

THE POWER OF PHILANTHROPY

SPRING 2016 | NISSAN 5776

Janice Filmon to Speak at Women's Endowment Fund Luncheon

Lt. Governor encourages Manitobans to “step up” as volunteers



Her Honour the Honourable
JANICE C. FILMON, C.M., O.M., L.L.D.
“I was inspired by my dad. He was
a great role model for me.”

If you've ever spent a moment or two with Janice Filmon, you will remember her forever. And she will probably remember you.

Filmon, who was appointed Manitoba's 25th Lt. Governor in June 2015, is known throughout the province and beyond for her charisma, community spirit, and love of people. She rarely forgets a name; and she rarely misses an opportunity to motivate others to find ways to “step up” and make life better for the community.

On May 11, 2016, she will be sharing her message and telling her story at the Jewish Foundation of Manitoba's

Women's Endowment Fund Luncheon at the RBC Convention Centre Winnipeg.

“I was inspired by my dad. He was a great role model for me,” says Filmon of her late father, Harold Wainwright. “He was community-minded and never judged others. And he never took for granted what a privilege it was to live in Manitoba. He motivated me to write my own story, and always do the best that I could do.”

From a young age, Filmon got the message. As a teen, she remembers hopping on a bus and going across town to volunteer at the Indian and Métis Friendship Centre. As an adult, her volunteer track record is legendary, having served with the CancerCare Manitoba Foundation, the Arthur V. Mauro Centre for Peace and Justice, Leadership Winnipeg, and many more. She is especially proud of her leadership and founding role with the Nellie McClung Foundation, honouring the woman who was at the forefront of the movement to grant women the right to vote. January marked the 100th anniversary of women getting the right to vote in Manitoba, an appropriate time for Janice Filmon to reflect on her new role.

“Nellie McClung and her colleagues knew how important their struggle was.

They knew that women bring a different perspective to public discourse,” says Filmon.

Her pride in McClung and her belief in the importance of the role women play in public life contribute to her enthusiasm about her current role as Lt. Governor.

“I'm only the second woman to hold this position in 147 years,” she says. “I do think it was about time.”

As Lt. Governor, Janice Filmon has some very important official roles to play as the Queen's representative in Manitoba, including presenting the Speech from the Throne and granting Royal Assent to legislation. Away from the grounds of the Manitoba Legislature, Her Honour is doing what she loves best – meeting people, hearing their stories, and motivating them to excel.

It's a role you could say she has always played whether as Lt. Governor, professional social worker, leading volunteer, or wife of former Premier, Gary Filmon.

“I learned to be very comfortable in public by Gary's side,” says Filmon. “He's totally supportive and proud of me and still keeps very busy in his own life. And he's very happy to show up with me at events now and let me do the speaking. He takes it all in stride.”

Special guest speaker

HER HONOUR THE HONOURABLE

JANICE FILMON, C.M., O.M., L.L.D.

LIEUTENANT GOVERNOR OF MANITOBA

TOPIC - **Doing Life**

WEDNESDAY, MAY 11, 2016 | 12 NOON Doors open at 11:30 a.m.

RBC Convention Centre Winnipeg – York Ballroom – South Building, 375 York Avenue

This is a ticketless event. Advanced registration is required. Admission \$200.
Charitable donation receipt issued for \$150. Dietary laws observed.

please join us
MAY 11, 2016

WOMEN'S ENDOWMENT FUND LUNCHEON

● To register, please contact: Jewish Foundation of Manitoba 204.477.7520 US/Canada Toll-Free 1.855.284.1918 Or online at www.jewishfoundation.org



Different, but Similar

Understanding the roles of your Foundation and Federation

Any confusion you might have about the differences between the Jewish Foundation of Manitoba and the Jewish Federation of Winnipeg is forgivable.

The names are somewhat similar, after all, and both organizations raise money to enhance the community. Both organizations are located at the Asper Jewish Community Campus, and both attract leading lights of community service to their respective Boards. Most important, says Anita Wortzman, President of the Foundation, “donors place their trust in both organizations and both are good stewards of the funds they receive.”

Where they mainly differ, is how they raise and distribute funds. The Federation runs the annual Combined Jewish Appeal campaign. Those funds are allocated – in the year they were contributed – to local Partner Agencies and international Jewish causes.

