



JFM *focus*

# THE POWER OF PHILANTHROPY

TEVET 5783 | WINTER 2022

## CAMP MAKES MEMORIES

BUILDING THE JEWISH COMMUNITY CAMPSHIP FUND ENSURES SUBSIDY FOR YOUNG CAMPERS

Summer camp is more than a child's one or two weeks on site. It is more than a few nights away from home spent with friends. It is a warm and engaging environment where kids make memories that last a lifetime and help shape the community members they will become.

The JFM's Jewish Community Campership Fund, established in 2011, now sits at over \$850,000 of contributed capital. Each year, income from this fund helps our community's summer residential and day camps subsidize campers whose families can not afford the full cost of attendance, giving more kids a camping experience.

"Last year, 51 percent of our campers required subsidy to attend camp," says Camp Massad's Executive Director Danial Sprintz. "In seventy years of Camp Massad, the number has never been that high. It had never been higher than 30 percent."

After multiple summers lost due to the pandemic, camp attendance was down. This notable decrease enabled Camp Massad to handle the newfound need. The lower-than-expected campership numbers meant money was available to offset the influx in subsidy requirements.

"We're somewhat used to being a small camp, so we're adjusting to these lower numbers again and working our way up from there," says Sprintz.

In 2023, with campership numbers expected to go up, the new normal of subsidy requirements presents a tighter operation window.

"Word of mouth is one of the best ways of getting new campers, kids sharing their experiences with their friends," says Sprintz. "With over half of our campers from last

year requiring subsidy, that word of mouth may increase the need for this summer as well."

Families were losing employment, changing jobs, and being affected monetarily due to the pandemic meaning that this rise in need is not unique to Camp Massad. BB Camp is in a similar situation, and in 2021 gave out over \$100,000 in subsidies.

*"Last year, 51 percent of our campers required subsidy to attend camp, in seventy years of Camp Massad, the number has never been that high. It had never been higher than 30 percent."*

To make this easier on families, BB Camp has changed its process for campers to receive support.

"When you eliminate barriers to subsidy programs, it reaches so many more people," says Jacob Brodovsky, Co-Executive Director at BB Camp. "We've tried to make it as simple as 'my fees are X, I can pay Y.'"

As a by-product of their new process, Brodovsky says they've found that some families who have received more help in the past are now asking for less, which opens up some dollars for other families and campers who need it.

According to the Foundation for Jewish Camps, kids who spend time at Jewish camps are, in time, more likely to donate to Jewish charities, light Shabbat candles on Friday nights, and marry Jewish partners.

Trends like this are something that Brodovsky says they see at BB Camp.

"We're seeing among our subsidized families that they often don't have easy connections to the Jewish community elsewhere. They are not members of the Rady; they don't attend Gray Academy. This is their way of keeping their kids connected with the Jewish Community."

Campers' experiences shape their lives as future adults, creating memories that last a lifetime. The camps know this to be true, as does the Jewish Foundation of Manitoba, which is why the Jewish Community Campership fund is more than philanthropy. It is a tangible investment in the future success of our community.

If you would like to help ensure that any child in our community who wants a Jewish camping experience will have one, don't hesitate to get in touch with Laurel Hogan, Donor Development Associate, by email at [lhogan@jewishfoundation.org](mailto:lhogan@jewishfoundation.org), by telephone at 204.477.7462 or toll-free from the US/Canada at 1.855.284.1918.



— JEWISH COMMUNITY —  
CAMPSHIP FUND



# RAISING THE CURTAIN ONCE AGAIN

## COMMUNITY IMPACT GRANT HELPS WJT RETURN TO THE STAGE IN 2022

All industries were hit differently by the pandemic, and each had to find ways to continue their operations in new circumstances and environments.

For the arts and culture industry, this meant shows could not be on the stage with an audience. This year the curtains opened again, and the Winnipeg Jewish Theatre (WJT), a JFM grant recipient, was finally back live and in person.

During the pandemic, with the help of a JFM grant, the Jewish Theatre made its first foray into digital productions. They took one of their most well-received pieces and recorded it for online consumption.

The online shows gave WJT a way to create a community atmosphere for their performance while awaiting the time they could return to the stage again.

That time came this year when WJT returned to the stage with their production of *Old Stock: A Refugee Love Story*. This undertaking was supported once again by a JFM Jewish Community Impact Grant.

