



THE POWER OF PHILANTHROPY

SEPTEMBER 2015 | TISHREI 5776

Melanie Baruch Wins the Danzker Scholarship

Winner pursuing Master's degree in counselling psychology

When 25-year-old Melanie Baruch heard about the Mark and Dorothy Danzker Scholarship earlier this year, she applied with great interest, but with no expectations. "I just thought I'd give it a shot," she says.

It was a pretty good shot!

In May, she learned that she was in fact the winner of the \$10,000 award, the largest individual award presented by the JFM. The Danzker Scholarship is presented annually to a Jewish student enrolled in a post-graduate program in Manitoba.

Baruch was born in Argentina and moved with her family to Israel as a young child. At the age of 12, she moved to Winnipeg. "I remember feeling very cold and wondering why other people were in shorts and t-shirts," she says of her autumn arrival. She enrolled at Gray Academy of Jewish Education, where things were considerably warmer.

"It was a big adjustment, but the school was amazing," she says. At Gray Academy she served as yearbook editor, and as a teen, she was the Youth Ambassador at the Israel Pavilion during Folklorama.

After graduating from Gray Academy in 2008, she earned her undergraduate degree at the University of Winnipeg before enrolling at the University of Manitoba where she is pursuing her Master's degree in counselling psychology. She is currently doing a practicum at CancerCare Manitoba and the Men's Resource Centre of Manitoba. She is also getting ready to defend her thesis in December.

"Winning the Danzker Scholarship will allow me to focus more time and energy on my research and my practicum," says Baruch. "The more time I can spend on these, the more I can benefit from my education."

Even with rigours of pursuing a Master's degree, Baruch finds time to help out on a research project with Jewish Child and Family Service. The project looks at the process of recovery from addictions in the Jewish community and the role of spirituality in recovery. With JCFS she has also been a case aid, a respite worker, and a volunteer "big sister." She has also worked with Klinik Community Health Centre as a crisis counsellor.

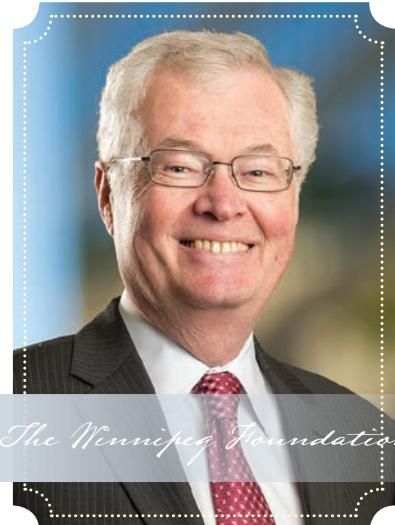


40TH ANNUAL LUNCHEON

THURSDAY,
OCTOBER 29, 2015
THE FAIRMONT WINNIPEG
12:00 NOON

TOPIC
SUSTAINING OUR
CULTURE OF GENEROSITY

GUEST SPEAKER
RICK FROST
CEO OF
THE WINNIPEG FOUNDATION



The Winnipeg Foundation

Advance registration is required.

Ticket price: \$75

To register, please contact the
JFM at 204.477.7520 or online at
www.jewishfoundation.org

PLEASE NOTE: Reserved tables are available for groups of 10. Dietary laws observed.

Upon graduation, Baruch intends to utilize her skills as a therapist by working in the community. Whatever route she chooses, it's a journey that has been helped by the JFM.

"The scholarship is a big help," says Baruch. "The recognition and support I have received from my community is incredibly meaningful."

To learn more about the Jewish Foundation of Manitoba's education awards, their criteria, and application information, see <http://jewishfoundation.org/scholarshipguides.html>



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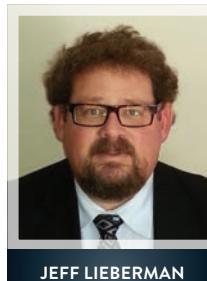
New Officers and Board Members Announced

Anita Wortzman was confirmed as the new President of the Jewish Foundation of Manitoba at the Annual General Meeting in June. Wortzman is joined on the Executive Committee by Joseph J. Wilder, Q.C. (Past-President); Dr. Eric Winograd (President-Elect); Freda Steel (Secretary-Treasurer); Mark Lomow; and Aaron Margolis.

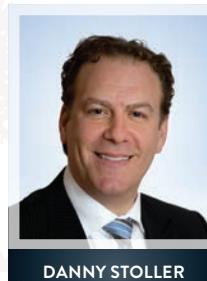
Steven Hyman, Jeff Lieberman, and Danny Stoller were elected to the Board of Directors, and former JFM President Harvey Secter was appointed to the Board of Governors.