The Foundation raises funds to grow its pool of endowed capital assets, which now exceed \$100 million. Income earned by these capital assets is distributed to successful grant applicants, scholarship recipients, and to organizations according to the wishes of individuals and institutions that hold funds. As the

“donors place
their trust in both
organizations...”

capital assets grow, so does the amount available for distribution.

“You could say that the Federation is the community’s chequing account and the Foundation is the savings account,” says Federation President Adam Levene.

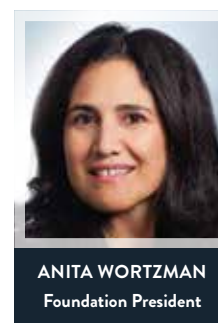
For Wortzman and Levene, the most important conversation is around how the two bodies can cooperate even more closely to address the community’s current and emerging needs. “Our CEOs already meet regularly and Adam and I speak often,” says Wortzman. “And

we are looking at more formal ways to move forward together. The community needs us to be in sync and performing optimally.”

Levene notes that the cooperation is essential as the community continues to change: “We have a duty to share information and ideas so we can plan together successfully.”

Levene also notes that while the annual CJA campaign has been performing well, the Federation’s endowment fund is a key ingredient to sustaining the community. The Federation’s “Leave More Than Memories Fund” housed at the Foundation, now holds about \$3.8 million. “The Foundation is a very important strategic partner for us as we encourage our donors to endow their annual campaign gift so they can have an impact forever.”

Wortzman believes the success of the Foundation and the Federation is the product of the community’s history of generosity. “The people who came before us helped each other adapt to life in Manitoba, and they developed strong institutions to serve the community,” she says. “We are reaping the benefits today. Now it is our job to make sure future generations have a strong community infrastructure.”



NEW GRANTS AWARDED

At its December 2015 meeting, the JFM Board of Directors approved the following grants:

WOMEN’S ENDOWMENT FUND GRANTS:

- **Immigrant and Refugee Community Organization of Manitoba (\$6,200)** | for its Girls First Program, an education initiative for newcomer girls, ages 13-18.
- **Jewish Child and Family Service (\$15,000)** | for Operation Ezra, a multi-partner initiative to sponsor Yazidi refugees wanting to move to Winnipeg from a refugee camp in Turkey.
- **Swan Valley Crisis Centre (\$8,000)** | to replace furniture in apartments used as emergency shelter and housing for women and children victimized by family violence.
- **Willow Place (\$5,780)** | for installation of its Women in Second Stage Housing (W.I.S.H.) software program and related training.

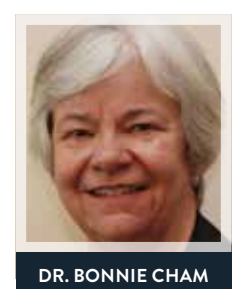
SPECIAL GRANTS:

- **Cindy Bass (\$3,955)** | for the development and delivery of Music Therapy with Yiddishkeit, a program to provide music therapy in Yiddish and Hebrew to residents of the Saul & Claribel Simkin Centre, primarily residents receiving end-of-life care.
- **Yolanda Papini-Pollock (\$5,650)** | for Persecution of Minorities in Modern Times, a high school teaching unit to raise awareness among teachers and students.

New Board Members

In 2011, **LAUREL MALKIN** retired from teaching and moved back to Winnipeg after a 23-year absence. She now devotes her time to volunteer work. She is currently the Vice-President of the Jewish Federation of Winnipeg, a member of the Rady JCC Fitness Committee, and Vice-President of the Women’s Musical Club of Winnipeg. She is a past Co-President of Camp Massad and delivers Kosher Meals on Wheels weekly.

DR. BONNIE CHAM is a respected pediatric hematologist/oncologist who served at CancerCare Manitoba and the Children’s Hospital for 18 years. She currently serves as the Medical Director of Clinical Ethics at the Health Sciences Centre. In 2011, she was awarded the Dr. William Marsden Award in Medical Ethics by the Canadian Medical Association. Dr. Cham is a former President of Congregation Shaarey Zedek.



