

# THE POWER OF PHILANTHROPY

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## Camp Massad Board Makes its Mark

### Four Massadniks under 40 sign the Endowment Book of Life

Paula Sturrey sports a small tattoo of a palm tree, the long-time logo of Camp Massad. A tattoo is forever, she realizes. So is the impact of summer camp. And so is an endowment fund at the Jewish Foundation of Manitoba.

And that is precisely why Sturrey, a Camp Massad Board member, stepped forward to sign the Endowment Book of Life (EBOL) in 2016.

“The Foundation makes it so easy to participate,” says Sturrey, who, at 31, is the youngest signer ever. “And I know that my participation will have an impact on the Foundation and on Massad. It is such a wonderful way to give.”

Sturrey, a former Massad camper and staff member, was joined by fellow Board members Aaron Ingram and Dave Mahussier, and Executive Director Danial Sprintz in signing the Book. As signers, the four Massadniks – all under the age of 40 – are committing to leave a gift in their wills to the Foundation. They have each designated the income earned by their future funds to Camp Massad.

For Sturrey, Camp Massad remains an integral part of her Jewish identity. “I used to come home from camp and talk Hebrew in my sleep,” she says. “And the friends I made at Massad will be my friends forever. Camp Massad is a large part of who I am.”

She remembers assuming that the EBOL program was just for older members of the community. That assumption changed when fellow Massadnik, Richard Tapper Z”L, signed the Book in 2011 at the age of 34 – the youngest

signer at the time. Sturrey says that his example plus a visit from Rob Berkowitz, the JFM’s Director of Development & Gift Planning, convinced her to put pen to paper.

“I believe in the community, I believe in the Foundation, and I believe in Camp Massad. Once I learned more about EBOL, it was a no-brainer.”

“Rob came to a Board meeting to discuss the program,” says Sturrey, an oncology nurse. “He made it sound so easy. I was raised with the idea that it is important to give back, and the Endowment Book

of Life is one of the best projects in the community. I believe in the community, I believe in the Foundation, and I believe in Camp Massad. Once I learned more about EBOL, it was a no-brainer.”

For Board member Dave Mahussier, participating in the Endowment Book of Life is also a way for Camp Massad Board members to express their gratitude to the Jewish Foundation.

“The Foundation gives us grants often. They have made it clear that they believe in what we do,” says Mahussier, an automotive marketing manager and professional photographer. “It’s important for organizations that are supported by the Foundation to encourage their people to give back.”

“What I know about community, I learned at Camp Massad,” adds Sturrey. “I think our participation in the EBOL program – especially as relatively young signers – says we are grateful, we care, and we are optimistic about the future of Massad and the community.”



L-R: Paula Sturrey, Danial Sprintz, Aaron Ingram, Dave Mahussier

# Naomi Silver Supports Pet Causes

## Bat Mitzvah fundholder can direct her funding

Now that she is a Bat Mitzvah, 13-year-old Naomi Silver sees it as her duty to give tzedaka. “As a woman, I’m obligated to do the mitzvah now,” says Naomi, who celebrated her Bat Mitzvah in May 2016 at Chevra Mishnays Synagogue.

Naomi’s parents, Yael and Michael, opened a Bat Mitzvah Endowment Fund at the Jewish Foundation of Manitoba for Naomi with a gift of \$100. Then Naomi agreed to deposit 10 percent of her Bat Mitzvah gifts into the fund.

When she learned that her participation could help animals, she didn’t hesitate.

“I really like animals and it’s sad that many are neglected and abused,” says the Gray Academy student. “This is a way I can help.”

Every year, Naomi’s fund will generate income that she can distribute to the charitable organization of her choice. For her first distribution, she will direct her money to the Winnipeg Humane Society. For next year and beyond, she plans to research other charities in the city that help pets who have been abandoned.

“She’s very excited about this,” says her dad, Michael Silver. “She plans to visit shelters next year and make an informed choice about which organization to support.”

Silver says that the appeal of the JFM’s Bar/Bat Mitzvah program is that it’s a long-term engagement.

“Naomi was going to contribute some of her gift money, anyway,” says Silver. “She could have just donated some of her money to an animal shelter, but then it would have just been a one-time act. As a fundholder, she will have to make philanthropic decisions year after year. The program is great because it engages our kids in tzedaka for the long term.”



