



JFM *focus*

THE POWER OF PHILANTHROPY

NISSAN 5781 | SPRING 2021

GROWING WITH YOUR FUND

REGARDLESS OF YOUR AGE, YOU HAVE OPTIONS TO GROW YOUR ENDOWMENT AND THE IMPACT IT MAKES

Jona Frohlich, a 29-year-old student, currently finishing her Ph.D. in Psychology, established a Bat Mitzvah Fund when she was 12 years old, as many young Jewish community members do. Every fall, she would receive a letter in the mail asking what she would like to do with the income that her Bat Mitzvah fund had earned; which charity she would like to support.

"All I really knew was that at the time of my Bat Mitzvah, my fund was established," says Frohlich, "and then each year, I could choose where I wanted it to go. I didn't know much else."

Recently, she reached out to the Foundation in hopes of taking more control of her fund. Now settling into adulthood and keenly aware and appreciative of all that she had growing up, Frohlich hopes to increase her financial contributions to the community. This conversation led Frohlich to increase her total yearly donation and decided the JFM's monthly giving program would be the perfect tool to help her build her annual contribution steadily over time.

"It's nice because I was able to commit now, and the Foundation took care of the rest," says Frohlich. "There aren't monthly forms to fill out or anything, and I can update when I want to down the road if my situation changes."

If a Bar/Bat Mitzvah Fund reaches \$750 within two years of its opening, the Nora & David (z'l) Kaufman Bar/Bat Mitzvah Fund will contribute \$250, bringing its total to \$1,000. Once it reaches that threshold, the fund becomes donor-recommended.

WHAT DOES THAT MEAN?

Quite simply, it means that you can recommend where its distributions go. If Jewish summer camps are near and dear to your heart, each of them has an endowment fund at the JFM where you can direct your monies permanently to support them. If JCFS has played a special role in your life, they have an endowment fund as well.

"It wasn't until later that I realized the sort of things I benefited from when I was younger," says Frohlich. "How fortunate I was, experiencing so many things in the community, whether its campership or school awards or anything else."

Bar/Bat Mitzvah Funds also allow for flexibility, leading to a fundholder's next option: choosing to dedicate their funds to a Special Interest Fund or Organizational Endowment Fund permanently. As the fundholder changes and the fund grows, priorities often change. Any registered charity can benefit from your yearly distributions.

Middle school turns into high school, high school into university, and university into adulthood. The lifecycle of your endowment Fund can reflect that.

These Special Interest Funds, like the Women's Endowment Fund or Campership Fund, to name a few, ensure that your contributions will continue to be used for things that matter most to you forever. You will no longer be tasked with recommending your distributions each year; rest assured knowing

that you're contributing to an initiative that needs it within your chosen Special Interest Fund.

When it comes time to make these decisions, one of the best and easiest ways to continue contributing is through monthly giving. By doing so, you'll maintain your contributions, benefit from flexibility, and have peace of mind knowing that you're contributing year-round.

Alternatively, suppose there is not a Special Interest Fund for you. In that case, your fund's contributions can become a part of Undesignated Grants, which are grants guided by the JFM to meet our Jewish community's greatest needs, and enrich the lives of its members.

No-matter how your fund looks as it grows, one of the most significant advantages of monthly giving is the ease it places on your wallet. At the end of each year, we're constantly hit with expenses that add up, and each year it causes stress. With monthly giving, that stress is replaced by a calm, rewarding feeling of knowing that you're still making as strong of an impact, but without the heavy year-end burden.

Whether you choose to keep the distributions in your hands or choose to put them in ours, they will help our community continue to thrive as it has for years.

Why **MONTHLY**
DONATIONS?

Lets Get Started!

Call 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918 to start your automated monthly donation plan.

Monthly giving is a simple and convenient way to spread your generosity over the entire year. It's affordable – small monthly gifts can fit easily into your budget.

Your chosen amount will be charged to your credit card on a date in accordance with your instructions.

Peace of mind. Steady growth. You are making an even more significant difference in your community. Automating your giving might be right for you.



Jona Frohlich
Endowment Fund Holder

Skating into 2021

NEW OUTDOOR ICE RINK OPENS ITS DOORS TO THE COMMUNITY

Recently, things got a little easier for students and families in the Jewish community looking to scratch their outdoor skating itch.

On January 20, 2021, the Gray Academy-Tough Duck Community Ice Rink officially opened. A brave group of community members gathered on the chilly Wednesday

afternoon for the inaugural skate, marking the beginning of what will become a trendy spot in the Jewish community for many winters to come.

