



JFM *focus*

THE POWER OF PHILANTHROPY

TEVET 5782 | WINTER 2021

A FITTING TRIBUTE

NEW CABGU ORGANIZATIONAL ENDOWMENT FUNDING SCHOLARSHIP IN HONOUR OF SHELDON ZAMICK

Organizational Endowment Funds (OEF) are a way to create and maintain stability for organizations financially. The steady growth of these OEFs ensures an annual flow of income for its organization forever.

Having an OEF is a new experience for the Canadian Associates of Ben-Gurion University of the Negev (CABGU).

Sheldon Zamick, for seven years, was the Board President for CABGU and was also heavily involved as a volunteer during that time. After stepping down from the Board, one of the remaining Board members suggested finding a way to honour Sheldon's time and involvement with the organization.

In prior years, their way of honouring former Board members was achieved by contributing to a scholarship at the Israeli university.

For Sheldon, they wanted to take it a step further. "The Board came together and decided that a proper way to honour the years of service and dedication that Sheldon showed to the organization would be to create a scholarship that will be awarded in perpetuity," says Zach Ostrove, Winnipeg's Executive Director at CABGU. "The Board, and myself, decided we would all put money toward this fund to get this started."

That fund is the Sheldon & Florence Zamick Family Fund, and each year, a need-based scholarship will be given to a student

in his name. The scholarship comes by way of the endowment's annual distribution.

Adopting the idea to establish an OEF with the Jewish Foundation of Manitoba was a lengthy process, as CABGU's mandate is, simply put, to raise funds in support of the University in Israel. Ostrove explains the creation of an endowment rather than distributing the funds themselves necessitated a shift in their usual way of

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"Having an organizational endowment fund at the JFM allows us to show the community of Winnipeg that we are here to stay"
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thinking. As a \$10,000 donation, he noted, would easily cover the tuition of three students for a single year.

Why put that toward an endowment that initially sees a distribution lower than that? The answer is simple. The donation never runs out.

They managed to find a donor, Larry Vickar, who contributed \$10,000 toward establishing the Organizational Endowment Fund to allow the scholarship to exist moving forward.

"I have known Sheldon for many years as a tireless volunteer for many Jewish and

non-Jewish organizations," says Vickar. "This endowment will serve as a fitting tribute to an individual who has always been passionate, willing, and able in all his roles."

"Having an Organizational Endowment Fund at the JFM allows us to show the community of Winnipeg that we are here to stay," says Ostrove.

For now, one Ben-Gurion University student will receive the scholarship each year. As new gifts contribute to the fund's growth, the amount of the scholarship will increase as well. Once the amount needed for one student's tuition is passed, the opportunity will arise for multiple students to receive this yearly award.

Any organization may start an endowment fund where the income is directed back to their organization; however, there are options for individuals to get involved as well. Individual donors may open a fund or give a gift to an existing fund underneath an organizational endowment umbrella.

CABGU, with their creative, outside-the-box thinking, put their finger on an effective way to start their OEF and honour Sheldon Zamick at the same time.

If you would like to support the Sheldon & Florence Zamick Family Fund, please visit www.bengurion.ca/sheldon-zamick



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UP LIVES
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GETTING BACK TO "NORMAL"

JFM GRANT HELPS PROVIDE A SAFE SUMMER CAMP EXPERIENCE



In 2020, for the first time in 56 years, there were no campers at BB Camp for the summer. In June, the province of Ontario announced that, due to the COVID-19 Pandemic, all summer camps were to close their doors.

A year without camp led to a winter of uncertainty for BB Camp Co-Executive Director Jacob Brodovsky surrounding summer for the campers in 2021.

“We knew that if we were going to do camp, we wanted to do it confidently, which would require some aspect of testing,” says Brodovsky. “We really had no idea what the new regulations would be, so we wanted to set ourselves up to be able to meet whatever was coming.”

This pre-emptive planning saw BB Camp apply for a JFM COVID-Relief grant during phase two of our COVID-Relief Funding with rapid test kits as their end goal.

“We realized that the best way to keep COVID off of the island was at the entry point,”

says Brodovsky. “So in addition to everyone needing to be vaccinated, and everyone requiring a negative PCR test, someone would meet each person as they came to the dock and take a rapid test.”

