



JFM *focus*

THE POWER OF PHILANTHROPY

KISLEV 5781 | WINTER 2020

FIVE DAYS OF RECOGNITION

WHEN THIS YEAR'S ENDOWMENT BOOK OF LIFE BRUNCH WAS CANCELLED, THE JEWISH FOUNDATION HAD TO FIND ANOTHER WAY TO HONOUR SIGNEES

Adam Nepon didn't sign the Jewish Foundation's Endowment Book of Life (EBOL) for the recognition. He wanted to honour his late brother Jonah and give back – through part of an insurance policy – to a Jewish community that supported him and his eight siblings while they were growing up. Still, he was looking forward to the annual EBOL brunch, where donors and their families get together to share stories and talk about the importance of giving back. "It's not why I do these things, but the brunch is pretty cool," he says. "It's nice to have friends and family together."

Nepon decided to sign the book in the summer of 2019, well before COVID-19 made it impossible to get together, but the EBOL brunch, which would have honoured him and five other signees, was scheduled for November 2020. In March, after the novel coronavirus caused the first lockdown, the Foundation was still hopeful that, by the fall, people would be allowed to gather again. Of course, that was wishful thinking.

This summer, when it became evident that the brunch would not happen, the Foundation had to come up with another way to acknowledge their signees. It was important to them to keep the same feeling from the brunch – personal, compelling, intimate – but they also recognized that this was an opportunity to try something different. "We wanted to recreate the Endowment Book of

Life celebration as best as possible," says John Diamond, the Foundation's CEO. "But we also had an opportunity to bring that celebration to more people."

A WEEK OF STORYTELLING

As part of the Endowment Book of Life process, signees tell their stories to a writer who develops an article that is then put into the book. Those stories, which are always

"This amazing group of diverse stories deserved a full week of celebration."

inspiring and heartfelt, are also blown up and displayed on stands at the Asper Jewish Community Centre and the EBOL brunch. With the November ceremony now cancelled, and with six moving stories in hand, the Jewish Foundation decided that it shouldn't just honour its signers on one day, but rather, it should celebrate their giving over an entire week. "They may not do this for the accolades, but we like to celebrate their giving and commitment to community," says Diamond. "This amazing collection of diverse stories deserved a full week of celebration."

For five days at the end of October, the Foundation posted a new story on their social

media channels, which is something they haven't done in the past. While those posts received much more engagement than usual, the real centrepiece for the program were the daily articles in the Winnipeg Free Press. The Foundation took the same pieces that were to appear in the Book of Life itself and published them in the paper, revealing a new story each day of the week. "We had a great reception," says Diamond. "We received emails, phone calls, and at least one person committing to participate in the program because of what they saw."

For Nepon, a business consultant and the owner of MBA Consulting & Co., a week of recognition was more than he would have ever expected. The Free Press article was particularly beneficial, as it generated numerous calls and emails from colleagues and friends. "You can't buy advertising like that," he says. "It goes to show the collateral benefits of giving."

What Nepon is most happy about, though, is that EBOL week brought the benefits of giving to a wider audience. He has aspirations of engaging 25 more people under the age of 50 to sign the Endowment Book of Life before 2025. The attention that the Facebook posts, Free Press articles and testimonial videos, created, will go a long way to helping him achieve that goal. "A brunch is always nice," he says, "but this brought a lot of awareness to endowments and to the Jewish Foundation."

THANK YOU TO ALL
2020 SIGNERS

EBOL WEEK
2020

WWW.JEWISHFOUNDATION.ORG

SHERI COHEN
TOBY MORANTZ
ADAM NEPON
LAURA RICHMAN
SANDY TAPPER
LOTTIE TARTELL

You can still read their stories
and the entire Endowment
Book of Life online at

THE ENDOWMENT
BOOK OF LIFE

Expatriate Donors Remember Community

A LARGE AND UNEXPECTED DONATION TO THE SIMKIN CENTRE WILL BE USED FOR YEARS TO COME.