“Pretty much every season for the past few years, we’ve had support for our productions from the Foundation,” says Sam McLean, WJT’s General Manager. “The grant support we receive really allows us to do more.”

Each year, the Foundation helps WJT in several ways. In addition to supporting productions, the Foundation provides grant support for many aspects of its work, from specialized costumes to upgrades to lights and stage equipment.

In addition to grant support, WJT has an Organizational Endowment Fund established at the Foundation. As friends of the Winnipeg Jewish Theatre make their gifts to their fund, the resulting growth provides a yearly source of funding the organization can rely on.

To support Winnipeg Jewish Theatre’s Organizational Endowment Fund or for more information on Organizational Endowments, please contact JFM offices at 204.477.7520.



Photos courtesy of 2b Theatre

# MORE IMPACT THAN EVER

## FOUNDATION DISTRIBUTION RATE TO SEE A STEADY RISE IN THE COMING YEARS

The minimum Distribution Rate is the amount that a charity must spend annually on its charitable activities, in accordance with the Income Tax Act. Starting in 2023, the minimum distribution rate has increased from 3.5 percent to 5.0 percent.

For our Foundation, the primary charitable activities are distributions to other charitable organizations -- and the payment of educational awards to students.

To date, the Foundation’s growing asset base exceeds \$140 million and has distributed over \$78 million in grants and scholarships. The new distribution rate means an approximate \$1.8 million over and above current distributions will go out to the community over the next few years.

“This is truly great news for the community,” says Ian Barnes, Chief Financial Officer at the JFM. “It means more money will be granted to the community, meaning more people and organizations will be able to get the support they need.”

For decades, the JFM has been distributing more than the minimum annual distribution rate mandated by the Income Tax Act. This over-distribution allowed the JFM to accumulate distribution tax credits for future years.

Therefore, the Foundation will not be increasing its distribution to 5 percent immediately in 2023, instead working its way to 5.0 percent over the next few years, gradually increasing annual distribution to charitable organizations.



JEWISH FOUNDATION  
OF MANITOBA

“The mandated increased distribution is a significant adjustment for the Foundation,” says Barnes. “The analogy is pivoting an ocean liner 45 degrees at full speed.”

The goal of the JFM is to consistently provide distributions to the organizations that need support each year.

“The increased distribution is a big change for us at the Foundation,” says John Diamond, CEO. “Despite its challenges, the increased rate allows us to provide even more support for our community, something we are proud to be able to do.”





CONGRATULATIONS TO THE HONOURABLE  
ANITA R. NEVILLE, P.C., O.M. ON HER  
APPOINTMENT AS THE 26TH LIEUTENANT  
GOVERNOR OF MANITOBA

The Honourable Anita R. Neville becomes the first Jewish lieutenant-governor of Manitoba and the third woman to hold the role.

Appointed by the governor general on the recommendation of the prime minister, lieutenant-governors are representatives of the King and take precedence over everyone in their respective province, except the Sovereign. They fulfil the roles and functions of the King and are tasked with carrying out most of the monarch’s constitutional and ceremonial duties, such as granting royal assent to provincial laws, opening legislative sessions with the reading of the Speech from the Throne, and swearing in members of the Executive Council.

In addition to the constitutional role, the lieutenant-governor attends and hosts hundreds of ceremonial, official and community functions annually to celebrate outstanding Manitobans across the province.

Her Honour is a long time friend and supporter of the Jewish Foundation of Manitoba and we send her most heartfelt congratulations on this great and well-deserved honour.



Welcomes  
Nina Ostrozhko

We are excited to introduce the Foundation's new Financial Administrator, Nina Ostrozhko.

Nina, who has a Master's Degree in Agricultural Economics from Hebrew University, joins our team with an extensive background in financial administration throughout her career and was heavily involved with non-profit organizations in Israel before her move to Winnipeg.

Welcome, Nina!



MAINTAINING TRADITION

BETH JACOB SYNAGOGUE ENSURES CEMETERY STANDS THE TEST OF TIME

The Jewish community has deep traditions to honour those who have gone before us. Protecting this caring tradition has been on the minds of the Regina community for some time now. As a community, it’s important to take note of, consider, and appreciate what we have.

Beth Jacob Synagogue in Regina is proactively taking steps to ensure that no matter what happens 10, 100, or 1000 years down the road, their cemetery, an essential part of their community, will continue to be maintained.

