



JFM *focus*

# THE POWER OF PHILANTHROPY

TISHREI 5782 | SUMMER 2021

## EVERYONE LOVES A MATCH

### JEWISH ORGANIZATIONS BENEFIT FROM THE STABILITY OF ORGANIZATIONAL ENDOWMENT FUNDS

It is no secret among Jewish organizations that having an organizational endowment fund housed at the Jewish Foundation of Manitoba positively affects their ability to serve the community.

To reinforce this, the JFM developed the FundMatch and BERVIN incentives, in 2012 and 2014, respectively, two dollar-matching initiatives to encourage organizational endowment building. The fifteen participating organizations currently involved in our matching programs have successfully seen their endowments grow, raising their annual distributions to over \$700,000 collectively since inception.

The larger endowment funds promote stable operating resources for organizations, which can free up the JFM granting process for other organizations with more significant needs. It creates flexibility in the granting process.

These initiatives also allow the JFM to offer business value when organizations compare us to financial institutions and other foundations, which has encouraged the creation of new Jewish organizational funds.

"We believe that organizations that have healthy, growing endowments are more sustainable," says Stephanie Casar, JFM's Director of Development & Gift Planning. "Their funds provide them with long-term security and reliable funding."

In FundMatch and BERVIN, when an endowment reaches specific benchmarks, the initiatives contribute to the organizational endowment fund, generating even more

income for that organization. A gift to an organizational endowment fund will be matched in specific ratios depending on the endowment fund's size.

For organizations involved in BERVIN, an added incentive comes when the fund initially reaches the \$1 million threshold. They earn the right to withdraw capital from their endowment fund in the event of special projects or "rainy day" necessities. Participating organizations are also required to take steps to strengthen their relationship with the State of Israel.

*"When our donors know they can donate to something they believe in, and that for each dollar they give, a portion is matched, there is even more encouragement to do so."*

One participating organization, Rady JCC, is nearing that threshold. Their Executive Director, Rob Berkowits, explains their decision to become involved with the BERVIN program as a no-brainer. The matching dollars create a considerable benefit for the Rady, their members, and their programs.

"Everybody loves a match," explains Berkowits. "When our donors know they can donate to something they believe in, and that for each dollar they give, a portion is matched, there is even more encouragement to do so."

The recent pandemic also reiterated the benefits of having a strong and active endowment fund. During COVID-19,

organizations with endowment funds at the JFM received both the emergency grants we distributed, totalling over \$1 million, as well as their endowment distributions. They reported that the income stability from their endowments, added with the relief funds from grants, allowed them to make the best use of resources.

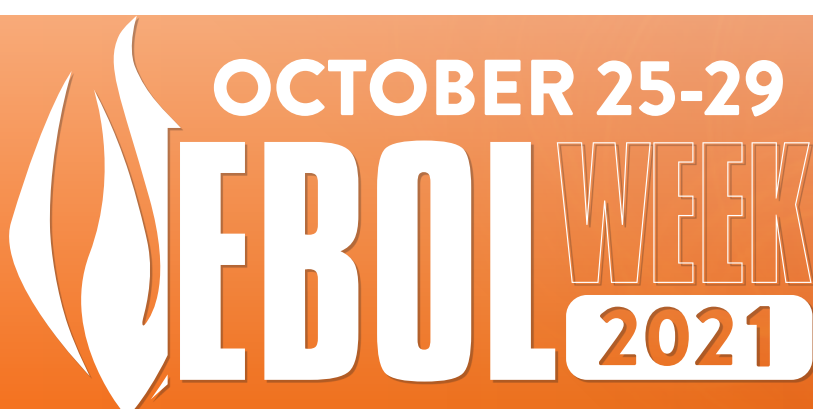
"At the pandemic's height, our programming came to a screeching halt, and much of our impact on the community was just lost," says Berkowits.

Despite that uncertainty, the Rady JCC knew they could rely on their endowment's distribution to assist them in their efforts to regroup and prepare to become fully operational once again.

FundMatch and BERVIN continue to inspire Jewish organizations to excel. We thank the donors who have partnered with the JFM to provide these matching dollars, the organizations participating in building their endowment funds, and the donors who have provided gifts to their favourite organizations. Together, we are helping our community realize its full potential.

A full list of organizations participating in FundMatch and BERVIN can be found in our 2020 Annual report which can be viewed at [www.jewishfoundation.org](http://www.jewishfoundation.org).

