

THE POWER
OF PHILANTHROPY

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Good Financial News for the JFM and its Recipients

Distribution rate increases to 4.0%

The Jewish Foundation of Manitoba is pleased to announce that its distribution rate for 2014 has increased to 4.0% from 3.5% in 2013. This means that more money will be distributed to community organizations next year.

“We’re very happy that we’re able to increase the rate,” said JFM CEO Marsha Cowan. “This is good news for our recipient organizations and it’s good news for our donors.”

The announcement follows the news of a few months ago that the JFM’s assets surpassed \$90 million for the first time.

“We are enjoying a period of growth and stability,” said Ian Barnes, the JFM’s Director of Finance & Human Resources. “We can attribute this to three important factors: a stronger investment market; the dedicated stewardship of our Investment Committee and our professional advisors and managers; and the continuing generosity of our donors.”

The community can follow the Foundation’s performance through quarterly updates at www.jewishfoundation.org

JFM Grants \$108,000 to Camp Massad

“Chadar Ochel” to undergo major renovation



A generous grant from the JFM will enhance Camp Massad’s “Chadar Ochel” (dining hall).



In support of Camp Massad’s \$1 million campaign to redevelop its site in Winnipeg Beach, the JFM approved a grant of \$108,000 in the spring of 2014.

“We were overwhelmed when we heard the news,” said Laurel Malkin, who co-chairs the campaign with Ivy Kopstein. “We cried tears of joy. We’re grateful to the Foundation and its Grants Committee for recognizing the importance of Jewish summer camping in general and the unique role Camp Massad plays in our community.”

The grant is specifically earmarked for the renovation and expansion of the “Chadar Ochel” (dining hall). The plan includes the addition of a screened-in porch and new roofing among other features. The Chadar Ochel was originally built in the late 1960s and remains a strong, sturdy building. The renovation and expansion project will ensure the structure’s long-term viability.

“Any Massadnik will tell you that the Chadar Ochel is the source of remarkable

memories,” said Malkin, who also serves as Co-Chair of the Camp Massad Board with Mike Ritter. “It’s not just a dining hall, it’s also important programming space. My own camp memories of Shabbat programs and Hebrew music in the Chadar Ochel helped to shape my Jewish identity. My children’s, too.”

“We cried
tears of joy.”

“We’re very happy to support Camp Massad’s campaign and we congratulate them on the success they are enjoying,” said JFM CEO Marsha Cowan. “The Jewish Foundation believes very strongly in the importance of Jewish summer camping – residential camps and day camps. Jewish camps build Jewish leaders.”

To learn more about Camp Massad, please visit www.campmassad.ca



Ida Albo wows audience with powerful keynote address. Photo by Shane Marmel.

Women’s Endowment Fund Luncheon Delights Audience

Ida Albo delivers exceptional address



Attendees of the Women’s Endowment Fund luncheon.

Her keynote address was entitled, “*Mothers, Daughters, Sisters, and Friends: a story of entrepreneurship, philanthropy, and community service,*” but Ida Albo’s speech delivered far more than that.

The co-owner of the Fort Garry Hotel shared her personal story with an audience of 230 at the annual Women’s Endowment Fund luncheon on May 8. The respected philanthropist, businesswomen, and community leader told stories of overcoming adversity, including cancer and a near-fatal highway accident that left her and husband Rick Bell upside down in an icy ditch. She also told the tale of how she and Bell rescued the iconic hotel. It was a fascinating and powerful address from a remarkable speaker.

Attendees also heard from Wendy Schettler, CEO of the Alzheimer Society, a Women’s Endowment Fund grant recipient. The event also honoured the memory of Myrna Levin for her exceptional philanthropy and leadership over many years; and paid tribute to sisters Linda Finkleman of Winnipeg and Pamela Boal of Great Neck, New York, for their ongoing support of the Women’s Endowment Fund in memory of their mother, Bernice Brownstone.

JFM Welcomed into Heart and Stroke Foundation’s Caring Hearts Circle

JFM recognized for its generosity

From left to right: Marsha Cowan; Debbie Brown, CEO, Heart and Stroke Foundation (Manitoba); David Sculthorpe, CEO, Heart and Stroke Foundation (Canada); and The Honourable Philip S. Lee, Lieutenant Governor of Manitoba.



The Jewish Foundation of Manitoba was among a group of individual and institutional donors honoured on May 6 as part of the Heart and Stroke Foundation’s new “Caring Hearts Circle.”

The Caring Hearts Circle recognizes cumulative gifts of \$25,000 or more and annual donations of at least \$1,000.



The JFM, has contributed just over \$29,000 in grants to the Heart and Stroke Foundation in Manitoba since 2007, comprising the following grants:

- a \$21,000 grant in 2007 for a program called “Learn CPR – The Course of a Lifetime”;
- a \$2,029 Women’s Endowment Fund grant in 2012 for “The Heart Truth Book Club”; and
- a \$6,000 Women’s Endowment Fund grant in 2013 for the “Heart Healthy Girls Toolkit,” an initiative that could have national reach.

Including distributions designated directly by donors, the JFM has contributed over \$183,000 to the Heart and Stroke Foundation in Manitoba over the years.

“We’re honoured to be recognized by the Heart and Stroke Foundation,” said JFM CEO Marsha Cowan. “They support vital research and promote healthy lifestyles for Manitobans.”

To learn more about the Heart and Stroke Foundation in Manitoba, visit www.heartandstroke.mb.ca



The JFM Women’s Endowment Fund was established in 1994. The Fund currently exceeds \$1.2 million in capital and has 732 individual funds.