Once campers and staff had their initial rapid test produce a negative result, they were able to get into the boat and head to the island. Precautions didn’t stop there, as all campers and staff were required to take a rapid test every three days throughout their time on the island.

Access to the tests allowed BB Camp to be ready to go with an entire staff upon notice that Ontario summer camps would return. The good news came on June 28, meaning a late start to the summer.

“We were the only camp out of the four in Kenora that ran last summer, and that’s largely because the Foundation supported us with the funds for these tests,” says Brodovsky. “We were able to go out and open on May 1 like we always do.”

Campers and their families have taken to the consistent testing very well, as evidenced by what Brodovsky describes as the best indicator of a successful summer: kids already wanting to come back for next summer.

MILESTONE FOR BAR/BAT MITZVAH FUNDS

CHARITABLE YOUTH ENSURE ALL KIDS CAN ATTEND SUMMER CAMP

In 2021, our Bar/Bat Mitzvah Funds reached a major milestone. Over \$100,000 has been added to the JFM's Jewish Community Campership Fund from the annual distribution decisions of our Bar/Bat fundholders. The Campership Fund helps subsidize Jewish summer camping experiences for children of families facing economic challenges.

Bar/Bat Mitzvah fundholders choose where their distributions go to ensure that recipients are places they hold close to their hearts. This new significant milestone in distributions to the Jewish Community Campership Fund perfectly exemplifies that. Helping to support these camps so that others can share in their exciting summers is genuinely profound.

These distributions, directed by the fundholders, help the organizations in our Jewish and General communities continue providing their services that make our community what it is.

Since the Campership fund was established in 2011, Bar/Bat fundholders were given the opportunity to direct their distributions to it - and they responded over 1,200 times!

In addition, two prominent Jewish camps, B'nai Brith Jewish Community Camp and Camp Massad have also been consistent recipients of Bar/Bat Mitzvah Fund distributions.

These gifts speak volumes of the impact that summer camps have on the kids who go to them. From a young age, they realize the opportunity they had and the memories they made each summer and are actively helping others to have those same experiences.

Since the program’s inception in 2002, Bar/Bat Mitzvah Funds have given weight to the vital theme of building for the future, and hundreds of organizations have received distributions from Bar/Bat Mitzvah Funds. The program offers an opportunity for young people to gain experience with endowment

building and begin planning for their futures as philanthropists and charitable adults. The funds act as a way to teach young community members about the importance of tzedakah and tikkun olam, two essential concepts in Judaism.

When a child’s fund reaches \$750 by the time they reach age 15, the Nora & David^{z”l} Kaufman Bar/Bat Mitzvah Fund contributes an additional \$250 to bring the fund to the \$1,000 level. At this point, the fund becomes Designated and the fundholder is able to give us their annual decision of which organization or cause they would like to support. To date, the Nora & David^{z”l} Kaufman Bar/Bat Mitzvah Fund has contributed \$71,000 to top up 284 Bar/Bat Mitzvah Endowment Funds.



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



—BAR/BAT MITZVAH—
ENDOWMENT FUNDS

For more information about Bar/Bat Mitzvah Funds please contact info@jewishfoundation.org | 204.477.7520 WWW.JEWISHFOUNDATION.ORG

Thank You

To all of this year's signers for participating in

EBOL WEEK

2021

Starting Monday, October 25, 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 discover 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 signers' stories to our entire Manitoba community.

Year after year, the importance of the commitment these individuals have made remains the same. 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 of our families' future generations.

Below you will find a short excerpt from each signer's story. We encourage you to read them all, then visit bookoflife.jewishfoundation.org to read them all in their entirety!



**SANDRA
CAPLAN**

It is with mixed emotions that I write this story for the Endowment Book of Life. On June 2, 2017, my beloved husband, Barry Caplan, passed away after a very short battle with lung cancer. We were married for 58 wonderful years and always discussed all important matters together. Today, as I attempt to write this on my own, it is with a sense of loss and sadness, but also with a sense of joy that allows me to remember the great happiness in my life.

**bookoflife.jewishfoundation.org
to read the whole story!**



**MIRIAM
KOHN**

My parents were amazing, outgoing, incredibly hardworking people. They both came to Canada from Europe, met and married in Winnipeg and created a life of opportunity for my brothers and me. I chose to be part of the Book of Life to tell their story, especially how their influence shaped my life, my family and my community.