In late 2019, Laurie Cerqueti, CEO of the Saul & Claribel Simkin Centre, received the kind of call that most organizations dream of receiving. A lawyer phoned her saying a cheque for \$725,937 was “coming the Centre’s way.” The bequest is from the Estate of Myer and Corrine Geller, a San Diego couple with no apparent connection to Winnipeg, other than the fact that Myer grew up in the city, though he left town decades ago. “It seemed too good to be true,” says Cerqueti, who didn’t think the gift was real until she received the cheque this past September.

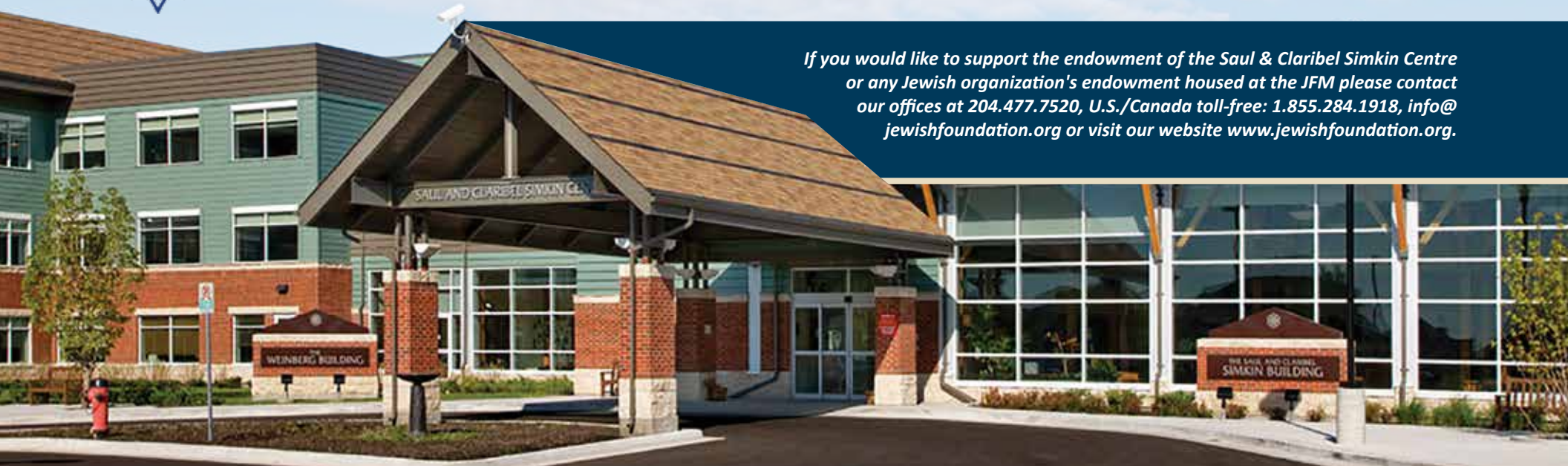


While it’s still somewhat of a mystery as to why the Geller’s left such a large gift to the Centre – the theory is that Myer’s mom was a resident of the Sharon Home. However, there was no uncertainty as to how those dollars would get used. About 30% of the funds went towards immediate needs, such as maintenance and repair, while the remainder was utilized to establish a fund at the Jewish Foundation of Manitoba earmarked for future building repair needs. The fund is known as The Saul & Clairbel Simkin Centre Building Reserve Fund.

Working with the Foundation to grow those dollars was an obvious choice. It already manages the Simkin Centre’s

endowment fund, and the Foundation has a solid track record of generating strong returns. “We have a great relationship with them, and they’re very supportive of us,” says Cerqueti about the Foundation. “It made sense to have them involved.”

For now, the fund will remain untouched to provide it with the opportunity to grow – Cerqueti says that other people have expressed interest in donating to it through the Simkin Centre Foundation. It’s a relief knowing that the dollars are there in case they need it. “The cheque couldn’t have come at a better time,” she says. “It’s very exciting.”



If you would like to support the endowment of the Saul & Claribel Simkin Centre or any Jewish organization's endowment housed at the JFM please contact our offices at 204.477.7520, U.S./Canada toll-free: 1.855.284.1918, info@jewishfoundation.org or visit our website www.jewishfoundation.org.

