF PHILANTHROPY

SEPTEMBER 2015 | TISHREI 5776

Melanie Baruch Wins the Danzker Scholarship

Winner pursuing Master's degree in counselling psychology

When 25-year-old Melanie Baruch heard about the Mark and Dorothy Danzker Scholarship earlier this year, she applied with great interest, but with no expectations. "I just thought I'd give it a shot," she says.

It was a pretty good shot!

In May, she learned that she was in fact the winner of the \$10,000 award, the largest individual award presented by the JFM. The Danzker Scholarship is presented annually to a Jewish student enrolled in a post-graduate program in Manitoba.

Baruch was born in Argentina and moved with her family to Israel as a young child. At the age of 12, she moved to Winnipeg. "I remember feeling very cold and wondering why other people were in shorts and t-shirts," she says of her autumn arrival. She enrolled at Gray Academy of Jewish Education, where things were considerably warmer.

"It was a big adjustment, but the school was amazing," she says. At Gray Academy she served as yearbook editor, and as a teen, she was the Youth Ambassador at the Israel Pavilion during Folklorama.

After graduating from Gray Academy in 2008, she earned her undergraduate degree at the University of Winnipeg before enrolling at the University of Manitoba where she is pursuing her Master's degree in counselling psychology. She is currently doing a practicum at CancerCare Manitoba and the Men's Resource Centre of Manitoba. She is also getting ready to defend her thesis in December.

"Winning the Danzker Scholarship will allow me to focus more time and energy on my research and my practicum," says Baruch. "The more time I can spend on these, the more I can benefit from my education."

Even with rigours of pursuing a Master's degree, Baruch finds time to help out on a research project with Jewish Child and Family Service. The project looks at the process of recovery from addictions in the Jewish community and the role of spirituality in recovery. With JCFS she has also been a case aid, a respite worker, and a volunteer "big sister." She has also worked with Klinik Community Health Centre as a crisis counsellor.

40TH ANNUAL LUNCHEON

**THURSDAY,
OCTOBER 29, 2015**
THE FAIRMONT WINNIPEG
12:00 NOON

— T O P I C —
**SUSTAINING OUR
CULTURE OF GENEROSITY**

GUEST SPEAKER
RICK FROST
CEO OF
THE WINNIPEG FOUNDATION

THANK YOU
TO OUR GENEROUS SPONSOR

RBC Wealth Management
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Private Wealth Management

The Winnipeg Foundation

Advance registration is required.

Ticket price: \$75

To register, please contact the JFM at 204.477.7520 or online at www.jewishfoundation.org

PLEASE NOTE: Reserved tables are available for groups of 10. Dietary laws observed.

Upon graduation, Baruch intends to utilize her skills as a therapist by working in the community. Whatever route she chooses, it's a journey that has been helped by the JFM.

"The scholarship is a big help," says Baruch. "The recognition and support I have received from my community is incredibly meaningful."

To learn more about the Jewish Foundation of Manitoba's education awards, their criteria, and application information, see <http://jewishfoundation.org/scholarshipguides.html>



Melanie Baruch:
"Winning the Danzker Scholarship will allow me to focus more time and energy on my research and my practicum."



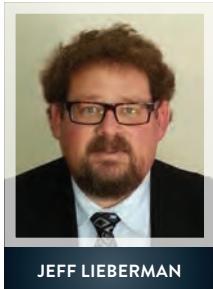
New Officers and Board Members Announced

Anita Wortzman was confirmed as the new President of the Jewish Foundation of Manitoba at the Annual General Meeting in June. Wortzman is joined on the Executive Committee by Joseph J. Wilder, Q.C. (Past-President); Dr. Eric Winograd (President-Elect); Freda Steel (Secretary-Treasurer); Mark Lomow; and Aaron Margolis.

Steven Hyman, Jeff Lieberman, and Danny Stoller were elected to the Board of Directors, and former JFM President Harvey Secter was appointed to the Board of Governors.



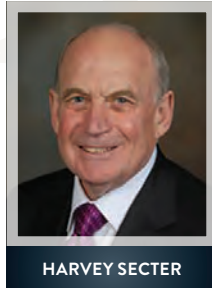
STEVEN HYMAN



JEFF LIEBERMAN



DANNY STOLLER



HARVEY SECTER

JFM Hires Berkowits and Minuk

The Jewish Foundation of Manitoba is pleased to announce that Rob Berkowits and Zachary Minuk have joined the Foundation’s staff.

Berkowits is the Foundation’s new Director of Development & Gift Planning, and Minuk is the new Director of Marketing & Communications.

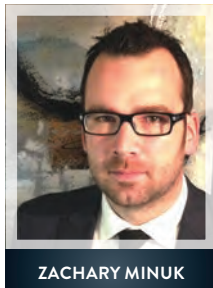
“We are absolutely thrilled to welcome Rob and Zac to the team,” says JFM CEO Marsha Cowan. “They are both experienced and dynamic professionals who will take the Foundation to new levels.”

For the past four years, Berkowits has served as the Executive Director of the Jewish National Fund of Canada (Manitoba/Saskatchewan Region). Prior to that, he was the Executive Director of Football Manitoba for nearly 12 years.

Minuk is a marketing specialist who worked with the Certified General Accountants (CGA) Association of Manitoba and played a key role in launching the Chartered Professional Accountants (CPA) brand in Manitoba.



ROB BERKOWITS



ZACHARY MINUK

SPRING GRANTS ANNOUNCED

The Jewish Foundation of Manitoba is proud to help organizations deliver programs and services that make a difference in people’s lives, and help organizations to revitalize their infrastructure.

In April, the JFM Board of Directors of the Jewish Foundation of Manitoba approved the following grants:

ALS Society of Manitoba Inc. (\$3,535) |

To support the Equipment Lending Program, which makes vital equipment available to people living with ALS. The equipment helps people stay in their own homes, and improves their quality of life.

B’nai Brith Jewish Community Camp (\$35,000) |

To fund a two-year term position for a Development Officer to support the camp’s capital campaign.

Canadian Friends of the Hebrew University (\$10,000) |

To support University of Manitoba law students participating in The Israel International Law Program (Mishpatim) in Israel.

CanU Canada (\$2,000) |

To support the participation of at-risk students in the Farm to Plate Agri-Food Academy, where students learn the basics of agriculture and food production.

Gray Academy of Jewish Education (\$7,600) |

To support the purchase and installation of a security camera system in the Kaufman Silverberg Library Resource Centre.

Gray Academy of Jewish Education (\$23,008) |

To support the school’s participation in a recruitment and retention coaching and training program run by the Partnership for Excellence in Jewish Education.

Gray Academy of Jewish Education (\$25,000) |

To support the purchase of computers and film equipment to conduct an effective course in digital film-making.

Gwen Secter Creative Living Centre (\$10,000) |

To support the establishment of a new location for the Centre. The proposed new location requires an additional washroom.

Immigrant and Refugee Community Organization of Manitoba (\$6,000) |

To support IRCOM’s Youth Employment Program to help address high levels of unemployment among newcomer youth.

Jewish Child and Family Service (\$15,000) |

To help fund the cost of office renovations and replacement furniture and computers.

Jewish Heritage Centre of Western Canada (\$9,000) |

To support an exhibit focusing on Manitoba’s synagogues.

NorWest Co-op Community Health Centre, Inc. (\$4,740) |

To support a project to increase access to healthy food for the residents of Inkster, an area that includes some of Winnipeg’s poorest neighbourhoods.

Open Access Resource Centre (\$1,000) |

To support the purchase of an eye gaze system that will help a child with severely limited physical motor access to use eye movements to communicate.

Rady Jewish Community Centre (\$5,153) |

To enhance Rady JCC Teen/BBYO office space.

Rady Jewish Community Centre (\$8,872) |

To help fund Minds in Motion®, an Alzheimer Society program for people experiencing early-mid-stage dementia and their family/community care partners.

Rady Jewish Community Centre (\$5,000) |

To help fund the sixth annual Tarbut: Festival of Jewish Culture.

Royal Manitoba Theatre Centre (\$20,000) |

To support the Canadian premiere of “Wiesenthal” after an off-Broadway run this winter.

Shalom Residences (\$7,786) |

To help replace flooring in two homes.

The Saul & Claribel Simkin Centre (\$14,407) |

To support the purchase of 50 feeding chairs for the comfort of residents.

West Broadway Development Corporation (\$5,000) |

To support the revitalization of community gardens.

Winnipeg Art Gallery (\$6,000) |

To support Breaking the Silence of the Museum: Animating the Ancients, a program that will involve high school students, including Grade 8 students at Gray Academy, in culturally-appropriate learning through the arts.

Women’s Endowment Fund Grants

Alpha House (\$4,781) |

To support the replacement of carpeting in the children’s playroom area.

Chabad Lubavitch of Winnipeg (\$4,750) |

To support the Kosher Night Out Lecture: The Sexual and the Sacred.

Gwen Secter Creative Living Centre (\$4,700) |

To help fund a stress release, meditation, and relaxation program for older woman.

Holy Names House of Peace (\$2,400) |

To support the purchase of a new stove, refrigerator, and microwave.

Victoria General Hospital Foundation Inc. (\$5,000) |

To support For Her Heart’s Sake, a pilot research project designed to help women heart attack survivors avoid a second heart attack.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org/grants.html or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557.

Garden Party Flourishes

Foundation celebrates under the sun

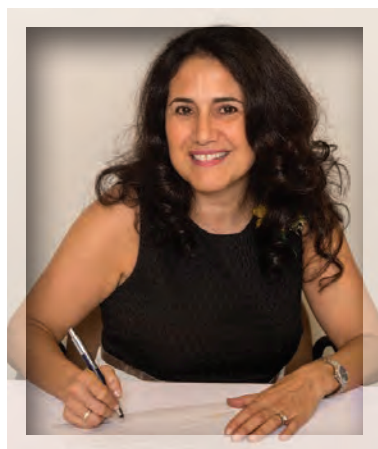
"I can't think of a more appropriate setting. Not only did we fund the Jewish Foundation of Manitoba Garden when it opened in 1998, but the idea of a garden and the image of a tree are so very important to the Foundation," JFM CEO Marsha Cowan told a crowd of 300 at the Asper Jewish Community Campus on June 15.

The event – the first of its kind for the JFM – marked the end of the Foundation's 50th anniversary year and welcomed new signers of the Endowment Book of Life (EBOL).

"Our new signers have planted trees this evening – trees that will bear fruit for generations to come. We plant today so that our children and grandchildren will benefit," said Cowan.

The event featured an indoor ceremony welcoming the signers, including a musical performance by Richard Yaffe and Ron Paley. The party then moved outdoors for more music with Shayla Fink, Kinzey Posen, and Brian Klowak.

To meet the new signers of the Endowment Book of Life, please see the enclosed insert, or visit www.jewishfoundation.org



New JFM President
Anita Wortzman signs her story in
the Endowment Book of Life.



JFM CEO Marsha Cowan announces that the Foundation
has reached \$100 million in accumulated assets.



Harvey and Sandra Selter view a Jewish Heritage Centre
exhibit celebrating 50 years of JFM history.



Guests read stories in the Endowment Book of Life.



Candice and Marshall Tenenbein and their
children in the JFM Garden.



Richard Yaffe delights the
crowd with his singing.



Re-enacting the EBOL story
of "Annie Rose."

JFM Seed Grant Pays Dividends

Gray Academy international program continues to thrive

Thanks to a Jewish Foundation of Manitoba grant in 2009, the International Student Education Program at Gray Academy of Jewish Education is a well-entrenched facet of school life.

The seed grant of \$17,300 allowed the Jewish day school to develop multilingual promotional materials, and send representatives to two international student fairs in Mexico and Brazil.

Since inception, 20 students from outside of Canada – mainly Latin America – have come to Winnipeg for their education. Of the 20, seven have stayed for more than a year and three have graduated from Grade 12. Financially, the program is now self-sustaining and interest continues to grow.

"The students and their families choose Gray Academy for a quality Jewish education and to get a leg up on post-secondary opportunities," says Lori Binder, Head of School. "Our Canadian students gain in that they develop a more global view of the Jewish world."

The Gray Academy program is the only Jewish day school in North America with an international program where participants live with local families. The homestay feature of the program helps the students become more active in community life.

Binder notes that some participants have stayed for more than a year, some families have sent more than one child, one student has worked at a Jewish summer camp, a few have joined BBYO, and two have stayed on to study at the University of Manitoba. In one recent case, a whole family moved to Winnipeg from Recife, Brazil.

"The program is a huge success for the school and for the community," says Binder. "We work very hard to build connections and sustain the program, but we could not have launched it without the help of the Jewish Foundation."

International Student Education Program participants, 2014-2015: Back Row (L-R): Michelle Marchtein (Brazil), Alyssa Lezerovici (Brazil). Front Row (L-R): Tammy Abadi (Brazil), Graziella Marchtein (Brazil), Jaqui Buchwalter (Mexico), Tobiah Markowitz (U.S.)



Capital News from Your Foundation

Thanks to favourable market conditions, sound investment management, and consistently high levels of new contributions, the Jewish Foundation of Manitoba has enjoyed some good news in recent months.

Accumulated assets have surpassed \$100 million; we have increased our distribution rate; and we have maximized our reserve fund that had been depleted by the poor market conditions of 2008 and 2009.

Another benefit of our growth and stabilization is that we have been able to re-capitalize over \$3.2 million of excess income. This means that we have re-invested this amount into the endowment funds of the JFM. At our current distribution rate of four per cent, this general income capitalization will generate more than \$130,000 of new money annually that will be distributed to organizations and initiatives funded by the JFM.

The \$3.2 million has been distributed across all of our funds on a permanent, pro rata basis. This is the first time we have been in a position to re-capitalize excess income since 2000. We are pleased, grateful, and excited that we can have an even greater impact on organizations that enhance life in the community.

If you have any questions about this capitalization, feel free to call our office at 204.477.7520 or US/Canada Toll Free 1.855.284.1918.

New Rules About the Capital Gains Exemption

The federal budget of April 2015 extended the capital gains exemption to gifts of private shares and real estate. Starting in 2017, the budget proposes to exempt from capital gains tax charitable gifts of cash proceeds from the disposition of private company shares and real estate (under certain conditions) when those proceeds are gifted to charity. This is a significant change that offers more options to JFM donors.

To learn more about the new rules, call Ian Barnes, Chief Financial Officer, at 204.477.7520 or US/Canada Toll Free 1.855.284.1918.

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Ted and Deanna Cohen (née Love)



Ted Cohen
TORONTO, ONTARIO

Ted Cohen's earliest memories of Winnipeg take him back to the age of four-and-a-half.

"I would meet Burt Gorenstein on the west end of the Hudson Bay store to get on the Salter Street bus for our daily trip to Peretz School," says Cohen, who has lived in Toronto since the early 1960s.

Ted also recalls partaking in a number of charitable activities as a child and as a young adult. It's a history that likely explains his ongoing connection with the Jewish Foundation of Manitoba.

"We used to set up a card table on a friend's lawn on Colony Street," says Cohen, whose parents ran a pharmacy on Broadway and Balmoral. "We'd play records and sell lemonade and give the money to the Red Cross."

During World War II, Cohen and his young friends went door to door collecting lard to donate to the war effort (it was used in the manufacture of explosives). Several years later, as a University of Manitoba student and member of Zeta Beta Tau, Cohen raised funds for a number of different charities supported by the fraternity.

Charitable acts were simply part of the community's DNA, he says: "It's just what we did."

After university, Cohen and his friends – Leonard Stone, Neil Benditt, and Kenny Katz – launched a number of enterprises, including the Winnipeg International Film Festival. By the early 1960s, a career in finance and venture capital beckoned from Toronto where Ted and his wife Deanna raised their children: Michael and Ruth-Ellen.

In 2000, Ted and Deanna Cohen opened a family foundation through the Jewish Foundation of Manitoba as a way to stay connected to the community. "Most of our charitable activity flows through the Jewish Foundation," Cohen says. "It allows us to maintain a relationship with our hometown."

THERE'S NO SUCH THING



AS A FORMER WINNIPEGGER

THE POWER OF PHILANTHROPY

DECEMBER 2015 | TEVET 5776

Special Grants Initiative Encourages Innovation KlezFest launches, thanks to a grant funded by anonymous donor



Miriam Bronstein and Beverly Aronovitch:
“The JFM was the first donor to come to the table
and that gave legitimacy to what we were doing.”



KlezFest attendees practise
traditional European Jewish dances.

Since 1995, the JFM's Special Grants initiative has been making Jewish life in Winnipeg more, well, special.

KlezFest, a celebration of klezmer music and dance, was made possible in part by a JFM Special Grant to Beverly Aronovitch and Miriam Bronstein. Aronovitch and Bronstein had attended KlezKanada, a summer klezmer camp in the Laurentians, and concluded that a klezmer festival could work in Winnipeg. They were right.

On Saturday night, October 10, 2015, more than 300 people attended a concert by the Klezmatics, a world-renowned klezmer ensemble from New York. The next day, more than 100 people participated in music and dance workshops led by local and visiting faculty. Then, KlezFest packed the Berney Theatre as local musicians from various backgrounds explored their common musical roots. Winnipeg's first KlezFest, produced in partnership with the Rady Jewish Community Centre, wrapped up with a concert featuring members of the Klezmatics and Winnipeg's own Finjan.

“We would not have been able to launch KlezFest the way we did without the Special Grant,” said Aronovitch. “The JFM was the first donor to come to the table and that gave legitimacy to what we were doing.”

KlezFest was a perfect fit for the Special Grants initiative. It was novel, and it brought artists and audiences of many backgrounds together to enjoy the beauty and energy of klezmer. As one of the Klezmatics said to the organizers: “You seem to have galvanized the community on this.”

“The Special Grants initiative funds artistic and educational projects that fall outside of the regular granting system,” said the donor who first agreed to the idea in 1995 and continues to fund it. “The Foundation was coming into its own at the time and we saw a

gap. How could individuals with great ideas to improve Jewish life get support?”

The JFM tested the Special Grants idea for three years. After the test period, the donor agreed to continue to contribute

\$10,000 a year with the Foundation matching that number, creating a pool of \$20,000 of available grants every year.

“I think our anonymity is integral to the success of the program as we have no input on the awards,” said the donor. “It is also vital that the Special Grants Committee remain independent of the Foundation Board.”

“The Special Grants really allow individuals in our community to advance new ideas and not worry about meeting conventional granting criteria,” said Aronovitch (who sits on the Special Grants Committee, but recused herself from discussions on the KlezFest request). “I have been so very impressed by the applications I've seen.”

“We've had many successes with the Special Grants initiative, and a few projects that didn't go as well,” said the anonymous donor. “In business, you might call that ‘successful failure’, an effort from which you learn and grow. The initiative lets us take some risks and benefit from the results. The goal is to make life better for all of us living in Winnipeg.”

To learn how to apply for a JFM Special Grant, visit <http://www.jewishfoundation.org/guidelines.html>

“The goal is to make
life better for all of us
living in Winnipeg.”

Frost Warms Audience

A crowd of 500 celebrates community and philanthropy

A crowd of about 500 gathered at the Fairmont Winnipeg on October 29 for the Jewish Foundation of Manitoba's 40th Annual Luncheon featuring Rick Frost, the CEO of the Winnipeg Foundation.

His thought-provoking address shone a light on Manitoba's history of philanthropy, but also cautioned that our culture of generosity is not necessarily secure.

"Beginning in 2008, the pattern of charitable giving and volunteerism clearly changed in Canada. The number of donors started to fall and volunteerism rates also went into decline.

To make up the shortfall, the remaining donors started to give more," explained Frost. "And yes, Manitoba still leads the nation. But without question, we are experiencing the impact of these national trends."

Frost offered strategies to stem the tide, including finding the courage "to consider more collaborations, partnerships, and mergers" in the charitable sector. His address is available to read online at <http://bit.ly/1S6Fas5>.

JFM President Anita Wortzman and CEO Marsha Cowan also addressed the audience. Wortzman talked about the Foundation's

recently launched strategic planning process, and Cowan gave some examples of the impact that the Foundation and its donors have in the community.

The Annual Luncheon was sponsored by Jon Holeman of Jon Holeman & Associates Private Wealth Management/RBC Dominion Securities. Holeman, who has recently announced his retirement, was thanked enthusiastically by the crowd for his years of support to the JFM.



JFM President Anita Wortzman, Guest Speaker Rick Frost, and JFM CEO Marsha Cowan



Event sponsor Jon Holeman of Jon Holeman & Associates Private Wealth Management/RBC Dominion Securities and Marsha Cowan. The JFM congratulates Jon on his retirement.



Premier Greg Selinger and Councillor Marty Morantz recite the hamotzi in English and Hebrew before the meal.



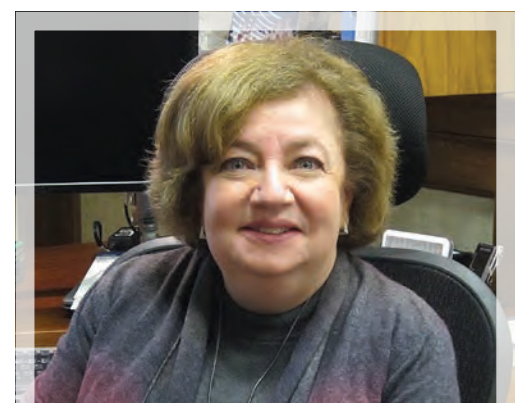
Students from Gray Academy of Jewish Education (pictured here) and other schools attended the luncheon thanks to the generosity of donors.



About 500 guests gathered at the Fairmont Winnipeg for the JFM's 40th Annual Luncheon.

Board Member Spotlight

"After years of serving on a variety of Jewish community Boards, I know the high quality of work that our organizations perform. And I also know how difficult it can be to fund that important work. So, after years of *asking* for support, it is a great joy to work with the Foundation where we *provide* support. As a member of the Grants Committee, I get to learn about exceptional projects in the Jewish and general communities – and I get to experience the very real feeling that we are making a difference. For example, our recent grant to the Royal Manitoba Theatre Centre will allow the theatre to take its fall production of *Wiesenthal* on the road so that youth throughout the province will learn about Simon Wiesenthal and his pursuit of justice. That's just one small example. The capacity of the JFM to do good is significant, and we are positioned to help ensure that we have a vibrant Jewish community for many, many years."



MADAM JUSTICE FREDA M. STEEL
Member, Executive Committee;
Member, Grants Committee



FALL GRANTS AWARDED

The Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives, and helps organizations revitalize their infrastructure. Thanks to your generosity, we are able to provide important assistance to many exceptional organizations.

In October 2015, the Board of Directors of the Jewish Foundation of Manitoba approved the following grants:



Aleph Bet Child Life Enrichment Program Inc. (\$16,000) | To fund a feasibility study that will consider options for expansion.

Asper Jewish Community Campus of Winnipeg (\$15,000) | To upgrade its event management software and obtain additional user licences.

Behavioural Health Foundation (\$7,547) | To furnish five additional bedrooms.

Big Brothers Big Sisters of Brandon (\$1,921) | To replace two computers.

Broadway Neighbourhood Centre (\$1,500) | To help meet the growing demand for free, nutritious meals in the inner city.

Camerata Nova (\$2,000) | To fund "Nortendluvsongs," a concert celebrating contemporary and nostalgic life in Winnipeg's North End.

Camp Massad Manitoba (\$11,000) | To fund the purchase of canoes for the camp's "Mechinah al HaMayim" wilderness program.

Chabad Lubavitch of Winnipeg (\$9,586) | To enhance the Jewish Learning Centre's study hall with new audio visual equipment, a stage, and a lectern.

Community Education Development Association (\$8,000) | To fund the CEDA Pathways Summer School, an innovative collaboration with the Winnipeg School Division and the Children of the Earth School.

Gray Academy of Jewish Education (\$25,495) | To meet the programming needs of autistic special needs students.

Gray Academy of Jewish Education (\$5,577) | To fund a portable public address system for the gym to enhance physical education classes and large events.

Gray Academy of Jewish Education (\$15,743) | To fund a portable multimedia centre that would expand multimedia and digital capabilities in the elementary school.

Gwen Secter Creative Living Centre (\$7,200) | To give Jewish adults with mental health challenges the opportunity to participate in the Centre's programs and activities.

Gwen Secter Creative Living Centre (\$7,000) | To support ongoing programs.

Jewish Child and Family Service (\$12,000) | To support a program for seniors from the former Soviet Union designed to help them adapt to Jewish life in Canada.

Jewish Federation of Winnipeg (\$3,000) | To support a leadership/Israel advocacy conference for Jewish university students and community members ages 18–24.

Jewish Federation of Winnipeg (\$23,000) | To support subventions for the March of the Living, a Holocaust educational program that takes high school students to Poland and then to Israel.

Jewish Heritage Centre of Western Canada (\$7,500) | To fund a marketing campaign to enhance awareness of the Centre and expand its donor base.

Manitoba Camping Association - Sunshine Fund (\$5,000) | To fund the MCA's participation in a Mental Health First Aid Instructor Training Course.

Manitoba Children's Museum (\$2,750) | To fund the development of new programs to better accommodate young visitors with sensory processing differences.

Oleg and Friends Inc. (\$2,000) | To support a concert of solo and chamber music of Jewish composers, performed by leading Manitoba musicians.

Rady Jewish Community Centre (\$5,000) | To fund a training program for BBYO's volunteer youth advisors.

Rady Jewish Community Centre (\$5,000) | To support program subsidies for BBYO, thereby helping to ensure that finances are not a barrier to participation for local teens.

Rady Jewish Community Centre (\$20,700) | To support a Newcomer Engagement Project, which will help the Centre reach out to newcomers who do not live near the Asper Jewish Community Campus.

Rady Jewish Community Centre (\$5,000) | To fund the Centre's participation in the Shababa Network. The Shababa approach to intergenerational Jewish experience offers tools and support to educators and JCC professionals seeking a transformative and more joyful Jewish life for their communities.

Rady Jewish Community Centre (\$6,000) | To support the Community-Wide Yom Ha'atzmaut Celebration, coordinated by the Rady JCC.

The Saul & Claribel Simkin Centre (\$39,050) | To fund the purchase of 21 pressure mattresses for pain management and reduction of sleep disturbance.

Shalom Residences Inc. (\$3,243) | To fund the purchase of light fixtures, appliances, and other items for Shalom Residences' new home on Oxford Street.

SMD Foundation (\$2,750) | To support the upgrade of meeting and common room facilities at the Society for Manitobans with Disabilities. The effort will increase accessibility and functionality of the areas for persons with disabilities.

Winnipeg Jewish Theatre Inc. (\$1,410) | To support "So, Nu? A Festival of New Jewish Plays," which will run March 9–19, 2016, at the Berney Theatre.



To learn more about JFM grants and the application process, visit www.jewishfoundation.org/grants.html or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557.

