



# THE POWER OF PHILANTHROPY

ADAR 5777 | MARCH 2017



## JFM Incentive Program Aims to Inspire Donors

“RACE TO 1,000” PROMOTION ENDS JULY 18

The Jewish Foundation of Manitoba is launching an incentive program designed to inspire holders of smaller endowments to grow their funds to \$1,000.

Under the terms of the “Race to 1,000” program, the JFM will match a donor’s gift by 50% (to a maximum of \$250) to bring the fund balance to \$1,000. If a donor’s fund sits at \$400, for example, a new contribution of \$350 will trigger the maximum JFM match of \$250, bringing the total to \$1,000.

The \$1,000 threshold is significant because starting with the 2017 Annual Report, all funds opened after January 1, 2016, with a minimum balance of \$1,000 will be listed annually. New funds can still be established with \$100, but will only be listed in the year they are opened.

“This is an exciting opportunity to re-engage with fundholders,” says Marsha Cowan, CEO of the JFM. “We’ve set aside \$25,000 to fund the incentives. We



*“We see this as an important re-investment of capital.”*



see this as an important re-investment of capital. Matching programs are growing in popularity across Canada’s charitable sector, and our own experience has shown us that our donors like the idea.”

For JFM Chair Anita Wortzman, the “Race to 1,000” is a meaningful expression of the Foundation’s new strategic plan. “Our goal is to grow our assets so that we can have an even greater impact on the community going forward,” says Wortzman. “As a Board, we are eager to run innovative programs like this to inspire people to become regular contributors.”

The “Race to 1,000” promotion runs now until July 18, or until incentive funding runs out. The initiative excludes Bar/Bat Mitzvah Funds, which already operate under a matching program. For more information, or to make your gift, contact Marla Aronovitch, Grants & Distributions Officer, 204.480.7557; Canada/U.S. toll-free 1.855.284.1918; or at [marla@jewishfoundation.org](mailto:marla@jewishfoundation.org).

### RACE-TO-ONE THOUSAND JFM TOP-UP INCENTIVE

YOUR EXISTING FUND UNDER \$1,000

YOUR GIFT



MATCHING CONTRIBUTION UP TO \$250

YOUR FUND GROWING PAST \$1,000





The Bolo Family (L-R Lyndon, Danielle, wife Nora, Chantelle)

# Thanking Front-Line Staff

## SIMKIN AWARD LIGHTENS FAMILY'S LOAD

In 2008, Sheila and David Brodovsky, their brother Harvey Brodovsky, and friends Catherine (Kady) and Maurice<sup>z</sup> Tauber launched the Saul & Claribel Simkin Centre Family Education Fund. Their parents – Nellie Brodovsky<sup>z</sup>, Ethel Pierce<sup>z</sup>, Dr. Maurice (Moe) Pierce<sup>z</sup>, and Samuel Tauber<sup>z</sup> – were all residents of the Sharon Home and then the Simkin Centre for varying periods between 1997 and 2009.

Through hundreds of visits over many years, the Fund's founders were moved by the hard work and tender care offered by so many front-line nurses and aides.

"We wanted to do something special for the people who work at the Centre,"

says David Brodovsky, "so we set up this scholarship program as a way to express our gratitude for the kindnesses extended to our parents and to us."

Since the Fund opened, a number of other donors have stepped forward and the Fund now sits at close to \$70,000 and provides an award of about \$2,250 annually.

The Fund awards the children of long-service employees the opportunities to pursue post-secondary education. The award is based on financial need, academic achievement, and community involvement.

In 2016, the award was presented to Danielle Bolo, a dental hygiene student at the University of Manitoba. In 2014, her sister Chantelle received the same award to advance her microbiology studies. The sisters are the daughters of Lyndon Bolo, a

healthcare aide with the Simkin Centre for nearly 10 years.

"I'm very proud of my daughters," says Bolo. "The awards have been helpful financially, and they have also been a great honour for my family. I feel like part of the family at the Simkin Centre and I'm grateful that this award is available."

"I'm very happy that this fund has grown," says Brodovsky. "I'd encourage all Jewish organizations in the city to set up similar funds to recognize long-serving staff. The key is to promote it well to inspire donors and applicants."

To learn more about the Simkin Centre Family Education Award, visit [www.jewishfoundation.org](http://www.jewishfoundation.org).

# Planning for the Long Term

## BB CAMP CAMPAIGN AIMS TO ENHANCE CAMPSITE AND GROW ENDOWMENT FUND

Rory Paul's parents were counsellors at BB Camp in the late 1940s, even before the camp moved to its current site near Kenora. Paul, a current BB Board member, became a camper, counsellor, resource person, Program Director, and offsite director. His kids were campers and counsellors, too.