My father, Samuel Michael Kohn, was born in Russia. In 1912, when he was two years old...

**bookoflife.jewishfoundation.org
to read the whole story!**



**DOROTHY KOTLER
IN MEMORY OF
JOSEPH MEYER FREIDEN**

Joseph Meyer Freiden was born in 1890 in the port of Nikolaev on the Black Sea, not far from Odessa. It was a major centre for Russian Jewry confined to living within the Pale of Settlement in those days.

In 1913 he emigrated to flee the pogroms that were becoming increasingly prevalent and, as a pacifist, to avoid the 25-year Russian military conscription.

**bookoflife.jewishfoundation.org
to read the whole story!**



**IAN
RABB**

The most important things Ian Rabb has learned in the past 20 years of his life is that the journey is often more important than the destination, and that it's important to be open to life's lessons, no matter how harsh they can be.

Having been sober for many years, Ian is now able to look back at the pivotal turning points in his life that have ultimately led him to where he is today; a man who has dedicated the most recent chapter of his life to the service of others...

**bookoflife.jewishfoundation.org
to read the whole story!**



**DONNI
STERN**

I was born in Calgary, Alberta on Oct 31, 1934. I am the youngest daughter of Mendel (Max) and Lena (Speir) Belzberg. My maternal grandparents came from the Romanian region of Austria. There are many stories and mysteries about when and how they made it to Canada, with my mother's father arriving first and other members, including my grandmother and 3 children coming later. They had 2 daughters in Canada; one was my mother, born in Toronto, 1906.

**bookoflife.jewishfoundation.org
to read the whole story!**



**HARRIET AND
ALEX ZIMMER**

The family 'Roots' projects, researched by their children in elementary school, lie on the table, rich references to assist in writing the story of Alex and Harriet Zimmer. The diverse Jewish stories of their forebears converge to author their own unique chapter in their families' histories. A 'made in Manitoba, stayed in Manitoba' story of love, lovingkindness and menschlichkeit.

**bookoflife.jewishfoundation.org
to read the whole story!**

BOOKOFLIFE.JEWISHFOUNDATION.ORG

BOOK OF LIFE REUNITES FAMILY

A BOX OF LETTERS FROM THE PAST RE-WRITES A FAMILY’S FUTURE

Sitting around their dining room table, Harvey and Nessie Cogan can’t help but smile with excitement, looking at the binders and family-tree posters laid out in front of them.

As they begin to scratch the surface of their story, Harvey explains that there was only one time in his life where he had heard about relatives from the New York area. Leading up to his bar mitzvah, 71 years earlier, when he was just a boy living in Fort William, Ontario, he says his father had thought they had one relative living in New York, and he’d look into finding them to send over an invitation.

“We came to learn that he was a dentist named Max Rosen, who I had never heard of before,” says Cogan. “And they came in for my bar mitzvah, and then we never heard from them again. They went back, and that was it.”

After 71 years without contact, Harvey explains that on July 28, 2021, he got a phone call from the Jewish Foundation of Manitoba saying that someone in Philadelphia had reached out saying that they think they may be relatives.

“At first, I thought this was all a con. I told [Nessie] that I have no family in Philadelphia that I’m related to,” says Cogan.

The next day, Harvey and Nessie got a long email from Elyse Schatz, a name they had never heard before.

The email explained that her mother, Joyce, had been carrying a box of letters and old photographs for 80 years, all written in Yiddish by Harvey’s Baba during the Holocaust. Joyce had moved multiple times over the years, and the box of letters always stayed with her. However, she had never opened it for all of that time. This year, they decided that would change. They finally opened this box rife with mystery and began to translate the letters, 24 of them, from Yiddish to English. Joyce and Elyse noticed one name that kept popping up, Cogan.

Their research into this Cogan family eventually led them to an endowment program in Canada, specifically Manitoba, which just so happens to be our very own Endowment Book of Life!

“Because our name is in the Endowment Book of Life, and they thought they had family in Canada, they were able to trace it back to Winnipeg and ask if we could potentially be the Cogan family these letters referred to,” explains Nessie.