Taking Stock

Proposed changes in regulations offer benefits to donors

For years, many donors to the Jewish Foundation of Manitoba have been giving gifts of shares in publicly traded companies. It's a strategy that allows donors to exclude the capital gain inclusion in taxable income (thereby avoiding capital gains tax) while fulfilling their philanthropic objectives. The donor also receives a charitable tax receipt for the full value of the stock.

"It's important to note that it must be an in-kind gift of publicly traded shares," said Ian Barnes, the JFM's Chief Financial Officer. "For the capital gains exemption to apply, the donor cannot sell publicly traded shares and then donate the proceeds."

The process is typically quite simple, says Barnes. The donor directs his or her broker to transfer shares to the JFM's brokerage account. This involves providing one's broker with a letter of direction (which the JFM can help draft) and the coordinates of the JFM's brokerage account. In addition to the capital gains exemption, the donor receives a receipt for the value of the gifted shares.

When it comes to real estate and shares in privately held companies, the JFM has typically looked at those opportunities on a case-by-case basis. With proposed new Canada Revenue Agency regulations, donors could have a new way to donate these assets and still exclude a capital gain as income. The proposal for change was advanced in the 2015 Federal Budget and would take effect in 2017.

"The proposed Budget change would allow donors to qualify for the capital gains exemption if they donate the proceeds from the sale of real estate or shares of a privately held company within 30 days of the sale," explained Barnes.

Whether a cash gift or a gift of publicly traded shares, the JFM is committed to helping donors understand their options and opportunities.

"There are many ways to be philanthropic," said Barnes, "and we're grateful for our donors' eagerness to explore their options with us."

For more information on donating shares and other marketable assets, contact JFM CFO Ian Barnes at 204.477.7520 or US/Canada Toll Free: 1.855.284.1918.

New Policy for Listing JFM Funds

Since its founding in 1964, the Jewish Foundation of Manitoba has invited donors to open new funds for a minimum contribution of \$100. While donors can still open new funds for only \$100 – even after 50 years – the way these funds are reported to the community will change effective 2016.

Here's how:

- As of January 1, 2016, **all** new funds under \$1,000 will be listed in the JFM annual report **one time only** (in the year they were opened) until they reach \$1,000.*
- When the fund reaches \$1,000, it will be listed in the annual report every year.
- All funds under \$1,000 opened before January 1, 2016, will be grandfathered and will be listed in a new section of the annual report starting with the 2016 report (published in 2017).

**The policy change does not apply to our Bar and Bat Mitzvah Funds, which will continue to be listed as they currently are.*

If you have questions about the new policy for listing JFM funds in the annual report, please contact Marla Aronovitch, Grants & Distributions Officer, at 204.480.7557 or US/Canada Toll Free: 1.855.284.1918.



*Ada and Morris Silverberg Z"L,
parents of Ronna Birnboim*

THERE'S NO SUCH THING



AS A FORMER WINNIPEGGER

Ronna Birnboim TORONTO, ONTARIO

"We used to go to the theatre in Toronto with my parents, and my Dad would look around and comment that he didn't recognize anyone there. That was odd for him," said Ronna Birnboim. "He liked Toronto, but missed the familiarity of Winnipeg."

Indeed, Morris Silverberg enjoyed the intimacy and character of Winnipeg and moving with his wife Ada to Toronto in 1986 wasn't easy. But they made the move to be with Ronna (their only child); her husband, Roy; and Ronna and Roy's children, Debbie and Jason.

The Birnboims had moved to Toronto in 1978 after spending their youth and getting married in Winnipeg. Ronna grew up on Seven Oaks Avenue and has fond memories of life in Winnipeg. The YMHA played a significant role in her childhood and teen years, as did her time in Chalutzot, her BBG chapter.

Ada Silverberg, Ronna's Mom, was a volunteer at Misericordia Hospital and was a member of the Rosh Pina Synagogue Sisterhood. Morris Silverberg, Ronna's Dad, served as a volunteer with the Midwest Zionist Congress. He also served as president of Rosh Pina Synagogue, and was a generous donor to the community. And he was a passionate fan of the Blue Bombers.

"Dad enjoyed being with us and his grandkids in Toronto," said Ronna. "But he always felt strongly attached to his Winnipeg roots, as we all do."

Ronna's Dad died in 1995; her Mom in 2011. This year, Ronna decided to honour their memory by participating in the Jewish Foundation of Manitoba's Endowment Book of Life program.

"I know how much Winnipeg meant to them," said Ronna. "They had a good life in Winnipeg and so did I. They valued the community in a very deep way, and that's why honouring them through the Endowment Book of Life feels so right."

To learn more about Ada and Morris Silverberg, read Ronna Birnboim's Endowment Book of Life story at <http://bookoflife.jewishfoundation.org/>.

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THE POWER OF PHILANTHROPY

SPRING 2016 | NISSAN 5776

Janice Filmon to Speak at Women's Endowment Fund Luncheon

Lt. Governor encourages Manitobans to “step up” as volunteers



Her Honour the Honourable
JANICE C. FILMON, C.M., O.M., L.L.D.
“I was inspired by my dad. He was
a great role model for me.”

If you've ever spent a moment or two with Janice Filmon, you will remember her forever. And she will probably remember you.

Filmon, who was appointed Manitoba's 25th Lt. Governor in June 2015, is known throughout the province and beyond for her charisma, community spirit, and love of people. She rarely forgets a name; and she rarely misses an opportunity to motivate others to find ways to “step up” and make life better for the community.

On May 11, 2016, she will be sharing her message and telling her story at the Jewish Foundation of Manitoba's

Women's Endowment Fund Luncheon at the RBC Convention Centre Winnipeg.

“I was inspired by my dad. He was a great role model for me,” says Filmon of her late father, Harold Wainwright. “He was community-minded and never judged others. And he never took for granted what a privilege it was to live in Manitoba. He motivated me to write my own story, and always do the best that I could do.”

From a young age, Filmon got the message. As a teen, she remembers hopping on a bus and going across town to volunteer at the Indian and Métis Friendship Centre. As an adult, her volunteer track record is legendary, having served with the CancerCare Manitoba Foundation, the Arthur V. Mauro Centre for Peace and Justice, Leadership Winnipeg, and many more. She is especially proud of her leadership and founding role with the Nellie McClung Foundation, honouring the woman who was at the forefront of the movement to grant women the right to vote. January marked the 100th anniversary of women getting the right to vote in Manitoba, an appropriate time for Janice Filmon to reflect on her new role.

“Nellie McClung and her colleagues knew how important their struggle was.

They knew that women bring a different perspective to public discourse,” says Filmon.

Her pride in McClung and her belief in the importance of the role women play in public life contribute to her enthusiasm about her current role as Lt. Governor.

“I'm only the second woman to hold this position in 147 years,” she says. “I do think it was about time.”

As Lt. Governor, Janice Filmon has some very important official roles to play as the Queen's representative in Manitoba, including presenting the Speech from the Throne and granting Royal Assent to legislation. Away from the grounds of the Manitoba Legislature, Her Honour is doing what she loves best – meeting people, hearing their stories, and motivating them to excel.

It's a role you could say she has always played whether as Lt. Governor, professional social worker, leading volunteer, or wife of former Premier, Gary Filmon.

“I learned to be very comfortable in public by Gary's side,” says Filmon. “He's totally supportive and proud of me and still keeps very busy in his own life. And he's very happy to show up with me at events now and let me do the speaking. He takes it all in stride.”

Special guest speaker

HER HONOUR THE HONOURABLE

JANICE FILMON, C.M., O.M., L.L.D.

LIEUTENANT GOVERNOR OF MANITOBA

TOPIC - **Doing Life**

WEDNESDAY, MAY 11, 2016 | 12 NOON Doors open at 11:30 a.m.

RBC Convention Centre Winnipeg – York Ballroom – South Building, 375 York Avenue

This is a ticketless event. Advanced registration is required. Admission \$200.
Charitable donation receipt issued for \$150. Dietary laws observed.

please join us
MAY 11, 2016

WOMEN'S ENDOWMENT FUND LUNCHEON

● To register, please contact: Jewish Foundation of Manitoba 204.477.7520 US/Canada Toll-Free 1.855.284.1918 Or online at www.jewishfoundation.org



Different, but Similar

Understanding the roles of your Foundation and Federation

Any confusion you might have about the differences between the Jewish Foundation of Manitoba and the Jewish Federation of Winnipeg is forgivable.

The names are somewhat similar, after all, and both organizations raise money to enhance the community. Both organizations are located at the Asper Jewish Community Campus, and both attract leading lights of community service to their respective Boards. Most important, says Anita Wortzman, President of the Foundation, “donors place their trust in both organizations and both are good stewards of the funds they receive.”

Where they mainly differ, is how they raise and distribute funds. The Federation runs the annual Combined Jewish Appeal campaign. Those funds are allocated – in the year they were contributed – to local Partner Agencies and international Jewish causes.

The Foundation raises funds to grow its pool of endowed capital assets, which now exceed \$100 million. Income earned by these capital assets is distributed to successful grant applicants, scholarship recipients, and to organizations according to the wishes of individuals and institutions that hold funds. As the

“donors place
their trust in both
organizations...”

capital assets grow, so does the amount available for distribution.

“You could say that the Federation is the community’s chequing account and the Foundation is the savings account,” says Federation President Adam Levene.

For Wortzman and Levene, the most important conversation is around how the two bodies can cooperate even more closely to address the community’s current and emerging needs. “Our CEOs already meet regularly and Adam and I speak often,” says Wortzman. “And

we are looking at more formal ways to move forward together. The community needs us to be in sync and performing optimally.”

Levene notes that the cooperation is essential as the community continues to change: “We have a duty to share information and ideas so we can plan together successfully.”

Levene also notes that while the annual CJA campaign has been performing well, the Federation’s endowment fund is a key ingredient to sustaining the community. The Federation’s “Leave More Than Memories Fund” housed at the Foundation, now holds about \$3.8 million. “The Foundation is a very important strategic partner for us as we encourage our donors to endow their annual campaign gift so they can have an impact forever.”

Wortzman believes the success of the Foundation and the Federation is the product of the community’s history of generosity. “The people who came before us helped each other adapt to life in Manitoba, and they developed strong institutions to serve the community,” she says. “We are reaping the benefits today. Now it is our job to make sure future generations have a strong community infrastructure.”



NEW GRANTS AWARDED

At its December 2015 meeting, the JFM Board of Directors approved the following grants:

WOMEN’S ENDOWMENT FUND GRANTS:

- **Immigrant and Refugee Community Organization of Manitoba (\$6,200)** | for its Girls First Program, an education initiative for newcomer girls, ages 13-18.
- **Jewish Child and Family Service (\$15,000)** | for Operation Ezra, a multi-partner initiative to sponsor Yazidi refugees wanting to move to Winnipeg from a refugee camp in Turkey.
- **Swan Valley Crisis Centre (\$8,000)** | to replace furniture in apartments used as emergency shelter and housing for women and children victimized by family violence.
- **Willow Place (\$5,780)** | for installation of its Women in Second Stage Housing (W.I.S.H.) software program and related training.

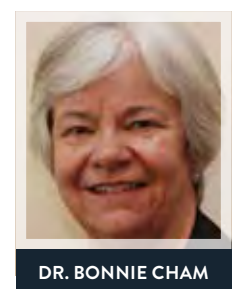
SPECIAL GRANTS:

- **Cindy Bass (\$3,955)** | for the development and delivery of Music Therapy with Yiddishkeit, a program to provide music therapy in Yiddish and Hebrew to residents of the Saul & Claribel Simkin Centre, primarily residents receiving end-of-life care.
- **Yolanda Papini-Pollock (\$5,650)** | for Persecution of Minorities in Modern Times, a high school teaching unit to raise awareness among teachers and students.

New Board Members

In 2011, **LAUREL MALKIN** retired from teaching and moved back to Winnipeg after a 23-year absence. She now devotes her time to volunteer work. She is currently the Vice-President of the Jewish Federation of Winnipeg, a member of the Rady JCC Fitness Committee, and Vice-President of the Women’s Musical Club of Winnipeg. She is a past Co-President of Camp Massad and delivers Kosher Meals on Wheels weekly.

DR. BONNIE CHAM is a respected pediatric hematologist/oncologist who served at CancerCare Manitoba and the Children’s Hospital for 18 years. She currently serves as the Medical Director of Clinical Ethics at the Health Sciences Centre. In 2011, she was awarded the Dr. William Marsden Award in Medical Ethics by the Canadian Medical Association. Dr. Cham is a former President of Congregation Shaarey Zedek.



Community Rallies around Operation Ezra

JFM supports effort to sponsor Yazidi families

In a Turkish refugee camp, the Qary family of nine waits patiently for their interview with Canadian immigration officials. The Qarys are one of several Yazidi families trying to make their way to Winnipeg through the sponsorship of Operation Ezra, a Jewish community-wide initiative.

Under the coordination of Jewish Child and Family Service (JCFS), more than 10 Jewish organizations have stepped forward to help. The Jewish Foundation of Manitoba has recently awarded a \$15,000 grant to the initiative through the Women's Endowment Fund.

"This isn't just a grant," says Al Benarroch, Executive Director of JCFS. "Canadian immigration law typically requires that refugees are sponsored in the amount of around \$5,000 each. So, what the Foundation is doing will directly save the lives of three people."

Operation Ezra took root at a program of the Winnipeg Friends of Israel (WFI), a grassroots Israel advocacy organization. The group invited local Yazidi woman Nafiya Naso to a meeting in 2014. "Our purpose was to talk about Israel with her," says WFI member Michel Aziza, "but it was impossible to listen to Nafiya talk about the Yazidi people without wanting to do something."

The story of the Yazidis bears striking resemblance to the history of the Jewish people. At its peak, the global population of Yazidis numbered 23,000,000. Over the centuries, this ancient monotheistic community has suffered persecution and genocide. Today, there are 700,000 Yazidis remaining, living mainly in Iraq and facing a perilous future under regional turmoil.

"By April 2015, it became a community-wide initiative," says Aziza. "We approached JCFS for help because they have experience in immigration and resettlement."

"It was an easy decision," says Benarroch. "On a practical level, we have experience in the area. And philosophically, this is a tangible

act of chesed (righteousness). This was us 70 years ago. When we as a community say 'never again!', we are not just talking about ourselves."

For now, two families have been interviewed by Canadian officials and are awaiting travel authorization. Four other families wanting to come to Winnipeg under Jewish community sponsorship – including the Qarys – are waiting for their interviews. And through the grapevine, JCFS knows of a few more families that want to start the process.

"We need to stick with this as a community," says Benarroch of Operation Ezra. "This is Winnipeg. We have big hearts. We give and we do."

"This was us
70 years ago."



The Qary family waits in a Turkish refugee camp to come to Winnipeg. A grant from the JFM Women's Endowment Fund will sponsor three of them.

"I GOT MATCHED!"

FundMatch initiative inspires Jewish organizations to excel

"The JFM's FundMatch program is one of the most forward-thinking programs that our community has seen. The program has acted as an incentive to agencies and donors to begin planning seriously for a sustainable future for our community."

GAIL WAXMAN, Executive Director, Rady Jewish Community Centre

"The strength of an organization is reflected in the breadth of its donor base. Participation in the JFM's FundMatch program has proven to be a valuable course in cultivating a healthy and active endowment fund and strengthening donor engagement. The program has taught our organization that we must embrace opportunities that will shape and secure our future and more importantly, instill a sustainable strategy for a promising tomorrow."

The FundMatch program has enabled BB Camp to plan for and invest in its future. It has taught us the value of building donor relationships and promoting the benefit of long-term investment. We are honoured to be a participant of this important and unique initiative and grateful to the Jewish Foundation of Manitoba for its mentoring and its vision of creating effective charitable impact. Hats off to Thee!"

BRENDA TESSLER-DONEN, Executive Director, BB Camp

"The FundMatch program allows us to provide services that we might otherwise not be able to provide. Our Holocaust presentations are a prime example of this. The presentations, which encourage our local survivors to tell their stories, mostly to school groups, are free to schools in the city and beyond. It is much too important a topic to force schools to choose between this and other programs with their very limited budgets. This would not be possible without the support of funders like the Jewish Foundation which goes beyond the basic funding model through the FundMatch program. This program validates our importance as an organization to both the Jewish and general communities while at the same time fosters a long-term relationship between us and the Jewish Foundation of Manitoba."

ILANA ABRAMS, General Manager, Jewish Heritage Centre of Western Canada Inc.

What is FundMatch?

FundMatch is an initiative designed to entice Jewish organizations to grow their endowment funds. When certain benchmarks are reached, the FundMatch initiative provides an additional contribution to an organization's endowment fund, which generates even more income for that organization. Donors' gifts made to organizational endowment funds will be matched by certain ratios depending on the specific endowment fund's size.

Learn more about how your gift can help an organization grow its endowment fund.

Contact Rob Berkowits, Director of Development & Gift Planning, at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

Topping Up Funds

In response to a new JFM policy on how funds will be listed in the annual report, JFM President-Elect Dr. Eric Winograd is topping up his family's named funds, including the Women's Endowment Fund of his late mother, Grace Winograd.

"By adding to her fund, I am preserving her current place in our annual report," says Winograd. "It is a way for future generations to see that she was committed to Winnipeg's Jewish community."

Under the terms of the new policy, all funds of \$1,000 or more will be listed in the annual report in perpetuity. New funds can still be opened for \$100, and will be listed in the annual report, but only in the year they were established. Existing funds with a balance of less than \$1,000 will be listed in a designated section of the annual report until they reach \$1,000. Winograd is one of many holders of multiple funds who are seeing the new policy as an opportunity to grow their existing funds.

"We are also topping up our daughters' funds to meet the new threshold," he says. "It's a milestone that gives them the opportunity to talk about how to support the community for the long term." For Winograd, though, his top-ups are about more than how the funds will be listed.

"The new policy started the discussion, but what our new contributions are really about is making life better in the community," he says. "Supporting the Foundation is a privilege and for those of us who are able to grow our funds, it is simply our responsibility to do so. The money we add to our funds will earn income to help the community flourish."

To learn more about the new annual report listing policy, visit http://www.jewishfoundation.org/documents/FundPolicyChangeFAQs_000.pdf



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THERE'S NO SUCH THING



AS A FORMER WINNIPEGGER



Betty Eisenstadt

When vacationing in Florida, Betty Eisenstadt often takes food to a homeless man who lives behind her building. It's a simple gesture, and she doesn't boast about it. She just does it.

It's a generosity that was inspired by her parents and nurtured by the Jewish community in which she was raised.

"I will always call Winnipeg my home," says Eisenstadt, now retired and living in Toronto. "I always felt a sense of safety and security in Winnipeg."

Eisenstadt is the daughter of the late Rachel and Dov (Boris) Eisenstadt, Holocaust survivors who met in a displaced persons' camp in Germany. In 1948, Dov Eisenstadt went to the fledgling State of Israel to fight in the War of Independence. He then returned to Germany to bring his wife, Rachel, and her son from a previous marriage, Alex, to Israel. Betty Eisenstadt was born in Petach Tikvah in 1951. The family moved to Winnipeg in 1952 where Dov Eisenstadt operated Central Bakery and, later, the Bagel House.

Betty Eisenstadt grew up in the North End and attended I.L. Peretz Folk School, Edmund Partridge Junior High, West Kildonan Collegiate, and the University of Manitoba. She pursued further education in the U.S. and then – never one to sit idle – she worked for four years as a speech therapist while at the same time running Lady Madonna Maternity with her sister-in-law at River and Osborne. She left Winnipeg for San Francisco in 1980, moved to Chicago, and ultimately settled in Toronto.

Her connection to Winnipeg continues to run deep. Every Victoria Day – between her parents' yahrtzeits – she visits the city, adorning her parents' headstones with shells from the beaches of Israel and Florida. She visits her childhood friends and catches up with her Winnipeg accountant, Ronnie Aaron. "He's the only man in my life who knows how much I spend," she laughs.

Another way her connection to Winnipeg runs deep is through philanthropy. Her family donated the dramatic boxcar doors that serve as the entrance to the Freeman Family Holocaust Education Centre. She has a Women's Endowment Fund and a second fund at the Jewish Foundation of Manitoba, and there is a memorial fund in her parents' names.

"The Foundation is so diverse and I like that it grants funds to causes outside of the Jewish community," says Eisenstadt. "It is the only place I think of when I think of supporting the community."

Read Betty Eisenstadt's Endowment Book of Life story at <http://bookoflife.jewishfoundation.org/>

Questions or comments about the Focus? Contact Zachary R. Minuk, Director of Marketing & Communications, by email at zminuk@jewishfoundation.org or by telephone at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.

THE POWER OF PHILANTHROPY

SUMMER 2016 | AV 5776

A Foundation for the Future

Strategic planning process looks to increase growth and effectiveness

“Growth is the aspiration,” says Dr. Eric Winograd, President-Elect of the Jewish Foundation of Manitoba. “We are looking toward building an asset base of \$200 million.”

To achieve that lofty goal, Winograd says that the Foundation needs to become even more sophisticated, responsive, and efficient.



“Donors everywhere are becoming more engaged and sophisticated in their philanthropic giving...”



“We’ve enjoyed great success and we have performed admirably for a long time,” he says. “We are now well-positioned to strategize for future growth and future impact.”

In early 2015, the JFM launched a comprehensive strategic planning process under the leadership of current President, Anita Wortzman. With the guidance of Strategic Philanthropy Inc., a leading Winnipeg-based philanthropy consultancy, the JFM studied best practice in foundation governance, fund development, community demographics, and trends in philanthropy.

“Donors everywhere are becoming more engaged and sophisticated in their philanthropic giving, so we need to become increasingly competitive,” says Wortzman. “They want to know that our costs are appropriate. They want to know that we are re-investing our income wisely. They want to know that we are distributing funds fairly and in

a way that has maximum impact. They want to know the charities they support are effective and well-run. I believe we are – and the strategic planning process will make us even stronger and more appealing to donors.”

The JFM strategic planning process, now in its implementation phase, focused on two key areas: fund development and governance.

On the governance side, the JFM has shrunk its Board and re-organized its committees. “We have a lot of smart people,” says Winograd, who will become President in June 2017. “We want to make sure that everyone can be heard and we want make better use of people’s expertise.”

On the fund development side, “we want to take even better care of our donors,” he says. “Today’s donors ask: ‘What possibilities are there for my money? Why should I trust you with it?’ We intend to provide increasingly compelling options for donors. They will feel recognized, and they will know they are getting good bang for the buck.”

Above all, says Winograd, the strategic planning process has been an important exercise in ensuring that the JFM continues to have a significant impact on the Jewish community and on all of Manitoba for the long term.

“We are well aware that our community is changing. With new immigration, changing family demographics, and evolving attitudes about community life, we know that our responsibilities will become more pronounced,” says Winograd. “We know that there will be strains on our organizations as they strive to adapt to changing times. That’s why it’s important that the JFM find ways to be successful. We are the safeguard of the community’s long-term well-being.”

you're
invited

2016

ENDOWMENT
BOOK OF LIFE

DONOR Recognition EVENING

Featuring a special performance
by Rainbow Stage

L'Chaim-to Life
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A beautiful journey of love and inspiration
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Tuesday, September 20, 2016
7:00pm

SHAAREY ZEDEK
SYNAGOGUE

561 Wellington Crescent, Winnipeg, Manitoba

Cost: \$36

Assigned seating. Party sandwiches
and light dessert served.

Please RSVP by September 15, 2016

Email: rsvp@jewishfoundation.org

Telephone: 204.477.7520

US/Canada Toll-Free: 1.855.284.1918

New Look Luncheon

Women's Endowment Fund raises the bar

Nearly 500 people gathered at the Winnipeg Convention Centre on May 11 for the most successful JFM Women's Endowment Fund (WEF) luncheon in history.

Chaired by Jessica Cogan and Dianne Lieberman, the event raised \$70,000 for the WEF. The assets of the WEF now stand at \$1.4 million. Income from the fund supports organizations that help women of all backgrounds in Manitoba.

Lt. Governor Janice Filmon was the keynote speaker at the luncheon – an inspiring address rich with emotion, humour, and stories.

2016
WOMEN'S ENDOWMENT
FUND LUNCHEON



"This year's speaker, Janice Filmon, was outstanding and spoke to the values that the Foundation stands for. As well, it is always inspiring to see the women who are honored for their service to our community. All in all, an event that reminds us of what women can achieve."

GAYLE WAXMAN
Executive Director
Rady Jewish Community Centre



A) Her Honour the Honourable Janice Filmon, Lieutenant Governor of MB. **B)** Her Honour the Honourable Janice Filmon accompanied by His Honour the Honourable Gary Filmon are welcomed into the room. **C)** Heart and Stroke Foundation of Manitoba CEO Allison Kesler. **D)** (Top Row L-R): Ted Ransby, representing 2016 WEF Honouree Carolyn Ransby, JFM President Anita Wortzman, JFM CEO Marsha Cowan. (Bottom Row L-R): 2016 WEF Honouree Yhetta M. Gold, C.M., O.M., 2016 WEF Honouree Joanne Rothberg. **E)** JFM Treasurer Mark Lomow. **F)** (L-R): 2016 Co-Chair Dianne Lieberman, The Honourable Janice Filmon, 2016 Co-Chair Jessica Cogan.

Simkin Centre Receives Gift from Gray Academy Students

Youth in Philanthropy program is music to the ears

They study, they debate, and then they give. Each year, Grade 10 students at Gray Academy of Jewish Education distribute \$2,500 to community organizations as part of the Youth in Philanthropy (YIP) program, funded by the Jewish Foundation of Manitoba. This past year, the students supported eight organizations, including the Saul & Claribel Simkin Centre.

Through the Gemilut Chasadim course, students learn about various charities in Winnipeg. (Gemilut Chasadim translates as "the giving of loving-kindness.") Following a brainstorming session, each student selects a category of organization that interests them, for example, animal welfare, health, Jewish community, or poverty. Then, in small groups, students research a variety of organizations. Their work includes visiting the organizations and interviewing representatives of the organizations about what they do and what their needs are.

Students then make presentations to their classmates about what they have learned. After the presentations, the students debate how to distribute the money. It gets passionate and occasionally heated, says teacher Lawrence Goldstine, but ultimately the students arrive at a consensus.

"This is a real-world program, not a theoretical one, and the students take it very seriously," says Goldstine. "This is real money going to real organizations and it makes an impact on people's lives. The program gets us out of the school and exposes our students to the issues faced by organizations throughout Winnipeg."

One of the issues that moved the students this past year was the Simkin Centre's effort to enhance the lives of residents living with dementia. Specifically, the students provided funds to the Centre's new Music & Memory Program, which was initially established with a significant donation from a community member.