“How do we ensure these pillars of our community are preserved appropriately and respectfully,” asks Rabbi Jeremy Parnes. “Imagine our cemetery being left without forethought or plans about its management so it will never run into disrepair.”

This question and thought brought them to the JFM, with whom they already had a connection as recipients of a grant to help maintain the Yahrzeit board and cemetery for Moose Jaw’s Jewish Community.

In 2022, Beth Jacob Synagogue opened an organizational endowment fund at the JFM to help support their cemetery in perpetuity. They chose the JFM rather than a local foundation because of the JFM’s understanding of Jewish communities and the support offered to help them launch their fundraising campaign.

The idea of perpetual care for the cemetery came to light with a generous donation from the Rosen family, who were a part of Regina’s Jewish community for many years before moving away. This gift allowed for the creation of a new pavilion, now the entrance to the cemetery. After the pavilion’s completion, there were still funds left over, which were put directly toward the maintenance of the cemetery.

Rabbi Parnes explains that this process got them thinking. “There may be several small Jewish communities around Canada, each with their own assets. Who will look after them if those communities no longer exist?”

Organizational endowments at the JFM are essential in ensuring the vitality of Jewish organizations and culture. They make it easy for organizations to reach out to their community of supporters and provide the stability needed to ensure the essential community pillars will thrive in the years to come.

“What we’re doing may be an initial model or concept into a much larger reality for some smaller communities going forward,” says Rabbi Parnes. “The creation and investment into our endowment at the Jewish Foundation is a key part of that.”

The Beth Jacob Congregation has made a good start with the help of funds set aside for the care and maintenance of their cemetery and initial gifts from generous community members.

To support the The Beth Jacob Congregation Organizational Endowment Fund or for more information on Organizational Endowments, please contact Laurel Hogan, at 204.477.7462.



Photos by Steve Wolfson



# Thank You

To all signers for participating in the



JEWISH FOUNDATION  
OF MANITOBA

## Endowment Book of Life

2022 Signers' Brunch

On Sunday, October 30, 2022, more than 130 people gathered for an intimate brunch full of warmth, celebration, and entertainment at the Congregation Etz Chayim in Winnipeg for the annual Endowment Book of Life Signers' Brunch.

Due to the pandemic, this was the first year since 2019 that we could host this event in person. At last, signers from 2020, 2021 and 2022 had the opportunity to publicly make their commitment to leaving a lasting financial legacy to their community.

To read their full stories and over 800 Endowment Book of Life stories,

[bookoflife.jewishfoundation.org](http://bookoflife.jewishfoundation.org)

### 2021 SIGNERS



SANDRA  
CAPLAN



MIRIAM  
KOHN



DOROTHY  
KOTLER IMO  
JOSEPH MEYER  
FREIDEN



IAN  
RABB



DONNI  
STERN



HARRIET AND  
ALEX ZIMMER

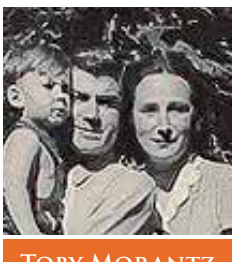


JEANETTE  
ZIMMER<sup>z</sup>L

### 2020 SIGNERS



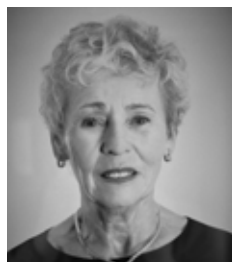
SHERI  
COHEN



TOBY MORANTZ  
IMO SYDNEY L.  
MORANTZ AND  
PEARL MORANTZ



ADAM  
NEPON



LAURA  
RICHMAN



LOTTIE  
TARTELL

SANDY  
TAPPER

## 2022 SIGNERS



ROY AND CHAIM  
BIRNBOIM IN MEMORY  
OF SHIFRA &  
MENASHE BIRNBOIM

"The journey of settling into Canada continued. In 1935, the Birnboim family moved to Winnipeg, where 3 of Shifra's brothers, Louis, Morris and Izzy (who had immigrated in 1930 from Poland) lived. It was the family's hope that Menashe with his knowledge of Torah and Talmud combined with his previous teaching experience could make a living as a private Hebrew teacher."

[bookoflife.jewishfoundation.org](http://bookoflife.jewishfoundation.org)  
to read the whole story!