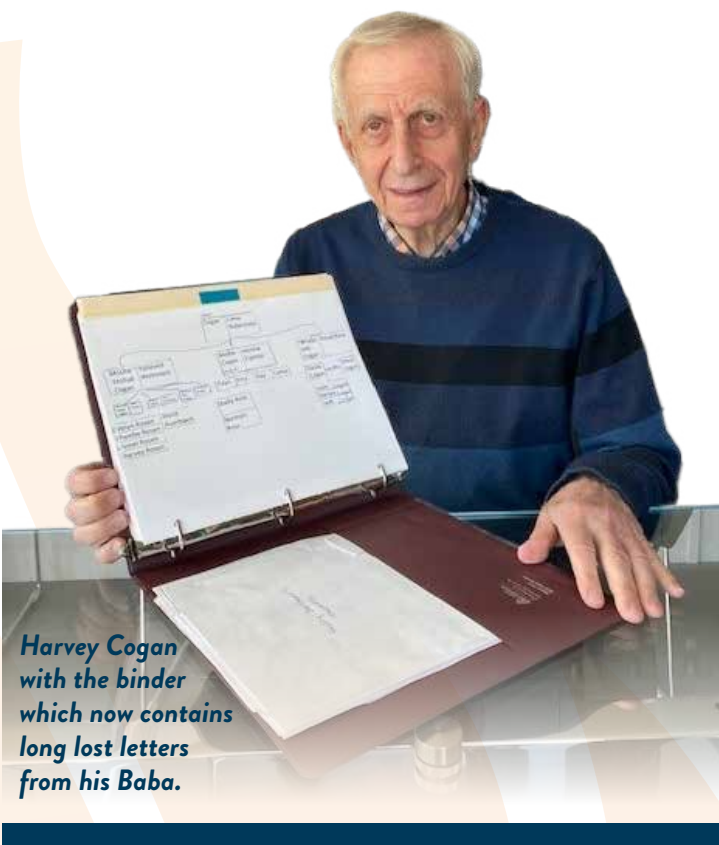
Describing the letters, Harvey says he could almost cry reading them. He explains the letters were written to two of his Baba’s nieces, living in New York at the time. She gave updates about herself and her family during the Holocaust. The letters describe the poverty they lived with; no money, no food, and a daily struggle to maintain their lives, all things Harvey had not known until only a few months ago.

The letters have opened a window into a time in their family’s history that was previously unknown. Along with the letters, they also received a photo, captioned “Is this Harvey?” A bar mitzvah photo of Harvey, taken 71 years earlier.

Over the four months since the initial contact, the families have kept in close connection, exchanging emails and phone calls constantly, with more letters and translations being sent almost weekly. Harvey and Nessie’s son and daughter-in-law, Allan and Shawna, recently met their Philadelphia family while travelling to New York.

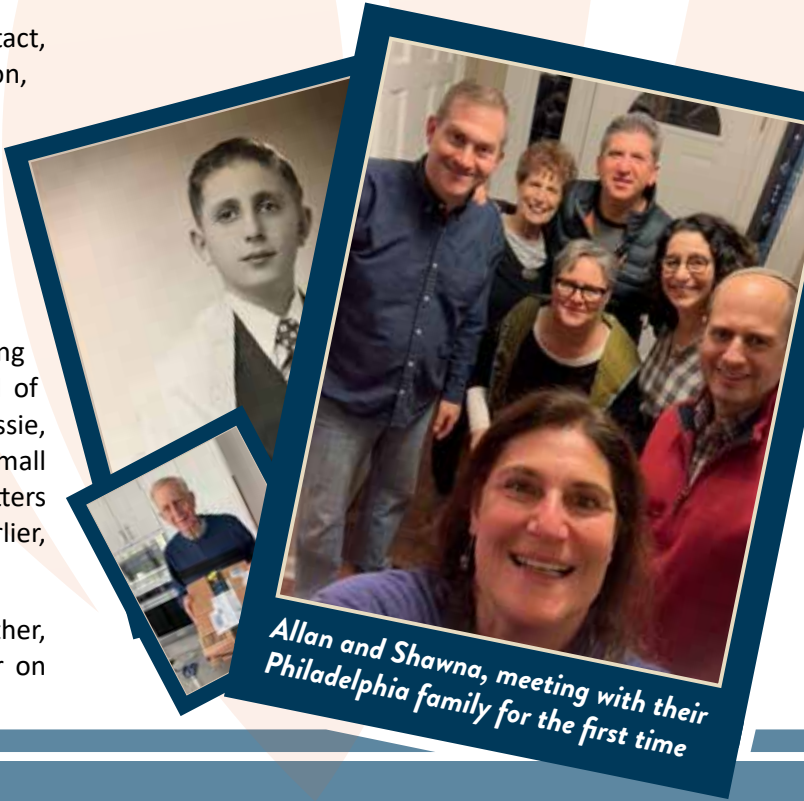
Now, sitting in front of them on their dining room table are two binders. The first is full of emails back and forth between Harvey, Nessie, Elyse, and many others. The second is full of small plastic bags, each containing the original letters written by Harvey’s Baba some 80 years earlier, each with its translation to its right.