"This is a real-world program, not a theoretical one, and the students take it very seriously."

"We know that music can stimulate positive memories for people living with dementia," says Irwin Corobow, CEO of the Simkin Centre. "You can't overstate the role of music in long-term care."

The Simkin Centre has recently been certified as a Music & Memory site, and

staff have been trained to execute the program effectively. Customized playlists are carefully developed with residents and their families, and residents will use iPods and headphones to enjoy their selections. Corobow is happy to see the Music & Memory Program receive this additional funding, and he is happy to engage more deeply with Gray Academy and the JFM.

"The Foundation has been supportive of the Simkin Centre in many ways for many years," says Corobow. "And Gray Academy often sends students to sing for our residents for Jewish holidays. It's wonderful to have youth involved and we are grateful for their support."



Simkin Centre CEO Irwin Corobow accepts YIP Grant from Gray Academy students.

A Goal Within Reach

JFM Education Awards help Svetlana Chechelnitsky fulfil her dreams

As a young woman in Israel in the late 1990s, Svetlana Chechelnitsky dreamed of becoming a lawyer. That dream is finally about to come true.

She is entering her final year at the University of Manitoba, and already has an articling position lined up at Thompson Dorfman Sweatman LLP where she has been working as a summer student.

“I hope that one day
I will be on the
other side
of the table...”

In 1991, Chechelnitsky moved with her parents and sister from Uzbekistan to Nazareth Illit in northern Israel. The cost of pursuing a legal education in Israel was prohibitive, so she rose through the ranks of a technology company until she moved to Winnipeg in 2009. Her sister and her parents also moved here.

“I fell in love with Winnipeg. I would never leave,” she says. “I’ve learned that ‘Friendly Manitoba’ is more than a slogan.

The people here are wonderful. I see it in the Jewish community and I see it in my neighbourhood (Canterbury Park in Transcona).”

Chechelnitsky’s Canadian experience has had its share of challenges. Her partner Alex could not get his electrical engineering credentials recognized and needed to go back to school. The biggest setback, however, was her daughter Dasha’s fight with leukemia in 2011.

“She needed someone to be with her 24/7 at first, so I quit my job,” recalls Chechelnitsky. “We moved into my parents’ house to save money and for their help when I started going to school. I had to study at night by flashlight because Dasha was very sensitive to light while she recovered.”

Today, everything for Chechelnitsky and her family is nothing but light. Her children, Dasha and Roy, are healthy and happy; Alex is working as an engineer; and Svetlana herself is well on her way in a field she loves – thanks in part to the Education Awards she received from the Jewish Foundation in 2014 and 2016.

“I’m so grateful for my life here, and so grateful for the support of my spouse and children, my community, and the people I



Svetlana Chechelnitsky received JFM Education Awards in 2014 and in 2016: the Sharon & Mel Myers Award (2014); the Mark & Dorothy Danzker General Scholarship (2014 and 2016); the Dr. Philip & Edah Goldstein Scholarship (2016); and the Judge Charles N. Rubin Scholarship (2016).

work and study with,” she says. “They have all helped me make my dreams come true.”

And she is grateful to the JFM for the Education Awards. While the scholarship money she received was helpful, the impact of the awards goes much deeper than dollars and cents.

“It makes me feel good that strangers who don’t even know me have acknowledged my efforts,” she says. “I hope that one day I will be on the other side of the table and I will be the one helping students like me.”

The BERVIN Effect

Community Organizations Profit from Powerful Incentive Fund

Established in 2014, BERVIN is an initiative to provide an incentive to Jewish organizations to grow their endowment funds. BERVIN is funded by the Berdie & Irvin Cohen (BERVIN) Organizational Endowment Incentive Fund, which donated \$1 million to this unique initiative.

When a participating Winnipeg Jewish organization adds \$720,000 to its new or existing organizational endowment fund, it triggers a \$108,000 incentive contribution from BERVIN. Additionally, once an organization reaches the \$1 million mark in new money, they earn the right to withdraw from their fund in the event of a ‘rainy day’ or special project.

“JCFS, as an agency that has fully availed itself of the BERVIN Incentive, is so thankful for this innovative and creative philanthropy. BERVIN served as a powerful incentive to JCFS to maximize our fundraising efforts in order to grow the JCFS Endowment Fund at the Jewish Foundation to new heights. This will ensure our sustainability to provide important social services in our community for years to come.”

AL BENARROCH

Executive Director, Jewish Child and Family Service

“The establishment of the JNF’s Future Generation Development Program with BERVIN will help our organization to educate more Manitobans about JNF and about Israel and to develop a future generation of local leaders.”

ARIEL KARABELNICOFF

Executive Director, Jewish National Fund Manitoba/Saskatchewan

Does your organization want to realize the BERVIN effect? Contact Marsha Cowan, Chief Executive Officer, by telephone at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918 or by email at mcowan@jewishfoundation.org.



Board Member Spotlight

“I eagerly accepted an invitation to serve on a JFM subcommittee a few years ago and was impressed by what I saw – a talented board, a diligent staff, passionate donors, and a growing, well-managed asset base. After being involved with a number of wonderful charities in the general community – and I still am active with Agape Table – I was excited to engage with a Jewish organization. My wife, kids, and I are proud of our community, our faith, and our culture. Serving the Foundation as Chair of the Investment Committee is a privilege and a great responsibility that I take very seriously. I’m grateful that Ceci Gorlick and Marsha Cowan invited me; and grateful for Howard Morry’s leadership of the Committee before me. I also thank Steve Kroft, Jeff Norton, and Ian Barnes, among others, for their support and mentorship. Thanks to the JFM’s volunteers and leading professionals, we are well-positioned to have a tremendous impact on the Jewish and wider community for a long time.”



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kol hakavod!

New JFM Funds in Past Six Months

The Jewish Foundation would like to recognize all of our new funds that have been opened between December 1, 2015, to May 31, 2016. On behalf of the JFM Board of Directors, thank you for your commitment and generosity.

ORGANIZATIONAL ENDOWMENT FUNDS

Fraser, Marla, Lee & Ben Aronovitch Fund (BB CAMP)

Sheldon & Penny Bowles Fund (BB CAMP)

Joel Donen & Brenda Tessler and Family Fund (BB CAMP)

Sandra Kliman & Jeff Norton Fund (BB CAMP)

Michael Nozick Family Fund (BB CAMP)

Sprintz Family Fund (CAMP MASSAD)

Ami Bakerman & Rebeca Kuropatwa and Calia Fund (MAGEN DAVID ADOM)

Beauty Field Tours to Israel Fund (MAGEN DAVID ADOM)

Daniel & Kayla Plantz Fund (MAGEN DAVID ADOM)

Gomer & Dorothy Plantz Fund (MAGEN DAVID ADOM)

John, Irene, Michael and Bethaney Plantz Fund (MAGEN DAVID ADOM)

Joshua & Sophia Plantz Fund (MAGEN DAVID ADOM)

Mathew Plantz & Family Fund (MAGEN DAVID ADOM)

Seth, Beth, Karliah and Tobias Plantz Fund (MAGEN DAVID ADOM)

In memory of John & Janice Thiessen Fund (MAGEN DAVID ADOM)

Arnold & Ruth Voth and Andrew Voth Fund (MAGEN DAVID ADOM)

Joel & Sharron Dudeck Fund (CHABAD LUBAVITCH)

Class of '16 Fund (GRAY ACADEMY)

Class of '91 Fund
– In memory of Adam Anhang z”l (GRAY ACADEMY)

Sandy, Diane and Annie Shindleman Fund (GRAY ACADEMY)

Dolly & Lawrence Cohen Fund (JCFS)

Larry & Tova Vickar Fund (JNF)

Sara Hochman Music Therapy Endowment Fund (SIMKIN CENTRE)

DESIGNATED AND UNDESIGNATED FUNDS

Clara & Lou Bernstein Family Fund

Meira & Abe Buchszreiber Fund

Colette & Louis Rubin Fund

Bob Silver Family Fund

Earl & Cheryl Barish Fund

WOMEN’S ENDOWMENT FUNDS

Morgan Biggs Fund

Jodi Hyman Fund

Verna Johnson, Natalia Sousa, Jeffrey Thoroski Wealth Management Fund

Adrienne Katz
In memory of Mae Bubis Fund

Dianne Lieberman Fund

Bonnie Robinson Fund

Ruth Shell Memorial Fund

Yael Silver Fund

Charlotte Sytnyk Fund

Leya Tapper Fund

Brenlea Yamron Fund

Karen Yamron-Shpeller Fund

BAR/BAT MITZVAH ENDOWMENT FUNDS

Shirley Sue Ransby Bat Mitzvah Fund

Ella Braunstein Bat Mitzvah Fund

Adam Kroft Bar Mitzvah Fund

Would you like to open a new fund? Contact Rob Berkowits, Director of Development & Gift Planning, by email at rob@jewishfoundation.org or by telephone at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

Questions or comments about the Focus? Contact Zachary R. Minuk, Director of Marketing & Communications, by email at zminuk@jewishfoundation.org or by telephone at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.



THE POWER OF PHILANTHROPY

DECEMBER 2016 | KISLEV 5777

Camp Massad Board Makes its Mark

Four Massadniks under 40 sign the Endowment Book of Life

Paula Sturrey sports a small tattoo of a palm tree, the long-time logo of Camp Massad. A tattoo is forever, she realizes. So is the impact of summer camp. And so is an endowment fund at the Jewish Foundation of Manitoba.

And that is precisely why Sturrey, a Camp Massad Board member, stepped forward to sign the Endowment Book of Life (EBOL) in 2016.

“The Foundation makes it so easy to participate,” says Sturrey, who, at 31, is the youngest signer ever. “And I know that my participation will have an impact on the Foundation and on Massad. It is such a wonderful way to give.”

Sturrey, a former Massad camper and staff member, was joined by fellow Board members Aaron Ingram and Dave Mahussier, and Executive Director Danial Sprintz in signing the Book. As signers, the four Massadniks – all under the age of 40 – are committing to leave a gift in their wills to the Foundation. They have each designated the income earned by their future funds to Camp Massad.

For Sturrey, Camp Massad remains an integral part of her Jewish identity. “I used to come home from camp and talk Hebrew in my sleep,” she says. “And the friends I made at Massad will be my friends forever. Camp Massad is a large part of who I am.”

She remembers assuming that the EBOL program was just for older members of the community. That assumption changed when fellow Massadnik, Richard Tapper Z”L, signed the Book in 2011 at the age of 34 – the youngest

signer at the time. Sturrey says that his example plus a visit from Rob Berkowits, the JFM’s Director of Development & Gift Planning, convinced her to put pen to paper.

“I believe in the
community, I believe
in the Foundation,
and I believe in Camp
Massad. Once I learned
more about EBOL, it
was a no-brainer.”

“Rob came to a Board meeting to discuss the program,” says Sturrey, an oncology nurse. “He made it sound so easy. I was raised with the idea that it is important to give back, and the Endowment Book

of Life is one of the best projects in the community. I believe in the community, I believe in the Foundation, and I believe in Camp Massad. Once I learned more about EBOL, it was a no-brainer.”

For Board member Dave Mahussier, participating in the Endowment Book of Life is also a way for Camp Massad Board members to express their gratitude to the Jewish Foundation.

“The Foundation gives us grants often. They have made it clear that they believe in what we do,” says Mahussier, an automotive marketing manager and professional photographer. “It’s important for organizations that are supported by the Foundation to encourage their people to give back.”

“What I know about community, I learned at Camp Massad,” adds Sturrey. “I think our participation in the EBOL program – especially as relatively young signers – says we are grateful, we care, and we are optimistic about the future of Massad and the community.”



L-R: Paula Sturrey, Danial Sprintz, Aaron Ingram, Dave Mahussier

Naomi Silver Supports Pet Causes

Bat Mitzvah fundholder can direct her funding

Now that she is a Bat Mitzvah, 13-year-old Naomi Silver sees it as her duty to give tzedaka. “As a woman, I’m obligated to do the mitzvah now,” says Naomi, who celebrated her Bat Mitzvah in May 2016 at Chevra Mishnays Synagogue.

Naomi’s parents, Yael and Michael, opened a Bat Mitzvah Endowment Fund at the Jewish Foundation of Manitoba for Naomi with a gift of \$100. Then Naomi agreed to deposit 10 percent of her Bat Mitzvah gifts into the fund.

When she learned that her participation could help animals, she didn’t hesitate.

“I really like animals and it’s sad that many are neglected and abused,” says the Gray Academy student. “This is a way I can help.”

Every year, Naomi’s fund will generate income that she can distribute to the charitable organization of her choice. For her first distribution, she will direct her money to the Winnipeg Humane Society. For next year and beyond, she plans to research other charities in the city that help pets who have been abandoned.

“She’s very excited about this,” says her dad, Michael Silver. “She plans to visit shelters next year and make an informed choice about which organization to support.”

Silver says that the appeal of the JFM’s Bar/Bat Mitzvah program is that it’s a long-term engagement.

“Naomi was going to contribute some of her gift money, anyway,” says Silver. “She could have just donated some of her money to an animal shelter, but then it would have just been a one-time act. As a fundholder, she will have to make philanthropic decisions year after year. The program is great because it engages our kids in tzedaka for the long term.”



The Silver Family (L-R Ben, Michael, Naomi, and Yael)

A special and important feature of the program is role of the Nora & David (Z”L) Kaufman Bar/Bat Mitzvah Fund. If a child’s fund reaches a balance of \$750 within two years of their Bar/Bat Mitzvah, the Kaufman Fund will add \$250 to bring the balance to \$1,000. It is when a Bar or Bat Mitzvah Fund reaches \$1,000 that a fundholder can make decisions about the recommended distribution.

“This is a remarkable program,” adds Silver. “It gets our community’s kids off to a good start when it comes to philanthropy. Naomi will learn about how much impact she can have, and how she can make a difference in the community.”

Want to open a Bar/Bat Mitzvah Fund?

Contact Rob Berkowits, Director of Development & Gift Giving, at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918 or by email at rob@jewishfoundation.org



Manitoba’s Business Community Recognizes JFM

The Jewish Foundation of Manitoba was named a finalist in the “Outstanding Not-For-Profit Organization” category of the annual MBIZ Awards, presented by the Manitoba Chambers of Commerce.

Habitat for Humanity received the award; St.Amant was the other finalist. The category recognizes excellence, innovation, contribution to community well-being, and other considerations. The awards event was held in Winnipeg in October with over 300 people in attendance.

“It was an exceptional honour to be recognized by the Chambers,” says JFM Chair-Elect, Dr. Eric Winograd. “I think their awards program is an important event. It promotes business

excellence, but it also celebrates the role that non-profits play in sustaining and improving the quality of life in Manitoba.”

Seven awards are presented in total including awards to businesses of all sizes in recognition of their accomplishments and contributions to the economy and the community.

“The event was a true celebration of Manitoba. Our province is home to leaders and thinkers who achieve great things. To be part of Manitoba’s not-for-profit sector is every exciting,” says Winograd. “We congratulate Habitat for Humanity and St.Amant. To be named finalists with them is humbling. Each organization makes life better for families in Manitoba.”

L'Chaim

18 Years Later, Endowment Book of Life Program Still Going Strong

On September 20, 2016, more than 200 people gathered for a night full of warmth, celebration, and entertainment at Congregation Shaarey Zedek for the 18th Annual Endowment Book of Life Donor Recognition Evening. For more information about the Endowment Book of Life including this year's signers, please see the enclosed insert.



A) Endowment Book of Life Chair Ruth-Carol Feldman. **B)** L-R Aaron Ingram, Morris Faintuch, Dave Chochinov, Clarice Danzker. **C)** Signing the Endowment Book of Life. **D)** EBOL Signer Al Shell puts his story into the EBOL. **E)** Rainbow Stage performs 'L'Chaim - To Life'. **F)** EBOL Signer Evelyn Katz puts her story into the EBOL. **G)** Elyse & Ken Halprin

Your Generosity at Work – FALL GRANTS AWARDED

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives, and helps organizations to revitalize their infrastructure. Because of your generosity, we are able to provide important assistance to many exceptional organizations. In October 2016, the Board of Directors of the Jewish Foundation of Manitoba approved the following grants:

Art City Inc. (\$2,200) | to allow the organization to deliver free offsite programming during renovations.

B'nai Brith Jewish Community Camp (\$6,400) | to fund website upgrades.

B'nai Brith Jewish Community Camp (\$25,000) | to help the camp purchase a new boat.

Big Brothers Big Sisters of Winnipeg (\$10,000) | to fund a pilot mentorship program for LGBTQ2 youth.

Chabad Lubavitch of Winnipeg (\$15,866) | to support the installation of a digital sign.

Chabad Lubavitch of Winnipeg (\$8,000) | to support the installation of new tile carpeting.

Food Matters Manitoba (\$3,500) | to support the development of nutrition resource materials for newcomers.

Gray Academy of Jewish Education (\$26,000) | to support technology upgrades for students and teachers.

Gray Academy of Jewish Education (\$9,006) | to support the Innovation in Teaching and Learning Project.

Gwen Secter Creative Living Centre (\$15,660) | to renovate the kitchen cabinets and reception desk.

Gwen Secter Creative Living Centre (\$4,744) | to replace the projection screen in the multipurpose room.

Jewish Child and Family Service (\$9,800) | to enhance Jewish values-based service delivery through staff training.

Jewish Federation of Winnipeg (\$5,000) | to fund a community dialogue on inclusion and diversity.

Jewish Federation of Winnipeg (\$10,000) | to support the ongoing success of PJ Library.

Jewish Heritage Centre of Western Canada (\$8,000) | to modernize the Centre's archives.

Manitoba Theatre for Young People (\$2,689) | to help fund the purchase of a new vehicle for school tours.

Mood Disorders Association of Manitoba (\$10,000) | to fund a program to help parents connect with the right mental health and addictions resources for their children.

Oleg and Friends Inc. (\$2,500) | to support a concert – featuring the works of Jewish composers – in memory of Holocaust victims.

Rady Jewish Community Centre (\$8,100) | to help fund a Family Music Concert Series.

Rady Jewish Community Centre (\$7,150) | to develop an interactive display about Jewish life and culture.

Rady Jewish Community Centre (\$3,000) | to purchase volunteer management software and pay for data entry.

Rady Jewish Community Centre (\$6,000) | to support Tarbut: Festival of Jewish Culture.

Shalom Residences Inc. (\$5,535) | to remove asbestos and replace it with new insulation at the Oxford Street property.

Winnipeg Jewish Theatre (\$6,200) | to support the production of How to Disappear Completely, by an Israeli-Canadian playwright.

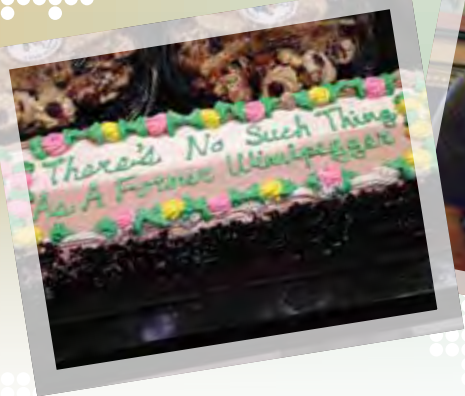
Winnipeg Symphony Orchestra (\$5,000) | to support Finjan's performance with the WSO and related programs about klezmer music.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org/grants.html or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557 or toll-free from the US/Canada at 1.855.284.1918.

JFM Gathers Winnipeggers in Toronto



**THERE'S NO SUCH THING
AS A FORMER WINNIPEGGER...**



(Top L-R): Reesa Braun,
Brent Perlman
(Bottom L-R): Garth Riley,
Reisa Riley

The Jeanne's cake said "There's No Such Thing as a Former Winnipegger." The guests simply said "Wow!"

On October 23, the Jewish Foundation of Manitoba held a brunch in Toronto for people who used to live in Winnipeg. The event was hosted by Brenda and Martin Gurvey at their condominium complex; about 70 people attended.

"People were very excited to be there," says Marsha Cowan, the Jewish Foundation's CEO. "We know from our ongoing communication with people in Toronto that their connection to Winnipeg runs very, very deep."

The event was staffed by JFM personnel Rob Berkowits, Marla Aronovitch, and Zachary Minuk. The program featured Winnipeg treats, a Winnipeg souvenir bag, plenty of reminiscing, and a presentation that stirred up nostalgic feelings and shared exciting information about the state of the community and the city today.

"For a few years, we've been reminding our out-of-town donors and fundholders that 'there is no such thing as a former Winnipegger'. This event proved that," adds Cowan. "We've had

great feedback and a lot of questions since the event about ways to contribute to the Foundation."

"I am sure I can speak for all Winnipeg expats in Toronto...(the Foundation's) event in October brought together so many familiar faces, not only for a nostalgic slice of Jeanne's cake, but to re-acquaint us with the vital work of the Jewish Foundation of Manitoba in maintaining Manitoba Jewish life."

~ Brent Pearlman ~

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www.jewishfoundation.org



@JFM_MB

More Capital News!

For the second year in a row – and for only the second time since 2000 – the Jewish Foundation of Manitoba has been in a position to re-capitalize excess income. This means the JFM has been able to permanently add money to its endowed asset base – \$1,759,176, to be exact. At the JFM's current distribution rate, this means that about \$70,000 of new money will be directly injected into the community.

Re-capitalization can only happen when realized income exceeds expenses in a given year and the JFM's reserve fund is at its maximum level.

"This is excellent news for the community," says JFM Secretary-Treasurer, Mark Lomow. "The larger the asset base, the greater the impact we can have."

Now THAT'S a Great Rate of Return

In the story of Chanukah, the Maccabees defeated their oppressors and then re-dedicated the Temple in Jerusalem. There was only enough oil to keep the ceremonial menorah lit for one day but, miraculously, it stayed lit for eight days. In investment management terms, that's eight times the benchmark. Not bad!

Perhaps the story of Chanukah teaches us an important lesson – that a little can go a long way. When we reach out to people in our community who need some help, we can change lives. When we support organizations outside of the Jewish community, we build bridges. When we spend a few hours of time as a volunteer, we help agencies thrive. And when we open a fund at the JFM and grow it over time, we are making a difference for all time.

*The Board and Staff of the
Jewish Foundation of Manitoba
wish you a Happy Chanukah.
We thank you, our donors,
for the light that you bring.*



JFM *focus*

THE POWER OF PHILANTHROPY

ADAR 5777 | MARCH 2017

JFM Incentive Program Aims to Inspire Donors

“RACE TO 1,000” PROMOTION ENDS JULY 18

The Jewish Foundation of Manitoba is launching an incentive program designed to inspire holders of smaller endowments to grow their funds to \$1,000.

Under the terms of the “Race to 1,000” program, the JFM will match a donor’s gift by 50% (to a maximum of \$250) to bring the fund balance to \$1,000. If a donor’s fund sits at \$400, for example, a new contribution of \$350 will trigger the maximum JFM match of \$250, bringing the total to \$1,000.

The \$1,000 threshold is significant because starting with the 2017 Annual Report, all funds opened after January 1, 2016, with a minimum balance of \$1,000 will be listed annually. New funds can still be established with \$100, but will only be listed in the year they are opened.

“This is an exciting opportunity to re-engage with fundholders,” says Marsha Cowan, CEO of the JFM. “We’ve set aside \$25,000 to fund the incentives. We

.....
*“We see this as an
important
re-investment
of capital.”*
.....

see this as an important re-investment of capital. Matching programs are growing in popularity across Canada’s charitable sector, and our own experience has shown us that our donors like the idea.”

For JFM Chair Anita Wortzman, the “Race to 1,000” is a meaningful expression of the Foundation’s new strategic plan. “Our goal is to grow our assets so that we can have an even greater impact on the community going forward,” says Wortzman. “As a Board, we are eager to run innovative programs like this to inspire people to become regular contributors.”

The “Race to 1,000” promotion runs now until July 18, or until incentive funding runs out. The initiative excludes Bar/Bat Mitzvah Funds, which already operate under a matching program. For more information, or to make your gift, contact Marla Aronovitch, Grants & Distributions Officer, 204.480.7557; Canada/U.S. toll-free 1.855.284.1918; or at marla@jewishfoundation.org.

RACE-TO-ONE THOUSAND JFM TOP-UP INCENTIVE

YOUR EXISTING FUND
UNDER \$1,000

YOUR
GIFT



MATCHING
CONTRIBUTION
UP TO \$250

YOUR FUND
GROWING PAST
\$1,000



Thanking Front-Line Staff

SIMKIN AWARD LIGHTENS FAMILY’S LOAD

In 2008, Sheila and David Brodovsky, their brother Harvey Brodovsky, and friends Catherine (Kady) and Maurice^z Tauber launched the Saul & Claribel Simkin Centre Family Education Fund. Their parents – Nellie Brodovsky^z, Ethel Pierce^l, Dr. Maurice (Moe) Pierce^z, and Samuel Tauber^z – were all residents of the Sharon Home and then the Simkin Centre for varying periods between 1997 and 2009.

Through hundreds of visits over many years, the Fund’s founders were moved by the hard work and tender care offered by so many front-line nurses and aides.

“We wanted to do something special for the people who work at the Centre,”

says David Brodovsky, “so we set up this scholarship program as a way to express our gratitude for the kindnesses extended to our parents and to us.”

Since the Fund opened, a number of other donors have stepped forward and the Fund now sits at close to \$70,000 and provides an award of about \$2,250 annually.

The Fund awards the children of long-service employees the opportunities to pursue post-secondary education. The award is based on financial need, academic achievement, and community involvement.

In 2016, the award was presented to Danielle Bolo, a dental hygiene student at the University of Manitoba. In 2014, her sister Chantelle received the same award to advance her microbiology studies. The sisters are the daughters of Lyndon Bolo, a

healthcare aide with the Simkin Centre for nearly 10 years.

“I’m very proud of my daughters,” says Bolo. “The awards have been helpful financially, and they have also been a great honour for my family. I feel like part of the family at the Simkin Centre and I’m grateful that this award is available.”

“I’m very happy that this fund has grown,” says Brodovsky. “I’d encourage all Jewish organizations in the city to set up similar funds to recognize long-serving staff. The key is to promote it well to inspire donors and applicants.”

To learn more about the Simkin Centre Family Education Award, visit www.jewishfoundation.org.

Planning for the Long Term

BB CAMP CAMPAIGN AIMS TO ENHANCE CAMPSITE AND GROW ENDOWMENT FUND

Rory Paul’s parents were counsellors at BB Camp in the late 1940s, even before the camp moved to its current site near Kenora. Paul, a current BB Board member, became a camper, counsellor, resource person, Program Director, and offsite director. His kids were campers and counsellors, too.

“Outside of my immediate family, BB is the one thing that has had the most profound impact on my life,” says Paul, the former Head of School of Gray Academy of Jewish Education. “BB influenced my decision to build a career in education.”