The Silver Family (L-R Ben, Michael, Naomi, and Yael)

A special and important feature of the program is role of the Nora & David (Z”L) Kaufman Bar/Bat Mitzvah Fund. If a child’s fund reaches a balance of \$750 within two years of their Bar/Bat Mitzvah, the Kaufman Fund will add \$250 to bring the balance to \$1,000. It is when a Bar or Bat Mitzvah Fund reaches \$1,000 that a fundholder can make decisions about the recommended distribution.

“This is a remarkable program,” adds Silver. “It gets our community’s kids off to a good start when it comes to philanthropy. Naomi will learn about how much impact she can have, and how she can make a difference in the community.”

**Want to open a Bar/Bat Mitzvah Fund?**  
**Contact Rob Berkowits, Director of Development & Gift Giving, at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918 or by email at [rob@jewishfoundation.org](mailto:rob@jewishfoundation.org)**

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There are now 365 Bar and Bat Mitzvah Endowment Funds, dating back to 1979. In 2015, fundholders distributed over \$18,000 to 48 different charitable organizations, and nearly \$8,500 to the JFM’s Jewish Community Campership Fund.

## Manitoba’s Business Community Recognizes JFM

The Jewish Foundation of Manitoba was named a finalist in the “Outstanding Not-For-Profit Organization” category of the annual MBIZ Awards, presented by the Manitoba Chambers of Commerce.

Habitat for Humanity received the award; St.Amant was the other finalist. The category recognizes excellence, innovation, contribution to community well-being, and other considerations. The awards event was held in Winnipeg in October with over 300 people in attendance.

“It was an exceptional honour to be recognized by the Chambers,” says JFM Chair-Elect, Dr. Eric Winograd. “I think their awards program is an important event. It promotes business

excellence, but it also celebrates the role that non-profits play in sustaining and improving the quality of life in Manitoba.”

Seven awards are presented in total including awards to businesses of all sizes in recognition of their accomplishments and contributions to the economy and the community.

“The event was a true celebration of Manitoba. Our province is home to leaders and thinkers who achieve great things. To be part of Manitoba’s not-for-profit sector is every exciting,” says Winograd. “We congratulate Habitat for Humanity and St.Amant. To be named finalists with them is humbling. Each organization makes life better for families in Manitoba.”



# L'Chaim

## 18 Years Later, Endowment Book of Life Program Still Going Strong

On September 20, 2016, more than 200 people gathered for a night full of warmth, celebration, and entertainment at Congregation Shaarey Zedek for the 18th Annual Endowment Book of Life Donor Recognition Evening. For more information about the Endowment Book of Life including this year's signers, please see the enclosed insert.



**A)** Endowment Book of Life Chair Ruth-Carol Feldman. **B)** L-R Aaron Ingram, Morris Faintuch, Dave Chochinov, Clarice Danzker. **C)** Signing the Endowment Book of Life. **D)** EBOL Signer Al Shell puts his story into the EBOL. **E)** Rainbow Stage performs 'L'Chaim - To Life'. **F)** EBOL Signer Evelyn Katz puts her story into the EBOL. **G)** Elyse & Ken Halprin

## Your Generosity at Work – FALL GRANTS AWARDED

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people's lives, and helps organizations to revitalize their infrastructure. Because of your generosity, we are able to provide important assistance to many exceptional organizations. In October 2016, the Board of Directors of the Jewish Foundation of Manitoba approved the following grants:

**Art City Inc. (\$2,200)** | to allow the organization to deliver free offsite programming during renovations.

**B'nai Brith Jewish Community Camp (\$6,400)** | to fund website upgrades.

**B'nai Brith Jewish Community Camp (\$25,000)** | to help the camp purchase a new boat.

**Big Brothers Big Sisters of Winnipeg (\$10,000)** | to fund a pilot mentorship program for LGBTQ2 youth.

**Chabad Lubavitch of Winnipeg (\$15,866)** | to support the installation of a digital sign.

**Chabad Lubavitch of Winnipeg (\$8,000)** | to support the installation of new tile carpeting.

**Food Matters Manitoba (\$3,500)** | to support the development of nutrition resource materials for newcomers.

**Gray Academy of Jewish Education (\$26,000)** | to support technology upgrades for students and teachers.

**Gray Academy of Jewish Education (\$9,006)** | to support the Innovation in Teaching and Learning Project.

**Gwen Secter Creative Living Centre (\$15,660)** | to renovate the kitchen cabinets and reception desk.

**Gwen Secter Creative Living Centre (\$4,744)** | to replace the projection screen in the multipurpose room.

**Jewish Child and Family Service (\$9,800)** | to enhance Jewish values-based service delivery through staff training.

**Jewish Federation of Winnipeg (\$5,000)** | to fund a community dialogue on inclusion and diversity.

**Jewish Federation of Winnipeg (\$10,000)** | to support the ongoing success of PJ Library.

**Jewish Heritage Centre of Western Canada (\$8,000)** | to modernize the Centre's archives.

**Manitoba Theatre for Young People (\$2,689)** | to help fund the purchase of a new vehicle for school tours.

**Mood Disorders Association of Manitoba (\$10,000)** | to fund a program to help parents connect with the right mental health and addictions resources for their children.