*If you would like to support our Jewish organizations, please reach out to the JFM at 204.477.7520, US/Canada Toll-Free 1.855.284.1918, or at [info@jewishfoundation.org](mailto:info@jewishfoundation.org).*



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**ENDOWMENT BOOK OF LIFE  
2021 SIGNERS**

Follow the JFM on your favourite social media platforms,  
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honouring these extraordinary individuals!







JEWISH FOUNDATION  
OF MANITOBA

Presents

# Life Saving Support

Svetlana Chechelnitsky

Adam Nepon

A JFM PRODUCTION SPOTLIGHTING THE IMPACT FOR TWO MEMBERS OF OUR COMMUNITY

Support from the JFM is more than a temporary fix. The JFM video presentation "Life Saving Support" zeroes in on the Foundation's immediate and lasting impact on members of our community.

Life Saving Support provides a brief 10-minute window into the services of the Jewish Foundation of Manitoba and how it helps our community thrive. Everyone needs a helping hand at some point in their lives, people, and organizations alike.

To begin the video, JFM Board Chair Dr. Bonnie Cham explains, "This Foundation can really be considered to be a cornerstone of financial support for Jewish agencies that exist throughout Manitoba."

On a personal level, that sentiment is expressed through two members of our community, telling stories about some difficult times in their lives and how the JFM alleviated some of that burden.

In 2011, Svetlana Chechelnitsky's world was shaken by her three-year-old daughter's leukemia diagnosis. Just as the news of Dasha's diagnosis hit home, Svetlana was also pursuing her law degree. She had financial support from family and savings, but it wasn't enough. Then, through a friend, she heard about the Jewish Foundation of Manitoba's scholarship program, which gives out educational awards to help with the costs of post-secondary education.

For Adam Nepon, the supports have changed his life to the point where he feels they have been a true lifesaver. Where he once received the support, he now returns it to the community to help honour the legacy of his brother, Jonah, who passed away in 2013. With a memorial fund in his brother's name, Adam set out to build his endowment to \$10,000, the distributions of which would go to creating a music production program at Camp Massad.

**To see these two inspirational stories play out in full, please watch the full video production of "Life Saving Support," which can be found on the Jewish Foundation of Manitoba's website, [www.jewishfoundation.org](http://www.jewishfoundation.org).**

# Mentors For Us All

WEF GRANT HELPS BIG BROTHERS BIG SISTERS OF WINNIPEG  
ADDRESS GROWING DEMAND FOR 2SLGBTQIA\* MENTORS

Big Brothers Big Sisters of Winnipeg (BBBS) has provided one-to-one relationship mentoring between a caring adult and a young person in need for over 50 years. A few years ago, however, they identified a growing demand for the 2SLGBTQIA\* community to have a more stylized program for the needs of that community.

The PRISM program came to life with the help of a grant from the Women's Endowment Fund and provides youth with a one-to-one mentor from their same community.

The program has grown and is once again expanding with the help of WEF.

What was once the only program of its kind has grown to exist through the Big Brothers Big Sisters network across Canada.

"As the program has become more recognized in the community, it has grown year over year," says Evan Maydaniuk, Director of Development & Marketing at BBBS. "There's more demand for it but a shortage of volunteers, so we have a lot of kids who need support and have to wait for it."

The new expansion, consisting of two pillars, begins with a group mentoring program that will help alleviate much of the time youth have to spend on the waitlist for a mentor.

A few times each month, the youth can participate in a group discussion and sharing circle with members of their community.

The second pillar involves a series of workshops, including one for parents to help coach them to be an ally, listener, and support system for their child. Workshops teaching mentors to act as role models for youth outside their community and workshops teaching youth about supporting themselves and how to feel safe are also in the works.

"The point of the program is really for the youth to feel safe," says Maydaniuk. "For them to have someone they can look up and relate to, without having to explain themselves."

There are currently about 75 people enrolled in the program, including those waitlisted for a mentor, making up 10% of all youth involved with BBBS. Through the upcoming workshops and expansions, the hope is that the waitlist becomes a thing of the past, and children can always have a mentor from their community when they need one.