When BB Camp launched its capital campaign in the fall of 2016, Paul did not hesitate to contribute to the existing Rory Barb Paul and Family Fund at the Jewish Foundation of Manitoba.

“I’ve been blessed with three healthy grandchildren. My late wife Barb and I always wanted to support BB in a way that would ensure that the camp endured for them and for other children in the community,” says Paul. “The endowment piece of the campaign was most attractive to me because the gift would live on in perpetuity. Our goal was always to make it easier for kids to attend camp.”

Our goal was always to make it easier for kids to attend camp.”

For BB Camp Executive Director Brenda Tessler-Donen, the endowment portion of the \$6-8 million campaign is an essential component.

“A successful endowment fund allows us to strategize for the future while we operate effectively today,” says Tessler-Donen, who also has an endowment fund in support of BB Camp. “The endowment fund will help BB remain financially stable and ensures a stronger future.”

The endowment element of the campaign has been especially attractive to camp alumni who no longer live in Winnipeg, she adds: “They see it as a way to reconnect with the community.”



For more information about the BB Camp capital campaign, visit growbbcampovernight.com.

JFM focus BOARD MEMBER Spotlight



“One of the most exciting things about serving on the Foundation’s Board is that we’re never complacent. I think as an organization, we see the growing importance of our role and we are always evolving deliberately and wisely as our assets grow and our community’s needs change. I’m also so impressed by the skill and devotion I have seen around our Board and committee tables. Our Presidents have inspired me as have my fellow committee members – past and present. Our staff is outstanding as they keep us volunteers motivated and focused. As a proud Jew, I feel blessed to work with the Foundation’s dedicated team of professionals and volunteers to make life better in our Jewish community and beyond. Above all, though, the best thing about being on this Board is seeing the results of our work. There are successful people in our community today – representing a broad cross-section of fields – who benefitted greatly from the JFM grants and scholarships they received years ago and who enrich our community today. That makes me proud.”

Syd Thompson
Member, Board of Directors
Chair, Distributions Committee
Member, Investment Committee

Bar/Bat Mitzvah Endowment Fundholders Change Lives

Through the JFM’s Bar/Bat Mitzvah Endowment Fund program, young members of our community can designate income earned by their funds to the charitable organizations of their choice.

It is an opportunity for young community members to learn about community needs and express their philanthropic interests.

For those who choose not to declare their preferred charities, income earned from their funds is allocated to the Foundation’s Jewish Community Campership Fund. The Jewish Community Campership Fund was launched in 2011 to help as many children as possible attend Jewish day and residential summer camps. Income from this endowment fund is distributed directly to our community’s camps to help them subsidize Jewish summer camping experiences for children of families facing economic challenges.



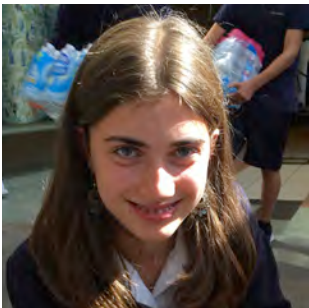
OUR KIDS MAKE A DIFFERENCE

There are currently 372 Bar/Bat Mitzvah Endowment Funds held at the Jewish Foundation of Manitoba.

The total accumulated value of these funds is nearly \$572,000.

In 2016, JFM Bar/Bat Mitzvah fundholders distributed \$20,887.00 to 50 different organizations including \$11,127.00 to the Jewish Community Campership Fund.

When a child’s fund reaches \$750 by the time they reach age 15, the Nora & David^{z”l} Kaufman Bar/Bat Mitzvah Fund contributes an additional \$250 to bring the fund to the \$1,000 level. To date, the Nora & David^{z”l} Kaufman Bar/Bat Mitzvah Fund has contributed \$61,750 to top up 247 Bar/ Bat Mitzvah Endowment Funds.



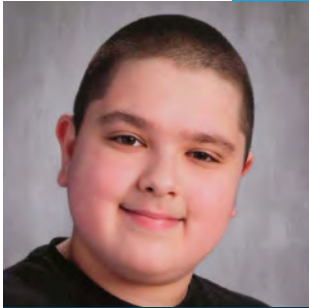
Abbie Shenkarow



Adam Kroft



Anna Koplovich



Benjamin Kreel



Ella Braunstein



Jadon Manning



Samuel Segal



Seth Kohn



Zachary Sector



Zahra Slutchuk

So many causes...
Why Choose Just Once?



—BAR/BAT MITZVAH— ENDOWMENT FUNDS

As your children prepare for their Bar and Bat Mitzvahs, have you considered starting a Bar/ Bat Mitzvah Fund on their behalf?

Help them gain an understanding of community needs, earn the satisfaction of contributing to the community, and get started on a life-long path of meaningful giving.

For more information contact Rob Berkowits,
Director of Development & Gift Planning,
204.477.7522; Canada/U.S. toll-free
1.855.284.1918;
or at rob@jewishfoundation.org



ORGANIZATIONAL ENDOWMENT FUNDS

BAR/BAT MITZVAH FUNDS

DESIGNATED AND UNDESIGNATED FUNDS

WOMEN'S ENDOWMENT FUNDS

Would you like to open a new fund? Contact Rob Berkowits, Director of Development & Gift Planning, by email at rob@jewishfoundation.org or by telephone at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

YOUR GENEROSITY AT WORK

WOMEN'S ENDOWMENT FUND GRANTS

Alpha House (\$5,000) to replace beds, cribs, couches, and tables in apartments housing women and their children leaving abusive relationships.

Jewish Child and Family Service (\$8,000) to fund the second phase of a support group for Jewish women living with addiction in their families.

Sarasvati Dramatic Theatre Productions and Repertory (\$2,500) to fund “New Beginnings”, a community-based theatre initiative that pairs artists with newcomer women in Winnipeg.

Siloam Mission (\$6,000) to add 36 beds to a private area for women in Hannah's Place Emergency Shelter.

SPECIAL GRANTS

In December 2016, the Board of Directors of the Jewish Foundation of Manitoba approved the following Special Grants. The JFM's Special Grants program supports bold and innovative projects designed to benefit the Jewish community and address social and community issues in Manitoba.

Randy Guest (\$1,850) to record the stories of Holocaust survivors for circulation on social media in order to reach young audiences.

Jamie Michaels (\$10,000) to produce a historical graphic novel about Toronto's Christie Pits riots of Toronto, the social conditions that preceded them, and the lessons that can be drawn by contemporary readers.

Yolanda Papini-Pollock (\$5,000) to produce *Never Again: A Genocide Story*, a single episode of a 13-episode series featuring a Holocaust survivor.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org or contact **Marla Aronovitch**, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557 or toll-free from the US/Canada at 1.855.284.1918.

Questions or comments about the Focus? Contact Zachary R. Minuk, Director of Marketing & Communications, by email at zminuk@jewishfoundation.org or by telephone at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.

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JFM *focus*

THE POWER OF PHILANTHROPY

AV 5777 | SUMMER 2017

Irma Penn Bequest Gets Creative Juices Flowing

PILOT PROJECT SEEKS INNOVATIONS IN JEWISH EDUCATION

Irma Penn^z¹ chose Judaism, but lived her life as if Judaism chose her. She converted when she married Marvin Penn^z¹ and immediately embraced Jewish life with passion and zest.

And now, through the Jewish Foundation of Manitoba, her enthusiasm for Jewish learning will live on.

“For Irma and Marvin, Judaism was a big part of their romance,” says long-time friend, Ruth Livingston. “Irma was so attracted to Jewish values and Jewish ethics. The idea of tikkun olam made sense to her.”

Penn, who passed away in 2013, was active at Temple Shalom and with B’nai B’rith Women, and worked as the first archivist at the Jewish Heritage Centre of Western Canada. Her most significant community work was as a “soferet” – a scribe. She was the first woman in Canada to scribe a Torah.

“The work was a labour of love,” says Livingston. “It was a monumental feat that engaged many people in the community.”

When Penn passed away, she left a large bequest to the Jewish Foundation

*“We are looking for
ideas that are
outside the box.”*

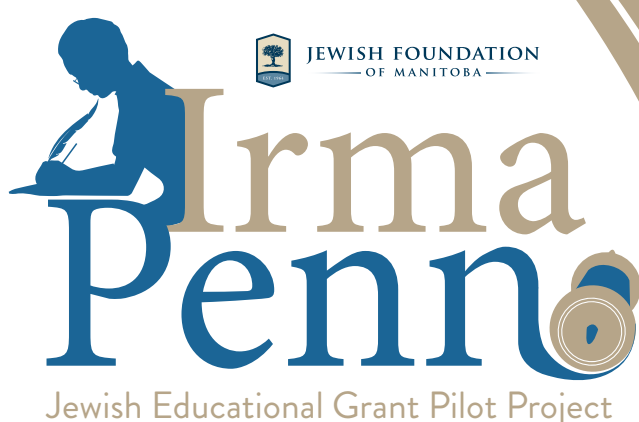
with the request that a portion of the net income earned by her fund be used to support Jewish education. In honour of Penn, the Foundation has launched the Irma Penn Jewish Educational Grant Pilot Project. Up to \$35,000 will be available for new and creative Jewish educational projects.

“We are looking for ideas that are outside the box,” says Syd Thompson, Chair of the Foundation’s Distributions Committee. “Irma lived her life in a way that elevated Jewish knowledge, practice, and connection. With this grant, we are looking for ideas that honour her legacy by enriching our community.”

Only charitable organizations are eligible to apply for funding under the program. Interested parties should inform the Foundation of their intent to apply by January 15, 2018. Applications are due by February 15.

“We are very excited about this grant,” says Thompson. “We know it will inspire exceptional thinkers and educators in the community.”

**For more information, please visit
www.jewishfoundation.org/IrmaPenn**



NOW AVAILABLE

Up to a
\$35,000
Grant

To qualify, your project must:

- Have a strong Jewish educational component.
- Be innovative, creative, new, bold, and exciting.
- Have a lasting impact on the Jewish and/or general community in Manitoba.

*Turning imagination into reality.
Creating a positive impact on the Jewish community and beyond.*

Celebrating Jewish and Israeli Culture

CHAI SIGNS ON TO FUNDMATCH INITIATIVE

Their June 7 concert celebrated “Ancient Roads”. And now, thanks to the generosity of Ahava Halpern and Frank Lavitt, and the late Max Reich²¹, the Sarah Sommer Chai Folk Ensemble is paving future roads, too.

Chai honoured Halpern and Lavitt at the sold-out concert where Chai’s participation in the JFM’s FundMatch initiative was announced. Under FundMatch, Chai’s endowment will receive additional funding when certain benchmarks are reached. With Halpern and Lavitt’s gift along with Max Reich’s bequest, the first benchmark of \$54,000 in new endowment giving is within reach. Once achieved, the JFM will add \$18,000 to the fund.

“Contributing to Chai’s endowment fund is a statement that Frank and I are optimistic about Chai’s future,” says Halpern, who danced with the group in her youth. “In the arts, it is important to

find ways to be financially sustainable for the long term. A strong endowment fund is the backbone of Chai’s future.”

For over 50 years, Chai has provided a venue for young members of the community to celebrate Jewish and Israeli dance, song, and music. The group has performed in Israel, Mexico, and across Canada, and has represented Winnipeg’s Jewish community at many local multicultural celebrations. Participation in Chai has been a highlight for many families in our community over the years. Families like the Reich’s.

“All three of our kids were performers, I volunteered with costumes, and my husband Max was on the Board and served as the Co-Chair with Mickey Rosenberg,” says Fay Reich. “Chai gives our community’s kids a chance to share their talents.”

Max Reich passed away in February 2017. His bequest to Chai’s endowment fund is counted as part of the FundMatch initiative.

“For a community of our size, we should be very proud of the group and I want to see it carry on,” says Fay Reich.

“I care deeply about Chai and so do many others in the community,” adds Halpern. “I hope other alumni and supporters will rally around the endowment fund.”

To learn more about the Jewish Foundation of Manitoba’s FundMatch initiative, see www.jewishfoundation.org/initiatives/fundmatch



New Vision; A Promising Future



In Spring 2017, the Board of Directors approved a renewed Vision Statement for the Jewish Foundation of Manitoba. The statement emphasizes the Foundation’s Jewish values and shines a light on the Foundation’s growing impact:

Founded on Jewish values, the Jewish Foundation of Manitoba cultivates an endowment fund that guarantees growth, innovation, and the vibrancy of the Jewish and general community in Manitoba.
FOREVER.

The Foundation’s Mission Statement remains unchanged, as resonant as ever:

The Jewish Foundation of Manitoba, in keeping with our Jewish heritage and values, encourages and facilitates the creation and growth of endowment funds to enable the community to realize its potential. The Foundation maintains effective stewardship over all assets entrusted to it; distributes grants that reflect donors’ wishes and community priorities; and provides leadership in the Jewish and general communities.

New Officers and Board Members Announced

Dr. Eric Winograd was confirmed as the new Chair of the Jewish Foundation of Manitoba at the Annual General Meeting in June. Winograd is joined on the Executive Committee by Aaron Margolis (Vice-Chair); Danny Stoller (Treasurer); and Jeff Lieberman (Member-at-Large).

Dan Blankstein, Caroline Kiva, and Sean Shore were elected to the Board of Directors.

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Annual Report 2016



A Legacy of Kindness

KAREN AND PETER LEIPSIC TOP UP AND RENAME IMPORTANT FUND

Peter and
Karen Leipsic



Karen and Peter Leipsic come by their generosity honestly.

Peter learned two valuable lessons from his late father, Barry: one – help someone when you can afford to; and two – help someone even when you can't afford to.

Karen's parents – Coleman and Rose Silverman – emulated the same values running a general store in Dysart, Saskatchewan, providing credit to families in need, and always opening their door to travellers.

During the war, all the rationed food could have been sold for three or four times higher, but Coleman's comment was: "These are my neighbours! What would I say to G-d?"

"Even in lean times, he would lend a hand," says Leipsic of his own father, a partner in Aronovitch & Leipsic, a major real estate and insurance firm. "He took the time to learn about his clients. I recall one client – a woman who walked the

streets to support her family. My father lent her money and helped her get out of the trade so her kids could have a more normal life. That's one example of many."

Peter Leipsic inherited that sense of compassion. "I worked with my father and observed him for many years," says Leipsic. "I like to think that his spirit of generosity rubbed off. My parents and Karen's taught us to try to make the world a better place."

The Leipsics are widely respected for their philanthropic efforts and volunteerism. In 2016, they topped up and repurposed a JFM fund, now known as the Karen & Peter Leipsic Fund in Support of Women & Children who are Victims of Domestic Violence.

"Through Jewish Child and Family Service, the income earned by this fund will help abused women and their kids get their lives together after they leave a shelter," says Leipsic. "It's an endowed fund that will have a permanent impact."

The Leipsics' children have also embraced the message of compassion. Daughter Sarah lives in Costa Rica where she is devoting her life to volunteerism. Son Jonathon is a physician and philanthropist in Vancouver. In a classic example of "it's a small world", Jonathon once met with a donor to the Vancouver Talmud Torah and learned that he had been one of many guests welcomed by the Silvermans in Dysart. Generosity can indeed make a big world feel much smaller.

Karen and Peter Leipsic hope that their children will continue to share the message of generosity. And they hope other members of the Jewish community will step forward, too.

"There are many causes that need support here," says Leipsic. "We've been blessed in Winnipeg. Our community is generous, but I think we can do even better. I'd like to see us all consume less and contribute more so we can change more people's lives."

Gray Academy Internship Program Connects with JFM



From January to April, Jochebed Seyoum learned about legacies and convinced her classmates to leave one.

Seyoum, a recent graduate of Gray Academy of Jewish Education, was enrolled in the Jewish Community Internship course at the school. The course teaches students in grades 11 and 12 about Jewish organizations in the city and then sends the students to various organizations to work as interns while job-shadowing community professionals.

Seyoum worked at the Jewish Foundation alongside Zachary Minuk, Director of Marketing & Communications.

"I learned how a foundation works and what endowment funds can do," says Seyoum, who will attend the University of Manitoba in the fall. "And I learned so much about our community and the organizations that keep it together."

For Andrew Kaplan, the Gray Academy teacher who led the course in 2016-2017, the internship program helps students understand how the community works, shines a light on how they can contribute, and even gets some of them thinking about careers in Jewish communal service.

"The students learn that there is more to the community than our school," says Kaplan, who also teaches debating, public speaking, film, and English. "The course gives them greater knowledge about the community and some helpful work experience."

Community organizations, says Kaplan, have largely embraced the program and have given the students important assignments. For example, one student interning with B'nai Brith helped to develop a Holocaust education program for rural schools.

Seyoum used her term at the Foundation as an opportunity to launch the 'Class of '17' Endowment Fund. She helped to develop the messaging, design a poster, and convince Student Council to hold a "Casual Day" to raise money to launch the fund.

"Invest in a legacy that will live on" was Seyoum's message on the poster. Her fellow grads answered the call. No doubt future graduating classes will, too.

Want to make a gift to the 'Class of '17' Endowment Fund? Contact Rob Berkowits, Director of Development & Gift Planning, by email at rob@jewishfoundation.org or by telephone at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

JFM *focus* | SUMMER ISSUE 2017



Your Generosity at Work

Women's Endowment Fund Grants Awarded

Thanks to WEF fundholders, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in the lives of girls and women of all backgrounds in Manitoba.

In Spring 2017, the Jewish Foundation Board approved the following Women's Endowment Fund grants:

Chabad-Lubavitch of Winnipeg (\$2,750) | to bring in Chanale Felig, a world-renowned female Jewish singer to perform at a women's concert. The event is designed to celebrate the importance, beauty, and strength of Jewish womanhood.

Mount Carmel Clinic Foundation (\$7,500) | to support the renovation of Sage House, a facility offering programs and services to women who identify as street-involved and who are engaged in survival sex work.

Rady Jewish Community Centre (\$5,000) | to support BBG Week, a special event for female members of BBYO. BBG Week includes community service, leadership development programs, and recreational activities. In addition, BBG Week will serve as an entry point to engage newcomer teens in the community.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557 or toll-free from the US/Canada at 1.855.284.1918.

Margaret Trudeau Fills the Room

Celebrated author Margaret Trudeau was the keynote speaker at the Women's Endowment Fund Luncheon, held April 21 at the RBC Convention Centre. More than 450 people – the largest crowd in the luncheon's history – heard Mrs. Trudeau reflect on her life as the wife of Pierre Trudeau, and on her mental health struggles. The luncheon, co-chaired by Jessica Cogan and Dr. Dianne Popeski, also honoured the memory of Irma Penn for her contributions to the community.



An Evening Out

On May 25, Elizabeth and Michael Boroditsky hosted a casual event at their home to introduce about 40 people to the Jewish Foundation of Manitoba. Rob Berkowits, the JFM's Director of Fund Development & Gift Planning, spoke as did Rory Paul, a 2017 signer of the Endowment Book of Life. Paul told his family's story and spoke about the importance of building a community whose members take care of each other.



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JFM *focus*

THE POWER OF PHILANTHROPY

KISLEV 5778 | FALL 2017

Reflections

by Marsha Cowan

A FEW GRATEFUL THOUGHTS AS I STEP DOWN AS CEO

It was September 1993. I remember walking into a meeting room at the YMHA on Hargrave – it was my first meeting as President of the Jewish Foundation of Manitoba.

Then, like now, the Foundation attracted skilled and dedicated volunteers to sit around the Board table. I confess to being nervous as I held the gavel for the first time, until one esteemed Board member broke the ice.

“Hey look,” he said. “Our very own Kim Campbell!”

Campbell had just been elected as Canada’s first woman Prime Minister, and I was the first woman to chair the JFM board. We all laughed – including me – and I settled into the greatest volunteer position I have ever had (and it was a term that lasted longer than Prime Minister Campbell’s!).

In 2005, I was invited to become the Foundation’s Chief Executive Officer following David Cohen’s retirement. Those were very big shoes to fill, but I accepted the challenge. As I write this, I am in my final weeks as the Foundation’s senior executive.

After 13 years in this position, I am proud to say that every day still feels new

and exciting. Serving as CEO has been a great gift in my life, and, yes, I am sad to step down. But my sadness is tempered by three things:

First, I will still be staying on at the Foundation in a part-time development role where I will continue working directly with some of our fundholders.

Second, I can look back on my career at the Foundation with a sense of satisfaction. Many great things have happened at the Foundation since 2005. Our assets surpassed \$100 million; our Endowment Book of Life program reached 800 participants; more Jewish organizations have opened organizational endowment funds; and new fund matching programs have connected donors and organizations in exciting ways. I can’t take all of the credit for these accomplishments, but I do take pride in them.

The third thing that tempers my sadness is perhaps the most significant one. Research has shown that feeling grateful can help you feel happy. Well, if it’s true that gratitude leads to happiness, consider me to be one happy woman!

As CEO, I have worked with Board members whose passion for the community runs deep and whose talent runs even deeper. I have led staff teams



who care so much about their work. I have met and learned from professionals and volunteers from leading foundations and non-profits across Canada. I have built meaningful relationships with donors who are proud to share their philanthropic dreams and then use the Foundation to fund them.

And, as CEO, I have heard stories – virtually every day for the last 13 years – about how the Foundation has changed lives and enhanced the community.

I am grateful for the relationships, the challenges, and the exceptional acts of philanthropy that I have witnessed. I am grateful for the wisdom and foresight of the Foundation’s founders and the example set by my predecessors, Izzy Peltz and David Cohen. And I am grateful for the opportunity to serve my beloved community in my beloved city.

And because I am grateful, I am happy. Thank you all. Happy Hanukkah.



JEWISH
FOUNDATION
OF MANITOBA

LIGHTING
UP LIVES
WITH EVERY
GIFT

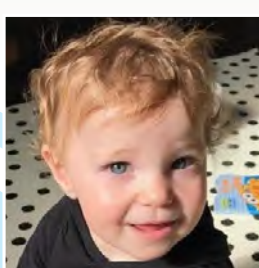
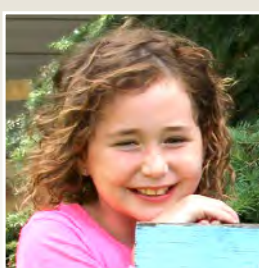
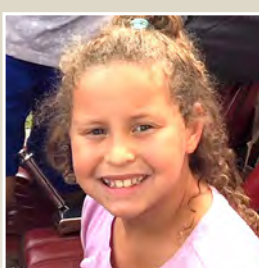


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Make your year-end gifts to receive tax receipts for 2017.

Contact the JFM office at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918 to give today.

A Special Gift for 12 Kids



When Judith Putter read last year's Jewish Foundation of Manitoba Annual Report, she decided it was time to step up.

"I had been thinking about setting up Bar and Bat Mitzvah Funds for my great nieces and nephews for some time," says Putter. "When I read about David Solomon doing the same thing, I was inspired to act."

And so Putter, who is an Endowment Book of Life signer and a Women's Endowment Fund fundholder, opened 12 new funds to honour the young children of her nieces and nephews: Benjamin, Jeremy, Michael, Alix, Jennifer, and Joshua.

"I hope that having the funds will teach them about tzedakah and help them keep a lifelong connection to Winnipeg, even for those who don't live here," she says. "The beauty of this program is that as the kids get older they can use their funds to connect with organizations that inspire them."

If a Bar or Bat Mitzvah Fund reaches \$750 before a child's fifteenth birthday, the Nora & David²¹ Kaufman Bar/Bat Mitzvah Fund will top up the fund by \$250. This brings the fund to the \$1,000 level, at which point it becomes donor-advised. This means that our young fundholders can decide which charities receive funding.

"This is how I want to honour them. I hadn't thought of anything else," says Putter of her decision. "I think it is a wonderful program."

Celebrating the Future

TEMPLE SHALOM ESTABLISHES ORGANIZATIONAL ENDOWMENT FUND



-ORGANIZATIONAL-
ENDOWMENT FUNDS

Over the past few years, the membership of Temple Shalom has been engaged in heartfelt and passionate discussions about the synagogue's identity and vision.

"We've had crucial conversations about what role we want to play in the community," says Linda Freed, President of Winnipeg's only Reform congregation. "We want to be – and we will be – relevant for the long term."

The synagogue launched its \$1 million dollar capital campaign in early November. The campaign includes the establishment of an organizational endowment fund at the Jewish Foundation of Manitoba. The fund already has \$84,000 and Freed hopes that number will at least double through the course of the campaign.

"When you have a fund, you have a future," says Freed. "The endowment fund will help us enhance our programming in perpetuity and celebrate our brand of authentic liberal Judaism with our members and with the community as a whole."

Freed calls Temple Shalom a "disruptor" and is proud that her congregation has been early to adapt to the changing needs of the community. "We were the first congregation in Winnipeg to have a female rabbi, the first to have music on the bimah, and the first to conduct same-

sex and interfaith weddings and burials," says Freed. "Our capacity to adapt bodes well for our future as the community continues to change. We hope to always lead, and we hope to continue to share the beauty of Jewish liturgy and Jewish practice. That's why our endowment fund is so important to us."

Freed and her colleagues on her Board are confident that Temple Shalom members will rally behind the campaign and the endowment fund. She is also pleased to note that non-members are demonstrating an interest by making significant donations.

"As members of Winnipeg's Jewish community, we are rightfully proud of the diversity of programs and services available for a community of our size," says Freed. "Temple

Shalom offers a vital service, essential to the community's well-being. For some Jews in Winnipeg, Temple Shalom is their only connection to Jewish life. That is worth supporting for the long term."

Temple Shalom is a participant in the Jewish Foundation's FundMatch initiative. Every donation made to Temple Shalom's endowment is matched through the FundMatch initiative. For more information, visit www.jewishfoundation.org.

"When you have a fund, you have a future."

BOARD MEMBER Spotlight



"It was an honour to be invited to join the Board this past June. As a committee member for a few years, I have seen how much impact the Foundation truly has on the Jewish community and beyond. As a wills and estates lawyer, I hope that I can bring my expertise about estate planning to my role at the Foundation and, similarly, I expect to learn things as a Board member that will help me in my professional practice. It is very important to me that the Foundation succeeds. In times when social service agencies and other charities are facing budget cuts and challenges, it is essential that communities like ours step forward to fill the gap. If we are successful as a Foundation, it will be easier for us to maintain a sense of community as we work together to sustain and enhance the programs and services we have grown to love and upon which we depend. I'm happy to be involved and I look forward to making a difference."

Caroline Kiva, JFM Board Member
Member, Development & Gift Planning Committee
Former Member, Grants Committee and Investment Committee



The Board of Directors thanks you for your commitment and generosity.

