



in support of the Women's Endowment Fund

TICKETS ON SALE NOW

Friday, April 13, 2018 | 12:00 p.m. - 1:30 p.m. RBC Convention Centre Winnipeg York Ballroom | South Building 375 York Avenue | Doors open at 11:30 a.m.

> 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-toface. 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."

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"I think we are living in transformative times," she says. "We are seeing important changes everywhere."

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 PsycHealth 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."

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"I really think that music helps people with their healing," says Kyle Cobb, a regular performer at the PsycHealth 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



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 PsycHealth 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."



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. 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.

"The realization that I could have a positive impact on people's lives through my work always stuck with me."

- Tara L. Fainstein

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"I knew that the Jewish Foundation had a great history. I learned that it was also well-managed, wellgoverned, 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. "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.

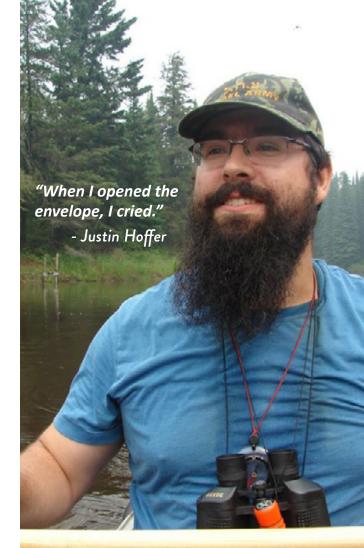
"When I opened the envelope, I cried," says Hoffer of the scholarship. "That's way more than I was expecting. It covered most of my tuition and meant I could spend more time focusing on school and family. It came at the right time and made a huge difference."

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."





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.

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."

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

"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,

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

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 donorfunded 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 I-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 A TAST

JEWISH FOUNDATION

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. Board of Directors Officers/Executive Dr. Eric Winograd CHAIR Danny Stoller TREASURER Jeff Lieberman MEMBER-AT-LARGE

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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." JFM Focus Newslett Zachary R. Minuk EDITOR Stu Slayen SENIOR WRITER

Drew Unger DESIGN / LAYOUT

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