**To learn more about JFM grants and the application process, contact Marla Aronovitch, Director of Operations & Grants, at [maronovitch@jewishfoundation.org](mailto:maronovitch@jewishfoundation.org) or 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.**





# Our Kids Make a Difference

THE FUTURE OF PHILANTHROPY: 2020/2021 NEW BAR/BAT MITZVAH FUNDHOLDERS



Sam Di Cresce



Leo Sunny Gilmour



Ben Silver



Ayla Thomas



Mason Vickar



Vaughn Vickar



Sylvie Weinstein



Abby Zentner



Emma Zentner



## –BAR/BAT MITZVAH– ENDOWMENT FUNDS

The Jewish Foundation of Manitoba is premised on the theme of building for the future. Recognizing that the next generation is the future, the Foundation introduced Bar/Bat Mitzvah endowment funds - an opportunity for young people to gain experience with endowment giving, and to begin to plant for the future.

Bar/Bat Mitzvah endowment funds teach young people about the importance of tzedakah and provide them with the opportunity to effect positive change in their community.

Participants gain an understanding of community needs, earn the satisfaction of contributing to the community, and start on a life-long path of meaningful giving.

There are currently **415** Bar/Bat Mitzvah endowment funds held at the Jewish Foundation of Manitoba. The total accumulated value of these funds is more than **\$662,150**.

In 2020, JFM Bar/Bat Mitzvah fundholders distributed **\$11,093** to **43** different organizations as well as **\$13,465** to the Jewish Community Campership Fund.



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.

If 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**. With the fund reaching **\$1,000**, the child will now have the ability to direct the fund's yearly distribution to a charity of their choice.

To date, the Nora & David<sup>z"l</sup> Kaufman Bar/Bat Mitzvah Fund has contributed **\$69,250** to top up **277** Bar/ Bat Mitzvah Endowment Funds.

## Interested in starting a Bar/Bat Mitzvah Fund on behalf of a child in your family?

Contact Pam Minuk,  
Donor Services, 204.477.7520;  
Canada/U.S. toll-free 1.855.284.1918;  
or at [pminuk@jewishfoundation.org](mailto:pminuk@jewishfoundation.org)





# SoCal Dinner With A Prairie Twist

## EX-WINNIPEGGER FUNDS WINNIPEG ENDOWMENT

In 2019, for the third time since the start of the millennium, a Winnipegger Get-Together in California took place thanks to Carol Woodward. Despite living elsewhere for much of her life, her love for Winnipeg and its Jewish community is strong and unwavering.

Though born in Winnipeg, she spent her first few years living in Canora, Saskatchewan, with her parents. It wasn't until a few years later, when a wave of childhood jealousy overcame her while watching her friends go to Jewish day schools, that she returned to Manitoba.

Her parents, still with their home in Canora, purchased a second home in Winnipeg so that Carol could attend I.L. Peretz Folk School. Thrilled that she was a part of Winnipeg's Jewish community, she quickly immersed herself in all that it had to offer.

Later in life, Carol married and shortly after relocated to Grand Forks, North Dakota. Even then, she still travelled back and forth to her childhood home, maintaining the friendships she had found in her years in BBYO and the YMHA. Some of those friendships have now been held for over 60 years. "Growing up in Winnipeg, it was such a wonderful, strong Jewish community," Woodward recalls.

In 2000, Woodward purchased a home in Palm Desert, California. Not long after her move, she came across a fellow Winnipegger now living in San Diego. Together they came up with the idea to host a dinner with the intent of connecting with other Winnipeggers now residing on the west coast.

Carol mainly relied on word of mouth through family, friends, and the community to

get the word out about the dinner. However, she put a small ad in the Winnipeg Jewish Post inviting people from north of the border who may want to make the trip south for the dinner party or know people in the area who may like to attend.

In the end, over 100 people attended that inaugural event, coming from Los Angeles, Santa Barbara, even Toronto, as well as many places in between. The dinner was so successful that it was held once more early in the millennium, before taking a hiatus for many years for various reasons.

In 2019, Carol decided it was time to revive their event that had brought together so many people. This time, the Get-Together came about a little differently. The Jewish Post ad was swapped for invitations personally sent to people Carol knew, and the results were even more exciting. Over 50 ladies joined the third Winnipegger Get-Together, this time being held over lunch with the proceeds creating an endowment fund housed at the Jewish Foundation of Manitoba.

"After covering our costs, there was money left over," says Woodward. "I thought an endowment at the Jewish Foundation of Manitoba was a great place for it."

Unfortunately, the COVID-19 Pandemic got in the way of a 2020 iteration of the event. Carol remains hopeful that the dinners will happen again soon, so she can continue to share her love for the community that raised her with her peers who share that sentiment and continue to give back to the community she so fondly recalls.



