



# JFM focus

## THE POWER OF PHILANTHROPY

ADAR 5779 | SPRING 2019



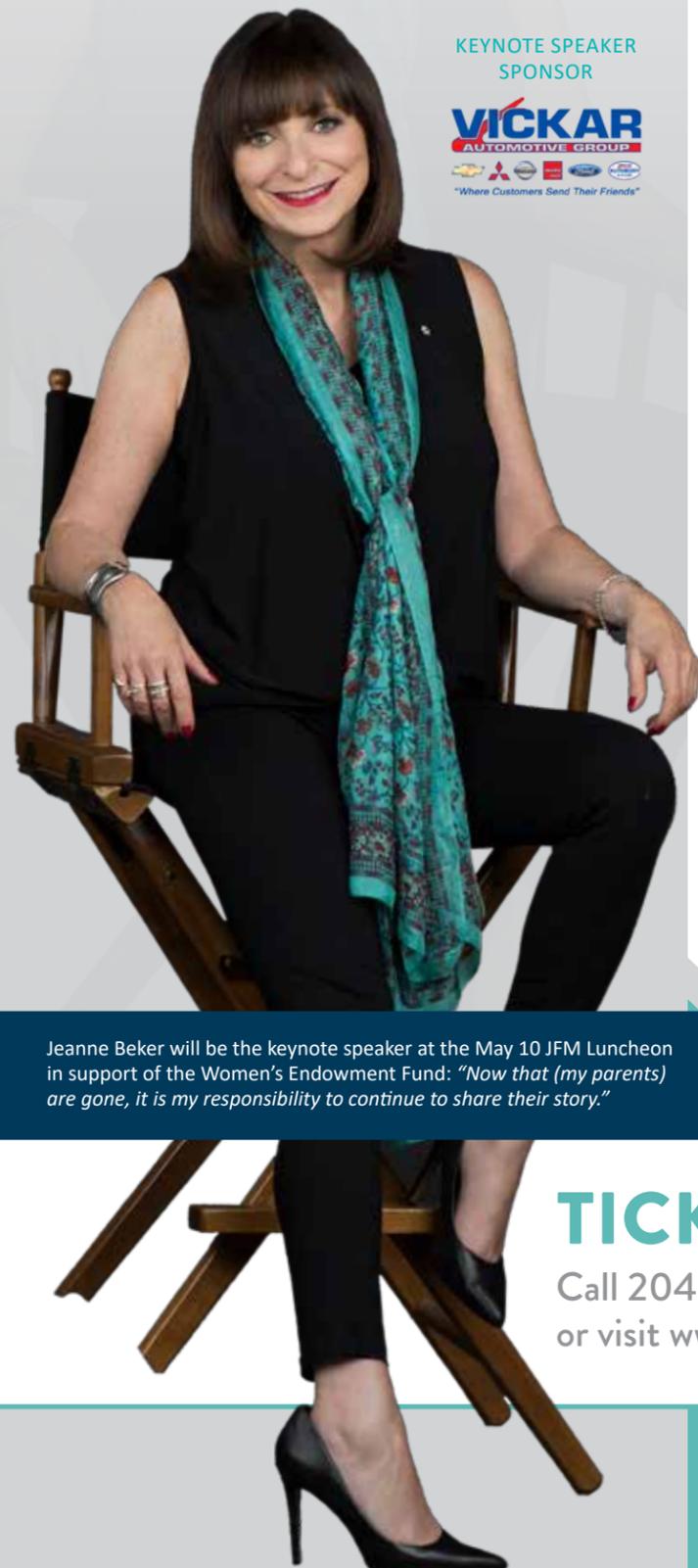
2019 **JEWISH FOUNDATION OF MANITOBA** LUNCHEON

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



Jeanne Beker will be the keynote speaker at the May 10 JFM Luncheon in support of the Women's Endowment Fund: "Now that (my parents) are gone, it is my responsibility to continue to share their story."

# 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](http://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](http://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.



—BAR/BAT MITZVAH—  
ENDOWMENT FUNDS

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# 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](http://www.jewishfoundation.org).



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