



JFM *focus*

THE POWER OF PHILANTHROPY

AV 5778 | SUMMER 2018

“80 for 80” Campaign Takes Shape

FOUNDATION AND FEDERATION TEAM UP TO STRENGTHEN COMMUNITY’S FUTURE

The Jewish Federation of Winnipeg is celebrating its 80th anniversary not by looking back, but by looking forward. In partnership with the Jewish Foundation of Manitoba, the Federation has launched its “80 for 80” campaign – a concerted effort to secure 80 new gifts to the Federation’s Leave More Than Memories Endowment Fund in 2018.

“The fund is essential to the future success of our annual Combined Jewish Appeal campaign,” says Federation President, Laurel Malkin. “The campaign has been doing well and our donors are generous, but our community’s needs are always evolving and we never really know what the future will look like.”

For JFM Chair Eric Winograd, the “80 for 80” initiative is an essential exercise, consistent with how the Winnipeg Jewish community has always planned for the future.

“Families who want
to live here –
and live Jewishly –
should be able to.”

“Years ago, there was a landmark study of the community’s physical assets that led to an important re-organization of the community and the construction of the Asper Jewish Community Campus,” says Winograd. “We now have to turn our attention to securing the community’s operational capacity for the future. We want to protect our community’s

organizations so they can continue to offer a high level of service. Families who want to live here – and live Jewishly – should be able to.”

The Federation’s Leave More Than Memories Endowment Fund was established in 1988 and holds assets of over \$4.2 million. The “80 for 80” initiative is expected to boost that number significantly and establish the momentum for future growth. The initiative is an important example of the Federation and Foundation working together for the good of the community.

“As Federation President, I sit on the Foundation’s Board,” says Malkin. “The longer I sit on the Foundation Board, the more I appreciate the JFM. I have seen how much they help people.”

“The Federation has an important role to play in our community,” adds Winograd. “As the community’s Foundation, we want to help them do their job for everyone’s benefit.”

Leave More Than
MEMORIES
— ENDOWMENT FUND —

Campaigning for tomorrow.

CELEBRATE THE
FEDERATION’S

80TH

ANNIVERSARY.
ESTABLISH ONE OF

80

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IN 2018!**

For more information, please call
204.477.7520 or visit
WWW.JEWISHFOUNDATION.ORG

*Dr. Eric Winograd, Chair,
Jewish Foundation of Manitoba*

*Laurel Malkin, President,
Jewish Federation of Winnipeg*

Generosity is Their Policy

MORRYS ASSIGN LIFE INSURANCE POLICY TO JFM

For Hope and Howard Morry, to insure is to ensure.

