



THE POWER OF PHILANTHROPY

AV 5777 | SUMMER 2017

Irma Penn Bequest Gets Creative Juices Flowing

PILOT PROJECT SEEKS INNOVATIONS IN JEWISH EDUCATION

Irma Penn²¹ chose Judaism, but lived her life as if Judaism chose her. She converted when she married Marvin Penn²¹ and immediately embraced Jewish life with passion and zest.

And now, through the Jewish Foundation of Manitoba, her enthusiasm for Jewish learning will live on.

“For Irma and Marvin, Judaism was a big part of their romance,” says long-time friend, Ruth Livingston. “Irma was so attracted to Jewish values and Jewish ethics. The idea of tikkun olam made sense to her.”

Penn, who passed away in 2013, was active at Temple Shalom and with B’nai B’rith Women, and worked as the first archivist at the Jewish Heritage Centre of Western Canada. Her most significant community work was as a “soferet” – a scribe. She was the first woman in Canada to scribe a Torah.

“The work was a labour of love,” says Livingston. “It was a monumental feat that engaged many people in the community.”

When Penn passed away, she left a large bequest to the Jewish Foundation



“We are looking for ideas that are outside the box.”



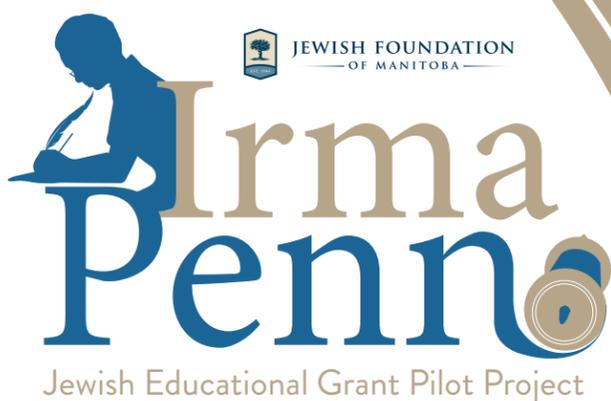
with the request that a portion of the net income earned by her fund be used to support Jewish education. In honour of Penn, the Foundation has launched the Irma Penn Jewish Educational Grant Pilot Project. Up to \$35,000 will be available for new and creative Jewish educational projects.

“We are looking for ideas that are outside the box,” says Syd Thompson, Chair of the Foundation’s Distributions Committee. “Irma lived her life in a way that elevated Jewish knowledge, practice, and connection. With this grant, we are looking for ideas that honour her legacy by enriching our community.”

Only charitable organizations are eligible to apply for funding under the program. Interested parties should inform the Foundation of their intent to apply by January 15, 2018. Applications are due by February 15.

“We are very excited about this grant,” says Thompson. “We know it will inspire exceptional thinkers and educators in the community.”

For more information, please visit www.jewishfoundation.org/IrmaPenn



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Up to a **\$35,000 Grant**

To qualify, your project must:

- Have a strong Jewish educational component.
- Be innovative, creative, new, bold, and exciting.
- Have a lasting impact on the Jewish and/or general community in Manitoba.

*Turning imagination into reality.
Creating a positive impact on the Jewish community and beyond.*

Celebrating Jewish and Israeli Culture

CHAI SIGNS ON TO FUNDMATCH INITIATIVE

Their June 7 concert celebrated “Ancient Roads”. And now, thanks to the generosity of Ahava Halpern and Frank Lavitt, and the late Max Reich²¹, the Sarah Sommer Chai Folk Ensemble is paving future roads, too.

Chai honoured Halpern and Lavitt at the sold-out concert where Chai’s participation in the JFM’s FundMatch initiative was announced. Under FundMatch, Chai’s endowment will receive additional funding when certain benchmarks are reached. With Halpern and Lavitt’s gift along with Max Reich’s bequest, the first benchmark of \$54,000 in new endowment giving is within reach. Once achieved, the JFM will add \$18,000 to the fund.

“Contributing to Chai’s endowment fund is a statement that Frank and I are optimistic about Chai’s future,” says Halpern, who danced with the group in her youth. “In the arts, it is important to

find ways to be financially sustainable for the long term. A strong endowment fund is the backbone of Chai’s future.”