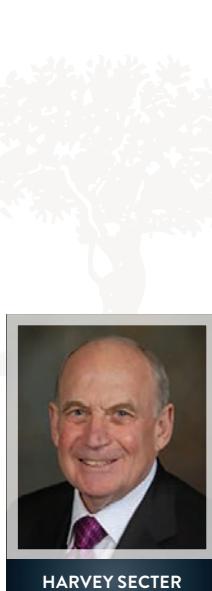
STEVEN HYMAN



JEFF LIEBERMAN



DANNY STOLLER



HARVEY SECTOR

JFM Hires Berkowits and Minuk

The Jewish Foundation of Manitoba is pleased to announce that Rob Berkowits and Zachary Minuk have joined the Foundation's staff.

Berkowits is the Foundation's new Director of Development & Gift Planning, and Minuk is the new Director of Marketing & Communications.

"We are absolutely thrilled to welcome Rob and Zac to the team," says JFM CEO Marsha Cowan. "They are both experienced and dynamic professionals who will take the Foundation to new levels."

For the past four years, Berkowits has served as the Executive Director of the Jewish National Fund of Canada (Manitoba/Saskatchewan Region). Prior to that, he was the Executive Director of Football Manitoba for nearly 12 years.

Minuk is a marketing specialist who worked with the Certified General Accountants (CGA) Association of Manitoba and played a key role in launching the Chartered Professional Accountants (CPA) brand in Manitoba.



ROB BERKOWITS



ZACHARY MINUK

SPRING GRANTS ANNOUNCED

The Jewish Foundation of Manitoba is proud to help organizations deliver programs and services that make a difference in people's lives, and help organizations to revitalize their infrastructure.

In April, the JFM Board of Directors of the Jewish Foundation of Manitoba approved the following grants:

ALS Society of Manitoba Inc. (\$3,535)

To support the Equipment Lending Program, which makes vital equipment available to people living with ALS. The equipment helps people stay in their own homes, and improves their quality of life.

B'nai Brith Jewish Community Camp (\$35,000)

To fund a two-year term position for a Development Officer to support the camp's capital campaign.

Canadian Friends of the Hebrew University (\$10,000)

To support University of Manitoba law students participating in The Israel International Law Program (Mishpatim) in Israel.

CanU Canada (\$2,000)

To support the participation of at-risk students in the Farm to Plate Agri-Food Academy, where students learn the basics of agriculture and food production.

Gray Academy of Jewish Education (\$7,600)

To support the purchase and installation of a security camera system in the Kaufman Silverberg Library Resource Centre.

Gray Academy of Jewish Education (\$23,008)

To support the school's participation in a recruitment and retention coaching and training program run by the Partnership for Excellence in Jewish Education.

Gray Academy of Jewish Education (\$25,000)

To support the purchase of computers and film equipment to conduct an effective course in digital film-making.

Gwen Secter Creative Living Centre (\$10,000)

To support the establishment of a new location for the Centre. The proposed new location requires an additional washroom.

Immigrant and Refugee Community Organization of Manitoba (\$6,000)

To support IRCOM's Youth Employment Program to help address high levels of unemployment among newcomer youth.

Jewish Child and Family Service (\$15,000)

To help fund the cost of office renovations and replacement furniture and computers.

Jewish Heritage Centre of Western Canada (\$9,000)

To support an exhibit focusing on Manitoba's synagogues.

NorWest Co-op Community Health Centre, Inc. (\$4,740)

To support a project to increase access to healthy food for the residents of Inkster, an area that includes some of Winnipeg's poorest neighbourhoods.

Open Access Resource Centre (\$1,000)

To support the purchase of an eye gaze system that will help a child with severely limited physical motor access to use eye movements to communicate.

Rady Jewish Community Centre (\$5,153)

To enhance Rady JCC Teen/BBYO office space.

Rady Jewish Community Centre (\$8,872)

To help fund Minds in Motion®, an Alzheimer Society program for people experiencing early-mid-stage dementia and their family/community care partners.

Rady Jewish Community Centre (\$5,000)

To help fund the sixth annual Tarbut: Festival of Jewish Culture.

Royal Manitoba Theatre Centre (\$20,000)

To support the Canadian premiere of "Wiesenthal" after an off-Broadway run this winter.

Shalom Residences (\$7,786)

To help replace flooring in two homes.