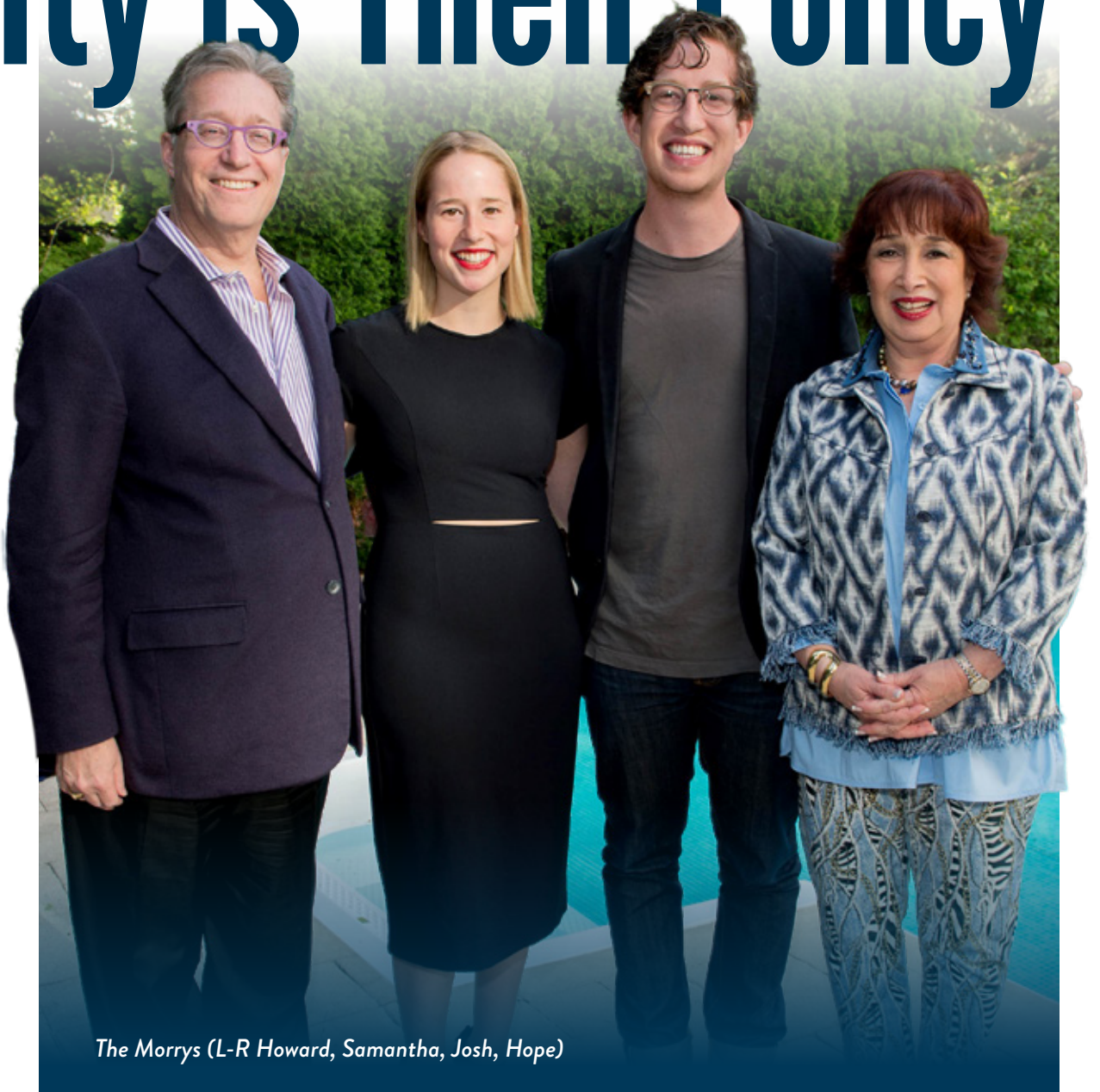
The prominent community volunteers have recently taken out a significant life insurance policy and gifted it to the Foundation. The Foundation owns the policy and is the beneficiary. The Morrys make tax deductible donations to cover the cost of the premiums.

“Our vision for this gift is to help ensure that we have a strong community for the very long term,” says Howard Morry, former Chair of the JFM’s Investment Committee. “There is so much vitality in this community and we want to do our part to sustain and enhance that.”

The couple makes regular contributions to the “Howard and Hope Morry Endowment Fund” at the Foundation with the intention of endowing their annual gift to the Combined Jewish Appeal. Howard is a former President of the Jewish Federation of Winnipeg, and Hope is a former Co-Chair of the CJA campaign.

When monies from the new insurance policy are realized, Morry’s vision is that it will become a “donor advised” fund with the Morry children – Josh and Samantha – making recommendations about how the annual income will be distributed.

“While helping to ensure the community’s vibrancy, we also want to ensure that our kids remain engaged and involved. And we hope that their involvement with this fund will be a gateway for their own charitable giving,” says Morry. “Hope and I have tried to bake this idea of engagement into our charitable planning. It is essential as our community changes and evolves.”



The Morrys (L-R Howard, Samantha, Josh, Hope)

Morry holds firm to the idea that we are a Jewish community, not just a community of Jews. The generations who came before us understood this and built a robust community infrastructure, says Morry.

“This is all about collective giving and collective effort,” says Morry. “I hope that what we are doing inspires others to do more and to plan their estates and their charitable giving with the community in mind. We need to re-

affirm our ownership of the community and inspire the next generations to do the same.”

To learn more about how to build your endowment at the Jewish Foundation of Manitoba through a new, current, or paid-up life insurance policy, contact Ian Barnes, JFM’s Chief Financial Officer, at 204.477.7520 or toll-free from US/Canada at 1.855.284.1918.