For over 50 years, Chai has provided a venue for young members of the community to celebrate Jewish and Israeli dance, song, and music. The group has performed in Israel, Mexico, and across Canada, and has represented Winnipeg’s Jewish community at many local multicultural celebrations. Participation in Chai has been a highlight for many families in our community over the years. Families like the Reich’s.

“All three of our kids were performers, I volunteered with costumes, and my husband Max was on the Board and served as the Co-Chair with Mickey Rosenberg,” says Fay Reich. “Chai gives our community’s kids a chance to share their talents.”

Max Reich passed away in February 2017. His bequest to Chai’s endowment fund is counted as part of the FundMatch initiative.

“For a community of our size, we should be very proud of the group and I want to see it carry on,” says Fay Reich.

“I care deeply about Chai and so do many others in the community,” adds Halpern. “I hope other alumni and supporters will rally around the endowment fund.”

To learn more about the Jewish Foundation of Manitoba’s FundMatch initiative, see www.jewishfoundation.org/initiatives/fundmatch



New Vision; A Promising Future

In Spring 2017, the Board of Directors approved a renewed Vision Statement for the Jewish Foundation of Manitoba. The statement emphasizes the Foundation’s Jewish values and shines a light on the Foundation’s growing impact:

Founded on Jewish values, the Jewish Foundation of Manitoba cultivates an endowment fund that guarantees growth, innovation, and the vibrancy of the Jewish and general community in Manitoba.
FOREVER.



The Foundation’s Mission Statement remains unchanged, as resonant as ever:

The Jewish Foundation of Manitoba, in keeping with our Jewish heritage and values, encourages and facilitates the creation and growth of endowment funds to enable the community to realize its potential. The Foundation maintains effective stewardship over all assets entrusted to it; distributes grants that reflect donors’ wishes and community priorities; and provides leadership in the Jewish and general communities.

New Officers and Board Members Announced

Dr. Eric Winograd was confirmed as the new Chair of the Jewish Foundation of Manitoba at the Annual General Meeting in June. Winograd is joined on the Executive Committee by Aaron Margolis (Vice-Chair); Danny Stoller (Treasurer); and Jeff Lieberman (Member-at-Large).

Dan Blankstein, Caroline Kiva, and Sean Shore were elected to the Board of Directors.

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INSPIRING GENERATIONS

Annual Report 2016



A Legacy of Kindness

KAREN AND PETER LEIPSIC TOP UP AND RENAME IMPORTANT FUND

Peter and
Karen Leipsic



Karen and Peter Leipsic come by their generosity honestly.

Peter learned two valuable lessons from his late father, Barry: one – help someone when you can afford to; and two – help someone even when you can't afford to.

Karen's parents – Coleman and Rose Silverman – emulated the same values running a general store in Dysart, Saskatchewan, providing credit to families in need, and always opening their door to travellers.

During the war, all the rationed food could have been sold for three or four times higher, but Coleman's comment was: "These are my neighbours! What would I say to G-d?"

"Even in lean times, he would lend a hand," says Leipsic of his own father, a partner in Aronovitch & Leipsic, a major real estate and insurance firm. "He took the time to learn about his clients. I recall one client – a woman who walked the

streets to support her family. My father lent her money and helped her get out of the trade so her kids could have a more normal life. That's one example of many."

Peter Leipsic inherited that sense of compassion. "I worked with my father and observed him for many years," says Leipsic. "I like to think that his spirit of generosity rubbed off. My parents and Karen's taught us to try to make the world a better place."

The Leipsics are widely respected for their philanthropic efforts and volunteerism. In 2016, they topped up and repurposed a JFM fund, now known as the Karen & Peter Leipsic Fund in Support of Women & Children who are Victims of Domestic Violence.

"Through Jewish Child and Family Service, the income earned by this fund will help abused women and their kids get their lives together after they leave a shelter," says Leipsic. "It's an endowed fund that will have a permanent impact."

The Leipsics' children have also embraced the message of compassion. Daughter Sarah lives in Costa Rica where she is devoting her life to volunteerism. Son Jonathon is a physician and philanthropist in Vancouver. In a classic example of "it's a small world", Jonathon once met with a donor to the Vancouver Talmud Torah and learned that he had been one of many guests welcomed by the Silvermans in Dysart. Generosity can indeed make a big world feel much smaller.