Carol Woodward (pictured third from the left), with guests of the 2019 luncheon

## Stay IN Touch

Do you know someone who lives outside of Winnipeg who would enjoy receiving newsletters from the Jewish Foundation of Manitoba?

Please let us know!

Phone  
204.477.7520

US/Canada Toll-Free  
1.855.284.1918

Email  
[info@jewishfoundation.org](mailto:info@jewishfoundation.org)





# Striving for Stability

## DR. BONNIE CHAM TAKES THE HELM OF THE JEWISH FOUNDATION

Having just gotten back to the city after a three-week stay at her family cabin in the Whiteshell, it's somewhat hard to believe Bonnie Cham, our incoming Board Chair, can find much time to disconnect and put her feet up.

"When I'm involved with something, I really want to be involved," says Cham. "I love the idea of accepting responsibility and the opportunity to make an impact that goes along with that."

For Cham, when describing some of the thought processes behind her desire to take the step into the Chair role, the examples of that responsibility are not hard to find.

A mother of three sons and owner of a black Labrador retriever, she still found time to thrive as a Pediatric Hematologist and Oncologist at CancerCare Manitoba for 20 years and serve as Medical Advisor of Ethics for the WRHA and Past President of the Shaarey Zedek synagogue, among a host of other roles. The desire to take on new and challenging responsibilities never wanes.

Already being an active member of our Jewish community and a long-time supporter of the Foundation has further cemented the importance of giving back in her eyes.

"The Foundation has a lot of positive effects on many organizations in the community, and then, of course, it trickles down and has a major impact on the members of the community."

**"We're ready to build on the teamwork that's developed over the last year."**

Her next challenge will be creating a continued sense of strength and accountability at the Foundation after a whirlwind 2020 and start to 2021.

"What I hope for is stability at the Foundation," explains Cham. "Between changing CEOs, acting Executive Officers, and finally now John being on board, we're ready to build on the teamwork that's developed over the last year."

Along with the changes she mentioned, the cloud of the pandemic looming over everyone has made for a challenging year.



**Dr. Bonnie Cham,  
Chair, Jewish Foundation of Manitoba**

"In this period of recovery after the pandemic, as people are slowly able to get together and meet in meeting rooms instead of Zoom lobbies," explains Cham. "We must make sure all of the services that have been available for our community continue to be there."

As services begin to expand once again, Cham knows there will be challenges in getting people engaged and that organizations may need extra help getting back to normal. Stability and accountability from the Foundation can truly ease that process.

## New Officers and Board Members Announced

Dr. Bonnie Cham was confirmed as the new Chair of the Jewish Foundation of Manitoba at the Annual General Meeting in June. Cham is joined on the Executive Committee by Dan Blankstein (Treasurer); and Jeff Lieberman (Member-at-Large).

Lainey Bokhaut, Laura Diamond, Dr. Daniel P. Levin and Dafna Shore were elected to the Board of Directors while Gustavo Zentner was appointed the Board representative of the Jewish Federation of Winnipeg.



*Thank You to all who supported the*



## Lunchless Luncheon

In support of the Women's Endowment Fund



THANK YOU TO OUR CORPORATE SUPPORTERS



Unfortunately, for the second straight year, we could not host our Annual Jewish Foundation of Manitoba Luncheon in support of the Women's Endowment Fund. In its place, however, we held our second-ever Lunchless Luncheon.

We are proud to share that over 100 generous donors and organizations responded to our call to action, contributing more than \$52,000 to the Women's Endowment Fund.

Your support is essential as the need for Women's Endowment Fund grants continues to grow. In 2020, the Women's Endowment Fund granting committee directed \$40,000 to six organizations supporting our most vulnerable women and children in Manitoba.

Still, this spring, the committee deliberated over grant requests that were \$85,000 over the amount we had available to distribute in this granting cycle.

The Women's Endowment Fund has contributed capital of over \$1.9 million and has distributed over \$850,000 to organizations and programs designed to improve the lives of Manitoba's women and children. We continue to provide as much help as possible to those in need. With your help, we can impact more lives than ever before.



# Your Generosity at Work



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

## JFM GRANTS

### Jewish Community and Ongoing Grants

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

#### Chesed Shel Emes - \$25,000

Funding was provided to refurbish the front facade of the Chapel at 1025 Main Street to match the new building at 1023 Main. This included updating the canopy, replacement of windows and lights and painting of doors and windows.