Our World Through A Humanitarian Lens

NEW ANNUAL AWARD ESTABLISHED FOR STUDENTS SPOTLIGHTING HUMAN RIGHTS

Barry Lank's passion for human rights and film led his travels worldwide, combining the two to create essential and meaningful pieces that help educate people from all walks of life.

Barry and his wife, Luanne, travelled the world with their lens, shedding light on meaningful topics, often somewhat unknown to the public. Whether that was filming in war-torn areas like Rwanda, or Sierra-Leone filming a piece on war-affected children, he was always working to highlight stories about social injustices.

"Barry always had a deep appreciation for history," says Luanne. "He kept abreast of what was going on in the world and felt the importance of not forgetting the past."

Several years ago, Barry named the Jewish Foundation of Manitoba beneficiary of an insurance policy, an act he hoped would convey the message that something so simple can be incredibly beneficial in the long run.

In the wake of Barry's passing, a new annual award has been created in his memory in hopes of sharing his passions with students. The award will be given out by the Jewish Heritage Centre of Western Canada.

The award is for students in Grades 9-12, who will apply by completing a multi-media project on any Human Rights topic. Both the length and the medium for the project are up to the student's discretion.

Barry's films always highlighted injustices happening around the world, with the hope that it would motivate people to act differently. Submissions for this award should be no different.

As the world continues to change, so do the methods with which we tell stories. Social media, smartphones, and the internet have surrounded us with endless content. Students will add to that content, diving into issues that we currently face and those which have marked our history.

Turning to one another to help learn these stories about important, engaging, and timely topics is an opportunity that can't be overlooked. Everyone has a story to share, everyone has lessons to learn, and everyone has issues that are near and dear to them.

"We're hoping to target a younger generation and motivate them to be more aware of what goes on around the world," says Luanne. "And to be motivated to do something about it or understand each other a bit better."



More Than Just a Tattoo

CANCERCARE PROVIDING RENEWED SELF-IMAGE FOR BREAST CANCER SURVIVORS



- WOMEN'S -
ENDOWMENT FUND

Two years ago, a gap was identified for breast cancer survivors who could not pay for nipple and areola tattooing to complete their breast reconstruction. Now, thanks in part to a three-year grant commitment from the Jewish Foundation of Manitoba's Women's Endowment Fund (WEF), support is being provided to the CancerCare Manitoba Foundation to make this possible.

Last year, an estimated 860 women were diagnosed with breast cancer in Manitoba. Those diagnosed with breast cancer each have their own unique journey. About 300 women choose to have breast reconstruction each year. As part of the initial surgery, many women will have the nipple and areola removed. Once the body has had time to heal physically, a final step for many women and men is to have the nipple and areola restored through tattooing to recreate this area. Annually, about one percent of men are diagnosed with breast cancer. These men usually have their breast tissue removed (mastectomy) and can also access this nipple and areola tattooing.

In 2019, close to 100 breast cancer survivors chose to have nipple and areola tattooing to complete their breast reconstruction journey.



Pictured left to right: Lori Santoro - R.N. Breast Cancer Patient and Family Educator at CancerCare Manitoba Breast and Gyne Cancer Centre of Hope, Keri Hamilton - Tattoo Artist, Lorena Gerl - CancerCare Manitoba's Program Leader for Patient and Family Support Services.

"A couple of years ago, CancerCare Manitoba became aware of the need for this service," says Lorena Gerl, CancerCare Manitoba's Program Leader for Patient and Family Support Services. "For many women and men, it has a huge emotional impact on their overall sense of well-being and sense of self; it really improves the patient's experience."

With the help of the WEF Grant, the service is now available at no cost. The program is coordinated by the CancerCare Manitoba Breast and Gyne Cancer Centre of Hope.

The nipple and areola tattooing services are offered through a partnership between CancerCare Manitoba and the Health Sciences Centre Plastics Clinic. With grant funding, a tattoo artist is hired who is specially trained and experienced in Nipple and Areola Micropigmentation.

The following quotes show how valued this service is by those who have shared their experience on an evaluation survey.

"It's hard to put into words the difference this has made in how I feel about my body. A hundred percent change for the positive, a total completion."