Penn Grants Demonstrate Diversity

CHABAD AND WJT TO LAUNCH NEW INITIATIVES

Thanks to a generous bequest by the late Irma Penn, two vital Jewish organizations will be launching new educational initiatives.

At its May meeting, the JFM Board approved grants from the Irma Penn Jewish Educational Grant Pilot Project for Chabad’s Jewish Learning Institute and the Winnipeg Jewish Theatre.

“The purpose of the grant is to stimulate innovation in Jewish education in Winnipeg,” says Bonnie Cham, Chair of the Distributions Committee. “Both of these organizations understood that clearly and submitted strong applications.”

Chabad will use its grant to implement a new after-school program for 6–10-year-olds. Participants have already been identified representing families seeking greater levels of Jewish enrichment for their children. The curriculum has been expertly developed to

focus on hands-on activities to inspire Jewish learning and connection.

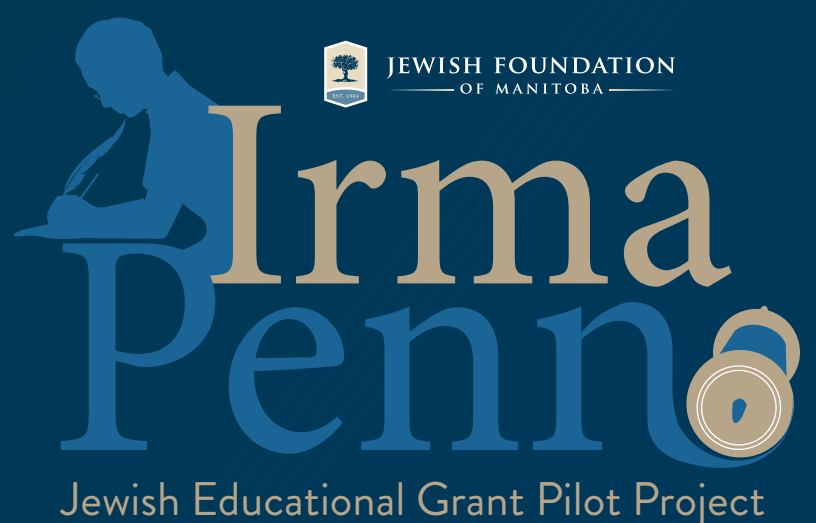
The Winnipeg Jewish Theatre grant will fund story-teller Leigh-Anne Kehler to work with a group of Jewish youth to create a stage version of the beloved Jewish folktale, Stone Soup. Once the script is developed, Kehler will take the story to rural communities to talk about Jewish values in the context of other cultural experiences.

“Our committee liked that the Chabad program is using a curriculum that has been informed by evidence and that there is an established cohort of families eager to participate,” says Cham,

“and we like the participatory and cultural outreach elements of the WJT proposal.”

Each project will receive two years of funding.

“Irma Penn left a great legacy to the community with her bequest,” says Cham. “We believe that our grant choices celebrate diversity in our community and advance Jewish learning in ways that capture Ms. Penn’s passion for Jewish life.”



Raising a Riot

SPECIAL GRANT CALLS ATTENTION TO 1933 INCIDENT

It might be the first time the JFM has given a grant to a project whose origins can be traced back to a beer at the Woodbine Hotel.

Winnipegger Jamie Michaels and a friend were chatting about race and Canadian history. The friend mentioned Toronto's famous Christie Pits Riot of 1933. Well, maybe not so famous, because Michaels had never heard of it.

The six-hour riot saw thousands of Jews and Italians doing battle in the streets against Nazi sympathizers following a baseball game at Christie Pits Park. No one was killed, but many were injured. In the aftermath of the violence, the swastika was banned in Toronto.

"I was amazed that I hadn't heard about this and I was fascinated," says the 29-year-old comic book writer. "So, I did some millennial-style research and went right to Wikipedia."

He was blown away and started to do some serious *non*-millennial research. He soon made the decision to produce a graphic novel to tell the story.