The stories keep adding to one another, information continues to be pieced together on



a weekly, sometimes, daily basis, and a whole new window into their family’s history has been discovered.

By following a small thread from one name, they came to the Endowment Book of Life. That discovery has now re-united these families, separated mainly by circumstance, who have found a warm place in each other’s hearts already, the way only family can.



LEAVE YOUR LEGACY. SHARE YOUR STORY.

ABOUT THE ENDOWMENT BOOK OF LIFE PROGRAM

- We love to celebrate our donors! When you inform us of a planned gift, the JFM invites you to share your personal or family story and you are invited to the EBOL Brunch to celebrate this unique commitment to our community.
- 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.
- You can now access the over 800 EBOL stories on our kiosk located near the front entrance of the Asper Jewish Community Campus, and they are also shared online at www.jewishfoundation.org.



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

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NEW ENDOWMENT AFLOAT

AMPHICAR EXPERIENCE FUND AIMS TO SUPPORT PARKINSON CANADA

While vacationing in Paris in 2007, Jeff Norton, now a former JFM Board Member, saw something out of the corner of his eye while on a Seine River cruise. He didn't know until a quick Google search later, but he saw an Amphicar sitting on a barge. An image, and thought, he couldn't seem to get out of his mind for years.

In 2010, three years after seeing the Amphicar and deciding he would try his best to get one, he purchased one of an estimated 600 Amphicars currently in the world, this one for sale in California.

The first few summers were full of rides on the lake with family and friends.

"I did a lot of cruising around with my dad. He had a trucking business, so he was very mechanically inclined," says Norton. "He loved the engineering of the car and how it worked."

In 2012, Norton's father passed away after living with Parkinson's for many years.

That year, Norton thought to start using the car as a fundraiser, so The Amphicar Experience was born, supporting Parkinson Canada.

"In that first year, I was talking with the Executive Director of Parkinson's Manitoba and told him we'd try to raise \$5,000 for them," says Norton. "We ended up close to \$30,000 that year."

After looking into ways that the fundraiser could operate, it became clear that the best method for the Amphicar Experience was to offer rides on a donation basis.

The fundraiser ran for a few summers, and eventually, it gravitated toward being more focused on experiences like anniversaries and birthdays.

Having retired from the JFM Board in 2021, Norton decided to shift gears regarding



Photo by Alex Zimmer

donations. He has opened a new donor-advised endowment fund at the JFM, The Amphicar Experience Fund, where donors' contributions will be directed. The fund's distributions will support Parkinson's research.

"I want to grow the fund as much as I can, and this will keep me motivated summer after summer to get out there, put smiles on peoples' faces, and raise some money," says Norton. "It's a win-win situation."

The Amphicar will be spending the 2021 winter on display in the Winter's Collision Repair showroom before getting back onto the roads and lakes next summer.

If you would like to support the Amphicar Experience Fund, please contact the JFM offices at 204.477.7520, toll-free from the US/Canada at 1.855.284.1918 or keep an eye out for Jeff and the Amphicar next summer!