#### Gray Academy of Jewish Education - \$30,000

Funding was provided for the completion of the WBJE's Strategic Plan, with the goal of building the capacity for Development staff to engage decades of alumni, parents and community members in advancing the future of Gray Academy.

#### Gray Academy of Jewish Education - \$500

Funding was provided to cover programming costs for the Youth in Philanthropy program.

#### Jewish Child and Family Service - \$21,000

Support was provided to fund the extension of a Senior Concierge position. In April 2020, the outreach worker was hired as a community pilot project of the Federation. The position identifies isolated seniors, connects them with programs as well as developing new ones.

#### Jewish Federation of Winnipeg - \$10,000

Funding was provided to maximize the PJ Library Jewish literacy and Outreach Program to the least connected in the community. Federation has successfully reached out to 2,100 children and their families in the 11 years since the launch of PJ Library in Winnipeg.

#### Jewish Federation of Winnipeg - \$2,500

Support was provided for a partner project between March of the Living Winnipeg and the Jewish Federation of Winnipeg. The 'Faces of Hope' project will honour Winnipeg's Holocaust survivors with a photographic tribute accompanied by a brief biographical sketch.

#### Jewish Heritage Centre of Western Canada - \$20,000

Funding was provided for the refurbishment of the Freeman Family Foundation Holocaust Education Centre to bring the museum to current standards of best practices in museology and education. The text, artifacts, and displays will be redesigned, and new technologies will be introduced to ensure a dynamic, multidimensional layering of information.

#### Kaufman Silverberg Community Library - \$7,500

Funding was provided to allow the library to enhance its unique print collection and launch a new digital collection to stay up-to-date and fulfill the requests of library users asking for the ease and convenience of remote access to materials.

#### Saul & Claribel Simkin Centre - \$28,925

Funding was provided for the purchase of specialty Pressure Mattresses to alleviate potential pressure sores for those that spend long periods of time in bed and a portable Bladder Scanner which will eliminate the need for catheterization when assessing repeated urinary tract infections.

#### Winnipeg Jewish Theatre - \$10,000

Support was provided to the WJT to commission, workshop, and develop a stage adaptation of the non-fiction 'Seeking the Fabled City' by Winnipeg-based historian and author Allan Levine. This story chronicles 250 years of Jewish history across Canada, and WJT wishes to create a national unit of Jewish playwrights to adapt the work over the next three years.

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## WOMEN'S ENDOWMENT FUND

### Women's Endowment Fund Grants

In Spring 2021, the Board of Directors of the Jewish Foundation of Manitoba approved the following Women's Endowment Fund grants. The Women's Endowment Fund supports organizations and services that improve the lives of girls and women – of all backgrounds – in Manitoba.

#### Big Brothers Big Sisters of Winnipeg - \$10,000

Support was provided to launch PRISM, a group mentorship program for the 2SLGBTQIA\* community. This program will increase their mentoring capacity overall and will provide formal information and training to participants.

#### Gwen Secter Creative Living Centre - \$5,500

Funding was provided for 'Babas in Bloom' - an eight-week online program in which participants learned from an expert how to grow beautiful flowers, herbs and tomatoes for their balconies or windows. Sessions were recorded so they could be viewed at a later date for those who could not attend the live sessions.

#### Mosaic Newcomer Family Resource Network - \$8,084

Support was provided for 'Credentialing and Employment for Newcomer Women, by Newcomer Women.' The goal of the program is to increase the employability of 16-20 newcomer women by providing opportunities to access costly training for the required credentials in order to be employed in child-care or a similar social services setting.

#### Woman Healing for Change - \$6,000

Funding was provided to assist seven local, north-end indigenous mothers in receiving the proper credentials in order to be employed at the PLAYhouse when it opens in the summer of 2021. The

PLAYhouse is a new 'stay and play' facility that teaches children and their caregivers healthy habits and strengthens family bonds in a safe and stimulating environment.

#### Woman Healing for Change - \$1,000

Support was provided for 'Creatively Together,' providing a new activity option for families working through reunification after child apprehension. This pilot project will prove a valuable option and offer new perspectives for family-supported, arts-based reunification activities.

To learn more about JFM grants and the application process, visit [www.jewishfoundation.org](http://www.jewishfoundation.org) or contact Marla Aronovitch, Director of Operations & Grants, at [maronovitch@jewishfoundation.org](mailto:maronovitch@jewishfoundation.org) or 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.