"The graphic novel is like a long-form comic book, but we're not talking about Spiderman," says Michaels, who holds a Master's Degree in Creative Writing from the University of London. "This is something with more gravitas."

A good example of a graphic novel, he says, is Art Spiegelman's acclaimed *Maus* series based on interviews with his father, a Holocaust survivor.

Michaels has experience in the form, having written comic books for children dealing with rare medical conditions. He currently works as a researcher in the University of Winnipeg's English Department and is a summertime



helicopter firefighter. The comic book – for now – is what he calls a "passion project."

"Passion projects don't pay the rent," says Michaels, who also ran a Kickstarter campaign to help fund the publication, "so when the Jewish Foundation approved the grant I was incredibly grateful. Without the support of the Jewish Foundation it would be extremely difficult to give this project the time and attention it deserved."

The \$10,000 Special Grant allowed Michaels to travel to Toronto to do research and conduct interviews, and hire an illustrator. The book is expected to be printed by August 16, the 85th anniversary of the riot.

"This is a Jewish story. It's a Canadian story. It's a tikun olam story," adds Michaels. "It's about human rights, acceptance, the immigrant experience, and our obligations to others. It's a piece of advocacy for small kindnesses."

To learn more about Jamie Michaels and his publishing, visit www.dirtywatercomics.com.

Land of Opportunity

JFM SELLS FIRST ASSET

When visionary community leaders Joseph Halprin, Abe Werier, and Sam Werier rallied people together to launch the Jewish Foundation of Manitoba in 1964, they came to the table with more than just a dream. They came with land.

To seed the Foundation, Halprin and the Werier brothers donated a 297-acre parcel they co-owned near Middlechurch, just north of the city. They foresaw the eventual sale of the land and arrived at an agreement with the Foundation that the proceeds from any sale would go into the Halprin-Werier Founders' Fund. Income earned by the fund would be used for "charitable or educational purposes".

In January 2018, the Foundation accepted an offer to purchase the land for net proceeds of \$905,000. The funds have been allocated to the Founders' Fund as per the agreement and this initial gift to the Foundation has transitioned from a non-distributing asset to a distributing asset.

"I think our founders would be very gratified that their original contribution will have the significant impact they envisioned...for all time. This is why they established the Foundation," says Tara Fainstein, Chief Executive Officer. "They provided a forward thinking example of how a gift to the Foundation can resonate for the long-term."



JEWISH FOUNDATION
OF MANITOBA

Jewish Foundation of Manitoba Increases Distribution Rate

MORE DOLLARS TO FLOW TO FUND COMMUNITY NEEDS

Effective January 1, 2018, the Jewish Foundation of Manitoba has increased its distribution rate to 4.2% from 4.0%.

"This is a good news story," says Dr. Eric Winograd, Chair of the JFM. "Our donors want to have a greater impact on the community. With a higher distribution rate, their philanthropy will do more good."

Like most public foundations, the JFM annually considers its distribution rate based on various criteria, including the long-term investment return of its investment portfolio.

"The markets have been good and so we can confidently distribute at a higher rate," adds Winograd.

As of April 2018, the Jewish Foundation of Manitoba holds approximately \$117 million in assets. The endowment capital is permanently held and only income is distributed.

"We're in the business of raising, managing, and distributing funds to meet the community's needs for today and for the future," says Winograd. "The greatest reason for our success is the generosity of our donors and fundholders. Our community has always demonstrated compassion, optimism, and foresight."

Questions about the Foundation's new distribution rate can be directed to Ian Barnes, Chief Financial Officer, at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.



OUR KIDS MAKE A DIFFERENCE!

There are currently 395 Bar/Bat Mitzvah Endowment Funds held at the Jewish Foundation of Manitoba.

The total accumulated value of these funds is ore than \$596,000.

In 2017, JFM Bar/Bat Mitzvah fundholders distributed \$16,305 to 51 different organizations as well as \$10,162 to the Jewish Community Campership Fund.

When a child's fund reaches **\$750** by the time they reach age **15**, the Nora & David^z Kaufman Bar/Bat Mitzvah Fund contributes an additional **\$250** to bring the fund to the **\$1,000** level. To date, the Nora & David^z Kaufman Bar/Bat Mitzvah Fund has contributed **\$62,750** to top up **251** Bar/ Bat Mitzvah Endowment Funds.