"Outside of my immediate family, BB is the one thing that has had the most profound impact on my life," says Paul, the former Head of School of Gray Academy of Jewish Education. "BB influenced my decision to build a career in education."

When BB Camp launched its capital campaign in the fall of 2016, Paul did not hesitate to contribute to the existing Rory Barb Paul and Family Fund at the Jewish Foundation of Manitoba.

"I've been blessed with three healthy grandchildren. My late wife Barb and I always wanted to support BB in a way that would ensure that the camp endured for them and for other children in the community," says Paul. "The endowment piece of the campaign was most attractive to me because the gift would live on in perpetuity. Our goal was always to make it easier for kids to attend camp."

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For BB Camp Executive Director Brenda Tessler-Donen, the endowment portion of the \$6-8 million campaign is an essential component.

"A successful endowment fund allows us to strategize for the future while we operate effectively today," says Tessler-Donen, who also has an endowment fund in support of BB Camp. "The endowment fund will help BB remain financially stable and ensures a stronger future."

The endowment element of the campaign has been especially attractive to camp alumni who no longer live in Winnipeg, she adds: "They see it as a way to reconnect with the community."



For more information about the BB Camp capital campaign, visit [growbbcampovernight.com](http://growbbcampovernight.com).



*"One of the most exciting things about serving on the Foundation's Board is that we're never complacent. I think as an organization, we see the growing importance of our role and we are always evolving deliberately and wisely as our assets grow and our community's needs change. I'm also so impressed by the skill and devotion I have seen around our Board and committee tables. Our Presidents have inspired me as have my fellow committee members – past and present. Our staff is outstanding as they keep us volunteers motivated and focused. As a proud Jew, I feel blessed to work with the Foundation's dedicated team of professionals and volunteers to make life better in our Jewish community and beyond. Above all, though, the best thing about being on this Board is seeing the results of our work. There are successful people in our community today – representing a broad cross-section of fields – who benefitted greatly from the JFM grants and scholarships they received years ago and who enrich our community today. That makes me proud."*

**Syd Thompson**

**Member, Board of Directors  
Chair, Distributions Committee  
Member, Investment Committee**

# Bar/Bat Mitzvah Endowment Fundholders Change Lives

Through the JFM's Bar/Bat Mitzvah Endowment Fund program, young members of our community can designate income earned by their funds to the charitable organizations of their choice.

It is an opportunity for young community members to learn about community needs and express their philanthropic interests.

For those who choose not to declare their preferred charities, income earned from their funds is allocated to the Foundation's Jewish Community Campership Fund. The Jewish Community Campership Fund was launched in 2011 to help as many children as possible attend Jewish day and residential summer camps. Income from this endowment fund is distributed directly to our community's camps to help them subsidize Jewish summer camping experiences for children of families facing economic challenges.



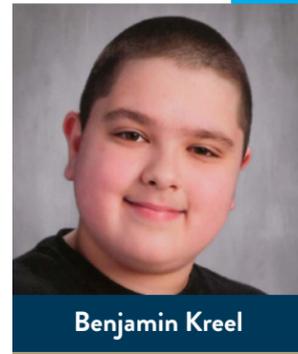
Abbie Shenkarow



Adam Kroft



Anna Koplovich



Benjamin Kreel



Ella Braunstein



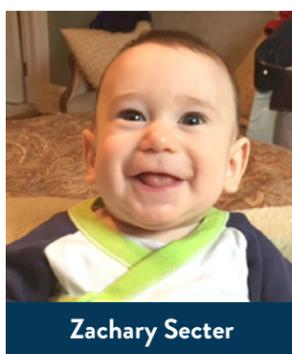
Jadon Manning



Samuel Segal



Seth Kohn



Zachary Sector



Zahra Slutchuk

2016 NEW BAR/BAT MITZVAH ENDOWMENT FUNDHOLDERS



## OUR KIDS MAKE A DIFFERENCE

There are currently 372 Bar/Bat Mitzvah Endowment Funds held at the Jewish Foundation of Manitoba.

The total accumulated value of these funds is nearly \$572,000.

In 2016, JFM Bar/Bat Mitzvah fundholders distributed \$20,887.00 to 50 different organizations including \$11,127.00 to the Jewish Community Campership Fund.

When a child's fund reaches \$750 by the time they reach age 15, the Nora & David<sup>z"l</sup> Kaufman Bar/Bat Mitzvah Fund contributes an additional \$250 to bring the fund to the \$1,000 level. To date, the Nora & David<sup>z"l</sup> Kaufman Bar/Bat Mitzvah Fund has contributed \$61,750 to top up 247 Bar/ Bat Mitzvah Endowment Funds.

