



# 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.



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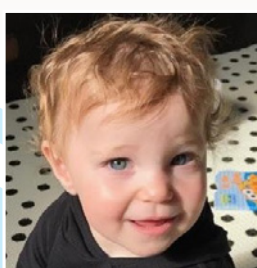
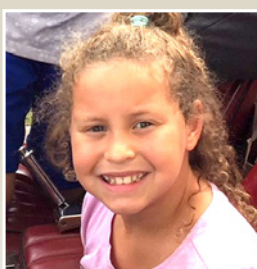
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# A Special Gift for 12 Kids



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 & David<sup>1</sup> 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



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](http://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





# Scholarship Recipient Gives Back

## ALEX SEREBNITSKI EMBRACES COMMUNITY LIFE

Shortly after his arrival, Serebnitski learned about the Jewish Foundation and its scholarships. He received several education awards during his years at school.

“We weren’t wealthy and I sometimes had three part-time jobs while I was at school,” he says. “The Foundation scholarships reduced my stress and helped me to feel supported. I knew that I was part of a community that cared and I wanted to give back.”

Upon his arrival in Winnipeg, Serebnitski became a Big Brother through Jewish Child and Family Service (he’s still in touch with his Little Brother), and also started dancing in the Sarah Sommer Chai Folk Ensemble (he still does!). When he graduated in 2009, he was saddled with six figures worth of student debt, but still started

the Serebnitski Family Fund at the Jewish Foundation in 2010.

“You eventually have to start, even if it’s in a small way,” he says. “I wanted to start making a difference right away for people who were in similar situations to mine.”

For Serebnitski, it is important to contribute as a volunteer as well. He has been the Chair of the Foundation’s Scholarship Committee and now sits on the Grants Committee.

“I have met remarkable people, heard powerful stories, and learned a lot about our community,” he says of his work with the Foundation. “It makes me all the more proud to pay it forward however I can. If someone wants to go to school, finances shouldn’t be a barrier.”

“We weren’t wealthy and I sometimes had three part-time jobs while I was at school.”

Thirty-three-year-old dentist Alex Serebnitski has been happy to sink his teeth into community service ever since he arrived in Winnipeg in 2002.

Serebnitski was born in Ukraine. At the age of seven, he moved to Israel where his family lived in Jerusalem and then Beit Shemesh. He arrived in Winnipeg just in time to start his first year of university.

“I always wanted to be a dentist,” he says. “My father and my grandfather were turned away from dental school because they were Jewish. So, becoming the first dentist in the family felt like an important way to honour them.”

## Endow? AND HOW!

### UNDERSTANDING HOW A FOUNDATION WORKS

When you support a front-line charity – a soup kitchen, for example – the math is fairly straightforward. You donate \$1,000 and the charity will spend the entire gift buying food, paying staff, and keeping the lights on. Front-line charities use your gift to deliver a service.

It’s an essential and powerful gift – *don’t stop making contributions to front-line charities!* That said, your gift to a front-line charity is typically spent immediately, while an endowed gift through a foundation is permanent and generates income in perpetuity for your preferred front-line charities. You might want to consider adding endowment giving to your charitable portfolio.

Foundation giving – particularly endowment giving – is growing in popularity. A public foundation is a registered charity in and of itself, and typically distributes money to qualified charitable organizations through a grants process. How foundations function is something governed by the Income Tax Act and administered by the Canada Revenue Agency.

By law, the Jewish Foundation of Manitoba must distribute a minimum of 3.5% of its total endowed assets each year after expenses. The Foundation currently

exceeds the minimum requirement by distributing 4.0% of its endowed assets.

“Our endowment funds are stewarded by the JFM’s Investment Committee and professional advisors,” says Ian Barnes, Chief Financial Officer of the Jewish Foundation. “Our ability to distribute grants and scholarships is highly dependent on market performance and implementing an asset mix appropriate to serve the needs of the community. An important part of our investment portfolio is that we allocate a portion to a reserve fund to maintain distribution in the event of a market downturn, much like we saw in 2008. We’re fortunate that we have never missed a year of distribution, even when the market soured.”

So, going back to our example of the soup kitchen. If you put \$1,000 in the organization’s endowment fund, the organization would get \$40 every year (assuming the rate remains at 4.0%) while the initial \$1,000 remains untouched. Yes, \$40 is less than \$1,000, but that \$40 goes to the charity every year, forever, even after you are gone.

“When donors endow their giving, an organization can plan more effectively for the long term,” adds Barnes. “People inclined to be charitable should never stop donating directly to important organizations, but by adding endowment giving through the Jewish Foundation, you can help keep the organizations you love stable and healthy.”

