

THE POWER OF PHILANTHROPY

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 Selter, 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.”

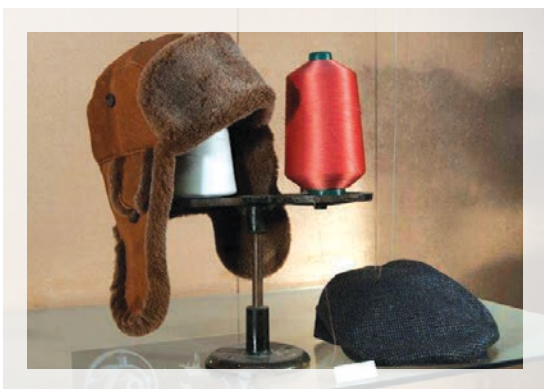
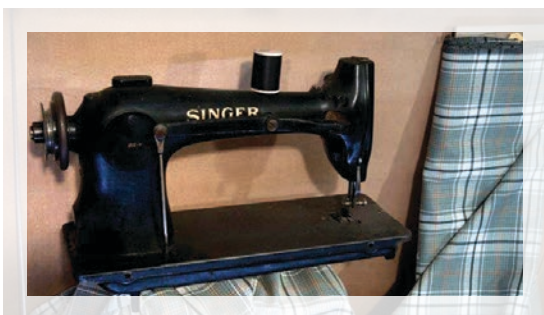
Stone explains that Winnipeg was a natural hub for the garment business, starting around 1900. At the centre of Canada as the west was being developed, Winnipeg was an ideal distribution point.

“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

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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.

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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



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.”



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