Interested in starting a Bar/Bat Mitzvah Fund on your child's behalf?
Contact Rob Berkowits, Director of Development & Gift Planning, 204.477.7522;
Canada/U.S. toll-free 1.855.284.1918; or at rob@jewishfoundation.org

Together we will help them understand community needs, earn the satisfaction of contributing to the community, and get started on a life-long path of meaningful giving.

2018 JEWISH FOUNDATION OF MANITOBA LUNCHEON



WOMEN'S
ENDOWMENT FUND

in support of the
Women's Endowment Fund



L-R: JFM Luncheon Keynote Speaker Sponsors Larry & Tova Vickar of Vickar Automotive Group, Keynote Speaker Sally Armstrong, JFM CEO Tara Fainstein, JFM Chair Eric Winograd



L-R: 2018 JFM Luncheon Keynote Speaker Sally Armstrong, Mayor of Winnipeg His Worship Brian Bowman



JFM CEO Tara Fainstein



L-R: Michael Silver, Richard Mikucki, James Cohen, Thor Goodmanson



L-R: Jewish Federation of Winnipeg President Laurel Malkin, Jewish Federation of Winnipeg CEO Elaine Goldstine



2018 JFM Luncheon Keynote Speaker Sally Armstrong



L-R: His Honour, The Honourable Gary Filmon; Her Honour, The Honourable Janice Filmon, Lieutenant Governor of Manitoba; Manitoba Yazidi Community President Nafiya Naso

The 2018 Jewish Foundation of Manitoba Luncheon in support of the Women's Endowment Fund took place on Friday, April 13, 2018, at the RBC Convention Centre Winnipeg. Renowned journalist and women's rights humanitarian Sally Armstrong was the keynote speaker for a packed room of over 320 business and community leaders. The event raised over \$55,000 for the JFM's Women's Endowment Fund.

Sally Armstrong spoke about her recent assignments with the Yazidi people in Iraq, about the ISIS atrocities they endured, and about people everywhere who are being affected by racism, xenophobia, and hatred.

Nafiya Naso, President of the Canadian Yazidi Association and the inspiration behind the multi-faith local Yazidi rescue project known as Operation Ezra, also spoke on

the growth of Operation Ezra, funded in part through multiple Jewish Foundation of Manitoba grants.

Thank you to everyone who came out to support the Jewish Foundation of Manitoba and the Women's Endowment Fund, and to all of our table purchasers and sponsors.



L-R: JCFS Winnipeg Director of Operations Shana Menkis, JCFS Winnipeg Executive Director Al Benarroch, Rady JCC Executive Director Gayle Waxman



L-R: JFM Executive Board Member Jeff Lieberman, Heart and Stroke Foundation of MB and SK CEO Allison Kesler, Mark Lomow



JFM Chair Eric Winograd and wife Francie Winograd



JFM Chair Dr. Eric Winograd



L-R: Operation Ezra Chair Michel Aziza, Operation Ezra Committee Member Belle Jarniewski



Her Honour, The Honourable Janice Filmon, Lieutenant Governor of Manitoba, and His Honour, The Honourable Gary Filmon and members of the Operation Ezra Working Committee alongside Yazidi Refugees brought to Winnipeg through Operation Ezra

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NEW JFM FUNDS
SINCE THE START
OF 2018

BAR/BAT MITZVAH FUNDS

Benjamin Leo Cogan Bar Mitzvah Fund
Jack Bubis Bar Mitzvah Fund
Leo J.N. Halpern Bar Mitzvah Fund
Kate Nathanson Bat Mitzvah Fund

DESIGNATED AND
UNDESIGNATED FUNDS

Earl Barish ‘I Love You’ Fund
Pearl & Art Lerner Memorial Fund
Stephen Rosenfield Birthday Fund
Jono Werier ‘I Love You’ Fund

FIELD OF INTEREST FUNDS

Winnipeg Jewish Schools 2017 Reunion -
Judaic Studies Scholarship (SCHOLARSHIP)
Joy Smith (WEF)

The Jewish Foundation would like to recognize all of our new funds that have been opened between January 1, 2018, and April 30, 2018. The Board of Directors thanks you for your commitment and generosity.

