



THE POWER OF PHILANTHROPY

NISAN 5780 | SPRING 2020



Meet John Diamond

FOUNDATION'S NEW CEO BRINGS EXPERIENCE AND PASSION

It's tough for John Diamond to put into words his attachment to the Jewish Foundation of Manitoba, an organization that has been intertwined into his family history for decades and one he is now at the helm of, as he began his role as the Foundation's new Chief Executive Officer in February.

"No, it's not an obligation," he corrects himself while explaining why he wanted to step into the position. "It satisfies in me that sense of responsibility; plus the community has been good to us."

The "us" he is referring to is his family; his wife, Dr. Heather Diamond, and their three sons, Ben, 20, Alex, 16, and Jake, 10, who have gone through their fair share of difficulties in the past decade, and were supported in numerous ways by the Jewish community in Winnipeg.

For Diamond, stepping into the role of CEO is a way he can give back; pay back the kindness of the meals that landed on his doorstep in a time of need and pay forward the skills and knowledge he has acquired as a trained lawyer and the many years he has spent working in asset management.

"This is my way of really giving back and looking forward for the community. And it's an important aspect for me to teach to my kids as well, instill in them that sense of duty and commitment to community," Diamond says.

Though he's only been officially on the job for a few weeks, as a born-and-bred Winnipegger Diamond has been actively involved in the local Jewish community for much of his life in various capacities and has a strong vision for how he'd like to see the community continue to evolve in the coming years.

"I think it's a unique thing about the Prairies, about Winnipeg. We are an isolated community in the middle of nowhere that has this amazing cultural diversity... it's truly fantastic. It deserves our care to preserve it and

to help it grow. Through the Jewish Foundation of Manitoba not only do we achieve that by continuing to sustain our own Jewish culture and services, but also through a commitment to the greater community, and that's part of the vision that I have for the Foundation."

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John W. Diamond B.A., LL.B.
Chief Executive Officer
Jewish Foundation of Manitoba

"Secondly, the rise in antisemitism scares me," he continues. "I truly believe the majority of people are good, but in the words of Edmund Burke "The only thing necessary for the triumph of evil is for good people to do nothing", and it's very important for the good to really express what's needed to happen and the Foundation can do so by shouting from the rooftops the things we do, not only for the Jewish community, but for the greater community as well."



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in support of the Women's Endowment Fund

THURSDAY MAY 7th 2020

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Tickets \$200 | Partial tax receipt | Dietary laws observed

Annual Forever

FEDERATION POLICY DIRECTS BEQUESTS TO JFM

In 2019, the Jewish Federation of Winnipeg/ Combined Jewish Appeal received nearly \$400,000 in bequests. Thanks to a policy shift at the Federation in 2018, those estate gifts will have an impact forever as they are added to the Federation's Leave More Than Memories Fund at the Jewish Foundation.

"I remember years ago we received a bequest for \$30,000 and it went into the campaign for the year we received it," recalls Elaine Goldstine, Chief Executive Officer of the Federation. "The gift certainly had an impact that year, but it was that donor's last gift. The bequest could have had an even greater impact over time had it been endowed. The new policy directs every bequest to our endowment fund and helps our donors leave a legacy."

The Leave More Than Memories Fund was established at the Foundation in 1989. It was seen as a way to help Federation donors support the CJA annual campaign in

perpetuity. The fund balance has exceeded \$5.6 million, which generates over \$200,000 for the annual campaign. As the fund grows, so will the annual distribution to the CJA campaign.

"The Leave More Than Memories Fund is a valuable component of our annual campaign," says Joel Lazer, Federation President. "By directing bequests to the endowment fund, our donors' generosity will continue to pay dividends to the community and our beneficiary agencies forever."

Since the policy was enacted, Goldstine has had favourable feedback from executors and family members of the deceased.

"I think as a community we see the importance of supporting our community's agencies and programs through the annual campaign," she says. "Through the Leave More Than Memories Fund, a donor's gift can last forever."

Leave More Than
MEMORIES
ENDOWMENT FUND

For more information about contributing to the Leave More Than Memories Fund, please 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.



JFM focus BOARD MEMBER Spotlight



"My husband Lorne and I got involved with the Foundation when our son, Daniel, was getting ready for his Bar Mitzvah. He's our oldest so this was the first time we had been through this process and we had a presentation during our classes from somebody from the Jewish Foundation about the Bar Mitzvah endowment funds and that made a big impact on us. We really liked the idea that you could take a gift you've been given and turn it into something that would continually generate further good deeds.

