

# THE POWER OF PHILANTHROPY

DECEMBER 2015 | TEVET 5776

## Special Grants Initiative Encourages Innovation KlezFest launches, thanks to a grant funded by anonymous donor



Miriam Bronstein and Beverly Aronovitch:  
“The JFM was the first donor to come to the table  
and that gave legitimacy to what we were doing.”



KlezFest attendees practise  
traditional European Jewish dances.

Since 1995, the JFM’s Special Grants initiative has been making Jewish life in Winnipeg more, well, special.

KlezFest, a celebration of klezmer music and dance, was made possible in part by a JFM Special Grant to Beverly Aronovitch and Miriam Bronstein. Aronovitch and Bronstein had attended KlezKanada, a summer klezmer camp in the Laurentians, and concluded that a klezmer festival could work in Winnipeg. They were right.

On Saturday night, October 10, 2015, more than 300 people attended a concert by the Klezmatics, a world-renowned klezmer ensemble from New York. The next day, more than 100 people participated in music and dance workshops led by local and visiting faculty. Then, KlezFest packed the Berney Theatre as local musicians from various backgrounds explored their common musical roots. Winnipeg’s

first KlezFest, produced in partnership with the Rady Jewish Community Centre, wrapped up with a concert featuring members of the Klezmatics and Winnipeg’s own Finjan.

“We would not have been able to launch KlezFest the way we did without the Special Grant,” said Aronovitch. “The JFM was the first donor to come to the table and that gave legitimacy to what we were doing.”

KlezFest was a perfect fit for the Special Grants initiative. It was novel, and it brought artists and audiences of many backgrounds together to enjoy the beauty and energy of klezmer. As one of the Klezmatics said to the organizers: “You seem to have galvanized the community on this.”

“The Special Grants initiative funds artistic and educational projects that fall outside of the regular granting system,” said the donor who first agreed to the idea in 1995 and continues to fund it. “The Foundation was coming into its own at the time and we saw a

gap. How could individuals with great ideas to improve Jewish life get support?”

The JFM tested the Special Grants idea for three years. After the test period, the donor agreed to continue to contribute

\$10,000 a year with the Foundation matching that number, creating a pool of \$20,000 of available grants every year.

“I think our anonymity is integral to the success of the program as we have no input on the awards,” said the donor. “It is also vital that the Special Grants Committee remain independent of the Foundation Board.”

“The Special Grants really allow individuals in our community to advance new ideas and not worry about meeting conventional granting criteria,” said Aronovitch (who sits on the Special Grants Committee, but recused herself from discussions on the KlezFest request). “I have been so very impressed by the applications I’ve seen.”

“We’ve had many successes with the Special Grants initiative, and a few projects that didn’t go as well,” said the anonymous donor. “In business, you might call that ‘successful failure’, an effort from which you learn and grow. The initiative lets us take some risks and benefit from the results. The goal is to make life better for all of us living in Winnipeg.”

To learn how to apply for a JFM Special Grant, visit <http://www.jewishfoundation.org/guidelines.html>

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# Frost Warms Audience

## A crowd of 500 celebrates community and philanthropy

A crowd of about 500 gathered at the Fairmont Winnipeg on October 29 for the Jewish Foundation of Manitoba's 40th Annual Luncheon featuring Rick Frost, the CEO of the Winnipeg Foundation.

His thought-provoking address shone a light on Manitoba's history of philanthropy, but also cautioned that our culture of generosity is not necessarily secure.

"Beginning in 2008, the pattern of charitable giving and volunteerism clearly changed in Canada. The number of donors started to fall and volunteerism rates also went into decline.

To make up the shortfall, the remaining donors started to give more," explained Frost. "And yes, Manitoba still leads the nation. But without question, we are experiencing the impact of these national trends."

Frost offered strategies to stem the tide, including finding the courage "to consider more collaborations, partnerships, and mergers" in the charitable sector. His address is available to read online at <http://bit.ly/1S6Fas5>.

JFM President Anita Wortzman and CEO Marsha Cowan also addressed the audience. Wortzman talked about the Foundation's

recently launched strategic planning process, and Cowan gave some examples of the impact that the Foundation and its donors have in the community.

The Annual Luncheon was sponsored by Jon Holeman of Jon Holeman & Associates Private Wealth Management/RBC Dominion Securities. Holeman, who has recently announced his retirement, was thanked enthusiastically by the crowd for his years of support to the JFM.



JFM President Anita Wortzman, Guest Speaker Rick Frost, and JFM CEO Marsha Cowan



Event sponsor Jon Holeman of Jon Holeman & Associates Private Wealth Management/RBC Dominion Securities and Marsha Cowan. The JFM congratulates Jon on his retirement.



Premier Greg Selinger and Councillor Marty Morantz recite the hamotzi in English and Hebrew before the meal.



Students from Gray Academy of Jewish Education (pictured here) and other schools attended the luncheon thanks to the generosity of donors.



About 500 guests gathered at the Fairmont Winnipeg for the JFM's 40th Annual Luncheon.