Gray Academy spearheaded the rink's creation, but it became a group effort, as is the case with many great things. The

Jewish Foundation of Manitoba presented the opportunity to be involved in the rink's creation to the Rich family, who were quick to jump on board with the idea.

"We were told about the idea of the rink, and it was something that we thought was very important," says Gavin Rich. "Part of our family's foundation mandate is that we invest locally, and we thought that this would be something that can benefit many people for many years."

In addition to being open to the community, the rink is a fun change of pace for students at Gray Academy of Jewish Education. They can now add hockey and skating to the list of Phys Ed activities they take part in at school.

Hockey Skills, lessons to enhance students' on-ice abilities, are now available for the first time.

"The numbers speak for themselves. We're thrilled about how popular it's been because to us, it's all about use, use, and more use," says Rich. "We hope that this gets used by as many people as possible, which we're already seeing happen."

However, the rink is still not quite in its final stage. The 2021/2022 winter season will bring with it the installation of permanent lighting, ensuring that future on-ice excitement will continue into the evening for years to come.



David (Left) & Gavin Rich (Right) drop the puck for a ceremonial face-off, officially opening the new rink.

Joe of the West End

YEARLY AWARD HELPS ENSURE YIDDISHKEIT CONTINUES TO SURVIVE

The Joseph M. Freiden Scholarship Fund, established by his daughters Syma KatzTM, Jennie RichTM, and Edith Landy in 2003, honours its namesake's love of Yiddishkeit and desire to help preserve its language and culture by supplying a bursary to a student of Yiddish at Gray Academy.

Freiden, born in Nikolaev, Ukraine, moved to Winnipeg in 1913. Shortly after, his wife Rivka joined him, and they soon became immersed in the Jewish Community in the North End of the city. He opened a tailor shop on Portage Avenue, where he earned the nickname "Joe of the West End" amongst his customers.

In 1928, when Rivka died at the age of 36, Freiden was heartbroken. Rather than show his grief, he dove deep into Jewish literature, developing a strong connection and affinity to Yiddish writers, whose humanity, humour, wit, and wisdom he appreciated. This love turned into involvement with the Yiddish Theatre, where he was an actor, director, and make-up artist.

On Friday nights, he could be found on stage at the Peretz Folk School with nothing accompanying him but a book. The books

remained out of his sight for the most part, as he was a storyteller in the truest sense of the word, rarely needing even a quick glance down.

His reason for dealing with an untimely loss in this manner became much clearer when he included in his Will "nobody likes a sad face, and no-one is obliged to bear my sorrow."

The following is taken from his Will, handwritten in Yiddish, as a guide for his children and grandchildren, but ultimately is a great lesson for all:

"The first and best thing that I would ask is that they should always live peacefully between themselves. This is the best and finest matter in a family: helping one another with whatever one can - sometimes even with good advice - to keep friendly and close - not to reckon with petty matters that may sometimes arise in a family. If you should carry a grudge sometimes do not carry it in your heart but talk it out in a friendly manner, because one very often carries a grudge for something (when) the other party is not at all guilty. With goodwill one can always and with everyone live in peace..."



Joseph M. Freiden

The scholarship, which helps reduce tuition at Gray Academy for grade 12 students who have taken, or will be taking the Yiddish course, helps ensure his legacy lives on. The course engages students in both the language and the culture and history surrounding it, something that would surely warm Freiden's heart.

To learn more about establishing a scholarship with the Jewish Foundation please contact Laurel Hogan, Donor Development Associate, at 204.477.7462 or lhogan@jewishfoundation.org.

Support For Every Family

JFM COMMUNITY GRANT HELPS UNITED WAY PROVIDE FAMILIES WITH SUPPORT AND OPPORTUNITY

Many families living in Manitoba are in crisis. In 2014, there were close to 10,000 children in care, 90% of which were Indigenous. Of all children who spend time in care in the province, only 33% graduate from high school.

The United Way's For Every Family program is doing what it can to combat these issues, among many others, and one of their critical methods to this is through their Family Resource Centres. These centres provide a place of safety and support, where necessities like phone access, laundry, and healthy food are available. The For Every Family program focuses on creating a formal cohesive network of Family Resource Centres, increasing accessibility for families at the centres, as well as programming.