NAOMI  
LEVINE

"It was important to the Bookhalters and Levines - all of them - to give back to the community, and this commitment to the Jewish Foundation of Manitoba is one way of expressing their gratitude to this community which was, and is, an integral part of their lives."

[bookoflife.jewishfoundation.org](http://bookoflife.jewishfoundation.org)  
to read the whole story!



JUDITH  
LAVITT

"Having been born in Shanghai, China on May 7th, 1941, made my early beginnings quite different from most other members of Winnipeg's Jewish community.

Shanghai became known as the 'Port of Last Resort' for many European Jews, and I spent the first seven years of my life there."

[bookoflife.jewishfoundation.org](http://bookoflife.jewishfoundation.org)  
to read the whole story!



BELLE  
JARNIEWSKI

"A few years later, the Holocaust Education Committee reached out to me to help with an ongoing project. I joined the committee and soon took over as Chair. One day, survivor Joe Riesen<sup>z</sup>l, approached me with a fascinating idea—would I document the stories of local survivors before, during and after the Shoah in a book? Joe wanted these stories to live on and to be accessible to students. It was an enormous task but also a labour of love."

[bookoflife.jewishfoundation.org](http://bookoflife.jewishfoundation.org)  
to read the whole story!



BONNIE CHAM &  
LORNE BELLAN



HEATHER & JOHN  
DIAMOND

[BOOKOFLIFE.JEWISHFOUNDATION.ORG](http://BOOKOFLIFE.JEWISHFOUNDATION.ORG)



# WE'RE BACK!

IN-PERSON LUNCHEON TO RETURN IN 2023

## 2023 JEWISH FOUNDATION OF MANITOBA LUNCHEON



in support of the Women's Endowment Fund

After three years, the Jewish Foundation of Manitoba Luncheon in Support of the Women's Endowment Fund returns to the calendar Friday, May 12, 2023, at the RBC Convention Centre Winnipeg.

We are thrilled to announce that our keynote speaker for the 2023 JFM Luncheon is Jim Estill, CEO of Danby Appliances and renowned philanthropist. Jim's work with refugees from Syria, Ukraine, and many other war-torn countries is second to none. He believes that we can all do something to improve our community, no matter the scale.

Out of countless speakers whose stories resonate with those who hear them, why did the Foundation make a point to have Jim Estill deliver the keynote address?

"He is taking action, as we speak, to improve the world around us," says John Diamond, CEO. "This is not someone only recalling past successes. This is someone who, right now, is seeing people in need of help and helping them however he can."

"We've spoken with Jim several times, and his passion for philanthropy hits you right from the start," says Diamond. "He has found the secret to happiness in bettering the lives of others, and you will not want to miss this opportunity to hear his relatable and heartwarming story for yourself."

A strength of our own community lies with those who have joined it from abroad. We strive to welcome newcomers with open arms and help them feel safe, supported, and comfortable in their new homes. For years, Jewish Foundation of Manitoba grants have helped organizations achieve that goal.

In 2015, Jim saw stories of war-torn Syria that left him heartbroken—and spurred him to take action. The stories he heard inspired him to lead sponsorship efforts that resulted in settlement of over 90 refugee families in Guelph, Ontario. Jim's initiative laid the groundwork for longer-term independence for these families through employment with his company, English language training, access to furniture banks and other support services. He did not just coordinate these plans. He also funded them, with an initial investment of over \$1.5 million.

Since then, his programs have flourished, creating opportunities for hundreds of families worldwide to come to Canada and find success in their new homes. Many people who Jim has helped still work with him today.

In recognition of his philanthropic efforts, Estill was named to the Order of Canada in June 2018.

When asked why he does this, his reply is quite simple. "Imagine going to work and discovering that your office isn't there anymore... Imagine going home from work, your home isn't there, and you've heard that a cousin has been killed. People were living in fear, and helping them come to Canada, a place of safety was the right thing to do."

At the JFM Luncheon on May 12, Jim will tell his story of philanthropy, encourage each of us to get involved in our own way and share his belief that these efforts can be the secret to happiness.

"Do the right thing. I don't want to live my life and at the end think, 'I stood by and did nothing,'" says Estill. "I want to do what I can to help."