**Oleg and Friends Inc. (\$2,500)** | to support a concert – featuring the works of Jewish composers – in memory of Holocaust victims.

**Rady Jewish Community Centre (\$8,100)** | to help fund a Family Music Concert Series.

**Rady Jewish Community Centre (\$7,150)** | to develop an interactive display about Jewish life and culture.

**Rady Jewish Community Centre (\$3,000)** | to purchase volunteer management software and pay for data entry.

**Rady Jewish Community Centre (\$6,000)** | to support Tarbut: Festival of Jewish Culture.

**Shalom Residences Inc. (\$5,535)** | to remove asbestos and replace it with new insulation at the Oxford Street property.

**Winnipeg Jewish Theatre (\$6,200)** | to support the production of How to Disappear Completely, by an Israeli-Canadian playwright.

**Winnipeg Symphony Orchestra (\$5,000)** | to support Finjan's performance with the WSO and related programs about klezmer music.

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 or toll-free from the US/Canada at 1.855.284.1918.

# JFM Gathers Winnipeggers in Toronto



**THERE'S NO SUCH THING AS A FORMER WINNIPEGGER...**



(Top L-R): Reesa Braun, Brent Perlman  
(Bottom L-R): Garth Riley, Reisa Riley

The Jeanne's cake said "There's No Such Thing as a Former Winnipegger." The guests simply said "Wow!"

On October 23, the Jewish Foundation of Manitoba held a brunch in Toronto for people who used to live in Winnipeg. The event was hosted by Brenda and Martin Gurvey at their condominium complex; about 70 people attended.

"People were very excited to be there," says Marsha Cowan, the Jewish Foundation's CEO. "We know from our ongoing communication with people in Toronto that their connection to Winnipeg runs very, very deep."

The event was staffed by JFM personnel Rob Berkowits, Marla Aronovitch, and Zachary Minuk. The program featured Winnipeg treats, a Winnipeg souvenir bag, plenty of reminiscing, and a presentation that stirred up nostalgic feelings and shared exciting information about the state of the community and the city today.

"For a few years, we've been reminding our out-of-town donors and fundholders that 'there is no such thing as a former Winnipegger'. This event proved that," adds Cowan. "We've had

great feedback and a lot of questions since the event about ways to contribute to the Foundation."

"I am sure I can speak for all Winnipeg expats in Toronto...(the Foundation's) event in October brought together so many familiar faces, not only for a nostalgic slice of Jeanne's cake, but to re-acquaint us with the vital work of the Jewish Foundation of Manitoba in maintaining Manitoba Jewish life."

~ Brent Pearlman ~

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## More Capital News!

For the second year in a row – and for only the second time since 2000 – the Jewish Foundation of Manitoba has been in a position to re-capitalize excess income. This means the JFM has been able to permanently add money to its endowed asset base – \$1,759,176, to be exact. At the JFM's current distribution rate, this means that about \$70,000 of new money will be directly injected into the community.

Re-capitalization can only happen when realized income exceeds expenses in a given year and the JFM's reserve fund is at its maximum level.

"This is excellent news for the community," says JFM Secretary-Treasurer, Mark Lomow. "The larger the asset base, the greater the impact we can have."

## Now THAT'S a Great Rate of Return

In the story of Chanukah, the Maccabees defeated their oppressors and then re-dedicated the Temple in Jerusalem. There was only enough oil to keep the ceremonial menorah lit for one day but, miraculously, it stayed lit for eight days. In investment management terms, that's eight times the benchmark. Not bad!

Perhaps the story of Chanukah teaches us an important lesson – that a little can go a long way. When we reach out to people in our community who need some help, we can change lives. When we support organizations outside of the Jewish community, we build bridges. When we spend a few hours of time as a volunteer, we help agencies thrive. And when we open a fund at the JFM and grow it over time, we are making a difference for all time.

*The Board and Staff of the Jewish Foundation of Manitoba wish you a Happy Chanukah. We thank you, our donors, for the light that you bring.*