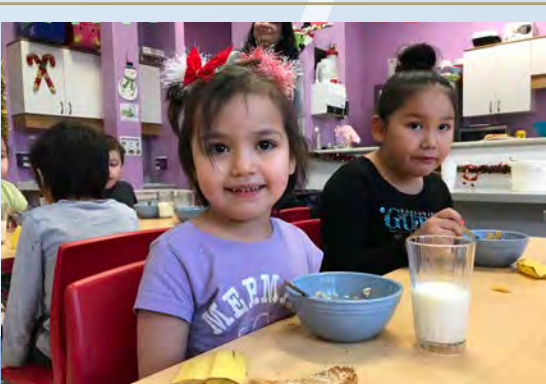
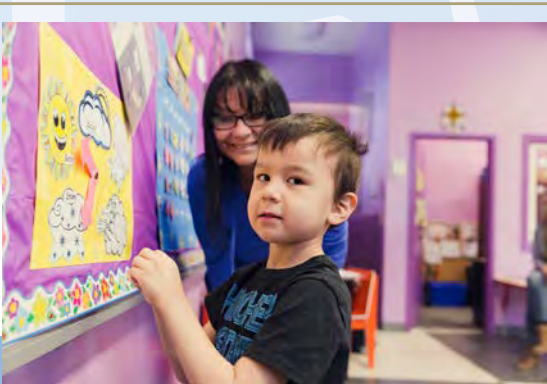
In 2017, United Way Winnipeg successfully applied for a Jewish Foundation of Manitoba community grant of \$125,000 (a five-year

commitment of \$25,000 each year running through 2022) to support this project. In addition to the grant, the program is also receiving support from the Province of Manitoba, which is matching all contributed funding. JFM's grant support helped the United Way's For Every Family program to reach its goal of \$7.5 million successfully. With the matching funds from the province, they have now raised \$15 million.

On average, 35,000 people visit these centres during the year. In 2017, these facilities were only open for an average of 28 hours

per week. Now, over 65% of the \$15 million raised has been dedicated to increasing operating hours. They now have the means to keep the Family Resource Centres' doors open double the amount of time they were before, resulting in more families getting the help they need when they need it.

In Winnipeg, 10% of our population lives in poverty. One out of every four children lives in poverty. Projects like For Every Family look to change that number, giving more families and children opportunities to find success.



Jewish Foundation Grants are a staple of support for our Jewish community and the community-at-large. Through communication and interaction with Manitoba's charitable organizations, we keep our finger on the Jewish community's pulse, ensuring that we will always be ready to provide support when it is needed the most. Your support of these Grants is essential. To learn more about how you can contribute to the Jewish Foundation of Manitoba Directed Grants that support so many different causes and programs in our community, please contact our offices at 204.477.7520.

JFM focus BOARD MEMBER Spotlight



"I am a previous Danzker Award recipient, and I also received a scholarship from the Jewish Foundation of Manitoba. In having awards like these, I cannot begin to express my appreciation for the Foundation, both its processes and the people who donate to it. Receiving those awards introduced me to the Jewish Foundation and what they do. Several years later, I was asked to sit on the committee that gives out those same awards, the Special Awards Committee. Gladly I said yes. I viewed this as a fantastic opportunity for me to give back and be involved with others in my community.

The Jewish community was very important to me growing up. When I went to university, I became more involved in the Jewish community's organizational aspect. From then on, I sat on several boards in the community that the Jewish Foundation benefits, and I saw its importance. It's critical to be involved in that. It's essential

to give your time to that so that these organizations can continue to help the community. I love the Jewish community, I love what it offers, and I love being a part of it. Just as it benefitted me, I want it to benefit my children and, when the day comes, my grandchildren. I can't think of an organization that better exemplifies the idea of being there to ensure that we have a community today, tomorrow, and for many other tomorrows to come."

Steven Hyman

*EBOL Signer
Scholarship Alumni
Member, Board of Directors
Chair, Special Grants Committee
Member, Governance & Nominating Committee*



NEW FUNDS ESTABLISHED IN 2020

The Jewish Foundation of Manitoba would like to recognize all our new funds that were established in 2020. The Board of Directors thanks you for your commitment and generosity.

DESIGNATED & DONOR-ADVISED FUNDS

Casar Family Fund in memory of Marjan Casar
Jack Craven Fund in memory of parents,
Frank Craven & Marian Solomon, and sister Rita Craven
Barbara Levy Scholarship Fund
Saul & Claribel Simkin Centre Foundation Building Reserve Fund
David Sofroniuk Israel Fund

FIELD OF INTEREST FUNDS

Zita & Mark Bernstein Family Foundation (SIMKIN AWARD)
Mark & Dorothy Danzker Perpetual Trust (CAMPERSHIP)
Sharon Guralnick (WEF)
Esther Katz (WEF)
Sheila Perlmutter Education Fund (SCHOLARSHIP)
Norman & Beth Shore (CAMPERSHIP)
Kari Zalik (WEF)
Ronit Zalik (WEF)