So it was initially through that presentation about the Bar Mitzvah fund, and then we continued to create endowment funds for other occasions in our lives where we really wanted to do something that would be long lasting.

I think that it's a very important part of the Jewish community; part of being Jewish is a concept called Tikkun Olam, which is that you want to leave the world in a better place than where you found it. This kind of permanent endowment fund will provide funds for generations to come, that's one step towards making the world a better place."

Dr. Bonnie Cham
Vice-Chair, Board of Directors
Chair, Distributions Committee



Jewish Foundation of Manitoba Allied Professional Series

Talking with Your Clients
about Philanthropy:
A Moderated Luncheon Seminar

On November 27th 2019, the Jewish Foundation of Manitoba hosted 50 professional advisors for a luncheon at Bergmann's on Lombard, focused on facilitating the charitable intent of advisors' clients.

The audience was treated to presentations by panelists Leilani Kagan and Ryan Palmer – moderated by DeWayne Osborn.

The Foundation *sincerely thanks* both the presenters and the audience participants. It was a valuable and enjoyable educational experience.

While JFM has always appreciated the efforts of professional advisors in helping people achieve their philanthropic goals through our Foundation, the seminar signals a move towards an increased depth in expressing that appreciation on an ongoing basis.

We plan to stay in touch with you, by providing our newsletters, eblasts, annual reports and other communications via social media.

We appreciate your comments and ideas – and most importantly we are open for business.

If you, as a professional advisor, have a plan or idea to facilitate the philanthropic objectives of your clients please do not hesitate to contact **Ian Barnes, Chief Financial Officer**, at 204.477.7520 or toll-free from the U.S./Canada at 1.855.284.1918.



DeWayne Osborn, CPA, CGA
Cardinal Capital Management



Leilani Kagan
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Ryan Palmer, CPA, CA
KPMG Winnipeg

“You’re Going to Cheer”

JFM ENDOWMENT GIVES JONAH AN ENCORE; TO HAVE HIS LEGACY PLAY ON

“We’re going to go in the back and act like we’ve left. You’re going to cheer. And we’re going to come back and play.” – Gord Downie, The Tragically Hip

Like Gord Downie, Winnipeg’s Jonah Nepon had a heart for the underdog, a passion for music, and a love of discovering new talent. Like Downie, Jonah was kind, gentle and thoughtful. Like Downie, Jonah had an extraordinary sense of purpose. And like Downie, Jonah’s life was taken too soon, two years after a diagnosis of brain cancer. Jonah passed away on March 3, 2013 at the age of 29. He was dearly loved and is terribly missed.

Jonah Nepon was born and raised in Winnipeg’s north end, and attended the Jewish school system, graduating from Joseph Wolinsky Collegiate in 2002. At an early age he had developed a passion for film and music, but he also cared deeply about people. He was one who stopped for the poor and listened to the troubled. His heart was always with those who needed to have a voice and through his company, Ghost Town Manitoba, Jonah aimed to do that. He sought out emerging local musicians and performance artists, and was constantly on the lookout for independent touring acts. He arranged venues for them.

He rallied an audience. He got excited about new sounds and the people who created them. He produced their music. He forged connections. He made an indelible impact on all whose lives he touched.

Jonah’s family – his Mom Leslie, brothers Adam and Seth, and sisters Amber (Cohen), Mara (Pellettieri), Rachel, Micah, Dana and Meirav – have established the In Memory of Jonah Nepon Fund at the Jewish Foundation of Manitoba. When the fund reaches the \$10,000 level income from this fund will honour Jonah’s memory in two extraordinary ways: it will provide ongoing financial support for music production and sound engineering at Camp Massad; and it will provide funding for programming and support for children with brain development and physical disabilities. “We started this fund to show the appreciation our family has for the Jewish Foundation, the community, and all the programming that supported us as children to chase our dreams. The fact that as it grows it will also support causes that were important to Jonah just makes it that much more special.”

Jonah has “gone in the back”. With this Fund, the family invites the community to give Jonah an encore. “You’re going to cheer” ... and his legacy will play on.

“The fact that as it grows it will also support causes that were important to Jonah just makes it that much more special.”