## Board Member Spotlight

"After years of serving on a variety of Jewish community Boards, I know the high quality of work that our organizations perform. And I also know how difficult it can be to fund that important work. So, after years of *asking* for support, it is a great joy to work with the Foundation where we *provide* support. As a member of the Grants Committee, I get to learn about exceptional projects in the Jewish and general communities – and I get to experience the very real feeling that we are making a difference. For example, our recent grant to the Royal Manitoba Theatre Centre will allow the theatre to take its fall production of *Wiesenthal* on the road so that youth throughout the province will learn about Simon Wiesenthal and his pursuit of justice. That's just one small example. The capacity of the JFM to do good is significant, and we are positioned to help ensure that we have a vibrant Jewish community for many, many years."



**MADAM JUSTICE FREDA M. STEEL**  
Member, Executive Committee;  
Member, Grants Committee





## FALL GRANTS AWARDED

The Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives, and helps organizations revitalize their infrastructure. Thanks to your generosity, we are able to provide important assistance to many exceptional organizations.

In October 2015, the Board of Directors of the Jewish Foundation of Manitoba approved the following grants:



**Aleph Bet Child Life Enrichment Program Inc. (\$16,000)** | To fund a feasibility study that will consider options for expansion.

**Asper Jewish Community Campus of Winnipeg (\$15,000)** | To upgrade its event management software and obtain additional user licences.

**Behavioural Health Foundation (\$7,547)** | To furnish five additional bedrooms.

**Big Brothers Big Sisters of Brandon (\$1,921)** | To replace two computers.

**Broadway Neighbourhood Centre (\$1,500)** | To help meet the growing demand for free, nutritious meals in the inner city.

**Camerata Nova (\$2,000)** | To fund "Nortendluvsongs," a concert celebrating contemporary and nostalgic life in Winnipeg's North End.

**Camp Massad Manitoba (\$11,000)** | To fund the purchase of canoes for the camp's "Mechinah al HaMayim" wilderness program.

**Chabad Lubavitch of Winnipeg (\$9,586)** | To enhance the Jewish Learning Centre's study hall with new audio visual equipment, a stage, and a lectern.

**Community Education Development Association (\$8,000)** | To fund the CEDA Pathways Summer School, an innovative collaboration with the Winnipeg School Division and the Children of the Earth School.

**Gray Academy of Jewish Education (\$25,495)** | To meet the programming needs of autistic special needs students.

**Gray Academy of Jewish Education (\$5,577)** | To fund a portable public address system for the gym to enhance physical education classes and large events.

**Gray Academy of Jewish Education (\$15,743)** | To fund a portable multimedia centre that would expand multimedia and digital capabilities in the elementary school.

**Gwen Secter Creative Living Centre (\$7,200)** | To give Jewish adults with mental health challenges the opportunity to participate in the Centre's programs and activities.

**Gwen Secter Creative Living Centre (\$7,000)** | To support ongoing programs.

**Jewish Child and Family Service (\$12,000)** | To support a program for seniors from the former Soviet Union designed to help them adapt to Jewish life in Canada.

**Jewish Federation of Winnipeg (\$3,000)** | To support a leadership/Israel advocacy conference for Jewish university students and community members ages 18–24.

**Jewish Federation of Winnipeg (\$23,000)** | To support subventions for the March of the Living, a Holocaust educational program that takes high school students to Poland and then to Israel.

**Jewish Heritage Centre of Western Canada (\$7,500)** | To fund a marketing campaign to enhance awareness of the Centre and expand its donor base.

**Manitoba Camping Association - Sunshine Fund (\$5,000)** | To fund the MCA's participation in a Mental Health First Aid Instructor Training Course.

**Manitoba Children's Museum (\$2,750)** | To fund the development of new programs to better accommodate young visitors with sensory processing differences.

**Oleg and Friends Inc. (\$2,000)** | To support a concert of solo and chamber music of Jewish composers, performed by leading Manitoba musicians.

**Rady Jewish Community Centre (\$5,000)** | To fund a training program for BBYO's volunteer youth advisors.

**Rady Jewish Community Centre (\$5,000)** | To support program subsidies for BBYO, thereby helping to ensure that finances are not a barrier to participation for local teens.

**Rady Jewish Community Centre (\$20,700)** | To support a Newcomer Engagement Project, which will help the Centre reach out to newcomers who do not live near the Asper Jewish Community Campus.

**Rady Jewish Community Centre (\$5,000)** | To fund the Centre's participation in the Shababa Network. The Shababa approach to intergenerational Jewish experience offers tools and support to educators and JCC professionals seeking a transformative and more joyful Jewish life for their communities.

**Rady Jewish Community Centre (\$6,000)** | To support the Community-Wide Yom Ha'atzmaut Celebration, coordinated by the Rady JCC.

**The Saul & Claribel Simkin Centre (\$39,050)** | To fund the purchase of 21 pressure mattresses for pain management and reduction of sleep disturbance.

**Shalom Residences Inc. (\$3,243)** | To fund the purchase of light fixtures, appliances, and other items for Shalom Residences' new home on Oxford Street.

**SMD Foundation (\$2,750)** | To support the upgrade of meeting and common room facilities at the Society for Manitobans with Disabilities. The effort will increase accessibility and functionality of the areas for persons with disabilities.