ORGANIZATIONAL
ENDOWMENT FUNDS

Selma Albersheim (JCFS)
The Asper Foundation-Supporting JCFS
Mental Health and Addictions Programs (JCFS)
Class of '93 (GRAY ACADEMY)
Mickey Divinsky Library (JCFS)
Elaine & Ian Goldstine (LEAVE MORE THAN MEMORIES)
Laurel Malkin & David Folk (LEAVE MORE THAN MEMORIES)
In Memory of Dr. Hector Najenson (LEAVE MORE THAN MEMORIES)
Myron & Elana Schultz (LEAVE MORE THAN MEMORIES)
Gwendolyn & Joseph Sectar (JCFS)

Would you like to establish a new fund?
Contact Rob Berkowits, 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.

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In the recently published 2017 JFM Annual Report, there was an error in the Canadian Magen David Adom – Winnipeg organizational endowment fund. As a result, a small number of individual fund listings were not included. We apologize for the omission. The proper fund listings for this endowment fund are displayed here.

Canadian Magen David Adom - Winnipeg

Fund Total	\$ 11,835
Legacy funds	990
Lou Leibl Memorial Fund	7,260 *
Arnold & Ruth Voth and Andrew Voth	1,110
NEW - Sheldon & Florence Zamick	1,000 *
Donations from friends of CMDA	1,475

* Additional contributions were made to this fund in 2017

The ammended Annual Report can also be viewed online at www.jewishfoundation.org



Your Generosity at Work

Women’s Endowment Fund Grants

In December 2017, 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 (\$3,700) | to replace broken, out-of-date kitchen furniture in apartments for women leaving abusive situations.

Chabad-Lubavitch of Winnipeg (\$5,825) | to replace tiles in Chabad’s mikvah.

Gwen Sectar Creative Living Centre (\$4,600) | to support Baking with Babas, an intergenerational program that brings school children and senior citizens together.

Mosaic Newcomer Family Resource Network (\$10,000) | to support the Refugee Home Visit Support Project, an initiative that helps newcomers connect with community supports.

Shalom Residences (\$3,260) | to enhance the amenities, comfort, and quality of life of four women living with developmental disabilities at the residence on Hartford Avenue.

St. Boniface General Hospital (\$7,000) | to purchase a mobile ultrasound device to examine the hearts of women living with breast cancer. The device could detect early injury often caused by two anti-cancer drugs.

The Western Manitoba Women’s Regional Resource Centre, Inc. (\$10,000) | to employ a contract art therapist to help women improve their physical, mental, and emotional well-being.

Willow Place (\$800) | to develop and implement spiritual care service as part of the Healthy Living program for clients and the all-female staff at Willow Place, an organization that helps women and children who have experienced family violence.

Thanks to fundholders like you, the Jewish Foundation of Manitoba helps organizations deliver programs and services that make a difference in people’s lives.

Special Grants

In December 2017, the Board of Directors of the Jewish Foundation of Manitoba approved the following Special Grants, awarded to individuals designing innovative projects to enrich the community.

Gerry Atwell (\$3,000) | to write a stage play set in Winnipeg’s North End in 1938. The play explores the relationship between a family of Black railway porters and their Eastern European Jewish neighbours, set against the backdrop of Hitler’s rise in Europe.

John Lehr (\$5,500) | to shine a historical light on Jewish farming communities in Gruber, Bender Hamlet, Camper, Pine Ridge, St. Anne, and Rosser and to look at individual Jewish farmers scattered throughout the province.

Arnold Usiskin (\$5,000) | to produce a film about the 25th anniversary of the legendary Wolodarsky Cribbage Tournament in Winnipeg Beach.

Alon Weinberg (\$6,500) | to support the Manitoba Jewish podcast project. The podcast will create a space for a large variety of people in our community to discuss their visions, projects, and ideas.

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

Questions or comments about JFM Focus? Contact Zachary R. Minuk, Director of Marketing & Communications, zminuk@jewishfoundation.org | 204.477.7520 | toll-free US/Canada 1.855.284.1918.