Karen and Peter Leipsic hope that their children will continue to share the message of generosity. And they hope other members of the Jewish community will step forward, too.

"There are many causes that need support here," says Leipsic. "We've been blessed in Winnipeg. Our community is generous, but I think we can do even better. I'd like to see us all consume less and contribute more so we can change more people's lives."

Gray Academy Internship Program Connects with JFM



From January to April, Jochebed Seyoum learned about legacies and convinced her classmates to leave one.

Seyoum, a recent graduate of Gray Academy of Jewish Education, was enrolled in the Jewish Community Internship course at the school. The course teaches students in grades 11 and 12 about Jewish organizations in the city and then sends the students to various organizations to work as interns while job-shadowing community professionals.

Seyoum worked at the Jewish Foundation alongside Zachary Minuk, Director of Marketing & Communications.

"I learned how a foundation works and what endowment funds can do," says Seyoum, who will attend the University of Manitoba in the fall. "And I learned so much about our community and the organizations that keep it together."

For Andrew Kaplan, the Gray Academy teacher who led the course in 2016-2017, the internship program helps students understand how the community works, shines a light on how they can contribute, and even gets some of them thinking about careers in Jewish communal service.

"The students learn that there is more to the community than our school," says Kaplan, who also teaches debating, public speaking, film, and English. "The course gives them greater knowledge about the community and some helpful work experience."

Community organizations, says Kaplan, have largely embraced the program and have given the students important assignments. For example, one student interning with B'nai Brith helped to develop a Holocaust education program for rural schools.

Seyoum used her term at the Foundation as an opportunity to launch the 'Class of '17' Endowment Fund. She helped to develop the messaging, design a poster, and convince Student Council to hold a "Casual Day" to raise money to launch the fund.

"Invest in a legacy that will live on" was Seyoum's message on the poster. Her fellow grads answered the call. No doubt future graduating classes will, too.

Want to make a gift to the 'Class of '17' Endowment Fund? Contact Rob Berkowitz, Director of Development & Gift Planning, by email at rob@jewishfoundation.org or by telephone at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

JFM focus | SUMMER ISSUE 2017



Your Generosity at Work

Women's Endowment Fund Grants Awarded

Thanks to WEF fundholders, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in the lives of girls and women of all backgrounds in Manitoba.

In Spring 2017, the Jewish Foundation Board approved the following Women's Endowment Fund grants:

Chabad-Lubavitch of Winnipeg (\$2,750) | to bring in Chanale Felig, a world-renowned female Jewish singer to perform at a women's concert. The event is designed to celebrate the importance, beauty, and strength of Jewish womanhood.

Mount Carmel Clinic Foundation (\$7,500) | to support the renovation of Sage House, a facility offering programs and services to women who identify as street-involved and who are engaged in survival sex work.

Rady Jewish Community Centre (\$5,000) | to support BBG Week, a special event for female members of BBYO. BBG Week includes community service, leadership development programs, and recreational activities. In addition, BBG Week will serve as an entry point to engage newcomer teens in the community.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org or contact Marla Aronovitch, Grants & Distributions Officer, at maronovitch@jewishfoundation.org or 204.480.7557 or toll-free from the US/Canada at 1.855.284.1918.

Margaret Trudeau Fills the Room

Celebrated author Margaret Trudeau was the keynote speaker at the Women's Endowment Fund Luncheon, held April 21 at the RBC Convention Centre. More than 450 people – the largest crowd in the luncheon's history – heard Mrs. Trudeau reflect on her life as the wife of Pierre Trudeau, and on her mental health struggles. The luncheon, co-chaired by Jessica Cogan and Dr. Dianne Popeski, also honoured the memory of Irma Penn for her contributions to the community.



An Evening Out

On May 25, Elizabeth and Michael Boroditsky hosted a casual event at their home to introduce about 40 people to the Jewish Foundation of Manitoba. Rob Berkowits, the JFM's Director of Fund Development & Gift Planning, spoke as did Rory Paul, a 2017 signer of the Endowment Book of Life. Paul told his family's story and spoke about the importance of building a community whose members take care of each other.



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