Reaching the Next Generation of Donors

JFM event reaches out, talks about impact



Panelists, left to right: Matt Leibl (moderator), Avi Posen, Dr. Mirtha Lopez, and Judy Richichi. Photo by Shane Marmel.

On April 24, about 30 young adults gathered at the home of Dr. Sylvia Kogan and Dr. Michael Narvey to learn more about the impact of the Jewish Foundation of Manitoba. Guests were treated to an upbeat panel discussion moderated by TSN 1290's Matt Leibl, himself a JFM scholarship recipient.

Panelists were scholarship recipients Avi Posen and Dr. Mirtha Lopez, and Judy Richichi, Director of Development and Finance at Siloam Mission, a recipient of JFM funding.

Posen, now a Judaic studies teacher at the Gray Academy of Jewish Education,

spoke about how his scholarship helped him advance his Jewish learning. Lopez, who came to Canada from Argentina with her family in 2003, talked about how support from the JFM helped her gain the credentials to practice as a psychiatrist in Manitoba (today she works at the Selkirk Mental Health Centre). And Judy Richichi brought an organizational perspective, sharing her view of how philanthropy changes lives.

"In the last few years, we have seen growing interest from young adults in the community. They are interested in making a difference and they understand the power of endowment giving," said David Greaves, the JFM's Director of Development & Marketing. "Programs like this let donors and prospective donors hear first-hand how the Foundation makes a difference."

SNAPSHOTS of IMPACT

.....1.....

Thanks in part to a JFM Women's Endowment Fund grant, Mentoring Artists for Women's Art (in partnership with Neechi Commons, an Aboriginal Centre on North Main Street) will offer free workshops in Indigenous North American and international craft practices, taught by Aboriginal and new Canadian women, bringing both communities together in a spirit of creativity and sharing.

.....2.....

The Jewish Foundation of Manitoba provided a grant to the Open Access Resource Centre to purchase a "Say It Sam" communication device. A portion of the cost was funded by the Jordan Lazarek Special Needs Fund at the JFM.

.....3.....

A grant from the JFM enabled Urban Circle Training Centre to address urgent needs in the Selkirk Avenue neighbourhood. Through intergenerational programming, kids and youth are provided with a much needed alternative to gangs, prostitution, and drugs.

.....4.....

The Gwen Sector Creative Living Centre has received numerous grants over the years to improve their facility and their programming for Jewish seniors in Winnipeg. Grants have been used to purchase new equipment for the kosher kitchen; install a new heating, ventilation, and air conditioning system; and to launch new, innovative programs.



JFM Announces Spring Grant Recipients

On March 24, 2014, after reviewing numerous applications, the JFM Grants Committee recommended the following grants be awarded. The JFM Board approved these grants to Jewish community institutions and organizations that enhance life for Manitobans of all backgrounds.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org/grants.html or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557.

Agassiz Music, Inc. (\$2,500)

International Cello Festival of Canada

B'nai Brith Jewish Community Camp (\$10,096)

Replacement of a commercial dishwasher

Camp Massad (\$108,000)

Funds toward expansion and renovation of the dining hall

Gray Academy of Jewish Education (\$22,394)

Development of a marketing plan

Gwen Secter Creative Living Centre (\$8,660)

Shabbat Shalom program for single and isolated seniors

Jewish Child and Family Service (\$10,000)

Cross-training for mental health and older adult service workers so they can better serve all elderly clients

Jewish Federation of Winnipeg (\$10,000)

PJ Library expansion to promote Jewish literacy and outreach to the least connected members of the community

King Edward Community School (\$5,000)

School playground/park development project

Macdonald Youth Services (\$8,000)

Support to purchase new living room furniture as part of a campaign to update the heritage house at 159 Mayfair to better serve homeless youth

Rady Jewish Community Centre (\$10,000)

The new J-Teens Leadership Program (J-TLP) for students in grades 10 and 11

Rady Jewish Community Centre (\$5,000)

Support for the fifth annual Tarbut: Festival of Jewish Culture

The Saul & Claribel Simkin Centre (\$25,000)

Support for the development of a strategic plan

Westwood Community Child Care Inc. (\$2,500)

Funds to renovate the kitchen, which no longer meets code

The Winnipeg Youth Chorus (\$7,500)

The U.S. premiere of "I Believe," a Holocaust oratio by composer Zane Zalis

The following grants were recommended by the Grants Committee of the Women's Endowment Fund in April 2014 and later approved by the JFM Board of Directors:

B'nai Brith Jewish Community Camp (\$1,379)

Financial assistance to female campers and support of the "Keeping it Real" program

Gwen Secter Creative Living Centre (\$2,500)

Support for a program that helps older mothers examine their relationships with their older children

Marymound Inc. (\$5,000)

Funds for the purchase of new fitness equipment

Rady Jewish Community Centre (\$4,500)

Support for "Today's Jewish Woman: A Symposium," a weekend event presented by the Rady Jewish Community Centre and National Council of Women, Winnipeg Section

West Central Women's Resource Centre (\$7,000)

Support for a new community mentorship program

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Board Member Spotlight

"Before I joined the Board and later the Executive of the Foundation, I had the honour of sitting on the Scholarship Committee for about eight years. It was an exceptional experience. I got to learn first-hand about the challenges faced by some families in our community, and I had the privilege of helping the Foundation change more than a few lives. It's so wonderful to see some of these scholarship recipients from years ago starting to pay it forward with their own philanthropy and volunteer commitment to the Jewish community. I'm also proud of the Foundation's stability and resilience. Even when the markets have been unkind, we have always been well-managed and well-advised, and we have always been positioned to recover. Our stability will help us meet the community's changing needs for the long term. Serving the community through the Foundation is a great source of pride for me."



DR. ERIC WINOGRAD
Secretary-Treasurer

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