"It took me a long time to have enough courage to do it; I had forgotten how nipples actually looked. It looks so real. This is more than just a tattoo. This has given me a part of my life back that I thought was gone forever."

Although the program is currently on hold due to the current Code Red restrictions, women and men who are eligible can find more information through the CancerCare Manitoba Breast & Gyne Cancer Centre of Hope at **204-787-2970 or Toll-free, 1-866-561-1026**

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.

Small Acts of Kindness for a Brighter Community

NCJWC WINNIPEG SECTION KEEPS THE MITZVAHS ROLLING

Mitzvot are essential to our lives as Jews at the best of times, even more so given the world's current state. With the Hannukah season upon us, giving gifts to those who may not otherwise receive is of utmost importance. A small mitzvah can have an enormous impact.

Sunday, November 15, marked the second annual National Council of Jewish Women's Mitzvah Day for Winnipeg's Jewish Community. This year, the Jewish Foundation took part in two ways.

As part of Gwen Sector's Meal Delivery Program, JFM Staff members Patti Boorman and Jocelyn Dyson put together 150 Shabbat Bags to be included with meal deliveries. One could find grape juice, Shabbat candles, and chocolate gelt in each bag, a nice treat heading into the Hannukah season.

In addition to the Shabbat Bags, the JFM has also made a financial donation as well as bags of chocolate gelt to Jewish Child and Family Services for Hanukkah hampers that they are creating.

Small mitzvot can go a long way and have more impact on the recipients than meets the eye. Mitzvah Day is an excellent reminder that we should always focus on Tikkun Olam and put our best feet forward to help our community.

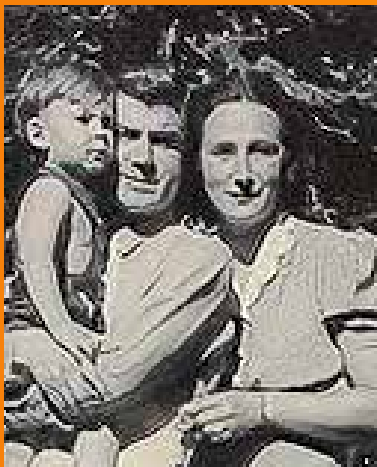


Becky Chisick, Executive Director, Gwen Sector Creative Living Centre at Syd Glow Place

Thank You To all of this year's signers for participating in **EBOL WEEK 2020**



Sheri Cohen



Toby Morantz In Memory of Sydney L. Morantz and Pearl Morantz



Adam Nepon



Laura Richman



Lottie Tartell



In years past, we have always been able to come together to honour the signees and their stories. Most recently, that celebration has taken the form of the Endowment Book of Life Brunch. This year, as you know, that was not possible. Instead, we brought the celebration straight to you. For the first time, we needed to find a way to recognize all of our unique and inspirational signers without the ability to gather together. Through that necessity, “EBOL WEEK” was born.

Starting Monday, October 26, and for the entire week following, we dedicated all of our communication channels to these six amazing people. The Foundation’s social media, directed email and print advertising encouraged all to visit our website and uncover these inspirational life stories. Each day of the week, one story could be found on page B3 of the Winnipeg Free Press, topping off the experience and bringing our signer’s stories to the broadest audience ever.

While it may have looked a bit different this year, the sentiment and importance remained the same. This year’s Endowment Book of Life Signers will leave both a financial and historical legacy to our community. Their commitment is a gift to our children, grandchildren, and all future generations of our families.

Their gift commitments provide a foundation of support that strengthens our community in good times and during periods of uncertainty. For that we say, thank you!

Leave Your Legacy. Share Your Story.

ABOUT THE ENDOWMENT BOOK OF LIFE PROGRAM

- The EBOL program is a planned giving initiative that invites you to (a) leave a bequest to the Jewish Foundation of Manitoba; and (b) tell your personal or family story for future generations to enjoy. Over 800 people have participated so far.
- You can designate your bequest to be used to support a specific charitable organization, program, service, or scholarship.
- If you wish, a Foundation writer will draft your story at no cost.
- You do not have to be a resident of Winnipeg to participate. If you were raised in Winnipeg, the EBOL program is a perfect way to express your affection for the city of your roots.
- The EBOL program is an ideal opportunity to honour and remember parents and grandparents.
- EBOL stories are on physical display at the Asper Jewish Community Campus, and they are also shared online at www.jewishfoundation.org.