Photo by Alex Zimmer



ADDRESSING HATE IN A DIGITAL AGE

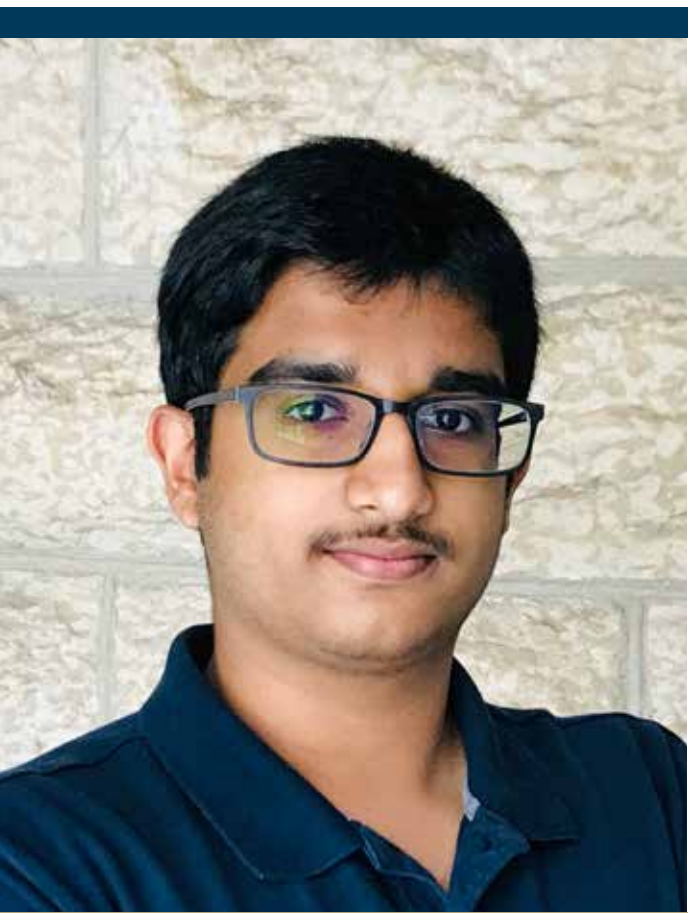
WESTWOOD COLLEGIATE STUDENT WINS AWARD

This year's Mina Rosner Human Rights Award winner, Nathan Varghese, is a senior at Westwood Collegiate who spent last year as an intern at the Jewish Heritage Centre of Western Canada. Varghese is one of the founding members of the Westwood Historical Society, through which he's acting as editor for an upcoming Holocaust education documentary. His efforts for the Historical Society have led him to notice parallels and trends between past atrocities and situations we find ourselves in today.

Varghese's essay, Hashtag Hate: The Rise of Social Media Antisemitism in the 21st Century, thoughtfully looks at the rise and prevalence of antisemitism in our lives currently and how social media is acting as a vessel for hateful ideas and actions.

Each year, the Mina Rosner Human Rights Award is presented to a grade 9-12 student who has written an essay on human rights. The award, a monetary prize, is financed through the Mina Rosner Memorial Fund, endowed at the Jewish Foundation of Manitoba.

We encourage you to take the time to read Nathan's amazing essay. It can be found on the JHCWC website at www.jhcwc.org/holocaust-education/mina-rosner-essay-contest/award-winners



Mina Rosner Human Rights Award winner, Nathan Varghese





-JFM GRANTS-

Your Generosity at Work

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

Jewish Community Grants

In Fall 2021, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Community grants.

Adas Yeshurun Herzlia Congregation - \$28,000 (3 years) Funding was provided for 'HELLO' - interactive hands-on workshops throughout the year on various Jewish themes.

B'nai Brith Canada - Midwest Region - \$1,500 Support was provided for the Hanukkah food bags program for those that are food-insecure during the holiday season.

B'nai Brith Jewish Community Camp - \$20,000 Funding was provided for staff housing renovations.

Camp Massad Manitoba - \$40,000 Funding was provided for the construction of a new cabin to expand camper capacities.

Chabad-Lubavitch of Winnipeg - \$4,600 (3 years) Funding was provided for the production and distribution of a series of Jewish holiday handbooks.

Chabad-Lubavitch of Winnipeg - \$12,500 Support was provided for the production of 12 webinars for the upcoming academic year.

Chabad-Lubavitch of Winnipeg - \$5,500 Support was provided for the 'Teens Discovery Program' - providing advanced Jewish involvement for high school students.

Chevra Mishnayes Synagogue - \$10,000 Funding was provided for the replacement of basement flooring.