Community Rallies around Operation Ezra

JFM supports effort to sponsor Yazidi families

In a Turkish refugee camp, the Qary family of nine waits patiently for their interview with Canadian immigration officials. The Qarys are one of several Yazidi families trying to make their way to Winnipeg through the sponsorship of Operation Ezra, a Jewish community-wide initiative.

Under the coordination of Jewish Child and Family Service (JCFS), more than 10 Jewish organizations have stepped forward to help. The Jewish Foundation of Manitoba has recently awarded a \$15,000 grant to the initiative through the Women's Endowment Fund.

"This isn't just a grant," says Al Benarroch, Executive Director of JCFS. "Canadian immigration law typically requires that refugees are sponsored in the amount of around \$5,000 each. So, what the Foundation is doing will directly save the lives of three people."

Operation Ezra took root at a program of the Winnipeg Friends of Israel (WFI), a grassroots Israel advocacy organization. The group invited local Yazidi woman Nafiya Naso to a meeting in 2014. "Our purpose was to talk about Israel with her," says WFI member Michel Aziza, "but it was impossible to listen to Nafiya talk about the Yazidi people without wanting to do something."

The story of the Yazidis bears striking resemblance to the history of the Jewish people. At its peak, the global population of Yazidis numbered 23,000,000. Over the centuries, this ancient monotheistic community has suffered persecution and genocide. Today, there are 700,000 Yazidis remaining, living mainly in Iraq and facing a perilous future under regional turmoil.

"By April 2015, it became a community-wide initiative," says Aziza. "We approached JCFS for help because they have experience in immigration and resettlement."

"It was an easy decision," says Benarroch. "On a practical level, we have experience in the area. And philosophically, this is a tangible

act of chesed (righteousness). This was us 70 years ago. When we as a community say 'never again!', we are not just talking about ourselves."

For now, two families have been interviewed by Canadian officials and are awaiting travel authorization. Four other families wanting to come to Winnipeg under Jewish community sponsorship – including the Qarys – are waiting for their interviews. And through the grapevine, JCFS knows of a few more families that want to start the process.

"We need to stick with this as a community," says Benarroch of Operation Ezra. "This is Winnipeg. We have big hearts. We give and we do."

"This was us
70 years ago."



The Qary family waits in a Turkish refugee camp to come to Winnipeg. A grant from the JFM Women's Endowment Fund will sponsor three of them.

"I GOT MATCHED!"

FundMatch initiative inspires Jewish organizations to excel

"The JFM's FundMatch program is one of the most forward-thinking programs that our community has seen. The program has acted as an incentive to agencies and donors to begin planning seriously for a sustainable future for our community."

GAIL WAXMAN, Executive Director, Rady Jewish Community Centre

"The strength of an organization is reflected in the breadth of its donor base. Participation in the JFM's FundMatch program has proven to be a valuable course in cultivating a healthy and active endowment fund and strengthening donor engagement. The program has taught our organization that we must embrace opportunities that will shape and secure our future and more importantly, instill a sustainable strategy for a promising tomorrow."

The FundMatch program has enabled BB Camp to plan for and invest in its future. It has taught us the value of building donor relationships and promoting the benefit of long-term investment. We are honoured to be a participant of this important and unique initiative and grateful to the Jewish Foundation of Manitoba for its mentoring and its vision of creating effective charitable impact. Hats off to Thee!"

BRENDA TESSLER-DONEN, Executive Director, BB Camp

"The FundMatch program allows us to provide services that we might otherwise not be able to provide. Our Holocaust presentations are a prime example of this. The presentations, which encourage our local survivors to tell their stories, mostly to school groups, are free to schools in the city and beyond. It is much too important a topic to force schools to choose between this and other programs with their very limited budgets. This would not be possible without the support of funders like the Jewish Foundation which goes beyond the basic funding model through the FundMatch program. This program validates our importance as an organization to both the Jewish and general communities while at the same time fosters a long-term relationship between us and the Jewish Foundation of Manitoba."

ILANA ABRAMS, General Manager, Jewish Heritage Centre of Western Canada Inc.

What is FundMatch?