The Saul & Claribel Simkin Centre (\$14,407)

To support the purchase of 50 feeding chairs for the comfort of residents.

West Broadway Development Corporation (\$5,000)

To support the revitalization of community gardens.

Winnipeg Art Gallery (\$6,000)

To support Breaking the Silence of the Museum: Animating the Ancients, a program that will involve high school students, including Grade 8 students at Gray Academy, in culturally-appropriate learning through the arts.

Women's Endowment Fund Grants

Alpha House (\$4,781)

To support the replacement of carpeting in the children's playroom area.

Chabad Lubavitch of Winnipeg (\$4,750)

To support the Kosher Night Out Lecture: The Sexual and the Sacred.

Gwen Secter Creative Living Centre (\$4,700)

To help fund a stress release, meditation, and relaxation program for older women.

Holy Names House of Peace (\$2,400)

To support the purchase of a new stove, refrigerator, and microwave.

Victoria General Hospital Foundation Inc. (\$5,000)

To support For Her Heart's Sake, a pilot research project designed to help women heart attack survivors avoid a second heart attack.

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.

Garden Party Flourishes

Foundation celebrates under the sun

"I can't think of a more appropriate setting. Not only did we fund the Jewish Foundation of Manitoba Garden when it opened in 1998, but the idea of a garden and the image of a tree are so very important to the Foundation," JFM CEO Marsha Cowan told a crowd of 300 at the Asper Jewish Community Campus on June 15.

The event – the first of its kind for the JFM – marked the end of the Foundation's 50th anniversary year and welcomed new signers of the Endowment Book of Life (EBOL).

"Our new signers have planted trees this evening – trees that will bear fruit for generations to come. We plant today so that our children and grandchildren will benefit," said Cowan.

The event featured an indoor ceremony welcoming the signers, including a musical performance by Richard Yaffe and Ron Paley. The party then moved outdoors for more music with Shayla Fink, Kinzey Posen, and Brian Klowak.

To meet the new signers of the Endowment Book of Life, please see the enclosed insert, or visit www.jewishfoundation.org



New JFM President Anita Wortzman signs her story in the Endowment Book of Life.



JFM CEO Marsha Cowan announces that the Foundation has reached \$100 million in accumulated assets.



Harvey and Sandra Secter view a Jewish Heritage Centre exhibit celebrating 50 years of JFM history.



Guests read stories in the Endowment Book of Life.



Candice and Marshall Tenenbein and their children in the JFM Garden.



Richard Yaffe delights the crowd with his singing.



Re-enacting the EBOL story of "Annie Rose."

JFM Seed Grant Pays Dividends

Gray Academy international program continues to thrive

Thanks to a Jewish Foundation of Manitoba grant in 2009, the International Student Education Program at Gray Academy of Jewish Education is a well-entrenched facet of school life.

The seed grant of \$17,300 allowed the Jewish day school to develop multilingual promotional materials, and send representatives to two international student fairs in Mexico and Brazil.

Since inception, 20 students from outside of Canada – mainly Latin America – have come to Winnipeg for their education. Of the 20, seven have stayed for more than a year and three have graduated from Grade 12. Financially, the program is now self-sustaining and interest continues to grow.

"The students and their families choose Gray Academy for a quality Jewish education and to get a leg up on post-secondary opportunities," says Lori Binder, Head of School. "Our Canadian students gain in that they develop a more global view of the Jewish world."

The Gray Academy program is the only Jewish day school in North America with an international program where participants live with local families. The homestay feature of the program helps the students become more active in community life.

Binder notes that some participants have stayed for more than a year, some families have sent more than one child, one student has worked at a Jewish summer camp, a few have joined BBYO, and two have stayed on to study at the University of Manitoba. In one recent case, a whole family moved to Winnipeg from Recife, Brazil.

"The program is a huge success for the school and for the community," says Binder. "We work very hard to build connections and sustain the program, but we could not have launched it without the help of the Jewish Foundation."

International Student Education Program participants, 2014-2015: Back Row (L-R): Michelle Marchtein (Brazil), Alyssa Lezerrovici (Brazil). Front Row (L-R): Tammy Abadi (Brazil), Graziella Marchtein (Brazil), Jaqui Buchwalter (Mexico), Tobiah Markowitz (U.S.)





Capital News from Your Foundation

Thanks to favourable market conditions, sound investment management, and consistently high levels of new contributions, the Jewish Foundation of Manitoba has enjoyed some good news in recent months.