Gray Academy of Jewish Education - \$15,000 Funding was provided for the purchase of furniture to allow for new high school classroom configurations.

Gray Academy of Jewish Education - \$15,000 (2 years) Support was provided for student life enhancements to respond to student needs in a post-pandemic environment.

Gray Academy of Jewish Education - \$13,000 Funding was provided for the purchase of equipment to allow the Junior Kindergarten classrooms to meet 21st century learning methodology standards.

Gray Academy of Jewish Education - \$4,400 Funding was provided for the installation of sensory paths in the Elementary School hallway.

Gwen Secter Creative Living Centre - \$7,200 Support was provided for a 'Welcome (back) to Gwen Secter' program that will welcome back existing members and attract new ones.

Jewish Child and Family Service - \$10,000 Support was provided for a self care initiative that will deliver a range of wellness activities and self care kits for clients.

Jewish Child and Family Service - \$20,000 Funding was provided for the expansion of the 'Technology for Seniors' program as well as the addition of a music therapy component.

Jewish Federation of Winnipeg - \$20,000 Funding was provided for a communal leadership and board development program.

Jewish Federation of Winnipeg - \$25,000 Funding was provided for the acquisition of technologies to allow for hybrid events (virtual and in-person) in the future.

Saul & Claribel Simkin Centre - \$15,000 Support was provided for the purchase of wheelchair tandem bikes & helmets as an innovative and drug-free approach to combat depressive diseases in their residents.

Saul & Claribel Simkin Centre - \$50,000 (2 years) Funding was provided for the contracting of a Spiritual Care lead to review and develop the current Spiritual Health department.

Shalom Residences - \$2,889 Funding was provided for the purchase of a storage shed and essential kitchen appliances.

Temple Shalom Manitoba - \$1,500 Funding was provided for the purchase of a portable sound system for use in funeral services at the cemetery.

Winnipeg Jewish Theatre - \$10,000 Support was provided for the production of a digital version of '25 Questions for a Jewish Mother' for online streaming.

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Community Grants

In Fall 2021, the Board of Directors of the Jewish Foundation of Manitoba approved the following Community grants. These grants are available to registered charities in Manitoba and fund projects within Manitoba.

1JustCity - \$5,000 Funding was provided to create the 'Wishlist Boutique' - a free "shop" for emergency food.

African Canadian Foundation for Culture and Economic Development - \$7,500 Support was provided for renovations at the African Canadian Centre.

Agape Table Inc. - \$14,000 Funding was provided for PPE as well as take-out containers and supplies in order to be able to continue serving meals during COVID-19.

Art City - \$7,161 Support was provided for We Made It! - a free 32-workshop series and art show that celebrates togetherness and putting the pandemic in the past.

Behavioural Health Foundation - \$1,300 Funding was provided to help improve outdoor recreational and cultural spaces at this long-term residence for adults and families affected by addictions and mental health issues.

Brock Corydon Parent Advisory Council - \$8,000 Funding was provided for an outdoor playground rejuvenation project to promote physical fitness and mental health and wellness.

CanU Canada - \$2,800 Support was provided for 'CanU Rise' - a project that provides high school students with resources and experiences to cope with challenges they face.

Friends of the Canadian Museum for Human Rights - \$30,000 Multi-year funding was provided for 'Dimensions in Testimony' - a permanent exhibit in the Museum dedicated to the testimony of survivors of the Holocaust.

Ka Ni Kanichihk Inc. - \$7,000 Funding was provided for the purchase of commercial-grade equipment for their demonstration kitchen.

North Point Douglas Women's Centre - \$5,000 Support was provided for a grief workshop.

Ronald McDonald House - \$25,000 Funding was provided for the capital campaign for a new Ronald McDonald House. The new house will provide increased capacity to support additional families.

Siloam Mission - \$3,620 Funding was provided for the development of educational materials for their 'Community Education Program'.

SSCOPE - \$3,800 Support was provided for 'Yard Angels' - a program to help mobility or financially challenged older adults with yard maintenance.

Turning Leaf Community Support Services - \$5,457 Funding was provided for the purchase of commercial equipment to provide for the basic needs of their clients in addition to their treatment services.

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 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.

Questions or comments about JFM Focus? Contact Drew Unger, Director of Marketing & Communications.
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