— THE ENDOWMENT —
BOOK OF LIFE



**JEWISH
FOUNDATION**
— OF MANITOBA —

For more information on becoming an Endowment Book of Life signer, please contact Pamela Minuk, Donor Relations Associate, at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.
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2020 Community Relief Update

Over the past year, we have all faced new and difficult challenges related to the COVID-19 virus. The Jewish Foundation of Manitoba continues to stand ready to respond to those needs. Our response has been laid out in three Phases, the goal, to act quickly, inclusively and responsibly to assist organizations affected by this pandemic. **As we move into 2021, Manitoba based Jewish organizations will again have the opportunity to apply for pandemic relief funds during the Spring Community Granting cycle. This granting application period is open from December 1, 2020, until January 1, 2021.**

Foundation directed funds have been essential in allowing us the flexibility to identify and adapt to the changing needs developing within our community as a result of the pandemic. In a typical year, Foundation directed funds are utilized to distribute grants to community organizations. These grants are dedicated to programming and exciting initiatives that strive to support, engage and enlighten communities and the people who make them so vibrant.

PHASE 3: October 2020

For Phase 3, the same application criteria utilized for Phase 2 was again provided to Manitoba based Jewish organizations. The application window opened on September 15 and closed September 30. Applications from organizations who chose to apply were submitted for review by the Grants Committee. Their recommendations have been approved by the Board for distribution as follows. The total of these grant commitments was \$203,500.

Adas Yeshurun Herzlia Congregation	\$9,000
B’nai Brith Canada - Midwest Region	\$10,000
B’nai Brith Jewish Community Camp	\$10,500
Chabad-Lubavitch of Winnipeg	\$23,500
Chai Folk Arts Council	\$15,000
Chevra Mishnayes Synagogue Inc.	\$16,500
Congregation Etz Chayim	\$15,000
Gray Academy of Jewish Education	\$30,000
Gwen Sector Creative Living Centre	\$20,000
Rady Jewish Community Centre	\$40,500
Talmud Torah Beth Jacob Synagogue	\$6,000
Winnipeg Jewish Theatre	\$7,500

PHASE 1: April 2020

Jewish Community Organizations

Distribution provided to Manitoba based Jewish organizations for operational relief. Each organization’s financial reports and operational expenses formed the basis that dictated the level of funding that it would receive. The total of this initial distribution was **\$193,800**.

Adas Yeshurun Herzlia Congregation	\$3,400
Aleph Bet Child Life Enrichment Program	\$10,000
Asper Jewish Community Campus of Winnipeg	\$12,000
B’nai Brith Canada - Midwest Region	\$6,700
B’nai Brith Jewish Community Camp	\$10,000
Camp Massad Manitoba	\$6,700
Canadian Institute for the Study of Antisemitism	\$3,400
Chabad-Lubavitch of Winnipeg	\$10,000
Chai Folk Arts Council	\$6,700
Chesed Shel Emes	\$6,700
Chevra Mishnayes Synagogue	\$1,000
Chavurat Tefilah	\$1,000
Congregation Etz Chayim	\$10,000
Congregation Shaarey Zedek	\$12,000
Gray Academy of Jewish Education	\$12,000
Gwen Sector Creative Living Centre	\$6,700
Hebrew Congregation of Winnipeg Beach	\$1,000
House of Ashkenazie	\$1,000
Jewish Child and Family Service	\$12,000
Jewish Federation of Winnipeg	\$10,000
Jewish Heritage Centre of Western Canada	\$3,400
National Council of Jewish Women of Canada-Winnipeg Section	\$1,000
Rady Jewish Community Centre	\$12,000
Saul & Claribel Simkin Centre	\$12,000
Shalom Residences	\$12,000
Talmud Torah Beth Jacob Synagogue	\$1,000
Temple Shalom Manitoba	\$6,700
Winnipeg Jewish Theatre	\$3,400

Winnipeg Community Organizations

Distribution of \$68,000 to four front-line community charities in Winnipeg. Additionally, through the generosity of an anonymous donor, a matching donation of \$34,000 was made possible, bringing the total distributed to these four charities to **\$102,000**.