FundMatch is an initiative designed to entice Jewish organizations to grow their endowment funds. When certain benchmarks are reached, the FundMatch initiative provides an additional contribution to an organization's endowment fund, which generates even more income for that organization. Donors' gifts made to organizational endowment funds will be matched by certain ratios depending on the specific endowment fund's size.

Learn more about how your gift can help an organization grow its endowment fund.

Contact Rob Berkowits, Director of Development & Gift Planning, at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

Topping Up Funds

In response to a new JFM policy on how funds will be listed in the annual report, JFM President-Elect Dr. Eric Winograd is topping up his family's named funds, including the Women's Endowment Fund of his late mother, Grace Winograd.

"By adding to her fund, I am preserving her current place in our annual report," says Winograd. "It is a way for future generations to see that she was committed to Winnipeg's Jewish community."

Under the terms of the new policy, all funds of \$1,000 or more will be listed in the annual report in perpetuity. New funds can still be opened for \$100, and will be listed in the annual report, but only in the year they were established. Existing funds with a balance of less than \$1,000 will be listed in a designated section of the annual report until they reach \$1,000. Winograd is one of many holders of multiple funds who are seeing the new policy as an opportunity to grow their existing funds.

"We are also topping up our daughters' funds to meet the new threshold," he says. "It's a milestone that gives them the opportunity to talk about how to support the community for the long term." For Winograd, though, his top-ups are about more than how the funds will be listed.

"The new policy started the discussion, but what our new contributions are really about is making life better in the community," he says. "Supporting the Foundation is a privilege and for those of us who are able to grow our funds, it is simply our responsibility to do so. The money we add to our funds will earn income to help the community flourish."

To learn more about the new annual report listing policy, visit http://www.jewishfoundation.org/documents/FundPolicyChangeFAQs_000.pdf



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THERE'S NO SUCH THING



AS A FORMER WINNIPEGGER



Betty Eisenstadt

When vacationing in Florida, Betty Eisenstadt often takes food to a homeless man who lives behind her building. It's a simple gesture, and she doesn't boast about it. She just does it.

It's a generosity that was inspired by her parents and nurtured by the Jewish community in which she was raised.

"I will always call Winnipeg my home," says Eisenstadt, now retired and living in Toronto. "I always felt a sense of safety and security in Winnipeg."

Eisenstadt is the daughter of the late Rachel and Dov (Boris) Eisenstadt, Holocaust survivors who met in a displaced persons' camp in Germany. In 1948, Dov Eisenstadt went to the fledgling State of Israel to fight in the War of Independence. He then returned to Germany to bring his wife, Rachel, and her son from a previous marriage, Alex, to Israel. Betty Eisenstadt was born in Petach Tikvah in 1951. The family moved to Winnipeg in 1952 where Dov Eisenstadt operated Central Bakery and, later, the Bagel House.

Betty Eisenstadt grew up in the North End and attended I.L. Peretz Folk School, Edmund Partridge Junior High, West Kildonan Collegiate, and the University of Manitoba. She pursued further education in the U.S. and then – never one to sit idle – she worked for four years as a speech therapist while at the same time running Lady Madonna Maternity with her sister-in-law at River and Osborne. She left Winnipeg for San Francisco in 1980, moved to Chicago, and ultimately settled in Toronto.

Her connection to Winnipeg continues to run deep. Every Victoria Day – between her parents' yahrtzeits – she visits the city, adorning her parents' headstones with shells from the beaches of Israel and Florida. She visits her childhood friends and catches up with her Winnipeg accountant, Ronnie Aaron. "He's the only man in my life who knows how much I spend," she laughs.

Another way her connection to Winnipeg runs deep is through philanthropy. Her family donated the dramatic boxcar doors that serve as the entrance to the Freeman Family Holocaust Education Centre. She has a Women's Endowment Fund and a second fund at the Jewish Foundation of Manitoba, and there is a memorial fund in her parents' names.

"The Foundation is so diverse and I like that it grants funds to causes outside of the Jewish community," says Eisenstadt. "It is the only place I think of when I think of supporting the community."

Read Betty Eisenstadt's Endowment Book of Life story at <http://bookoflife.jewishfoundation.org/>

Questions or comments about the Focus? Contact Zachary R. Minuk, Director of Marketing & Communications, by email at zminuk@jewishfoundation.org or by telephone at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.