The Jonah Nepon Fund is an opportunity to give Jonah an encore; to have his legacy play on. To contribute to the In Memory of Jonah Nepon 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 or visit us online at www.jewishfoundation.org/jonahneponfund

For the Love of the Game

NEW FUND HONOURS FIRST JEWISH CANADIAN-BORN NHL PLAYER

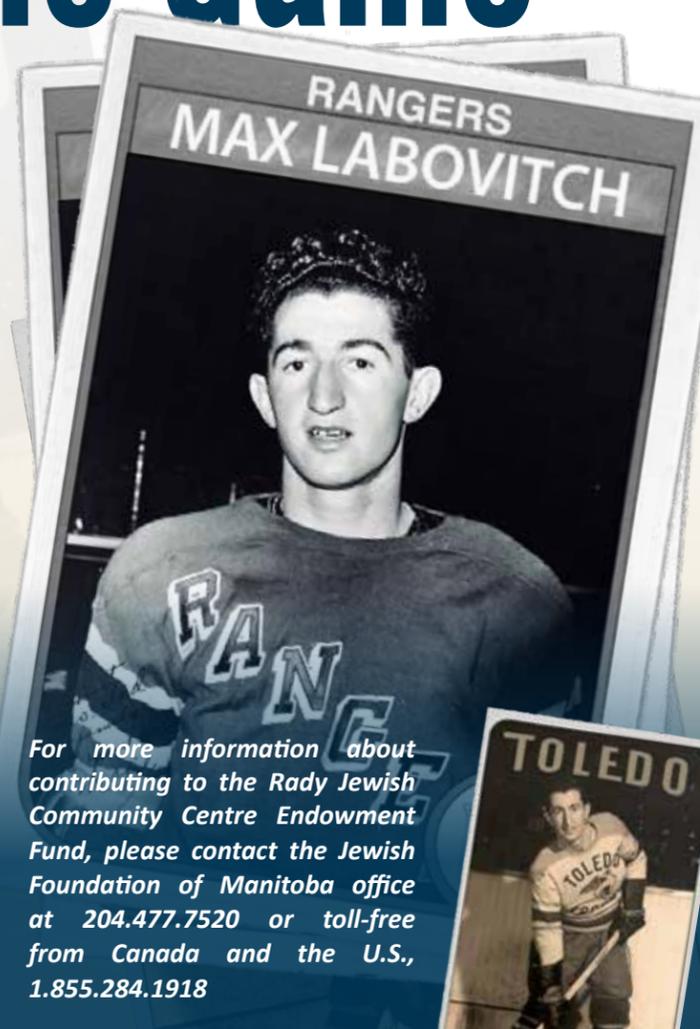
Max Labovitch was passionate about hockey; fiercely proud of his Jewish identity; and always happy to cheer for the underdog. So when Labovitch passed away in January 2018, his daughters—Valerie Lowenstein and Harriet Breslauer—chose to honour his memory by establishing a fund at the Jewish Foundation of Manitoba to help young Jewish hockey players.

The Max Labovitch Ice Hockey Scholarship Fund, housed under the Rady Jewish Community Centre’s Organizational Endowment Fund, will generate an annual award to a young Jewish male hockey player in need of financial support to move forward in hockey. The first recipient will be announced at the next Rady JCC Sports Dinner. “My sister and I wanted to do this as a way to give back to the Jewish community and create a legacy in our father’s name,” says Lowenstein, who lives in Boston. “Our dad was very active at the YMHA and so we wanted to do this through

the Rady Centre. He always wanted to help those who were less fortunate.”

Max Labovitch started skating and playing hockey at the age of seven and fell in love with the game right away. He left home at the age of 16 to pursue the game, and in 1941 at the age of 17 he began his professional hockey career with the New Haven Eagles of the American Hockey League. In 1943, he joined the New York Rangers of the National Hockey League—the first Canadian-born Jewish player in the NHL. He also played in the Eastern Hockey League, the Western International Hockey League, and the International Hockey League.

“My dad loved the game,” says Lowenstein, who still cheers for the Rangers. “He played oldtimers’ hockey into his 80s and floor hockey at the YMHA for years. I think my father would have been very happy with this fund as a way to help others and celebrate the sport he loved so much.”



For more information about contributing to the Rady Jewish Community Centre Endowment Fund, please contact the Jewish Foundation of Manitoba office at 204.477.7520 or toll-free from Canada and the U.S., 1.855.284.1918

The Jewish Foundation of Manitoba would like to recognize all our new funds that were established in 2019. The Board of Directors thanks you for your commitment and generosity.