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# New JFM Funds in the Past Six Months

The Jewish Foundation would like to recognize all of our new funds that have been opened between December 1, 2016, and May 31, 2017.  
The Board of Directors thanks you for your commitment and generosity.

## ORGANIZATIONAL ENDOWMENT FUNDS

Mark Bernstein 90th Birthday Youth Enrichment Fund (JCFS)  
Ben & Sherry Chochinov Health and Wellness Series Fund (RADY JCC)  
Class of '87 Fund – In Memory of Elana Dil (GRAY ACADEMY)  
Class of '17 Fund (GRAY ACADEMY)  
Marsha Cowan Fund (JORDAN LAZARECK SPECIAL NEEDS)  
Kevin Anthony Dwyer Memorial Fund (CAMPERSHIP)  
Kevin Anthony Dwyer Memorial Fund (JEWISH EDUCATIONAL TRUST)  
Linda Freed Fund (TEMPLE SHALOM)  
Miral & Robert Gabor Fund (TEMPLE SHALOM)  
The Greaves Family Fund (BB CAMP)  
Phyllis & Benny Hochman Family Fund (JCFS)  
Ken Kronson Memorial Fund (RADY JCC)  
Carol Leszcz Learning & Giving Award (GRAY ACADEMY)  
Minuk Sisters Fund (BB CAMP)  
Andrea Roitman & Hernan Popper Fund (LEAVE MORE THAN MEMORIES)  
Leonard Rutman Fund (BB CAMP)  
Richard & Estelle Sures Fund (JCFS)  
Richard & Estelle Sures Fund (NCJW – Winnipeg)  
Richard & Estelle Sures Fund (NCJW – National)  
The Winograd Family Fund (GRAY ACADEMY)  
Sheldon & Florence Zamick Fund (CMDA)

## BAR/BAT MITZVAH FUNDS

Hannah Boroditsky Bat Mitzvah Fund  
Henry Boroditsky Bar Mitzvah Fund  
Asher Theo Chisick Bar Mitzvah Fund  
Seth Kohn Bar Mitzvah Fund  
Anna Koplovich Bat Mitzvah Fund  
Eitan Pitch Bar Mitzvah Fund  
Jillian Leah Roitenberg Bat Mitzvah Fund  
Samuel Segal Bar Mitzvah Fund  
Zahra Slutchuk Bat Mitzvah Fund  
Benjamin Szwajcer Bar Mitzvah Fund  
Madeline Tapper Bat Mitzvah Fund

## DESIGNATED AND UNDESIGNATED FUNDS

Lou & Sue Gershman Memorial Fund  
Lillian Goff Memorial Fund  
Jocelyn Stern Katz Memorial Fund  
Joey Rothman & Leah Wittenberg Fund  
Judi & Joel Shuster Fund  
Celeste Waldman Nursing Research Scholarship

## WOMEN'S ENDOWMENT FUNDS

Sandra Barnes Fund  
Stephanie Casar Fund  
Michelle Chisick Fund  
In Memory of David & Ethel Ferdman Fund  
Karen Leipsic Fund

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# Your Generosity at Work

IN OCTOBER 2017, THE BOARD OF DIRECTORS OF THE JEWISH FOUNDATION OF MANITOBA APPROVED THE FOLLOWING GRANTS:

**Artists in Health Care Manitoba (\$5,797)** | to fund Music for the Mind, a new program for Psych Health patients at the Health Sciences Centre.

**Asper Jewish Community Campus of Winnipeg (\$8,796)** | to purchase two new LED projectors.

**Booth University College (\$3,000)** | to fund a peer tutoring program.

**Brock Corydon School (\$3,899)** | to fund the construction of a school sukkah.

**Camp Massad (\$30,000)** | to resurface the camp's basketball and tetherball courts.

**Chabad-Lubavitch of Winnipeg (\$14,026)** | to fund preliminary drawings and analysis related to the proposed expansion of the Jewish Learning Centre.

**Forest Park Community School (\$5,000)** | to fund the development of an outdoor classroom and natural play space.

**Graffiti Art Programming Centre (\$6,000)** | to fund a street photography project for youth.

**Gray Academy of Jewish Education (\$2,100)** | to fund the purchase of digital pianos for the school's music program.

**(\$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 Selter 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.

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

**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 *It's 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.

To learn more about JFM grants and the application process, visit [www.jewishfoundation.org](http://www.jewishfoundation.org) or contact Marla Aronovitch, Director of Operations & Grants, at [maronovitch@jewishfoundation.org](mailto: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](mailto:zminuk@jewishfoundation.org) or by telephone at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.