Agape Table	\$25,500
Siloam Mission	\$25,500
The Main Street Project	\$25,500
Winnipeg Harvest	\$25,500

Women’s Endowment Fund Distributions

The spring distribution of Women’s Endowment Fund grants saw **\$30,000** distributed to five organizations who continue to support our most vulnerable women and children during, what is possibly, their greatest time of need.

Alpha House	\$6,000
North End Women’s Resource Centre	\$6,000
Salvation Army	\$6,000
West Central Women’s Resource Centre	\$6,000
Willow Place	\$6,000

PHASE 2: June 2020

Jewish Community Relief Funding

For Phase 2, application criteria were developed by the Grants Committee and approved by the Board. Applications from the Manitoba based Jewish organizations who chose to apply were then submitted for review by the Grants Committee. Their recommendations have now been approved by the Board for distribution as follows. The total of these grant commitments was **\$210,500**.

B’nai Brith Jewish Community Camp	\$28,000
Camp Massad Manitoba	\$28,000
Chabad-Lubavitch of Winnipeg	\$10,000
Chai Folk Arts Council	\$8,000
Congregation Etz Chayim	\$10,000
Gray Academy of Jewish Education	\$27,500
Gwen Sector Creative Living Centre	\$15,000
Rady Jewish Community Centre	\$40,000
Saul & Claribel Simkin Centre	\$30,000
Temple Shalom Manitoba	\$5,000
Winnipeg Jewish Theatre	\$9,000

Thanks to the generosity of our donors, together, we were ready to support our community. In response to the pandemic the Jewish Foundation of Manitoba has distributed almost \$740,000 of COVID-19 relief funding in support of Manitoba based Jewish and front-line charities. But the job is far from done, and our community remains vulnerable and needs your help.

Please contact the Jewish Foundation of Manitoba today to see how you can play a part in ensuring that our community, city and province can endure and flourish for lifetimes to come!

JEWISHFOUNDATION.ORG | 204.477.7520 | T.F. 1.855.284.1918
123 Doncaster Street | Suite C400 | Winnipeg MB | R3N 2B2

WWW.JEWISHFOUNDATION.ORG

Distribution Rate Change

A MESSAGE FROM FOUNDATION CEO JOHN DIAMOND

As we approach the end of the year, we want to thank you for your commitment to the Jewish Foundation of Manitoba. Without our donors, we would not be able to do the things that are necessary to ensure our Community continues to thrive and make a lasting difference in people’s lives.

It’s no secret that this year has been unlike any other. Each day seems to bring on new obstacles and challenges that we confront head-on, something we’ve all experienced together.

In a normal year, the Board determines the annual distribution rate in March. As the pandemic filtered into the markets, we deferred the 2020 decision to the Fall, allowing us to watch the markets over the summer before making any decision.

Due to current circumstances and uncertainty in the economy, The Foundation’s Board of Directors has set the 2020 distribution rate at 4.0%, retroactive to January 1, 2020, a 0.2% reduction from the previous rate. This reduction will be reflected in the 2021 distribution.

It is the goal of the Foundation to provide consistent distribution from year to year. However, from time to time, to achieve this goal, the annual distribution requires incremental adjustment.

The pandemic has hit everyone differently, and despite the current instability in the markets, the JFM is positioned well to continue our mission, thanks to our Donors. Your generosity ensures that we have a strong and stable future ahead of us, allowing us to continue helping those in the community who need it.

Again, thank you for both your contributions and commitment to the foundation, and if you have any questions or comments, please reach us at: (204) 477-7520.



Sincerely,



John W. Diamond, B.A., LL.B.
Chief Executive Officer
Jewish Foundation of Manitoba

HAPPY HANUKKAH

FROM THE BOARD AND STAFF OF THE



JEWISH FOUNDATION
OF MANITOBA

THERE IS STILL TIME LEFT!
Make your year-end gifts to receive tax receipts for 2020.

Contact the JFM office at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918 or visit www.jewishfoundation.org to give today.



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