Mark Bernstein 90th Birthday Youth Enrichment Fund (JCFS)
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 Kevin Anthony Dwyer Memorial Fund (JEWISH EDUCATIONAL TRUST)
 Linda Freed Fund (TEMPLE SHALOM)
 Miral & Robert Gabor Fund (TEMPLE SHALOM)
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In Memory of David & Ethel Ferdman Fund
Karen Leipsic Fund

Your Generosity at Work

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives.

Your Generosity at Work

IN OCTOBER 2017, THE BOARD OF DIRECTORS OF THE JEWISH FOUNDATION OF MANITOBA APPROVED THE FOLLOWING GRANTS:

\$1,000 to purchase equipment to livestream services that make a difference	Kaufman Silverberg Community Library
\$4,870 to acquire new books and other	

Asper Jewish Community Campus of Winnipeg (\$8,796) | to purchase two new LED projectors.

Brock Corydon School (\$3,899) | to fund the construction of a school sukkah.

Chabad-Lubavitch of Winnipeg (\$14,026) |
to fund preliminary drawings and analysis
related to the proposed expansion of the
Jewish Learning Centre.

Graffiti Art Programming Centre (\$6,000) |
to fund a street photography project for youth.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org or contact Marla Aronovitch, Director of Operations & Grants, at maronovitch@jewishfoundation.org or 204.480.7557 or toll-free from the US/Canada at 1.855.284.1918.

(\$6,000) | to purchase equipment to livestream school events and develop promotional videos.

(\$48,100) | to redesign the school's website and develop an online enrollment infrastructure.

(\$6,500) | to make online courses available for students wishing to take courses beyond the school's scope.

(\$8,200) | to purchase new equipment to enhance recess time.

Gwen Sector Creative Living Centre
(\$6,000) | to fund a program that connects seniors and youth through technology and help seniors learn how to use Skype and other tools.
(\$7,500) | to fund technology upgrades.

Jewish Child and Family Service
(\$22,000) | to help hire a community support worker to teach life skills to people with mental health challenges.
(\$15,000) | to fund a project to document the effort of Operation Ezra and capture the stories of Yazidi refugees.

Jewish Federation of Winnipeg
(\$5,000) | to fund a project to promote leadership training for young Jewish adults.
(\$32,000) | to support March of the Living, a renowned Holocaust education program.

Kaufman Silverberg Community Library (\$4,870) | to acquire new books and other materials to lend.

Manitoba Chamber Orchestra (\$7,500) | to introduce two internationally renowned Jewish musicians to the community.

Manitoba Theatre for Young People (\$3,250) | to support its *Dark Outside*, a production that explored Alzheimer's diseases and dementia.

Rady Jewish Community Centre (\$10,000) | to help the Rady JCC provide a more enriched experience for members of BBYO.

(\$5,000) | to support Puzzle Israel, a program to bring two young Israeli chefs to Winnipeg.

(\$7,500) | to fund the renewal of the centre's five-year strategic plan.

(\$8,000) | to fund Shabbat Sensations, a series of dinners, pop-up programs, and other Shabbat experiences.

(\$7,000) | to support Tarbut: Festival of Jewish Culture.

Temple Shalom Manitoba (\$54,000) | to support the synagogue's capital campaign.

Tiny Turtle Playroom (\$6,567) | to fund a technology upgrade for this daycare centre.

Winnipeg Jewish Theatre
(\$4,000) | to upgrade the theatre's website.
(\$10,000) | to support a festival of new
 Canadian Jewish plays.

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JFM *focus*

THE POWER OF PHILANTHROPY

ADAR 5778 | WINTER 2018

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in support of the
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Friday, April 13, 2018 | 12:00 p.m. - 1:30 p.m.
RBC Convention Centre Winnipeg
York Ballroom | South Building
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Admission \$200
Charitable receipt issued for \$150
Book signing to immediately follow

For tickets, please call the
Jewish Foundation of Manitoba
at 204.477.7520 or visit
www.jewishfoundation.org



Sally Armstrong to Speak at JFM Luncheon on April 13

ACCLAIMED JOURNALIST SHINES A LIGHT ON HUMAN RIGHTS

She has interviewed ISIS militants face-to-face. She was the first journalist to tell the story of the oppression of women in Afghanistan. She uncovered the systemic sexual assault of thousands of women in war-torn former Yugoslavia. She has witnessed the devastation of the Yazidi community in northern Iraq.

Sally Armstrong has had a front row seat to some of the most heinous human rights abuses of the last 40 years. Still, the acclaimed Toronto-based journalist sees reason for hope and optimism.

"The earth is shifting under the status of women; we're not at the finish line—not by a long shot," says Armstrong, "but a new age is dawning even in some of the countries where women's rights are terribly oppressed."

This is the message of Sally Armstrong. And this is the kindling that keeps her journalistic fires burning.

"I just returned from an assignment in Afghanistan, and despite the truly worrisome security issues—suicide bombers and attacks on public places—life for Afghans is actually improving," says Armstrong, author of *Ascent of Women*. "Life expectancy has jumped from 47 to 62 years and 9.2 million kids are back in school, including girls

who were previously excluded. Polio is almost eradicated and maternal mortality has dropped by 75 per cent."

As a journalist, she covers zones of conflict; her beat is to find out what happens to women and girls. She recently wrote a feature article called "Resisting Genocide" that chronicled the catastrophe faced by the Yazidi people in Iraq.

And she is well aware of the important work of Winnipeg's Operation Ezra and a similar initiative in Toronto to help Yazidi refugees resettle in Canada. She notes, though, that there are still 450,000 displaced Yazidis in Iraq, and most simply want to go home to Shingal Mountain from where they were expelled by ISIS.

"I think Canada has a role to play," says Armstrong. "There are specific interventions we could make to improve the lives of Yazidis."

She will share these ideas at the Jewish Foundation Luncheon in support of the Women's Endowment Fund on April 13, along with some surprising stories about the status of women worldwide and the #MeToo campaign.

"I think we are living in transformative times," she says. "We are seeing important changes everywhere."

.....
*"I think we are living in
transformative times."*
.....

SALLY ARMSTRONG

Sally Armstrong has received the Amnesty International Canada Media Award four times – in 2000, 2002, 2011, and 2017. She is an Officer of the Order of Canada and the recipient of 10 honorary degrees.

Music for the Mind

JFM GRANT ENHANCES CARE FOR PSYCHEALTH CENTRE PATIENTS

An elderly woman visits her ailing husband in the Palliative Care Unit at St. Boniface Hospital. They sit together in a common room, joined by Vanessa, a guitarist from Artists in Healthcare Manitoba. The husband has weeks to live. He is frail, and resigned to his fate.

“We want to dance,” the elderly man says to Vanessa. “Please play something for us.”

Vanessa plays the Tennessee Waltz. The wife is concerned about her husband’s energy, but she gives in and carefully helps him up. They dance. Slowly. Lovingly. The unit comes to a halt as patients, families, and staff watch this dance for the ages.

For those few minutes, illness is suspended, death is forgotten, life is embraced.

“I hear stories like this all the time. This is the power of music,” says Shirley Grierson, Executive Director of Artists in Healthcare Manitoba. “The arts can bring joy, connection, and even healing in trying circumstances. That is why we do what we do.”

Thanks to a June 2017 grant from the Jewish Foundation of Manitoba, Artists in Healthcare Manitoba will be able to expand its Music for the Mind program for patients at the PsychHealth Centre at Health Sciences Centre. These patients are dealing with mood disorders, addictions, schizophrenia, eating disorders, and other conditions.



“The arts can bring joy, connection, and even healing.”



“I really think that music helps people with their healing,” says Kyle Cobb, a regular performer at the PsychHealth Centre. “When I’m singing and playing with patients, it’s just obvious. The music takes people out of their own situations to this place where they are sharing something special together.”

Sometimes, says Cobb, patients will bring their own instruments and play along, and



Kyle Cobb on guitar:
“A patient once said to me: ‘I feel so much better now that you have come.’”

sometimes families will time their visits for Cobb’s performances. Although Cobb is specializing in jazz guitar at the University of Manitoba, he finds that his audiences in PsychHealth really prefer rock, country, and folk music. “I play Beatles, Johnny Cash, and The Band,” says Cobb. “And they really dig the Neil Young stuff.”

For Cobb and 20 other year-round performers, Artists in Healthcare Manitoba provides meaningful paid work that allows them to stay in Manitoba to pursue their passion and hone their craft.

“We’re making a difference for artists and we’re making a difference for patients,” says Grierson. “Music can have a profound effect on our state of mind. It can return you to who you really are – not as a patient, but as a person. Thanks to the Jewish Foundation of Manitoba, we will have an impact on more people.”



“The realization that I could have a positive impact on people’s lives through my work always stuck with me.”

- Tara L. Fainstein

Meet Tara Fainstein

NEW FOUNDATION CEO COMES HOME

Early in her career, Tara Fainstein was hired by a failing consumer goods company. Her assignment was to turn the place around.

“We made strategic changes, we worked hard, and we were able to save the company and most of its 90 jobs,” says Fainstein. “The realization that I could have a positive impact on people’s lives through my work always stuck with me.”

When the Chief Executive Officer position at the Jewish Foundation of Manitoba became available, Fainstein was immediately interested and did her homework.

“I knew that the Jewish Foundation had a great history. I learned that it was also well-managed, well-governed, strategic and was truly making a difference in people’s lives,” she says. “I grew up in Winnipeg and still have family here. I have always had a soft spot for the city and I want the Jewish community to continue to thrive.”

Fainstein is the granddaughter of Russian and Polish immigrants who came to Winnipeg in the early 1900s. One grandfather – Rabbi Steinberg – was a local shochet and cantor. Fainstein grew up on Campbell Street and later lived on Shaftesbury Boulevard when her parents purchased Goldstream Stables.

She attended the University of Manitoba’s Faculty of Agriculture and pursued a major in food science. She had been contemplating a career in veterinary medicine, but a visiting professor from the University of Guelph offered a scholarship and a remarkable opportunity to pursue her studies in marketing management. She ultimately earned a Master of Management degree from Guelph to go along with her Bachelor of Science degree from U of M. She later completed the Executive Program from McGill University and is currently working toward her Certified Fund Raising Executive (CFRE) designation.

As an executive and as an independent consultant, Fainstein has worked with a range of companies from Fortune 500 to entrepreneurial start-ups, and not-for-profits including trade associations and charitable organizations. Before taking the helm of the JFM on January 1, she was the Chief Operating Officer at the Canadian Jewish News in Toronto. The move to the JFM was a natural next step for someone passionate about contributing positively to Jewish community life.

“During my first days on the job, I have visited with a number of recipients of JFM grants, made possible by the generosity of our donors. From the visionary founders to our more recent fundholders and donors, JFM supporters are making an invaluable positive impact in our community,” she says. “Becoming the CEO at the Jewish Foundation is a rare opportunity. The organization is focused, growth-oriented, and well-positioned to meet the community’s needs for the long term.”

Justin Time

JFM SCHOLARSHIP HELPS LAUNCH CAREER

From childhood, Justin Hoffer could survive in the wilderness with nothing but his wits. He has endured hypothermia in the woods (on purpose, to test himself) and has built a shelter with nothing but twigs. If you're ever stranded, Hoffer is the guy you want by your side.

That's outdoors. Indoors – especially in the classroom – he hasn't always been able to tap into that same strength and resilience. Until recently.

"Ever since I was a Scout, being outside is what kept me grounded," says Hoffer, 30, "but my mental health issues made school difficult."

Hoffer, a West Broadway resident, lives with depression, anxiety, attention deficit hyperactivity disorder, Tourette syndrome, and sleep issues. For years, medical professionals struggled for solutions.

"I was probably misdiagnosed about a dozen times," says Hoffer.

In the last two years, Hoffer started to get the right answers, and now takes just one medication, gets some therapy, and feels great. He also got married, became a father, and found his way back into the classroom. He is studying automotives at the Manitoba Institute of Trades and Technology, and thriving. He's ambitious, too, working toward Red Seal Certification – a recognized

standard of excellence that will open up more career doors.

A \$4,000 JFM scholarship in June 2017 helped him put all the pieces together.

"When I opened the envelope, I cried," says Hoffer of the scholarship. "That's way more than I was expecting. It covered most of my tuition and meant I could spend more time focusing on school and family. It came at the right time and made a huge difference."

For Hoffer, the scholarship was also an important reminder that he is part of a caring community. Hoffer was born in Saskatchewan and moved to Winnipeg as a child. His father was Jewish, but the family was not particularly observant or active in the community.

"Judaism has always fascinated me. I officially converted to Judaism at Etz Chayim in my early 20s, and then I went on Birthright Israel – it was powerful," he says. "I try not to work on Shabbat and I spend a lot of time studying Jewish history."

Hoffer is grateful for the JFM scholarship, happy about the changes in his life, and excited to keep moving his studies forward.

"I won't forget what my community has done for me," he says. "One day I will give back so that others with mental health issues can find their way, too."

"When I opened the envelope, I cried."

- Justin Hoffer



Interested in establishing a scholarship fund? Contact Rob Berkowits, Director of Development & Gift Planning, by email at rob@jewishfoundation.org or by telephone at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

"Best Part of the Week"

JFM GRANTS HAVE A LASTING IMPACT AT JCFS

No matter the weather, 81-year-old Gregori Mostkov rarely misses his Thursday morning program with Jewish Child and Family Service. He even has an attendance certificate recognizing his loyalty.

"It is the best part of the week," says Mostkov. "Through the program, I learn about life in Canada."

JCFS launched the Integration Program for Immigrant Seniors in 2011 in response to an unexpected influx of about 80 Jewish seniors following their adult children to Winnipeg. Initially, the program's exclusive focus was on English language training, but the curriculum expanded to meet a broader set of needs. Two \$15,000 grants from the Jewish Foundation of Manitoba in 2012 and 2013 allowed JCFS to enhance the program.

"The Foundation grants helped us enrich the lives of the participants," says Cheryl Hirsh Katz, Manager of Adult Services at JCFS. "The program prevents isolation. They go on outings,

they have created a social environment for themselves, we celebrate Jewish holidays together, and they learn about life in Canada. For some of them, this is the only time they get out in a week. We are still benefitting from those early grants."

Some of the participants – like Mostkov – have been with the program since its first days.

His story resembles that of many of the participants. He was born in Ukraine where he worked as a mechanical engineer, and moved to Israel with his family when he was 54. He settled in Arad, and worked in Israel until he retired to look after his grandson. His son Vladimir started researching new opportunities in Canada, and chose Winnipeg because of the support and enthusiasm of the

Jewish community. Vladimir, wife Victoria, and son Igal moved here about a decade ago. Gregori Mostkov followed about nine years ago, not long after his wife passed away in Arad.

Mostkov's life in Winnipeg has been fulfilling. He lives with his son, swims regularly at the Rady JCC, and looks forward to every Thursday.

"I like Winnipeg – even in the winter. It's a very good city with good people," says Mostkov. "The program is very important to me. It is good for my mood and good for my health."



JCFS settlement worker Anna Shoichet with Gregori Mostkov

JFM focus | WINTER ISSUE 2018

Shalom Residences Foundation Establishes Organizational Endowment Fund

BERVIN INCENTIVE BOOSTS OPENING BALANCE TO \$840,000

As 2017 wound down, the Shalom Residences Foundation made a major decision about the future funding of its vital service, and moved \$732,000 to a new JFM organizational endowment fund. The deposit triggered the \$108,000 BERVIN Incentive, a donor-funded initiative to entice organizations to grow their endowment funds.

Since 1978, Shalom Residences has been meeting the residential and programming needs of Jewish adults with intellectual disabilities. Today, the organization serves 35 people – mostly Jewish – with group homes and supported independent living.

“It is important that people in our community can have Jewish culture and content in their lives. That is why we formed the organization in the first place,” says Charles Tax, President of Shalom Residences Foundation, the organization’s fundraising arm. “We want people who are coming to us from a Jewish milieu to always have a Jewish milieu.”

The Province of Manitoba covers about 90% of the Shalom Residences core budget. The remaining 10% comes from fundraising, a Jewish Federation allocation, and occasional project grants. The organization covers the costs of Jewish community programs, special recreational opportunities, kosher food, and down payments on new properties.

“Moving most of our savings to the Jewish Foundation is a good long-term business decision for us,” says Tax. “We are impressed by the diversification of the Foundation’s investments and by the quality of the investment management. The BERVIN Incentive helped us to make the decision, too.”



Pictured l-r: Ian Barnes, JFM CFO; Marsha Cowan, Past JFM CEO; Eric Winograd, JFM Chair; Jonathan Feldman, Shalom Residences Foundation Board member; Zivey Chudnow, Shalom Residences Foundation Secretary; Charles Tax, Shalom Residences Foundation President; Nancy Hughes, Shalom Residences Executive Director



A TASTE OF
home

THERE'S NO SUCH THING
AS A FORMER WINNIPEGGER

Monte Nathanson Boca Raton, Florida



Monte and
wife June
Nathanson

He moved to Boca Raton 25 years ago, but for Monte Nathanson, Winnipeg will always be home.

“Winnipeg is my heritage,” says Nathanson, Founder of MPN Holdings. “I follow what happens in the community and I am very proud of what I see.”

Nathanson was raised on O’Meara Street in the North End and attended I.L. Peretz School, St. John’s High School, and the University of Manitoba. He was inspired from a young age to live a life of community service, following the example set by his father, Max.

At only 19, Monte Nathanson became active with the Jewish Welfare Fund, serving as Chair of the Budget and Allocations Committee. He served as President of the Welfare Fund in 1972, and then served for two years as President when the Welfare Fund was reconstituted as the Winnipeg Jewish Community Council. He was also a leading volunteer with the Canadian Friends of the Hebrew University, Manitoba Theatre Centre, the Manitoba Medical Research Foundation, the United Way, and Manitoba Centennial Corporation.

One of the key accomplishments in his esteemed community service career is having been one of the 119 Founders of the Jewish Foundation of Manitoba in 1964. He was also the first supporter to name the Jewish Foundation of Manitoba as a beneficiary of a life insurance policy.

“I was active in fundraising for the community and for Israel, and we didn’t know if our children and grandchildren were going to be active in the same way. Our thinking was that the best way to perpetuate our values and keep the community strong was to establish a foundation,” says Nathanson of the JFM’s origins. “We started with a piece of land and a few thousand dollars. When I hear that the Foundation now holds assets of nearly \$120 million, it makes me proud beyond words.”

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JFM *focus*

THE POWER OF PHILANTHROPY

AV 5778 | SUMMER 2018

“80 for 80” Campaign Takes Shape

FOUNDATION AND FEDERATION TEAM UP TO STRENGTHEN COMMUNITY’S FUTURE

The Jewish Federation of Winnipeg is celebrating its 80th anniversary not by looking back, but by looking forward. In partnership with the Jewish Foundation of Manitoba, the Federation has launched its “80 for 80” campaign – a concerted effort to secure 80 new gifts to the Federation’s Leave More Than Memories Endowment Fund in 2018.

“The fund is essential to the future success of our annual Combined Jewish Appeal campaign,” says Federation President, Laurel Malkin. “The campaign has been doing well and our donors are generous, but our community’s needs are always evolving and we never really know what the future will look like.”

For JFM Chair Eric Winograd, the “80 for 80” initiative is an essential exercise, consistent with how the Winnipeg Jewish community has always planned for the future.

“Families who want
to live here –
and live Jewishly –
should be able to.”

“Years ago, there was a landmark study of the community’s physical assets that led to an important re-organization of the community and the construction of the Asper Jewish Community Campus,” says Winograd. “We now have to turn our attention to securing the community’s operational capacity for the future. We want to protect our community’s

organizations so they can continue to offer a high level of service. Families who want to live here – and live Jewishly – should be able to.”

The Federation’s Leave More Than Memories Endowment Fund was established in 1988 and holds assets of over \$4.2 million. The “80 for 80” initiative is expected to boost that number significantly and establish the momentum for future growth. The initiative is an important example of the Federation and Foundation working together for the good of the community.

“As Federation President, I sit on the Foundation’s Board,” says Malkin. “The longer I sit on the Foundation Board, the more I appreciate the JFM. I have seen how much they help people.”

“The Federation has an important role to play in our community,” adds Winograd. “As the community’s Foundation, we want to help them do their job for everyone’s benefit.”

Leave More Than
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JFM *focus* | SUMMER ISSUE 2018

Dr. Eric Winograd, Chair,
Jewish Foundation of Manitoba

Laurel Malkin, President,
Jewish Federation of Winnipeg

Generosity is Their Policy

MORRYS ASSIGN LIFE INSURANCE POLICY TO JFM

For Hope and Howard Morry, to insure is to ensure.

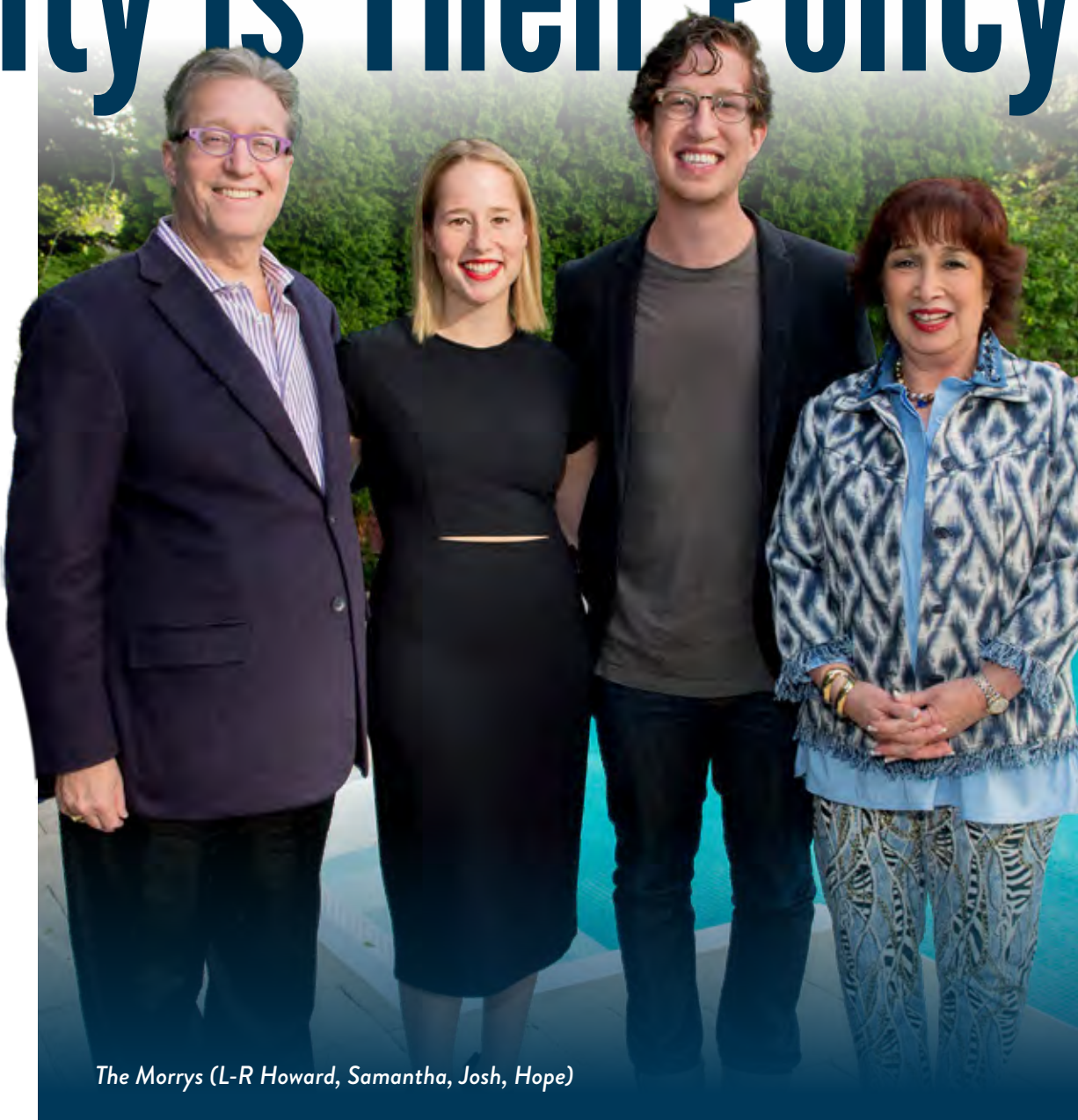
The prominent community volunteers have recently taken out a significant life insurance policy and gifted it to the Foundation. The Foundation owns the policy and is the beneficiary. The Morrys makes tax deductible donations to cover the cost of the premiums.

“Our vision for this gift is to help ensure that we have a strong community for the very long term,” says Howard Morry, former Chair of the JFM’s Investment Committee. “There is so much vitality in this community and we want to do our part to sustain and enhance that.”

The couple makes regular contributions to the “Howard and Hope Morry Endowment Fund” at the Foundation with the intention of endowing their annual gift to the Combined Jewish Appeal. Howard is a former President of the Jewish Federation of Winnipeg, and Hope is a former Co-Chair of the CJA campaign.

When monies from the new insurance policy are realized, Morry’s vision is that it will become a “donor advised” fund with the Morry children – Josh and Samantha – making recommendations about how the annual income will be distributed.

“While helping to ensure the community’s vibrancy, we also want to ensure that our kids remain engaged and involved. And we hope that their involvement with this fund will be a gateway for their own charitable giving,” says Morry. “Hope and I have tried to bake this idea of engagement into our charitable planning. It is essential as our community changes and evolves.”



The Morrys (L-R Howard, Samantha, Josh, Hope)

Morry holds firm to the idea that we are a Jewish community, not just a community of Jews. The generations who came before us understood this and built a robust community infrastructure, says Morry.

“This is all about collective giving and collective effort,” says Morry. “I hope that what we are doing inspires others to do more and to plan their estates and their charitable giving with the community in mind. We need to re-

affirm our ownership of the community and inspire the next generations to do the same.”

To learn more about how to build your endowment at the Jewish Foundation of Manitoba through a new, current, or paid-up life insurance policy, contact Ian Barnes, JFM’s Chief Financial Officer, at 204.477.7520 or toll-free from US/Canada at 1.855.284.1918.

Penn Grants Demonstrate Diversity

CHABAD AND WJT TO LAUNCH NEW INITIATIVES

Thanks to a generous bequest by the late Irma Penn, two vital Jewish organizations will be launching new educational initiatives.

At its May meeting, the JFM Board approved grants from the Irma Penn Jewish Educational Grant Pilot Project for Chabad’s Jewish Learning Institute and the Winnipeg Jewish Theatre.

“The purpose of the grant is to stimulate innovation in Jewish education in Winnipeg,” says Bonnie Cham, Chair of the Distributions Committee. “Both of these organizations understood that clearly and submitted strong applications.”