UNDESIGNATED FUNDS

Lawrence Berman Memorial Fund
Maxine Cristall Fund
John & Heather Diamond Family Fund
Liesel Gilmore Memorial Fund
David Charles Hochman Fund
Patricia & Paul Kettner Fund
In Memory of Guy & Genie Larcher Fund
Dr. Ronald Olin Memorial Fund
Ken & Shelley Sasley Memorial Fund
Jack Shindleman Memorial Fund
Manny Sousa Memorial Fund
The Tatelman Trust

ORGANIZATIONAL ENDOWMENT FUNDS

Benjamin Baader (JEWISH HERITAGE - ARCHIVE)
Earl & Cheryl Barish (JEWISH HERITAGE - ARCHIVE)
Lexie Yurman & Jacob Brodovsky-Yager (BB CAMP)
Marsha Cowan (CHESSED)
Maxine Steinkopf Ellend Memorial Fund (JEWISH HERITAGE - ARCHIVE)
Carmela Shragge Finkel Holocaust Awareness Fund (HOLOCAUST EDUCATION CENTRE)
Evelyn Golden Memorial Fund (RADY JCC)
Hilda & Isaac Gotfried (HOLOCAUST EDUCATION CENTRE)
Susan Lori Halprin (LEAVE MORE THAN MEMORIES)
Joanne & Sam Katz (Kay Four Properties) (CDN MAGEN DAVID ADOM)
Barry Lank Memorial Human Rights Award (HOLOCAUST EDUCATION CENTRE)
Richard Leipsic & Kerrie Halprin (BB CAMP)
Susan Moser Memorial Fund (BB CAMP)
Novek Family Endowment (JEWISH HERITAGE - ARCHIVE)
Patten-Barnes Family (CHABAD NFLD)
Ransby & Sangster Families (BB CAMP)
Jewish National Fund (JNF LEADER)
Richard & Joanne Rothberg (SIMKIN CENTRE)
Second Generation Group (JEWISH HERITAGE - ARCHIVE)
Paula Sturrey (CAMP MASSAD)
Sigi Wassermann Memorial Fund (HOLOCAUST EDUCATION CENTRE)
Adam Yan & Amy Zipursky Family (BB CAMP)

BAR/BAT MITZVAH FUNDS

Leo Sunny Gilmour Bar Mitzvah Fund
Benjamin Donald Levy Bar Mitzvah Fund
Maya Eve Levy Bat Mitzvah Fund
Michael Zachary London Bar Mitzvah Fund
Bowie Minuk Bat Mitzvah Fund
Emery Max Rosen Bar Mitzvah Fund
Ben Silver Bar Mitzvah Fund

Would you like to establish a new fund?

Please contact Pamela Minuk, Donor Relations Associate, by telephone at 204.477.7520 or toll-free from the U.S./Canada at 1.855.284.1918 or by email at pminuk@jewishfoundation.org.

Your Generosity at Work

Women's Endowment Fund Grants

In December 2020, 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.

Alpha House - \$3,500

Support was provided for weekly yoga classes that a trauma-informed yoga instructor will lead. The program also includes a 6-part workshop series on building self-worth, self-compassion, and understanding how trauma impacts the body and mind.

Chemo Savvy - \$3,500

Funding was provided for additional race shirts to fully outfit their team to be ready for the 2021 paddling season. In 2020 Chemo Savvy experienced record-breaking growth with 20 new members to their team, bringing them to a new record of 91 active members. In 2018, the WEF generously helped fund the highly successful re-design of their race shirt.

Swan Valley Crisis Centre - \$6,952

Funding was provided for cosmetic and security upgrades to provide safe accommodations for the women and children who stay in their Centre.

Taking Charge! - \$5,000

Funding was provided to assist with replacing an 11-year-old server to allow for the more cost-effective storing of client-related data and email on the cloud. These improvements mean that they require a less expensive server, as less data will be stored going forward.

Two Ten Recovery - \$6,000

Support was provided for various capital projects required to maintain its properties, including an upgrade to the security system. These upgrades are essential to provide safe, comfortable housing for women from all races, religions, and creeds who find safe, clean, sober living at Two Ten.

Siloam Mission - \$1,500

Funding was provided to purchase Christmas Gift Bags for women and children who participate in their programs. The bags provided some basic necessities and additional items to make the Christmas season a little lighter and brighter for these women and children.

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

COVID Relief

Koats for Kids (\$5,000) - The Covid-19 pandemic has increased financial pressures for many families, and children must spend more outdoor time at school. This has increased the need for Winnipeg children to have warm winter clothing and has placed extra demands on this United Way program.

Children's Heritage Fund (\$5,000) – Funding was provided for their Covid Relief Hamper Program, which focuses on nutrition and predominantly supports inner-city schools.



– WOMEN'S –
ENDOWMENT FUND

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.

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