DESIGNATED & DONOR-ADVISED FUNDS

Samuel Bookbinder Memorial Fund
Esther & Hyman Dashevsky Fund
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Arielle Sarah Kraut Memorial Fund
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Grosberg Family Fund (JUDAIC/CULTURAL)
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Lori Muzychka (SPECIAL NEEDS)
Gabriel Schujman & Marcela Mangarelli (SCHOLARSHIP)

WOMEN'S ENDOWMENT FUNDS

Sarah Kredentser
Laura Minuk
Brenda Schachter - to honour her special birthday by sons, Michael and Mark
Leonard Steingarten and Family
Shayna Wilhelmer

UNDESIGNATED FUNDS

Zita & Mark Bernstein Fund
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I Love You Eric & Fran Winograd

Would you like to establish a new fund?

Please contact Pamela Minuk, Donor Relations Associate, by telephone at 204.477.7520 or toll-free from the U.S./Canada at 1.855.284.1918 or by email at pminuk@jewishfoundation.org.

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Your Generosity at Work

Women's Endowment Fund Grants

In December 2019, the Board of Directors of the Jewish Foundation of Manitoba approved the following Women's Endowment Fund grants. The Women's Endowment Fund supports organizations and services that improve the lives of girls and women – of all backgrounds – in Manitoba.

African Communities of Manitoba Inc. (\$8,000)

To develop labor market ready skill sets and employment preparation of newcomer women of African heritage.

Alpha House (\$1,440)

To provide the women living at Alpha House with twice-monthly yoga classes. These classes will take place on-site and child care will be provided for the women with children.

Behavioural Health Foundation (\$3,000)

To support women engaging in art therapy as part of treatment for addictions and co-occurring mental health issues.

CancerCare Manitoba Foundation (\$30,000)

To fund Areola/Nipple 3-D micro-pigmentation. A procedure that uses tattooing to restore the nipple/areola to be similar in appearance, colour, and shape to the original area making it look more natural.

Chemo Savvy Inc. (\$8,000)

To purchase new team life jackets. Their life jackets have a lifespan of 10 years under regular use, with the majority now needing replacement.

Gwen Sexter Creative Living Centre at Syd Glow Place (\$5,000)

To support the Storytelling with Baba program. Allowing Babas to tell their stories to students, who will then document them ensuring that their stories will live on for future generations of family and community.

Joy Smith Foundation (\$5,000) To support The Mother and Child Project. This project strives to educate, equip, and engage young mothers, supplying them with the tools to recognize and keep their families safe from human trafficking.

Local Investment Toward Employment Inc. (\$3,000)

To provide a learning and earning opportunity for women from the Indigenous Women's Healing Centre. These women will produce food-safe beeswax food storage wraps, which will be featured in a "LITE Box", a new social enterprise started to support employment outcomes.

Manitoba Crafts Council (\$5,000)

To support the proposed May the Land Remember You project, which encompasses the development and implementation of a symposium, and exhibition focused on Indigenous Beading.

Rady Jewish Community Centre (\$7,900)

To support the Breaking Bread with BBG: Intergenerational, Intercultural and Inter-Community. A teen-led Jewish experience for the BBG girls' track of BBYO. Activities will include community service, leadership development, programming, and engagement.

Saul & Claribel Simkin Centre (\$2,195)

To support the Bubbe's Corner program. This program creates an environment that brings Bubbe and grandchildren/great-grandchildren together where Bubbe lives.

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives.

Western Manitoba Women's Regional Resource Centre, Inc. (10,000) To employ counselors on contract, who will facilitate several English and Spanish group workshops. The workshops are positioned to empower and strengthen women in the community as they work to improve their overall well-being after surviving domestic violence.

Special Grants

In December 2019, the Board of Directors of the Jewish Foundation of Manitoba approved the following Special Grants. Special Grants are offered to individuals for creative initiatives that address needs not currently being met in Winnipeg's Jewish community, or to address social and community awareness issues in creative formats.

Donald Barnard (\$10,000)

to create a 30 minute documentary exploring the similarities between the history of the displaced First Nations people of North America and the history of the Jewish people.

Richard Hechter (\$4,500)

to fund a project that seeks to develop and share insights on the intersection of Judaism and astronomy. The project includes interviews with three Rabbis who are experts in this field.

Rhonda Spivak (\$3,000)

to create an exhibit of her paintings that focus on the peace activism of three generations of Israeli women from the noted Moshe Dayan Family.

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 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.