Chabad will use its grant to implement a new after-school program for 6–10-year-olds. Participants have already been identified representing families seeking greater levels of Jewish enrichment for their children. The curriculum has been expertly developed to

focus on hands-on activities to inspire Jewish learning and connection.

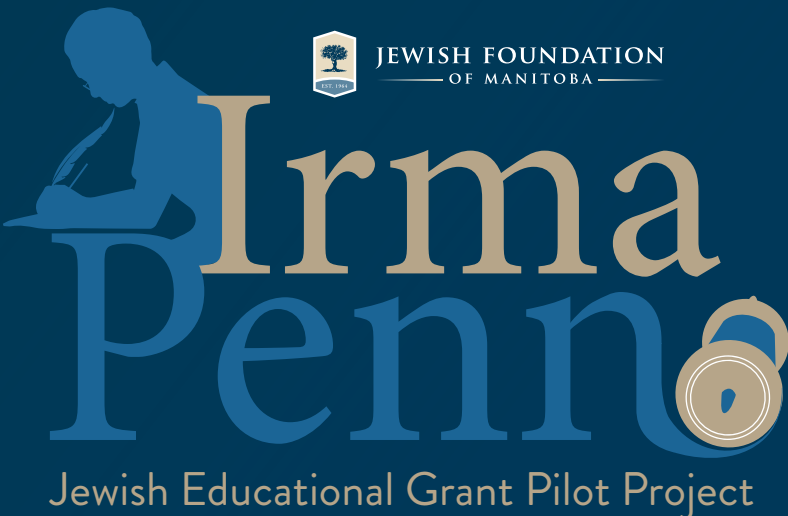
The Winnipeg Jewish Theatre grant will fund story-teller Leigh-Anne Kehler to work with a group of Jewish youth to create a stage version of the beloved Jewish folktale, Stone Soup. Once the script is developed, Kehler will take the story to rural communities to talk about Jewish values in the context of other cultural experiences.

“Our committee liked that the Chabad program is using a curriculum that has been informed by evidence and that there is an established cohort of families eager to participate,” says Cham,

“and we like the participatory and cultural outreach elements of the WJT proposal.”

Each project will receive two years of funding.

“Irma Penn left a great legacy to the community with her bequest,” says Cham. “We believe that our grant choices celebrate diversity in our community and advance Jewish learning in ways that capture Ms. Penn’s passion for Jewish life.”



Raising a Riot

SPECIAL GRANT CALLS ATTENTION TO 1933 INCIDENT

It might be the first time the JFM has given a grant to a project whose origins can be traced back to a beer at the Woodbine Hotel.

Winnipegger Jamie Michaels and a friend were chatting about race and Canadian history. The friend mentioned Toronto's famous Christie Pits Riot of 1933. Well, maybe not so famous, because Michaels had never heard of it.

The six-hour riot saw thousands of Jews and Italians doing battle in the streets against Nazi sympathizers following a baseball game at Christie Pits Park. No one was killed, but many were injured. In the aftermath of the violence, the swastika was banned in Toronto.

"I was amazed that I hadn't heard about this and I was fascinated," says the 29-year-old comic book writer. "So, I did some millennial-style research and went right to Wikipedia."

He was blown away and started to do some serious *non*-millennial research. He soon made the decision to produce a graphic novel to tell the story.

"The graphic novel is like a long-form comic book, but we're not talking about Spiderman," says Michaels, who holds a Master's Degree in Creative Writing from the University of London. "This is something with more gravitas."

A good example of a graphic novel, he says, is Art Spiegelman's acclaimed *Maus* series based on interviews with his father, a Holocaust survivor.

Michaels has experience in the form, having written comic books for children dealing with rare medical conditions. He currently works as a researcher in the University of Winnipeg's English Department and is a summertime



helicopter firefighter. The comic book – for now – is what he calls a "passion project."

"Passion projects don't pay the rent," says Michaels, who also ran a Kickstarter campaign to help fund the publication, "so when the Jewish Foundation approved the grant I was incredibly grateful. Without the support of the Jewish Foundation it would be extremely difficult to give this project the time and attention it deserved."

The \$10,000 Special Grant allowed Michaels to travel to Toronto to do research and conduct interviews, and hire an illustrator. The book is expected to be printed by August 16, the 85th anniversary of the riot.

"This is a Jewish story. It's a Canadian story. It's a tikun olam story," adds Michaels. "It's about human rights, acceptance, the immigrant experience, and our obligations to others. It's a piece of advocacy for small kindnesses."

To learn more about Jamie Michaels and his publishing, visit www.dirtywatercomics.com.

Land of Opportunity

JFM SELLS FIRST ASSET

When visionary community leaders Joseph Halprin, Abe Werier, and Sam Werier rallied people together to launch the Jewish Foundation of Manitoba in 1964, they came to the table with more than just a dream. They came with land.

To seed the Foundation, Halprin and the Werier brothers donated a 297-acre parcel they co-owned near Middlechurch, just north of the city. They foresaw the eventual sale of the land and arrived at an agreement with the Foundation that the proceeds from any sale would go into the Halprin-Werier Founders' Fund. Income earned by the fund would be used for "charitable or educational purposes".

In January 2018, the Foundation accepted an offer to purchase the land for net proceeds of \$905,000. The funds have been allocated to the Founders' Fund as per the agreement and this initial gift to the Foundation has transitioned from a non-distributing asset to a distributing asset.

"I think our founders would be very gratified that their original contribution will have the significant impact they envisioned...for all time. This is why they established the Foundation," says Tara Fainstein, Chief Executive Officer. "They provided a forward thinking example of how a gift to the Foundation can resonate for the long-term."



JEWISH FOUNDATION
OF MANITOBA

Jewish Foundation of Manitoba Increases Distribution Rate

MORE DOLLARS TO FLOW TO FUND COMMUNITY NEEDS

Effective January 1, 2018, the Jewish Foundation of Manitoba has increased its distribution rate to 4.2% from 4.0%.

"This is a good news story," says Dr. Eric Winograd, Chair of the JFM. "Our donors want to have a greater impact on the community. With a higher distribution rate, their philanthropy will do more good."

Like most public foundations, the JFM annually considers its distribution rate based on various criteria, including the long-term investment return of its investment portfolio.

"The markets have been good and so we can confidently distribute at a higher rate," adds Winograd.

As of April 2018, the Jewish Foundation of Manitoba holds approximately \$117 million in assets. The endowment capital is permanently held and only income is distributed.

"We're in the business of raising, managing, and distributing funds to meet the community's needs for today and for the future," says Winograd. "The greatest reason for our success is the generosity of our donors and fundholders. Our community has always demonstrated compassion, optimism, and foresight."

Questions about the Foundation's new distribution rate can be directed to Ian Barnes, Chief Financial Officer, at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.



OUR KIDS MAKE A DIFFERENCE!

There are currently 395 Bar/Bat Mitzvah Endowment Funds held at the Jewish Foundation of Manitoba.

The total accumulated value of these funds is ore than \$596,000.

In 2017, JFM Bar/Bat Mitzvah fundholders distributed \$16,305 to 51 different organizations as well as \$10,162 to the Jewish Community Campership Fund.

When a child's fund reaches **\$750** by the time they reach age **15**, the Nora & David^z Kaufman Bar/Bat Mitzvah Fund contributes an additional **\$250** to bring the fund to the **\$1,000** level. To date, the Nora & David^z Kaufman Bar/Bat Mitzvah Fund has contributed **\$62,750** to top up **251** Bar/ Bat Mitzvah Endowment Funds.

Interested in starting a Bar/Bat Mitzvah Fund on your child's behalf?
Contact Rob Berkowits, Director of Development & Gift Planning, 204.477.7522;
Canada/U.S. toll-free 1.855.284.1918; or at rob@jewishfoundation.org

Together we will help them understand community needs, earn the satisfaction of contributing to the community, and get started on a life-long path of meaningful giving.

2018 JEWISH FOUNDATION OF MANITOBA LUNCHEON



WOMEN'S
ENDOWMENT FUND

in support of the
Women's Endowment Fund



L-R: JFM Luncheon Keynote Speaker Sponsors Larry & Tova Vickar of Vickar Automotive Group, Keynote Speaker Sally Armstrong, JFM CEO Tara Fainstein, JFM Chair Eric Winograd



L-R: 2018 JFM Luncheon Keynote Speaker Sally Armstrong, Mayor of Winnipeg His Worship Brian Bowman



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L-R: Jewish Federation of Winnipeg President Laurel Malkin, Jewish Federation of Winnipeg CEO Elaine Goldstine



2018 JFM Luncheon Keynote Speaker Sally Armstrong



L-R: His Honour, The Honourable Gary Filmon; Her Honour, The Honourable Janice Filmon, Lieutenant Governor of Manitoba; Manitoba Yazidi Community President Nafiya Naso

The 2018 Jewish Foundation of Manitoba Luncheon in support of the Women's Endowment Fund took place on Friday, April 13, 2018, at the RBC Convention Centre Winnipeg. Renowned journalist and women's rights humanitarian Sally Armstrong was the keynote speaker for a packed room of over 320 business and community leaders. The event raised over \$55,000 for the JFM's Women's Endowment Fund.

Sally Armstrong spoke about her recent assignments with the Yazidi people in Iraq, about the ISIS atrocities they endured, and about people everywhere who are being affected by racism, xenophobia, and hatred.

Nafiya Naso, President of the Canadian Yazidi Association and the inspiration behind the multi-faith local Yazidi rescue project known as Operation Ezra, also spoke on

the growth of Operation Ezra, funded in part through multiple Jewish Foundation of Manitoba grants.

Thank you to everyone who came out to support the Jewish Foundation of Manitoba and the Women's Endowment Fund, and to all of our table purchasers and sponsors.



L-R: JCFS Winnipeg Director of Operations Shana Menkis, JCFS Winnipeg Executive Director Al Benarroch, Rady JCC Executive Director Gayle Waxman



L-R: JFM Executive Board Member Jeff Lieberman, Heart and Stroke Foundation of MB and SK CEO Allison Kesler, Mark Lomow



JFM Chair Eric Winograd and wife Francie Winograd



JFM Chair Dr. Eric Winograd



L-R: Operation Ezra Chair Michel Aziza, Operation Ezra Committee Member Belle Jarniewski



Her Honour, The Honourable Janice Filmon, Lieutenant Governor of Manitoba, and His Honour, The Honourable Gary Filmon and members of the Operation Ezra Working Committee alongside Yazidi Refugees brought to Winnipeg through Operation Ezra

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NEW JFM FUNDS
SINCE THE START
OF 2018

BAR/BAT MITZVAH FUNDS

Benjamin Leo Cogan Bar Mitzvah Fund
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DESIGNATED AND
UNDESIGNATED FUNDS

Earl Barish ‘I Love You’ Fund
Pearl & Art Lerner Memorial Fund
Stephen Rosenfield Birthday Fund
Jono Werier ‘I Love You’ Fund

FIELD OF INTEREST FUNDS

Winnipeg Jewish Schools 2017 Reunion -
Judaic Studies Scholarship (SCHOLARSHIP)
Joy Smith (WEF)

The Jewish Foundation would like to recognize all of our new funds that have been opened between January 1, 2018, and April 30, 2018. The Board of Directors thanks you for your commitment and generosity.

ORGANIZATIONAL
ENDOWMENT FUNDS

Selma Albersheim (JCFS)
The Asper Foundation-Supporting JCFS
Mental Health and Addictions Programs (JCFS)
Class of '93 (GRAY ACADEMY)
Mickey Divinsky Library (JCFS)
Elaine & Ian Goldstine (LEAVE MORE THAN MEMORIES)
Laurel Malkin & David Folk (LEAVE MORE THAN MEMORIES)
In Memory of Dr. Hector Najenson (LEAVE MORE THAN MEMORIES)
Myron & Elana Schultz (LEAVE MORE THAN MEMORIES)
Gwendolyn & Joseph Sector (JCFS)

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In the recently published 2017 JFM Annual Report, there was an error in the Canadian Magen David Adom – Winnipeg organizational endowment fund. As a result, a small number of individual fund listings were not included. We apologize for the omission. The proper fund listings for this endowment fund are displayed here.

Canadian Magen David Adom - Winnipeg

Fund Total	\$ 11,835
Legacy funds	990
Lou Leibl Memorial Fund	7,260 *
Arnold & Ruth Voth and Andrew Voth	1,110
NEW - Sheldon & Florence Zamick	1,000 *
Donations from friends of CMDA	1,475

* Additional contributions were made to this fund in 2017

The ammended Annual Report can also be viewed online at www.jewishfoundation.org



WE'RE SORRY

Your Generosity at Work

Women's Endowment Fund Grants

In December 2017, the Board of Directors of the Jewish Foundation of Manitoba approved the following Women's Endowment Fund grants. Established in 1994, the Women's Endowment Fund supports organizations and services that improve the lives of girls and women – of all backgrounds – in Manitoba.

Alpha House (\$3,700) | to replace broken, out-of-date kitchen furniture in apartments for women leaving abusive situations.

Chabad-Lubavitch of Winnipeg (\$5,825) | to replace tiles in Chabad's mikvah.

Gwen Sector Creative Living Centre (\$4,600) | to support Baking with Babas, an intergenerational program that brings school children and senior citizens together.

Mosaic Newcomer Family Resource Network (\$10,000) | to support the Refugee Home Visit Support Project, an initiative that helps newcomers connect with community supports.

Shalom Residences (\$3,260) | to enhance the amenities, comfort, and quality of life of four women living with developmental disabilities at the residence on Hartford Avenue.

St. Boniface General Hospital (\$7,000) | to purchase a mobile ultrasound device to examine the hearts of women living with breast cancer. The device could detect early injury often caused by two anti-cancer drugs.

The Western Manitoba Women's Regional Resource Centre, Inc. (\$10,000) | to employ a contract art therapist to help women improve their physical, mental, and emotional well-being.

Willow Place (\$800) | to develop and implement spiritual care service as part of the Healthy Living program for clients and the all-female staff at Willow Place, an organization that helps women and children who have experienced family violence.

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives.

Special Grants

In December 2017, the Board of Directors of the Jewish Foundation of Manitoba approved the following Special Grants, awarded to individuals designing innovative projects to enrich the community.

Gerry Atwell (\$3,000) | to write a stage play set in Winnipeg's North End in 1938. The play explores the relationship between a family of Black railway porters and their Eastern European Jewish neighbours, set against the backdrop of Hitler's rise in Europe.

John Lehr (\$5,500) | to shine a historical light on Jewish farming communities in Gruber, Bender Hamlet, Camper, Pine Ridge, St. Anne, and Rosser and to look at individual Jewish farmers scattered throughout the province.

Arnold Usiskin (\$5,000) | to produce a film about the 25th anniversary of the legendary Wolodarsky Cribbage Tournament in Winnipeg Beach.

Alon Weinberg (\$6,500) | to support the Manitoba Jewish podcast project. The podcast will create a space for a large variety of people in our community to discuss their visions, projects, and ideas.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org or contact Marla Aronovitch, Director of Operations & Grants, at maronovitch@jewishfoundation.org or 204.480.7557 or toll-free from the US/Canada at 1.855.284.1918.

Questions or comments about JFM Focus? Contact Zachary R. Minuk, Director of Marketing & Communications, zminuk@jewishfoundation.org | 204.477.7520 | toll-free US/Canada 1.855.284.1918.



JFM *focus*

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Honouring Our Grandparents

ENDOWMENT BOOK OF LIFE PROGRAM
BRINGS NUSGART COUSINS TOGETHER

About a year ago, Ruth Carol Feldman's phone rang. It was first-cousin Ted Cohen calling from Toronto.

"He wanted to get the cousins together to honour our grandparents through the Endowment Book of Life," says Feldman, Chair of the Jewish Foundation's EBOL Committee. "It was Ted's idea and we all got behind it."

Cohen and Feldman are among the 11 surviving grandchildren of Isaac and Rebecca Nusgart. All 11 gathered in Winnipeg on the weekend of October 19–21. Their time together was capped off by the EBOL brunch where Marcia Nusgart signed the family story and Dian Nusgart Cohen spoke on behalf of the family. Dian Nusgart Cohen, a prominent author and economist, also took it upon herself to write the stories of her parent's generation as well as her own, and append them to the story of Isaac and Rebecca – in total, 26 pages and three generations of Nusgart lore.

"It was remarkable to be together. One cousin I had never met before and another I hadn't seen in 25 years," says Feldman. "We feel like we opened a new chapter in our family's story."

Isaac and Rebecca were Romanian Jews who settled in Winnipeg in 1905. Their six children were Hyman, Max, Edward, Beverley, Beatty, and Sara. The surviving grandchildren are Ted Cohen (Toronto); Lawrence Cohen, Paul Nusgart, Ruth Carol Nusgart Feldman, Robert Hyman, and Stanley Hyman (Winnipeg); Dian Nusgart Cohen (Quebec); Sharon Nozick Michaels (Ottawa); Elinor Nozick Conn (Birmingham, Alabama); Robert Nusgart (Baltimore, Maryland); and Marcia Nusgart (Bethesda, Maryland). Cousins Daniel Nusgart and Mark Nozick passed away some years ago.

Aside from the brunch, the cousins enjoyed dinners together and rented a bus to tour through the North End, including a visit to the Shaarey Zedek Cemetery where Isaac, Rebecca, and other family members are

buried. They spent some time at the Asper Jewish Community Campus and the American cousins insisted on stopping to buy some Canada Goose jackets.

"My grandfather Isaac died before I was born and I was 14 when my grandmother died," says Feldman. "With my cousins, I felt like I was connected to my grandparents like never before. I am grateful for their legacy. The foundation they laid allowed us all to live wonderful lives and contribute to our communities."

For Feldman and all of the Nusgart cousins, the weekend together was one they will never forget.

"The EBOL brought us all together and it feels like a great gift," says Feldman. "I hope other families look at what we've done and consider what might be possible for their own family."

Interested in the Endowment Book of Life program? Please contact Rob Berkowitz, Director of Development & Gift Planning, at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918 or by email at rob@jewishfoundation.org.



"We feel like we opened a new chapter in our family's story."

-The Nusgart Family at the 2018 EBOL Signers' Brunch



L-R: Sharon Nozick Michaels, Marcia Nusgart, Dian Nusgart Cohen, Elinor Nozick Conn, Robert Nusgart, Ruth Carol Feldman



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Make your year-end gifts to receive tax receipts for 2018.

Contact the JFM office at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918 or visit www.jewishfoundation.org to give today.

New Umbrella Fund Celebrates Yiddishkeit

MAINSTER FAMILY TRUST AT THE HEART OF NEW FUND

Growing up in the North End, Laurie Mainster used to play street hockey in Yiddish. His love of the language and the culture it shaped has never wavered. Yiddish is simply in his DNA and keeping the language alive in Winnipeg has been his passion.

“My father believes that it is important to know your roots and promote the continuity of culture,” says daughter Gail Mainster. “He brought many people together over the years to do just that. He is an expert convenor.”

Laurie Mainster – a respected advertising executive – has been a driving force in the community. Among his many contributions

to community life, he was a Board member and now a Jewish Foundation of Manitoba Governor. He was the chief organizer of a 2003 I.L. Peretz School reunion, and was a long-time champion of Rosh Pina Synagogue and the Hebrew Congregation of Winnipeg Beach. And that just scratches the surface.

For years, Laurie and his wife Bayla – who passed away in April 2017 – built the Bayla and Laurie Mainster Family Trust at the Jewish Foundation of Manitoba. That trust is now a pillar of the recently established Judaic Studies and Cultural Programming Fund. This umbrella fund will support initiatives that are close to Mainster’s heart, including the Mameloshen Festival of Yiddish Entertainment and Culture and the Judaic Studies Department at the University of Manitoba.

“I remember taking a trip with my parents to Israel in 1978,” says Sam Mainster, Laurie’s son. “My dad met Israelis his age and what they had in common was Yiddish. There was an intimacy when they connected. It was joyful for him.”

While Yiddish is a source of joy for Laurie Mainster, preserving it has been a serious matter.

“My dad saw the community’s efforts to promote Yiddish education and programming as part of our recovery from the Shoah when so many Yiddish speakers were killed,” adds Sam Mainster. “He was concerned that if we didn’t use the language, we’d lose it.”

The family trust has been moved with the Mainster family’s blessing and enthusiasm. Now 93, Laurie Mainster lives at the Saul and Claribel Simkin Centre. Although he is no longer able to administer the trust, his children Sam and Gail do so on his behalf. In the way that Laurie Mainster rallied people together in common cause throughout his life, the new umbrella fund brings together funds that will achieve more than the sum of its parts. As the fund grows, it will help to support a broad range of Jewish programming.

“For our dad, tzedakah has always been about more than giving dollars,” says Gail Mainster. “It’s about coming together and participating actively to make a difference in the community.”

To establish a new fund listing or to contribute to the Judaic Studies and Cultural Programming Fund, contact Rob Berkowits, Director of Development & Gift Planning, at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.



L-R: Sam Mainster, Gail Mainster, Laurie (Ali) Mainster, and Gail’s husband Harold Gutovich

Meeting Our Community’s Most Pressing Needs

OPTIONS AVAILABLE TO FOUNDATION FUNDHOLDERS

From meeting the needs of seniors, to subsidizing summer camp tuitions for families in need, to making Jewish education more accessible, each and every year there are opportunities for Jewish Foundation fundholders to make an immediate – and profound – difference in the community.

When a fund reaches \$10,000, it can become a “donor-advised” fund, which means that the fundholder can recommend how income earned by the fund can be distributed.

To help fundholders with their decision-making, the Foundation annually reports on some of the community’s immediate needs.

Fundholders who are in a position to distribute income from their funds recently received a brochure outlining 10 specific needs, including Jewish Child and Family Service’s (JCFS) efforts to provide more support to Holocaust survivors living in Winnipeg, and the Gray Academy of Jewish Education’s Junior Kindergarten bursary program.

There are about 300 Holocaust survivors living in Winnipeg and JCFS provides services to about half of them. Their needs increase as they age, and many have limited family networks and limited income. Most live alone. JCFS has a wait list of four survivors awaiting various forms of assistance, including hearing aids, medical equipment, household supports, and dentures (to supplement the free dental

SENIORS

Your gift is a lifeline to our seniors. Without it, a senior's dignity is lost.

Jewish Child and Family Service
50 Holocaust survivors need your help

There are about 300 Holocaust survivors in Winnipeg, 150 of them are over the age of 100. JCFS provides services to about half of them. Their needs increase as they age, and many have limited family networks and limited income. Most live alone. Due to a lack of funds, JCFS has a wait list of four survivors awaiting various forms of assistance. Needs include hearing aids, medical equipment, household supports, and dentures (to supplement the free dental care survivors receive from the Jewish dental fraternity). Holocaust survivors from the Former Soviet Union, who have recently settled in Canada to join their adult children, are in particular need of assistance. Your support will help Holocaust survivors in Winnipeg gain access to the services they need.

NEED	Funding Received to Date	Funding Shortfall
	\$20,000	\$18,430

Jewish Child and Family Service
3 seniors need your help

JCFS currently has three older clients in need of medical equipment to help improve the quality of their lives. One client requires funding for a wheelchair (\$3,000); a second client requires funding for a new scooter (\$2,000); and a third client requires funding for hearing aids (\$2,400). Your support will lighten the load of a senior in our community.

NEED	Funding Received to Date	Funding Shortfall
	\$8,000	\$0

TUITION

Your gift will instill Jewish values in our next generation. Without it, a child will not receive a Jewish education.

Gray Academy of Jewish Education – Junior Kindergarten Bursary Support
12 students need your help

Gray Academy's Junior Kindergarten program (3- & 4-year-olds) has grown and is in high demand. The Winnipeg Board of Jewish Education reintroduced bursary assistance for this program in 2016 to help meet the needs of the community. This will be the third year that bursary assistance is available to students entering JK (a program that receives no funding from the province). This program has helped attract families from diverse backgrounds. The majority of children come from working families who will need to spend additional money on after-school care. Your support will help these families access the JK program and begin their journey at Gray Academy.

NEED	Funding Received to Date	Funding Shortfall
	\$10,000	\$18,000

Gray Academy of Jewish Education
18 students need your help

Every year, Gray Academy has some families who are unable to meet even the minimum cost of accessing a Jewish day school education for their children. With the generous support of the Jewish Federation of Winnipeg, the Winnipeg Board of Jewish Education has a parental contribution model that takes into account family income and the number of children to provide bursaries that makes a Jewish education affordable. However, there are some families with unique circumstances who cannot even afford the minimum cost fee. These circumstances include the death of a parent, job loss, living below the poverty line, illness, bankruptcy, and more. Your support will help Gray Academy provide Jewish education to these children.

NEED	Funding Received to Date	Funding Shortfall
	\$18,000	\$16,742

Oholei Torah School
7 students need your help

Oholei Torah is a progressive Jewish day school from grades kindergarten through grade eight. Students whose families cannot afford tuition are provided with scholarships. A significant portion of these students come from lower-income families and Oholei Torah struggles to provide scholarships. Oholei Torah is unique in that it is the only facility in Manitoba that is specifically geared to preparing students for advanced Yeshiva education. Your support will help Oholei Torah welcome all students, regardless of their families' means.

NEED	Funding Received to Date	Funding Shortfall
	\$12,500	\$12,500

For further information, please contact
Marla Aronovitch
Director of Operations & Grants
Tel: 204.480.7557 | US/Canada toll-free: 1.855.284.1918
distributions@jewishfoundation.org | www.jewishfoundation.org

JEWISH FOUNDATION OF MANITOBA

care survivors receive from dentists in Alpha Omega, the Jewish dental fraternity). Holocaust survivors from the Former Soviet Union, who have recently settled in Canada to join their adult children, are in particular need of assistance.

Gray Academy’s Junior Kindergarten is in high demand, and receives no public funding. The school has been offering bursaries for the program since 2016, which has helped to attract a diverse student population. Many families who choose the program are from

working families and need to spend money on after-school care. With donor-advised distributions, 12 students will be able to access the program and start their Gray Academy experience.

For more information on funding these and other community needs, please contact Marla Aronovitch, Director of Operations & Grants, at 204.480.7557 or toll-free from the US/Canada at 1.855.284.1918, or by email at distributions@jewishfoundation.org.

NEW FUNDS SINCE MAY 1, 2018

The Jewish Foundation of Manitoba would like to recognize all our new funds that have been established between May 1, 2018, and October 31, 2018. The Board of Directors thanks you for your commitment and generosity.