Accumulated assets have surpassed \$100 million; we have increased our distribution rate; and we have maximized our reserve fund that had been depleted by the poor market conditions of 2008 and 2009.

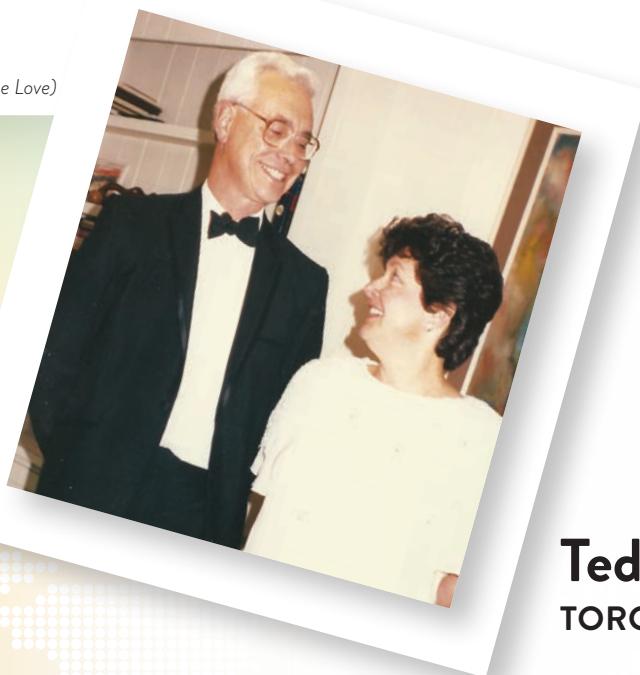
Another benefit of our growth and stabilization is that we have been able to re-capitalize over \$3.2 million of excess income. This means that we have reinvested this amount into the endowment funds of the JFM. At our current distribution rate of four per cent, this general income capitalization will generate more than \$130,000 of new money annually that will be distributed to organizations and initiatives funded by the JFM.

The \$3.2 million has been distributed across all of our funds on a permanent, pro rata basis. This is the first time we have been in a position to re-capitalize excess income since 2000. We are pleased, grateful, and excited that we can have an even greater impact on organizations that enhance life in the community.

If you have any questions about this capitalization, feel free to call our office at 204.477.7520 or US/Canada Toll Free 1.855.284.1918.

THERE'S NO SUCH THING AS A FORMER WINNIPEGGER

Ted and Deanna Cohen (née Love)



New Rules About the Capital Gains Exemption

The federal budget of April 2015 extended the capital gains exemption to gifts of private shares and real estate. Starting in 2017, the budget proposes to exempt from capital gains tax charitable gifts of cash proceeds from the disposition of private company shares and real estate (under certain conditions) when those proceeds are gifted to charity. This is a significant change that offers more options to JFM donors.

To learn more about the new rules, call Ian Barnes, Chief Financial Officer, at 204.477.7520 or US/Canada Toll Free 1.855.284.1918.

Ted Cohen
TORONTO, ONTARIO

Ted Cohen's earliest memories of Winnipeg take him back to the age of four-and-a-half.

"I would meet Burt Gorenstein on the west end of the Hudson Bay store to get on the Salter Street bus for our daily trip to Peretz School," says Cohen, who has lived in Toronto since the early 1960s.

Ted also recalls partaking in a number of charitable activities as a child and as a young adult. It's a history that likely explains his ongoing connection with the Jewish Foundation of Manitoba.

"We used to set up a card table on a friend's lawn on Colony Street," says Cohen, whose parents ran a pharmacy on Broadway and Balmoral. "We'd play records and sell lemonade and give the money to the Red Cross."

During World War II, Cohen and his young friends went door to door collecting lard to donate to the war effort (it was used in the manufacture of explosives). Several years later, as a University of Manitoba student and member of Zeta Beta Tau, Cohen raised funds for a number of different charities supported by the fraternity.

Charitable acts were simply part of the community's DNA, he says: "It's just what we did."

After university, Cohen and his friends – Leonard Stone, Neil Benditt, and Kenny Katz – launched a number of enterprises, including the Winnipeg International Film Festival. By the early 1960s, a career in finance and venture capital beckoned from Toronto where Ted and his wife Deanna raised their children: Michael and Ruth-Ellen.

In 2000, Ted and Deanna Cohen opened a family foundation through the Jewish Foundation of Manitoba as a way to stay connected to the community. "Most of our charitable activity flows through the Jewish Foundation," Cohen says. "It allows us to maintain a relationship with our hometown."

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