### FRIDAY MAY 12 12:00 p.m.

### RBC CONVENTION CENTRE WINNIPEG

Admission \$200 | Partial 2023 tax receipt | Dietary laws observed

WITH KEYNOTE SPEAKER

# Jim Estill

CEO, Danby Appliance & Leader in Philanthropy

## FOR MORE INFORMATION

### Call 204.477.7520

or toll-free from the US/Canada at 1.855.284.1918, or

## WWW.JEWISHFOUNDATION.ORG



Keynote Speaker Sponsor





# 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 Impact Grants

In Fall 2022, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Community impact grants.

**B'nai Brith Jewish Community Camp - \$120,000 (\$60,000 year over 2 years)**  
Support was provided to renovate and retrofit the existing staff structures to provide cleaner and more private accommodations for staff living on-site.

**Brock Corydon Parent Advisory Council - \$10,000**  
Funding was provided to create Hebrew cultural celebrations for students for each of the Jewish Holidays.

**Chai Folk Arts Council - \$5,735**  
Funding was provided to purchase some essential instruments and equipment for the organization.

**Chevra Mishnayes Synagogue - \$45,000**  
Support was provided to complete their basement renovations. This includes the replacement of all lighting and the installation of a new suspended ceiling.

**Congregation Shaarey Zedek - \$500,000**  
Funding was provided to the L'Dor Va Dor Capital Campaign to renovate and modernize the synagogue.

**Gray Academy of Jewish Education - \$15,000**  
Support was provided to replace needed technology equipment for students in JK-Grade 2. This new equipment will help students reach essential technology skill outcomes.

**Gray Academy of Jewish Education - \$23,000**  
Funding was provided to furnish Learning Community Spaces. The high school rotundas will be updated to meet the needs of new educational instruction models.

**Gray Academy of Jewish Education - \$5,500**  
Support was provided to continue to build high-quality, accessible resources of diverse perspectives for all grades, helping students gain diverse perspectives and move towards Truth and Reconciliation.

**Gwen Secter Creative Living Centre - \$25,000**  
Funding was provided to the Senior Concierge program to identify isolated seniors in the community.

**Gwen Secter Creative Living Centre - \$7,200**  
Support was provided to maintain and upgrade equipment in the kosher kitchen and keep it in operation.

**Gwen Secter Creative Living Centre - \$3,000**  
Support was provided for the "Games Day" program, which offers regular days each week for seniors to play fun, accessible games.

**Jewish Federation of Winnipeg - \$10,000**  
Funding was provided to create a comprehensive strategic plan to guide and accelerate improvements over the next five years.

**Saul & Claribel Simkin Centre - \$29,058**  
Support was provided for:  
**Wheelchair Swing** - Bringing together those confined to a wheelchair and the able-bodied in a relaxed atmosphere.  
**Portable Snoezelen** - A cart bringing a relaxing multi-sensory environment wherever needed.  
**Abby Wall Activity Board** - For people with dementia, it promotes independent engagement in meaningful activity.

**Shalom Residences - \$8,000**  
Funding was provided for safety and accessibility improvement. Upgrading the rear deck and sidewalk of the Enniskillen house to ensure it is safe and accessible for residents and staff.



## — COMMUNITY — IMPACT GRANTS

**Behavioural Health Foundation - \$5,000**  
Support was provided to replace three sealed windows in a free-standing building at its treatment facility with energy-efficient units that can be opened to improve air circulation and reduce the need for air conditioning.

**CancerCare Manitoba Foundation - \$7,500**  
Funding was provided for a series of culturally appropriate webinars with a First Nations-led planning committee to provide emotional support from a Metis perspective.

**Manitoba Children's Museum - \$2,500**  
Support was provided for an all-in-one technology platform that will improve the customer experience and the ability of staff to provide service and assistance.

**Manitoba Theatre for Young People - \$5,500**  
Funding was provided for "Cranked: The Remix" a play about a rising freestyle DJ battling a drug habit.

**Seven Oaks General Hospital Foundation - \$3,240**  
Support was provided for COVID Come-back Klatch. This 6-week initiative will improve negative behaviours developed by older adults during the pandemic by promoting social connections, mental health, nutrition, and exercise.

**St. Boniface Hospital Foundation - \$100,000**  
Funding was provided to expand the Emergency Department to address increases in patient volumes. The department will triple in size, providing timely access for all.

**St. John Ambulance - \$5,000**  
Support was provided to provide 200 seniors with Emergency Preparedness Kits, including batteries, a flashlight, and a survival blanket.

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.

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