BAR/BAT MITZVAH FUNDS

Jeffrey Benesdra Bar Mitzvah Fund
Sophie Braunstein Bat Mitzvah Fund
Max Brown Finkleman Bar Mitzvah Fund

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Rebecca & Isaac Nusgart Memorial Fund
Dr. Debbie Pollock Fund
Lynn & Mischa Pollock Fund
Leonard Steingarten 'I Love You' Fund
Switzer Family Fund
Alvin Wire Birthday Fund

FIELD OF INTEREST FUNDS

Aviva Social Group (WEF)
Norman & Lesia Adelberg Scholarship (SCHOLARSHIP)
Dee & Harold Buchwald Scholarship (SCHOLARSHIP)
Harry Haid (SPECIAL NEEDS)

ORGANIZATIONAL ENDOWMENT FUNDS

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Class of '18 (GRAY ACADEMY)
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Hannon Bell in Memory of Rose & Leon Bell (JEWISH HERITAGE CENTRE)
Leah Raber (JEWISH HERITAGE CENTRE)
Nancy (Deutsch) Maleki (HOLOCAUST EDUCATION CETNRE)
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Your Generosity at Work

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives.

In October 2018, the Board of Directors of the Jewish Foundation of Manitoba approved the following grants:

Adas Yeshurun Herzlia Congregation (\$46,200) | to fund the final phase of building renovations.

Camp Massad Manitoba (\$35,000) | to fund the purchase and installation of a new exhaust and fire suppression system for the kitchen.

Canadian Friends of the Hebrew University of Jerusalem (\$5,000) | to fund bursaries for a three-week law course in partnership with the University of Manitoba, focusing on constitutional and human rights law, international business and trade law, and immigration and refugee law.

Gray Academy of Jewish Education (\$10,915) | to fund the development of a more inclusive Kindergarten space that includes games that enhance fine motor skills.

Gray Academy of Jewish Education (\$6,400) | to fund the purchase of a kiln and pottery wheels to enhance the visual arts program.

Gray Academy of Jewish Education (\$7,300) | to fund the purchase of additional Chromebooks for Grade 4 students and for the school's lending library.

Gray Academy of Jewish Education (\$7,800) | to fund the renovation of room 228, the current science, technology, engineering, art, and math (STEAM) classroom.

Gwen Sectar Creative Living Centre (\$8,500) | to fund a Jewish music education program.

Immigrant and Refugee Community Organization of Manitoba (\$5,500) | to fund the story-sharing phase of an innovative program designed to build relationships between newcomers and Winnipeg's indigenous community.

Jewish Child and Family Service (\$15,000) | to fund the production of a series of short videos of clients sharing their stories and describing the impact of JCFS on their lives.

Jewish Federation of Winnipeg (\$10,000) | to fund the PJ Library program which, to date, has reached more than 1,600 Winnipeg Jewish children and their families with free Jewish books and music in an effort to promote Jewish literacy.

Jewish Federation of Winnipeg (\$25,000) | to fund the acquisition of professional support to enhance the use of SPARC, the Federation's data and fundraising tracking system.

Jewish Federation of Winnipeg (\$10,000) | to fund the March of the Living program, an international initiative that brings people to Poland to study the Holocaust and examine the roots of hate; and to Israel to understand the importance of the country as the spiritual centre and homeland of the Jewish people.

Jewish Heritage Centre of Western Canada (\$15,000) | to fund the replacement of the display case windows on the east wall of the Goldberg Walkway at the Asper Jewish Community Campus.

Jewish Heritage Centre of Western Canada (\$19,000) | to fund the conversion of approximately 700 oral history interviews from cassette tapes to digital media.

Kaufman Silverberg Community Library (\$4,000) | to fund the acquisition of new books, newspapers, DVDs, magazines, and ebooks.

Manitoba Children's Museum (\$5,000) | to fund an upgrade to the closed-circuit television system that the museum uses to ensure optimal security.

Manitoba Theatre for Young People (\$6,000) | to fund the production of Still/Falling, a play that encourages conversations about teenage mental health.

North Point Douglas Women's Centre (\$5,000) | to fund the addition of four new series to a successful men's parenting program. Two of the series will be for men alone; and two will be for men and women together.

Rady Jewish Community Centre (\$10,000) | to fund enhancements to the centre's climbing wall to encourage greater use and enhance the safety of users.

Rady Jewish Community Centre (\$12,000) | to fund a Jewish educational program for young children and their families.

Rady Jewish Community Centre (\$10,000) | to fund R'fuat HaNefesh, a community symposium on mental health.

Rady Jewish Community Centre (\$4,000) | to fund Tarbut, the centre's annual festival of Jewish culture.

SISTARS Economic Development Co-op (\$3,263) | to fund improvements to the exterior of Eagle Wing Child Care Centre to address a variety of critical health and safety issues.

St. John Ambulance (\$1,920) | to fund the purchase of two new bikes and other supplies for the Medical First Responder Volunteer Bike Patrol, which provides first aid coverage, treating the sick and injured and saving lives at community events.

Temple Shalom Manitoba (\$35,000) | to fund the hiring of a contract Engagement Officer to build better relationships with and among their congregants and with unaffiliated Jews in the community.

West Central Women's Resource Centre (\$4,000) | to fund the professional development of three women on their management team with a focus on change management, financial management, and fundraising.

West End Cultural Centre (\$4,000) | to fund capital improvements to the performance space, including a new and upgraded PA system, power-saving LED stage lights, and a new seating system.

Winnipeg Architecture Foundation (\$3,000) | to fund the research, design, and production of an exhibit and self-guided tour about Max Blankstein²¹ and his architectural legacy.

Winnipeg Jewish Theatre (\$8,500) | to fund the production of Intimate Apparel, a critically acclaimed play examining the similarities and differences between the African-American and Jewish diasporic experiences at the turn of the century.

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JEWISH FOUNDATION
OF MANITOBA

Endowment Book of Life

2018 Signers' Brunch

Congratulations to all our 2018 Endowment Book of Life signers!

Below are excerpts from each of their stories. To read them in full, visit www.jewishfoundation.org.



REEVA ABRAMS

"My greatest joy was working with clay – from earthenware to stoneware to my favourite medium, which is the beautiful and versatile porcelain. I am proud to say that my pieces are in many homes in Winnipeg and around the world."



LAUREL MALKIN

"One of the great passions from my youth was Camp Massad. I went every summer from the age of eight until the age of sixteen, including a summer as a counsellor when I earned a grand total of \$52!"



BEVERLY ARONOVITCH

"Although she never expected to move back to Western Canada, Bev moved to Winnipeg after a whirlwind romance with her husband Don, whom she met at a family wedding there."

BEVERLY ARONOVITCH IN MEMORY OF SHEILA & ALBERT KROLIK

"In 1938, after three years of a long distance romance, Albert sold his Chevrolet sedan for \$600 so that he could get married and bring Sheila to Saskatoon."



MARCIA NUSGART IN MEMORY OF ISAAC & REBECCA (SILVER) NUSGART

"Friendships were forged in the neighbourhood and at the Rumanishe Shul on Dufferin Avenue, where we grandchildren remember attending High Holiday services in the classic building with its distinctive pulpit and horseshoe-shaped balcony – women and girls upstairs and men and boys on the main floor."



ARNICE POLLOCK

"All my life, I had been called 'Chanah' by family and friends, but while at university, a friend introduced me to Harold Pollock using my English name 'Arnice' and 'Chanah' disappeared."

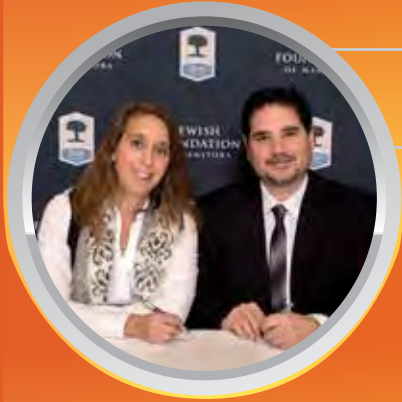
ARNICE POLLOCK IN MEMORY OF HAROLD POLLOCK

"Harold also enjoyed the outdoors and derived much pleasure from activities with our children. Our backyard was a playground and baseball diamond in the summer and a hockey rink in the winter."



HANNON BELL IN MEMORY OF ROSE & LEON BELL

"My Dad and his good friend Nate Bogoch went on a double date in 1946. Nate's date was my mother, but she and my father were immediately smitten with each other and three weeks later they were engaged."



ERICA DORFMAN & GUILLERMO SZPIGIEL

"Erica glanced over Guillermo's shoulder and noticed on his desk a file folder with Hebrew writing. He turned to her to ask a question; she pointed out that she understood the writing on his folder. And there the relationship began."



DR. DEBORAH GAIL POLLOCK & BENJAMIN PHILLIP POLLOCK-KREEL

"My most precious memory was when I gave birth to Benny, on February 1st, 2004 at the Women's Hospital in Winnipeg. He was welcomed into the world surrounded by his loving parents and grandparents."



DAVID FOLK

"I have a vivid memory of one 'Auntie Lotte', a fabulous baker who wore weighted shoes. I later learned she lost her toes in a concentration camp. These were my first encounters with the horrors of the Holocaust."



LYNN & MISCHA POLLOCK

"A family friend, Ann Becker, was having a tea for her cousin, Doris Margolis, in Regina. Doris was from Winnipeg and told me to come to Winnipeg to meet the bachelor, Mischa Pollock. Doris planned a blind date for us and four months later, we were married."



ROSLYN & MICKEY ROSENBERG

“Roz attended Machray and St. John’s Tech, and Mickey attended Peretz Shul, Edmund Partridge and West Kildonan Collegiate. In 1960, the Mandel family moved to Hartford Avenue and Mickey had a good friend who lived next door and that’s how they met.”



EMILY SHANE IN MEMORY OF AVRAHAM BAUM

“After fleeing the ghetto the second time, Avraham made his way to Russia, where he was interned in a slave labour mining camp. He survived the camp, partly because his friend’s mother, who also ended up settling in Winnipeg, always saved him soup from the bottom of the pot.”

EMILY SHANE IN MEMORY OF ZAHAVA BAUM (ZLATKA SLUTZKY)

“In spite of struggling with health issues much of her life, Zahava sewed her daughters’ clothes for years, embroidered, pressed flowers, read the Jewish Forward every day and remained fluent in several languages.”



ILANA SHAPER

“This is a tale of two grandfathers: Papa Monty Shapera, my father’s father; and Ted Jacob, my grandmother’s second husband. Both men have passed on; both have left a rich legacy of kindness and generosity.”



IGAL MARGOLIN

“It is my privilege to honour my Babushka and Dedushka – my grandmother and my grandfather – through the Endowment Book of Life. Isaac and Sophia Serebnitski (née Skoblova) were remarkable people who led my family from Ukraine to Israel, and who each set a remarkable example of how to live life.”



MORTON SIMCOE

“I was introduced to Elaine Thomson by a friend. Elaine shared some of the same qualities I loved about my mother – she was beautiful, quiet but with a deep inner strength, very competent, charismatic and passionate.”



FAYE VICKAR-LAZER & JOEL LAZER

“Be where you are”. It’s one of Joel Lazer’s written principles – a principle shared by his wife, Faye. It speaks to being present, mindful, generous, and grateful for what life has to offer. That is the story of Faye and Joel.”



DR. JEFF WALDMAN IN MEMORY OF CELESTE WALDMAN

“She was driven – always seeking to learn more, do more, and contribute more. She made no secret of the fact that she wanted her kids to learn from that example, and she also expected that they would treat people the way that they themselves would like to be treated.”



DR. LEAH WEINBERG

“I attended Gladstone School, Machray School, and St. John’s Technical High School. I joined Habonim and the YMHA as a young teenager. My Jewish experiences were greatly influenced by my parents and grandparents and I loved the Jewish holidays and family gatherings.”



RICHARD WEISS

“I don’t want lone soldiers in Israel to ever have to do their own laundry.”

EBOL Program Celebrates 20 Years

CROWD GATHERS TO HONOUR NEW SIGNERS

In 1998, the Jewish Foundation of Manitoba launched the Endowment Book of Life program as a way to capture family stories and inspire community members to make a bequest to the Foundation.

The program has been wildly successful. Over 800 people have stepped forward to share their stories and sign them as a pledge to leave a bequest.

On October 21, nearly 200 people gathered at the Viscount Gort Hotel to welcome 23 new signers.

“When I look around the room and see the enthusiasm that our community has for the Foundation and for the Endowment Book of Life, I feel a sense of optimism and even excitement for our community’s future,” Foundation Chair Dr. Eric Winograd told the crowd. “The Foundation is one of our community’s great success stories and it is critical that we work together to nurture it and grow it. That is exactly what we are doing today.”

Notable among this year’s signers was Marcia Nussgart signing the story of her grandparents, Isaac and Rebecca Nussgart. Nussgart signed on behalf of 11 cousins who gathered in Winnipeg for the EBOL event. Cousin Dian Nussgart Cohen addressed the crowd on behalf of the family.

Following the traditional signing ceremony, the crowd enjoyed a performance produced by the Winnipeg Jewish Theatre featuring a handful of showstopping numbers and a stirring excerpt from WJT’s acclaimed production of *Becoming Dr. Ruth*.

To learn how you can participate in the Endowment Book of Life program, please contact Rob Berkowits, Director of Development & Gift Planning, at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918 or by email at rob@jewishfoundation.org.



— THE ENDOWMENT —
BOOK OF LIFE

SHARE YOUR STORY. LEAVE YOUR LEGACY.



JFM *focus*

THE POWER OF PHILANTHROPY

ADAR 5779 | SPRING 2019

2019 JEWISH
FOUNDATION OF
MANITOBA
LUNCHEON

in support of the Women's Endowment Fund

FRIDAY **MAY 10**
RBC CONVENTION CENTRE WINNIPEG

12:00 p.m. - 1:30 p.m. | Admission \$200
Charitable receipt issued for \$150
Dietary laws observed

KEYNOTE SPEAKER
SPONSOR



A Story of Resilience

MEDIA ICON REFLECTS ON HER PARENTS' INFLUENCE

Jeanne Beker describes her family home in Toronto's west end as "leibedik"—a lively place that shaped her ambition and her character.

It was the late 1950s, and Beker's parents—Bronia and Joseph—had finally saved enough money to buy a home large enough to raise their two daughters and to take in boarders who, like them, had immigrated to Canada.

"My father would call the renters downstairs, pour a Crown Royal, and say 'tell me your story,'" says Beker. "Watching that as a young girl sparked my fire to have a career in media and storytelling."

Other stories told in the Bekers' home had an even greater impact. While many survivors of the Holocaust initially stayed silent about their experiences, Bronia and Joseph told their stories often and in detail. So often that sometimes a young Jeanne would hide under her bed.

"They had no extended family, and there was stigma about getting professional help. So they talked to their small circle of friends, to each other, and to my sister and me," says Beker. "They had a very strong feeling that the world would forget what happened if we didn't keep these stories alive."

Their own story includes the tragic death of Bronia's family in Poland, her own miraculous survival, Joseph's heroism, and the young couple's deep love for each other as they escaped to safety by hiding in barns, cellars, and attics. They made their way to Canada in 1948.

The Bekers were poor, but positive, hard-working, and driven. "Their experiences didn't embitter them to the point where they couldn't

rise up and continue putting one foot in front of the other," says Beker. "They chose to look forward and taught me what it takes to be resilient and pick yourself up."

Inspired by her parents' work ethic and attitude, Beker became a trailblazer of Canadian television. She first gained popularity in 1979 as the host of *The NewMusic* on City TV, and later hosted the acclaimed *Fashion Television* from 1985 to 2012. Today, she is the style editor and host of *Style Matters* on The Shopping Channel.

.....
***Beker's upbringing
has kept her
"a real person in an
unreal world."***
.....

She has been on the frontlines of fashion journalism for nearly 35 years and says that her upbringing has kept her "a real person in an unreal world."

Beker also writes and edits, and is developing a documentary about the fashion scene with a producer in the U.K.

As busy as she is, she always finds time to tell her parents' story of survival—a story from which she hid as a little girl.

"Now that they are gone, it is my responsibility to continue to share their story," says Beker. "I share it for them, I share it for the family members I never knew, I share it for my kids, and for their kids. It is my obligation and my honour."

TICKETS NOW AVAILABLE!

Call 204.477.7520 or 1.855.284.1918 toll-free from US/Canada
or visit www.jewishfoundation.org to reserve yours today!

JFM Huddles Up with Football Club Alumni

FORMER NOMADS SET UP ENDOWMENT FUND TO SUPPORT YOUNG ATHLETES

For Al Greenberg, football is about teamwork, friendship, and building a solid foundation for the rest of your life. Today, Greenberg and his North Winnipeg Nomads teammates from over 30 years ago are doing their part to build a foundation for today's young players.

Greenberg and other alumni formed an association less than a year ago and decided to open an endowment fund at the Jewish Foundation to support graduating Nomad players as they pursue post-secondary education or a trade.

"It's fun to get together and swap old stories, but to what end?" says Greenberg, who also serves as Co-Chair of the Rady JCC Ken Kronson Sports Dinner. "We felt it was our responsibility to help today's players move forward after high school. Let's give a hand every year to someone who needs a hand."

JFM Director of Development & Gift Planning, Rob Berkowits (a former Nomad), explained how the Foundation could support the effort. The JFM promotes the Nomads Alumni Fund on its website, collects donations, and issues charitable receipts to donors. The fund currently holds \$2,500. Once it reaches \$10,000, the alumni can distribute the income it earns annually as a scholarship or bursary. Greenberg expects that they will

break through the \$10,000 threshold after a Nomads 50th anniversary dinner this fall.

"This makes good sense for us," says Greenberg, who works as a property manager. "Our alumni association is not a charitable organization, but by working with the Jewish Foundation like this we can achieve our goals."

From the age of 14 through his university years, Greenberg was an offensive lineman with the Nomads, the University of Jamestown (North Dakota), the Winnipeg Hawkeyes, and the University of Manitoba Bisons. He coached football when his son Zach started to play, and is still the offensive line coach at Grant Park High School. His five years with the Nomads represent a very special time in his life when he built enduring friendships.



Al Greenberg (back row second from left) with other Nomads alumni

"It didn't matter if you were Jewish, Ukrainian, or Indigenous. You were a Nomad," says Greenberg, who grew up in Garden City and attended Talmud Torah, Joseph Wolinsky Collegiate, and Camp Massad. "You were brothers with one goal in mind—to win a championship."

To contribute to the Nomads Alumni Fund, visit <https://www.jewishfoundation.org/nomads-alumni-fund>



Fighting Antisemitism through Scholarship

JFM FUND HELPS TO SUSTAIN CISA

Catherine Chatterley first heard about the Holocaust as a young girl growing up in a Lutheran family in St. Vital and Fort Richmond. She was immediately horrified and puzzled.

"The first adult book I read was *The Diary of Anne Frank*," says Chatterley. "The Holocaust was a mystery to me and I wanted to know how it could have happened."

Her youthful curiosity ultimately led to a PhD in history from the University of Chicago

and international recognition as an expert in antisemitism. Today she is an instructor at the University of Manitoba, the Founding Director of the Canadian Institute for the Study of Antisemitism (CISA), and the Editor-in-Chief of *Antisemitism Studies*, CISA's flagship publication published by Indiana University Press.

Chatterley founded CISA in 2010. It is an independent, non-profit entity with charitable status. Through donors, CISA is able to publish the journal, produce the Shindlerman Lectures, offer free public courses, participate in international conferences, and develop new initiatives to advance the study of antisemitism.

CISA's endowment fund at the Jewish Foundation of Manitoba is a key piece of CISA's financial sustainability. With significant contributions from Marjorie Blankstein and MaryAnn Kanee, and a number of other key gifts, the fund sits at nearly \$600,000. "The Jewish community has been really supportive and I appreciate that," says Chatterley. "As the fund grows, I will be able to spend less time fundraising and more time on the substance of my work."

For Chatterley, that substance is all about conducting and gathering the type of research that informs decision-makers, changes policy, and changes minds. Since World War II, she notes, the Jewish community has focused on interfaith dialogue, human rights advocacy, and Holocaust education as tools to fight antisemitism. Perhaps still necessary, she says, but by no means sufficient.

"The great hope was that Holocaust education would help people see the impact of hatred," says Chatterley. "I don't have a lot of faith in that approach. Conventional Holocaust education tends to universalize the Shoah, which in fact takes the focus off of antisemitism."

"What we need is scholarship: research, data collection, interviews, studies, and other activities that help people understand antisemitism at a deep level so that we can address it," she says.



Dr. Catherine Chatterley: "What we need is scholarship: research, data collection, interviews, studies, and other activities..."



Land Sale Boosts Endowment

SIMKIN CENTRE FUND GROWS TO OVER \$9 MILLION

When it comes to caring for our community's seniors, the Saul & Claribel Simkin Centre sees recreational programs, kashrut, spiritual care, and security as essentials, not luxuries.

The Simkin Centre's recent transfer to its endowment fund at the Jewish Foundation of Manitoba will provide a portion of the ongoing monies required for the many programs unfunded by the government.

In 2001, the Simkin Centre opened the first section of its facility on Falcon Ridge Drive in south Winnipeg. The second phase opened in 2008. Still, most of the Centre's 10 acres remained untouched as the organization's leadership considered long-term options for the land. After a strategic planning process in 2014, the Centre decided to keep only a small piece of the land for future expansion and sell the rest. A sale was completed in 2017 and, in 2018, \$8.3 million (the majority of the

proceeds) was transferred into the Centre's JFM endowment fund bringing its total to nearly \$9.6 million.

"We had other options, but the Jewish Foundation made it easy to decide to transfer our money there," says Don Aronovitch, Chair of The Saul & Claribel Simkin Centre Foundation Inc., the Centre's fundraising arm. "We were looking for stability and flexibility and the JFM responded effectively."

Part of that response was a \$108,000 matching contribution to the fund and an agreement to allow the Simkin Centre to encroach on the capital, both features of the JFM's BERVIN Incentive.

The endowment fund will generate over \$400,000 a year which will pay for security features no longer covered by the Winnipeg Regional Health Authority (WRHA); kosher

food, which is only partially covered by the WRHA; and a portion of the many other programs, such as Spiritual Care and Music Therapy, not funded at all by the WRHA.

"I've been on the JFM Board and I have seen firsthand how effective the Foundation is. It is a bedrock institution in our community and an exceptional custodian of community funds," says Aronovitch. "The Simkin Centre must enhance fundraising for its various programs and services, but our endowment fund gives us some security and stability. Our elders deserve that."

"We are pleased that the Simkin Centre chose to transfer their funds to the JFM," says Eric Winograd, Chair of the JFM. "Our very purpose is to enhance life in the community. This arrangement will enrich the lives of our community's seniors and therefore fits our mission to a tee."

Art Therapy Grant Changes Women's Lives

POSTCARDS OF POSITIVITY PROJECT RAISES AWARENESS AND SPIRITS

"Grow through what you go through."

"When the world says 'give up', hope whispers 'try it one more time'."

Through affirmative postcard messages like these developed and shared through a comprehensive art therapy initiative, a Jewish Foundation of Manitoba Women's Endowment Fund grant has been making a difference for survivors of domestic abuse.

The \$10,000 grant to the Western Manitoba Regional Women's Resource Centre in Brandon allowed the Centre to hire a part-time art therapist to help meet the needs of women dealing with domestic abuse. Through art therapy, many women unable to verbalize the trauma they have experienced have found their voice and opened the door to more conventional talk therapy.

"How can I put this into words? Grants like this help us keep our doors open and we are grateful that the Jewish Foundation has expressed a sincere interest in our work," says Bobi Stupack, Director of Programming and Development at the Western Manitoba Regional Women's Resource Centre. "We are doing difficult work, helping women dealing with difficult situations. To help them move through their trauma with art therapy is a beautiful thing."

Art therapy works for many survivors of domestic abuse to promote a sense of calm, help them to re-develop a positive connection to their bodies, develop deep insights about themselves, and other benefits.

One remarkable initiative of the Centre's art therapy program has been the Postcards of Positivity project. Women served by the Centre design and decorate cards with powerful messages of hope and wisdom that are shared with other survivors of domestic abuse through shelters and programs across Manitoba.

"The project helped our women feel empowered and helped them celebrate their resilience while giving hope to others," says Stupack.



The Centre also opened its doors to the public in November for Domestic Violence Awareness Month. "People in Brandon who have never experienced domestic violence had a chance to support a total stranger with an uplifting message," says Stupack. "It has helped us build community and build awareness around a very important issue that is not talked about enough."

Your ongoing support made this art therapy grant possible. Please join us on May 10 at the 2019 JFM Luncheon in support of the Women's Endowment Fund to make a difference in the lives of girls and women in Manitoba. For tickets, call 204.477.7520 or visit www.jewishfoundation.org.



Help your child gain an understanding of community needs, earn the satisfaction of contributing to the community, and get him or her started on a life-long path of meaningful giving.

For more information please contact
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WWW.JEWISHFOUNDATION.ORG

JFM focus | SPRING ISSUE 2019

New Process; Greater Impact

JFM OUTLINES CHANGES TO GENERAL COMMUNITY GRANTS

“It’s all about making a difference,” says Freda Steel, Chair of the JFM’s Grants Committee. “We looked at how we were distributing grants to the general community and believed we could do better.”

“What helps the whole community helps the Jewish community...”

Starting in 2020, the JFM will be accepting grant applications from general community organizations once a year, with a June 30 deadline. Currently, the Foundation manages two granting cycles a year, a system that will end with the upcoming June deadline.

“By accepting applications once instead of twice, we will be able to make more substantial grants to worthy initiatives,” says Steel. “This increases the likelihood that organizations can get their projects fully funded. Our support could be leveraged to generate more funding. Simply put, we will have a greater impact.”

Another change is that organizations will have to complete their projects and expend their JFM grant before applying for a new grant. This change is expected to open the door for more organizations to receive grants.

General community grants are awarded to organizations outside of the Jewish community that help Manitobans of all backgrounds.

“What helps the whole community helps the Jewish community. We are part of the whole,” says Steel. “I’m proud that our Foundation reaches out to all Manitobans.”

JFM focus BOARD MEMBER Spotlight

“Rarely a week goes by when I don’t bump into someone who stops to tell me how kind my late parents Celia and Mike Kaufmann were—how they helped people and made a difference in people’s lives. My Dad was particularly inspiring. He was a Holocaust survivor, eager to strengthen our community as a leading volunteer and also as a business professional. I also hear beautiful anecdotes about my Zaida Dave

Thompson, who came here in 1889, and was a pillar of the community. I come from phenomenal people, epitomes of the word “mensch”. Their legacies and lessons have shaped my passion for community service since I was 14. I have passed this onto my two daughters. Whenever I make a decision, I ask myself: would this make my parents and children proud? I am a proud Winnipegger, and am grateful that my ancestors helped to build our community’s facilities and organizations—cornerstones of community life. For me, the Jewish Foundation is today’s cornerstone. Its strength and growth convey that there will be a strong future—just like my parents and grandparents dreamed of!”