**Winnipeg Jewish Theatre Inc. (\$1,410)** | To support "So, Nu? A Festival of New Jewish Plays," which will run March 9–19, 2016, at the Berney Theatre.



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

## Taking Stock

### Proposed changes in regulations offer benefits to donors

For years, many donors to the Jewish Foundation of Manitoba have been giving gifts of shares in publicly traded companies. It's a strategy that allows donors to exclude the capital gain inclusion in taxable income (thereby avoiding capital gains tax) while fulfilling their philanthropic objectives. The donor also receives a charitable tax receipt for the full value of the stock.

"It's important to note that it must be an in-kind gift of publicly traded shares," said Ian Barnes, the JFM's Chief Financial Officer. "For the capital gains exemption to apply, the donor cannot sell publicly traded shares and then donate the proceeds."

The process is typically quite simple, says Barnes. The donor directs his or her broker to transfer shares to the JFM's brokerage account. This involves providing one's broker with a letter of direction (which the JFM can help draft) and the coordinates of the JFM's brokerage account. In addition to the capital gains exemption, the donor receives a receipt for the value of the gifted shares.

When it comes to real estate and shares in privately held companies, the JFM has typically looked at those opportunities on a case-by-case basis. With proposed new Canada Revenue Agency regulations, donors could have a new way to donate these assets and still exclude a capital gain as income. The proposal for change was advanced in the 2015 Federal Budget and would take effect in 2017.

"The proposed Budget change would allow donors to qualify for the capital gains exemption if they donate the proceeds from the sale of real estate or shares of a privately held company within 30 days of the sale," explained Barnes.

Whether a cash gift or a gift of publicly traded shares, the JFM is committed to helping donors understand their options and opportunities.

"There are many ways to be philanthropic," said Barnes, "and we're grateful for our donors' eagerness to explore their options with us."

**For more information on donating shares and other marketable assets, contact JFM CFO Ian Barnes at 204.477.7520 or US/Canada Toll Free: 1.855.284.1918.**

# New Policy for Listing JFM Funds

Since its founding in 1964, the Jewish Foundation of Manitoba has invited donors to open new funds for a minimum contribution of \$100. While donors can still open new funds for only \$100 – even after 50 years – the way these funds are reported to the community will change effective 2016.

Here's how:

- As of January 1, 2016, **all** new funds under \$1,000 will be listed in the JFM annual report **one time only** (in the year they were opened) until they reach \$1,000.\*
- When the fund reaches \$1,000, it will be listed in the annual report every year.
- All funds under \$1,000 opened before January 1, 2016, will be grandfathered and will be listed in a new section of the annual report starting with the 2016 report (published in 2017).

*\*The policy change does not apply to our Bar and Bat Mitzvah Funds, which will continue to be listed as they currently are.*

**If you have questions about the new policy for listing JFM funds in the annual report, please contact Marla Aronovitch, Grants & Distributions Officer, at 204.480.7557 or US/Canada Toll Free: 1.855.284.1918.**



*Ada and Morris Silverberg Z"L,  
parents of Ronna Birnboim*

## THERE'S NO SUCH THING



## AS A FORMER WINNIPEGGER

### Ronna Birnboim

TORONTO, ONTARIO

"We used to go to the theatre in Toronto with my parents, and my Dad would look around and comment that he didn't recognize anyone there. That was odd for him," said Ronna Birnboim. "He liked Toronto, but missed the familiarity of Winnipeg."

Indeed, Morris Silverberg enjoyed the intimacy and character of Winnipeg and moving with his wife Ada to Toronto in 1986 wasn't easy. But they made the move to be with Ronna (their only child); her husband, Roy; and Ronna and Roy's children, Debbie and Jason.

The Birnboims had moved to Toronto in 1978 after spending their youth and getting married in Winnipeg. Ronna grew up on Seven Oaks Avenue and has fond memories of life in Winnipeg. The YMHA played a significant role in her childhood and teen years, as did her time in Chalutzot, her BBG chapter.

Ada Silverberg, Ronna's Mom, was a volunteer at Misericordia Hospital and was a member of the Rosh Pina Synagogue Sisterhood. Morris Silverberg, Ronna's Dad, served as a volunteer with the Midwest Zionist Congress. He also served as president of Rosh Pina Synagogue, and was a generous donor to the community. And he was a passionate fan of the Blue Bombers.

"Dad enjoyed being with us and his grandkids in Toronto," said Ronna. "But he always felt strongly attached to his Winnipeg roots, as we all do."

Ronna's Dad died in 1995; her Mom in 2011. This year, Ronna decided to honour their memory by participating in the Jewish Foundation of Manitoba's Endowment Book of Life program.

"I know how much Winnipeg meant to them," said Ronna. "They had a good life in Winnipeg and so did I. They valued the community in a very deep way, and that's why honouring them through the Endowment Book of Life feels so right."

**To learn more about Ada and Morris Silverberg, read Ronna Birnboim's Endowment Book of Life story at <http://bookoflife.jewishfoundation.org/>.**

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