*So many causes...*  
Why Choose Just Once?



—BAR/BAT MITZVAH—  
ENDOWMENT FUNDS

As your children prepare for their Bar and Bat Mitzvahs, have you considered starting a Bar/Bat Mitzvah Fund on their behalf?

Help them gain an understanding of community needs, earn the satisfaction of contributing to the community, and get started on a life-long path of meaningful giving.

For more information contact Rob Berkowitz,  
Director of Development & Gift Planning,  
204.477.7522; Canada/U.S. toll-free  
1.855.284.1918;  
or at [rob@jewishfoundation.org](mailto:rob@jewishfoundation.org)



## NEW JFM FUNDS IN THE PAST SIX MONTHS

The Jewish Foundation would like to recognize all of our new funds that have been opened between June 1 and November 30, 2016. On behalf of the JFM Board of Directors, thank you for your commitment and generosity.

### ORGANIZATIONAL ENDOWMENT FUNDS

Arthur Blankstein-Ure Fund (LEAVE MORE THAN MEMORIES)  
 Dr. Louis & Marcia Cogan Family Trust (JCFS)  
 Mark & Dorothy Danzker Perpetual Trust (RADY JCC)  
 Robert & Sue Feldman Fund (JCFS)  
 Mark Malkin Memorial Fund (CAMP MASSAD)  
 Mona & David Rich Fund (CAMP MASSAD)  
 Earl & Choo Choo Rosenbloom Fund (JCFS)  
 Sid Slonim Memorial Fund (RADY JCC)  
 Louis Velin Memorial Fund (JCFS)  
 Fraydel Yamron Family Fund (JCFS)

### BAR/BAT MITZVAH FUNDS

Benjamin Phillip Kreel Bar Mitzvah Fund  
 Jadon Seth Manning Bar Mitzvah Fund  
 Zachary Shalom Secter Bar Mitzvah Fund  
 Abbie Shenkarow Bat Mitzvah Fund

### DESIGNATED AND UNDESIGNATED FUNDS

Freeda Baron Education Fund  
 Dr. Bonnie Cham & Dr. Lorne Bellan Family Fund  
 Kevin Anthony Dwyer Memorial Fund  
 Dave Hill Fund  
 Myron & Marion Klysh Fund  
 Israel Joseph Leibl Fund  
 Avril Maister & Angela Colatruglio Fund  
 Barb Paul Memorial Fund  
 Martin (Bunny) Ringer Memorial Fund  
 Eleanor & Ron Rosenblat Family Fund  
 Lloyd & Barbara Wolch Family Fund  
 David Youssiem Memorial Fund

### WOMEN'S ENDOWMENT FUNDS

Lynn Rockman Fund

Would you like to open a new fund? Contact Rob Berkowitz, Director of Development & Gift Planning, by email at [rob@jewishfoundation.org](mailto:rob@jewishfoundation.org) or by telephone at 204.477.7522 or toll-free from the US/Canada at 1.855.284.1918.

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# YOUR GENEROSITY AT WORK

## WOMEN'S ENDOWMENT FUND GRANTS

In December 2016, the Board of Directors of the Jewish Foundation of Manitoba approved the following Women's Endowment Fund grants. Established in 1994, the Women's Endowment Fund supports organizations and services that improve the lives of girls and women – of all backgrounds – in Manitoba.

**Alpha House (\$5,000)** to replace beds, cribs, couches, and tables in apartments housing women and their children leaving abusive relationships.

**Jewish Child and Family Service (\$8,000)** to fund the second phase of a support group for Jewish women living with addiction in their families.

**Sarasvati Dramatic Theatre Productions and Repertory (\$2,500)** to fund "New Beginnings", a community-based theatre initiative that pairs artists with newcomer women in Winnipeg.

**Siloam Mission (\$6,000)** to add 36 beds to a private area for women in Hannah's Place Emergency Shelter.

## SPECIAL GRANTS

In December 2016, the Board of Directors of the Jewish Foundation of Manitoba approved the following Special Grants. The JFM's Special Grants program supports bold and innovative projects designed to benefit the Jewish community and address social and community issues in Manitoba.

**Randy Guest (\$1,850)** to record the stories of Holocaust survivors for circulation on social media in order to reach young audiences.

**Jamie Michaels (\$10,000)** to produce a historical graphic novel about Toronto's Christie Pits riots of Toronto, the social conditions that preceded them, and the lessons that can be drawn by contemporary readers.

**Yolanda Papini-Pollock (\$5,000)** to produce Never Again: A Genocide Story, a single episode of a 13-episode series featuring a Holocaust survivor.

To learn more about JFM grants and the application process, visit [www.jewishfoundation.org](http://www.jewishfoundation.org) 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.

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