Becky Kaufmann

Member, Development & Gift Planning and Distribution Committees;

Former Chair, Women’s Endowment Fund Grants Committee;

Winner of a 2006 Shem Tov Award (Winnipeg Board of Jewish Education);

Former Board and Committee member, Rady JCC;

Committee member, Arab Jewish Dialogue

Celebrate Marjorie Blankstein

and her steadfast commitment to the Rady JCC by making a gift to the Marjorie & Morley Blankstein Endowment Fund housed at the Jewish Foundation of Manitoba.



Marjorie Blankstein is this year’s honouree at the 47th Annual Rady JCC Ken Kronson Sports Dinner on Tuesday, June 18, 2019, at the RBC Convention Centre Winnipeg. Honour her by making a gift to the Marjorie & Morley Blankstein Endowment Fund listed within the Rose & Max Rady Jewish Community Centre Endowment Fund. Your gift will ensure an annual flow of income to the Rady JCC in perpetuity—something that Marjorie believes in strongly.

To make your gift, contact Rob Berkowits at 204.477.7522, toll-free from the US/Canada at 1.855.284.1918, or go online to www.jewishfoundation.org.

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JFM *focus*

THE POWER OF PHILANTHROPY

KISLEV 5780 | FALL 2019

Enhancing Connection

NEW JFM BOARD CHAIR SHARES A VISION OF INCLUSION

"You shall not oppress a stranger, for you know the feelings of a stranger having yourselves been strangers in the land of Egypt." It's the passage from the Haggadah that resonates deeply for Richard Yaffe every year when he leads the Seder. For him, it is a powerful direction that our communities must include and connect with everyone, particularly with those who may be, or consider themselves to be, marginalized. "In today's world there is no justification for anyone to be isolated."

For Yaffe, who was confirmed as Chair of the JFM in June, the passion for inclusion and community service runs deep. He was inspired by his parents, the late Pearl and Philip Yaffe. "We were an upper middle class family. Our parents made a conscious decision to stay in the North End, and for us to attend public schools enhanced by evening classes at the I.L. Peretz Folk School. We were immersed in education and culture, and we were surrounded by people far less fortunate than we were," says Yaffe. "My parents cautioned my brothers and me never to approach life with any sense of entitlement. Above all, they taught us the fundamental importance of education and compassion, and of extending a helping hand to anyone in need. And they led by example."

Yaffe believes that these lessons have guided him through his life, and were paramount in his decision to become involved with the JFM. He takes particular pride in the fact that the JFM supports organizations that help Manitobans of all backgrounds.

"I think we can do a better job of making our community aware of what the Jewish Foundation is and what it does," says Yaffe when asked about his goals as Board Chair. "I am a strong believer in reaching out to and embracing the most modest givers, our major donors, and everyone in between. The responsibility of investing in the future, as well as the joy and satisfaction that comes with it, can be shared by all. After all, we are one community and we are creating the foundation for our future generations."

Yaffe, who is a partner at the law firm Thompson Dorfman Sweatman LLP, was recently honoured with a Queen's Counsel designation by the Province of Manitoba. Outside of his law practice and chairing the JFM, Yaffe is a past Chair of the WAG Board and currently serves as Chair of the Winnipeg Art Gallery Foundation and leads the Legacy Campaign as part of the WAG's overall capital campaign for the Inuit Art Centre. He is also a member of both the Boards of the Royal

Manitoba Theatre Centre and the Canadian Friends of the Israel Museum.

He is well known in the community as a singer, cantor, and choir director.

In the short term for the JFM, Yaffe hopes to see a new CEO in place very soon. At the time of writing, a comprehensive search process was entering its final stages.

"It's important that we recognize and respect the past while planning for the future," he says. "Change is inevitable, but continuity is essential. Together with vision and foresight, they are the keys to our stability and growth."



New Officers and Board Members Announced

Mr. Richard L. Yaffe, Q.C. was confirmed as the new Chair of the Jewish Foundation of Manitoba at the Annual General Meeting in June. Yaffe is joined on the Executive Committee by Dr. Bonnie Cham (Vice-Chair); Dan Blankstein (Treasurer); and Jeff Lieberman (Member-at-Large).

Dr. Sharon Goszer-Tritt, Dr. Alex Serebnitski, and Yael Silver were elected to the Board of Directors while Josh Blatt (Ex-Officio) was appointed the Board representative of the Jewish Federation of Winnipeg.



JFM *focus* | FALL ISSUE 2019

The Path to Inclusion

ANONYMOUS DONORS MAKES CAMP MASSAD MORE ACCESSIBLE

"I feel stronger."

When Camp Massad Executive Director Danial Sprintz heard those words this past summer from a camper who uses a wheelchair, he knew that the installation of rubberized paths around the camp was worth the effort. He also knew that, once again, the Jewish Foundation of Manitoba had changed a life.

"In previous years, this camper needed to be pushed in the wheelchair. The terrain made it impossible for anyone using a wheelchair to get around on their own," explains Sprintz. "Now with the paths, this camper can be more independent."

The paths, made from recycled tires, were installed just before Canada Day. The ambitious project was made possible by anonymous JFM donors who designated the income earned by their fund to the project. Fundholder distributions of \$40,000 covered most of the cost.

"The paths also made it possible for the camper to participate more completely in programs," says Sprintz. "When I saw the camper in the chair on one of the new paths competing in our Maccabia races alongside the other kids, my heart was bounding."



Sprintz expects that other families with children who use wheelchairs or walkers will now consider Camp Massad as a viable summer option.

Additionally, the paths make Camp Massad more attractive to prospective rental groups like the March of Dimes and SpeechWorks, which rented the camp for its brain aphasia program in September.

Camp Massad made a commitment to becoming as accessible as possible nine years ago when they started to build ramps on some cabins, the chadar ochel (dining hall), and other buildings. The new paths connect these ramps and also extend to the camp's pool, which is wheelchair accessible as well.



One of the many new paths that are found throughout the grounds at Camp Massad.

"The Jewish Foundation and their donors have taken us closer to our goal and have helped us make the camp more inclusive," says Sprintz. "Over the years, the Jewish Foundation has helped make the camp more comfortable and safer. Now they have made the camp more accessible and we are grateful."

Interested in establishing a donor-directed fund? Contact Laurel Hogan, Donor Development Associate, by telephone at 204.477.7462 or toll-free from the U.S./Canada at 1.855.284.1918 or by email at lhogan@jewishfoundation.org.



JEWISH FOUNDATION
OF MANITOBA

A TASTE OF

home

THERE'S NO SUCH THING
AS A FORMER WINNIPEGGER

William Hechter

Toronto, ON



For Will Hechter, supporting the Jewish Foundation of Manitoba is "just a natural thing to do", even though he moved away from Winnipeg in the early 1970s.

"My Winnipeg connection is a source of pride for me as it is for many others in my generation," says Hechter, who was born in 1947. "There is something magical about the attachment so many people feel."

Hechter lives in Toronto with his wife, Linda. They have two children and six grandchildren, all in Toronto as well. Hechter enjoys his daily game of tennis, spending time with his grandchildren, and travelling, including an annual visit to his summer home in Clear Lake, Manitoba.

When he reflects on his Winnipeg Jewish roots, Hechter speaks with joy about his BBYO chapter (Kadima) and about the enduring friendships he formed.

He also speaks with pride about how the Jewish community was always on the front lines in the battle for social justice, pointing to such activists as Saul Cherniack, David Orlikow, and Sid Green. "We always had people who fought for the underdog," says Hechter. "That might be what inspired me to go into criminal law."

Indeed, Hechter worked as a criminal lawyer in Toronto for 20 years. Earlier, he served as a clerk for the late Justice Samuel Freedman and taught law in Minnesota. He later left law to open an investment fund with fellow Winnipegger, Marty Weinberg.

Hechter also has a deep interest in film. While at the University of Manitoba, he opened Cinema 3 with a couple of friends and, more recently, he made two documentaries: A.K.A. *Doc Pomus*, a film about a legendary songwriter; and *Jews and Baseball: An American Love Story*, narrated by Dustin Hoffman.

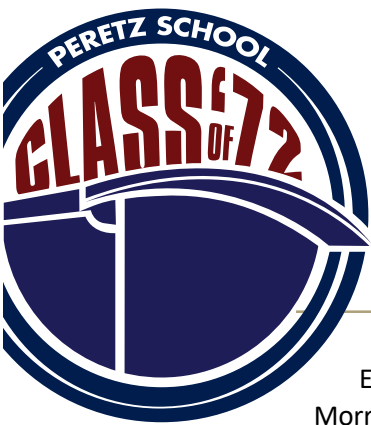
He credits his good fortune, in part, and his philanthropy to his Winnipeg upbringing: "We were taught that education was important and we were raised to understand that giving is joyful."



THE ENDOWMENT
BOOK OF LIFE



Will Hechter is a supporter of the Jewish Foundation of Manitoba. His Endowment Book of Life story is available at www.jewishfoundation.org.



“Of course, Hershele!”

CLASS OF '72 HOLDS REUNION WITH HELP FROM JFM

Early in August, Howard Morry approached his grade three teacher, Betty Warshawsky—now 102—and gently asked: “Do you remember me, Mrs. Warshawsky?”

“Of course, Hershele!” she replied lovingly, using Morry’s Yiddish name. It was a short conversation, but one that resonated deeply.

The encounter took place at Morry’s home where he and his wife, Hope, hosted a barbecue as part of a weekend of festivities for the I.L. Peretz School Class of 1972 reunion that Morry co-chaired with Eric Zipman and Keith Levit. The reunion attracted 18 of 24 students along with spouses and significant others. Guests came from Florida, Arizona, Toronto, and Victoria. Betty Warshawsky was joined by former fellow teacher, Arnice Pollock.

“The whole thing started off as a plan to go on an Arizona golf trip to celebrate our 60th birthdays,” says Morry. “We changed it to a golf event in Winnipeg, and then the guest list and the vision grew. It turned into a class reunion.”

Zipman, Levit, and Morry told the Gray Academy of Jewish Education of their plans and were advised that the Jewish Foundation of Manitoba had a template in place to help alumni of Winnipeg’s Jewish schools put reunions together and establish endowment funds.

“We were so happy and grateful that our community’s institutions stepped up to help,” said Morry. “It made for a much better experience.”

The weekend included the barbecue, a special Kiddush on Shabbat at Gray Academy, and VIP treatment at the Shalom Square Israel Pavilion during Folklorama at the Rady Jewish Community Centre. The Sarah Sommer Chai Folk Ensemble even reached into its Yiddish repertoire in honour of their special guests.

“The Jewish Foundation of Manitoba helped make the magic happen,” says Morry. “Their support was seamless and made the whole experience much better.”

The Foundation organized invitations, registration, RSVPs, and other correspondence using the online Eventbrite platform. And the Foundation set up an endowment fund for the class of '72 in honour of David Polsky^{z”l} and Marshall Shuster^{z”l}, classmates who passed away in 2019. Income earned by the fund will support Jewish education at Gray Academy in perpetuity.

For Morry and his classmates, the elementary school reunion was a heartwarming and powerful exercise: “Not only did we reconnect with old friends, we reconnected with our younger selves. We’re so grateful to the Jewish Foundation, Gray Academy, and the Rady JCC.”



*photo courtesy of Keith Levit

Members of Peretz School’s class of '72 (with pictures of themselves from 1972 captioned with their first initial and surname in Yiddish)

Back row (left-right): Keith Levit, Ken Pollock, Lorne Stoller, Eric Zipman, Chuck Blamaru, Jeff Minuk, Howard Morry

Front row (left-right): Leslie Assor, Anna Gail Goldfeld, Lori Ainemer, Pamela Weinroth, Tami Katz, Carla Rubinfeld, Harriet Kraut, Fay-Lynn Katz

To contribute online to the I.L. Peretz School Class of 1972 Endowment Fund in memory of David Polsky and Marshall Shuster, please visit www.jewishfoundation.org/classof72

If you attended a Winnipeg Jewish school and want help organizing a reunion and establishing an endowment fund, contact Zac Minuk, JFM’s Director of Marketing and Communications, at 204.477.7523 or toll-free from Canada and the U.S., 1.855.284.1918.

Driven to Make a Difference

RACE FOR ARIELLE RAISES FUNDS FOR BULIMIA CARE

It was a stunning July day at Gimli Motorsports Park when Marve Kraut got behind the wheel of his family’s Corvette and whipped around the track at speeds of 100 miles per hour. He drove for fun. He drove for the exhilaration. But above all, he drove in memory of his daughter, Arielle, who died of bulimia this past January at the age of 29.

“Arielle started showing signs of bulimia at the age of 16 and lived with the disease for 13 years,” says Kraut of the debilitating eating disorder. “There weren’t adequate supports for her in Winnipeg.”



After Arielle passed away, Marve and Harriet Kraut and their entire family decided that they wanted to do something special in her honour. Kraut’s younger brother, Myles, stepped forward with the idea of hosting the “Race for Arielle”.

“We’ve always been a car family and Myles usually books the track a few times a year,” explains Kraut. “He made one of his dates available and we got to work getting people to sign up and donate to the fund we set up at the Jewish Foundation.”

Jessica Kraut, Myles’s wife, organized the event, while the Kraut brothers rallied their friends. Marve Kraut, owner of an automotive business—Canadian Super Shop—reached out to his customers, too.

“In the end we had about 60 drivers and 100 guests,” says Kraut. “We’ve raised over \$25,000 so far. The income the fund earns will help provide services for people battling eating disorders.”

While Kraut is pleased with the effort to raise funds, it is similarly important for him

to raise awareness of eating disorders and to enrich the discussion about making more services available. At the time Arielle was diagnosed, appropriate services were scarce and she ended up in a program that wasn’t a good fit for her.

She moved back and forth between Toronto and Winnipeg, trying to get her life and health in order. She ultimately moved back to Winnipeg two weeks before she passed away.

“Arielle was kind, smart, and very artistic, but her eating disorder made her life very hard,” says Kraut. “It’s my hope that what we’re doing will make people more aware of the impact of eating disorders. Even if what we’re doing helps one young woman or man, the effort will have been worth it. It would be a fitting legacy for our daughter.”

To contribute to the Arielle Kraut Endowment Fund, please call the Jewish Foundation of Manitoba office at 204.477.7520 or toll-free from Canada and the U.S., 1.855.284.1918





Featuring Special Guest Speaker
REX MURPHY

2020 JEWISH FOUNDATION OF MANITOBA LUNCHEON



in support of the Women's Endowment Fund

MAY 7th 2020

RBC Convention Centre Winnipeg
12:00 p.m. – 2:00 p.m. | Admission \$200
Charitable receipt issued | Dietary laws observed
Tickets on sale now at www.jewishfoundation.org



-JFM GRANTS-

Your Generosity at Work

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives.

In September 2019, the Board of Directors of the Jewish Foundation of Manitoba approved the following grants:

Adas Yeshurun Herzlia Congregation (\$11,140) | to replace the dishwasher in the synagogue's dairy kitchen.

Artists in Health Care Manitoba (\$4,000) | to paint the industrial tunnel that takes psychiatric patients from the St. Boniface Hospital Emergency to the McEwan Psych Health Centre.

ArtsJunktion (\$3,140) | to increase the organization's programming and organizational capacity.

B'nai Brith Jewish Community Camp (\$200,000) | to support the camp's 'Growth Can Happen Overnight' capital campaign.

CancerCare Manitoba Foundation (\$1,620) | to support their 'Mindfulness Practice Training' session and to purchase material to give to newly diagnosed children and their families.

CanU Canada (\$3,000) | to fund various CanU 'Explore Experiences' which introduce a variety of post-secondary opportunities to their participants.

Chabad-Lubavitch of Winnipeg (\$16,696) | to replace the existing carpet with carpet tile on the second floor of the Centre.

Chabad-Lubavitch of Winnipeg (\$10,000) | to support 'The Mega Challah Bake,' an annual community event.

Chai Folk Arts Council Inc. (\$5,000) | to support the production of a new album reflecting the sounds and movement of Chai.

Gray Academy of Jewish Education (\$40,000) | to support a new strategic planning initiative focused on development and advancement.

Gwen Selter Creative Living Centre (\$8,000) | to replace the windows on the north side of the Centre.

Jewish Federation of Winnipeg (\$10,000) | to fund the PJ Library program which provides Winnipeg Jewish children and their families with free Jewish books and music to promote Jewish literacy.

Jewish Federation of Winnipeg (\$12,000) | to support the Hillel Leadership Retreat which creates a unique environment for young Jews and allies to openly engage in all discussion about issues relevant in Judaism.

Jewish Heritage Centre of Western Canada (\$32,000) | to redevelop their website to better display their collections and connect with a broader audience.

Kaufman Silverberg Community Library (\$11,920) | to purchase computers that will support the professional success of newcomers and library patrons.

KidThink (\$2,500) | to fund the 'Friends' Resiliency Program' which teaches best practices for the prevention and treatment of anxiety and depression in children 12 and under.

Lions Foundation of Manitoba & Northwestern Ontario Inc. (\$4,500) | to purchase additional cameras for KidSight, a free vision screening program for young children.

Manitoba Riding for the Disabled Association Inc. (\$1,500) | to fund the CanTRA certification required for its volunteer instructors.

NorWest Co-op Community Health Centre (\$5,000) | to provide healthy meals twice a week for 71 low income seniors at BlueBird Lodge.

Rady Jewish Community Centre (\$8,000) | to purchase equipment for the Centre's various children and family programs.

Temple Shalom Manitoba Inc. (\$6,275) | to purchase digital equipment to be used to stream weekly prayer services and lifecycle events.

The Saul & Claribel Simkin Centre (\$35,153) | to purchase specialty chairs for residents living with dementia and to purchase blanket warmers.

Sarasvati Dramatic Theatre Productions and Repertory Inc. (\$2,000) | to support 'Seven Sacred Teachings – Reconciliation Through Theatre,' a project that will use theatre and the arts to counter racism, explore historical truth, and pursue reconciliation.

SSCOPE, Inc. (\$5,000) | to support their Hoarding Action Response Team (HART), a partnership between SSCOPE and JCFS that provides coordinated community responses to those impacted by hoarding.

St. Boniface Hospital Foundation Inc. (\$25,000) | to support their mental health campaign in order to renovate the inpatient unit and outpatient therapy rooms in the Mental Health Program at St. Boniface Hospital.

West Broadway Development Corporation (\$6,000) | to fund a snow removal project that will give ten young residents training, identification, bank accounts, and their first access to the labour market in a community where youth unemployment is high and first jobs are difficult to secure.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org or contact Marla Aronovitch, Director of Operations & Grants, at maronovitch@jewishfoundation.org or 204.480.7557 or toll-free from the U.S./Canada at 1.855.284.1918.

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The JEWISH FOUNDATION OF MANITOBA Board and Staff say
MAZAL TOV
MARSHA COWAN

on being named the
OUTSTANDING PROFESSIONAL FUNDRAISER FOR 2019
by the Manitoba Chapter of the Association of Fundraising Professionals.



Questions or comments about JFM Focus? Contact Zachary R. Minuk, Director of Marketing & Communications.
zminuk@jewishfoundation.org | 204.477.7520 | toll-free U.S./Canada 1.855.284.1918

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JEWISH FOUNDATION
OF MANITOBA

Endowment Book of Life

2018 Signers' Brunch

FAREN & KEEVIN BERNSTEIN



"The Bernsteins' connection to the local Jewish community inspires them to seek out and explore other Jewish communities in their travels. Wherever they go, they act as ambassadors for not only Winnipeg's Jewish Community, but for the city and province in general. People frequently comment incredulously, 'You lived in San Diego and moved back to Winnipeg?' Keevin's response is always the same, 'There's more to life than the weather'."

HYMAN (HY) & ESTHER DASHEVSKY



"Herschel and Shifra (Steinberg) Dashevsky's love for their sons, ages 16 and 18, gave them the courage to release them to head for America. They were smuggled to Poland, and from there boarded a ship to Halifax. Surely the love of their parents gave these boys strength as they left all that was familiar behind, and began a new life in this foreign land. The younger of the two, Hy's father Jacob, always recalled that the first English words he was taught when he landed in Canada were, 'Mister, give me a job'."

DANIELA JACOBSON



"While my life in Johannesburg was full, South Africa itself started to crack at the seams. The Soweto uprising of 1976 was a turning point for my parents. They decided to join the expanding wave of emigration and pursue the family's future elsewhere. In 1978, we arrived in Swan River, Manitoba, where we lived for three months before making our way to Winnipeg. My Dad was introduced to fellow Jewish dentists and joined a practice. We were settled in no time. I was 15-years-old and started attending Grant Park High School."

ERIC JACOBSON



"After a few months in Grand Bank, I was looking for something a little less isolated. My cousin, David Folk, also a physician from South Africa, urged me to join him in Manitoba. I accepted a position in Virden and served as a general practitioner there. Two weeks after settling in Virden, I was invited to Shabbat dinner in Winnipeg at the home of Wally and Susana Bloch. Wally was my cousin David's dentist, and the Blochs were the parents of a young woman named Daniela. Daniela and I started dating and were married four years later in 1990."

On Sunday, October 27, 2019, more than 120 people gathered for an intimate brunch full of warmth, celebration, and entertainment at the Viscount Gort Hotel in Winnipeg for the annual Endowment Book of Life Signers' Brunch. Thirteen signers made their marks for now and all time, promising publicly to leave a financial legacy to their community.

We invite you to meet our 2019 signers and read excerpts from their stories.

To read their full stories, please visit
www.jewishfoundation.org.

LAWRENCE BERMAN²¹

"After stints at a number of other hotels, Lawrence spent 18 years as a bellman at the Delta Chelsea Inn in Toronto. He enjoyed serving people, meeting guests from all over, and rubbing shoulders with important people such as the Head of the Supreme Court of Ontario and the Queen!"

Lawrence Berman committed to the program earlier this year and passed away just a few weeks prior to the EBOL Signers' Brunch. We pay our respects to his memory.

JOE ELFENBAUM



"My farming life in Manitoba was cut short when I stumbled into business quite accidentally. My in-laws owned a couple of apartment buildings and asked me to look after the properties and their tenants while they wintered down south. My farm didn't demand much from me in the winter so I agreed. Before I knew it, I was managing apartment buildings for other owners and later purchased a couple of buildings of my own. At one point, I was managing 600 units."

PAULA PARKS



"My Dad worked at Athlete's Wear for most of his career and my Mom worked intermittently as a bookkeeper. Mostly, though, my Mom was a devoted community volunteer, working with Hadassah, the Shaarey Zedek Sisterhood, and on the PTA at Ramah Hebrew School where my brothers and I attended from grades one to six. Both of my parents were very active with Technion and the Combined Jewish Appeal. Jewish education for the kids was a very important priority for my parents. My Mom used to say: 'We'll get a new dining room set when all the kids finish at Ramah.' (And we did!)"



GARY, CURTIS²¹, LIONEL, AND RODNEY STEIMAN IN MEMORY OF HERSCH LEIB (LOUIS) STEIMAN

"Winnipeg's modern industrial capitalism was fuelling the settlement of the western prairies. Hard work and long hours enabled Hersch Leib to enlarge his operation, which became the Dominion Garment Company. The company expanded from premises on Selkirk Avenue to a building on Donald Street, where it occupied three floors, and had a freight elevator. They made leather and sheepskin jackets, and winter coats for the harsh prairie winters. The labels on their parkas read 'King O' the North', illustrated with the figure of a polar bear. Dominion Garment also made the iconic buffalo coats for the Winnipeg Police force. The growth of the company was further fuelled by the demands of World War II, with government contracts to make convoy and corvette coats for the navy in the north Atlantic."

For more information, contact Laurel Hogan by phone at 204.477.7462 or toll-free from the U.S./Canada at 1.855.284.1918 or by email at lhogan@jewishfoundation.org.



PASSION & CHOICE

FINDING A FUND THAT WORKS FOR YOU

DESIGNATED FUNDS



—DONOR-ADVISED—
FUNDS

Income from these funds (minimum \$10,000 entry level) can be directed annually by fundholders to the charities that matter most to them. As the fund grows, it will generate significant annual income in perpetuity. A Donor-advised Fund is a cost-effective alternative to creating a private foundation.



—PERMANENT—
FUNDS

Income from these funds (minimum \$10,000 entry level) can be designated permanently to the preferred charities of fundholders. A fundholder can change the recipients(s) of their annual distribution at any time.

UNDESIGNATED FUNDS



—UNDESIGNATED—
FUNDS

Income from these funds supports the greatest community needs on an annual basis. These funds give the Foundation the flexibility to address current and evolving community priorities and to fulfill annual grant obligations.

SPECIAL INTEREST FUNDS



—JUDAIC STUDIES AND—
CULTURAL PROGRAMMING FUND

Income from this fund directly supports Judaic studies and cultural programming in Manitoba.



—SENIORS'—
TRANSPORTATION INITIATIVE

Income from this fund provides safe and dignified transportation for our community's seniors. In 2018, 2,223 seniors benefited with total subsidies of \$54,000.



—JEWISH COMMUNITY—
CAMBERSHIP FUND

Income from this fund allows Jewish community residential and day camps to help subsidize Jewish summer camping experiences for children of families facing economic challenges. In 2018, 175 campers received subsidies.



—EDUCATIONAL—
AWARDS FUND

Income from this fund is used to establish academic scholarships that are provided annually to deserving students with financial need. In 2018, JFM distributed \$156,350 to 76 students.



—WOMEN'S—
ENDOWMENT FUND

Income from this fund is distributed via grants twice a year to organizations that apply for funding for projects and programs designed to enhance the lives of Manitoba women and children.



—BAR/BAT MITZVAH—
ENDOWMENT FUNDS

Bar/Bat Mitzvah Funds instill the principles of tzedakah and philanthropy in children celebrating their important milestones; when the fund reaches \$1,000, the child for whom the fund is named is invited to determine its annual allocation.



—ORGANIZATIONAL—
ENDOWMENT FUNDS

Income from these funds provide Jewish community organizations with annual income to use at their discretion and assures their fundholders that their contributions are being managed professionally.



There are many different types of funds at the Jewish Foundation of Manitoba. Alone, each fund is unique; as a collective, they are in place to ensure the Foundation adheres to its mission as it strives to reach its vision.

Mission:

The Jewish Foundation of Manitoba, in keeping with our Jewish heritage and values, encourages and facilitates the creation and growth of endowment funds to enable the community to realize its potential. The Foundation maintains effective stewardship over all assets entrusted to it; distributes grants that reflect donors' wishes and community priorities; and provides leadership in the Jewish and general communities.

Vision:

Founded on Jewish values, the Jewish Foundation of Manitoba cultivates an endowment fund that guarantees growth, innovation, and the vibrancy of the Jewish and general community in Manitoba. Forever.

To learn more about what fund best suits your individual goals, contact:

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