



JFM *focus*

THE POWER OF PHILANTHROPY

TISHREI 5783 | SUMMER 2022

GROWING RETURNS

JFM ADDS \$9 MILLION TO THE ENDOWMENT THROUGH CAPITALIZATION

This year, for the first time since 2016, the Jewish Foundation of Manitoba is in a position to re-capitalize residual income. This means the JFM has permanently added \$9 million to its endowed asset base. At JFM's current distribution rate of 4.2%, this means that about \$378,000 of new money will be directly injected into the community.

This is the largest capitalization in JFM's history.

This incremental income means increased opportunities for JFM's beneficiary organizations to expand their programming, update their facilities, and increase support to their constituents.

For capitalization to occur, JFM must first meet all its distribution commitments. In addition, the Foundation's Reserve Fund must be at its maximum level as mandated by Board policy. When these two requirements are met and residual income remains, that income is capitalized to the endowment funds.

"This capitalization impacts everyone involved with the Foundation," says John Diamond, Chief Executive Officer. "The money goes back to donors' funds, resulting in fund growth for each fund. No matter the size of your fund, it will benefit, and the result is more support provided to our community through every avenue the JFM provides. Every fund will help; your fund will help."

Our success as a foundation results from appropriate & prudent stewardship of JFM's assets through the oversight of a skilled Investment Committee and the generosity and passion of donors and fundholders like you.

"News like this is always welcome and means great things for the community," says Diamond. "When it comes down to it, when our asset base grows, so do our distributions, which accelerates and expands the impact we can provide."

"No matter the size of your fund, it will benefit, and the result is more support provided to our community through every avenue the JFM provides."

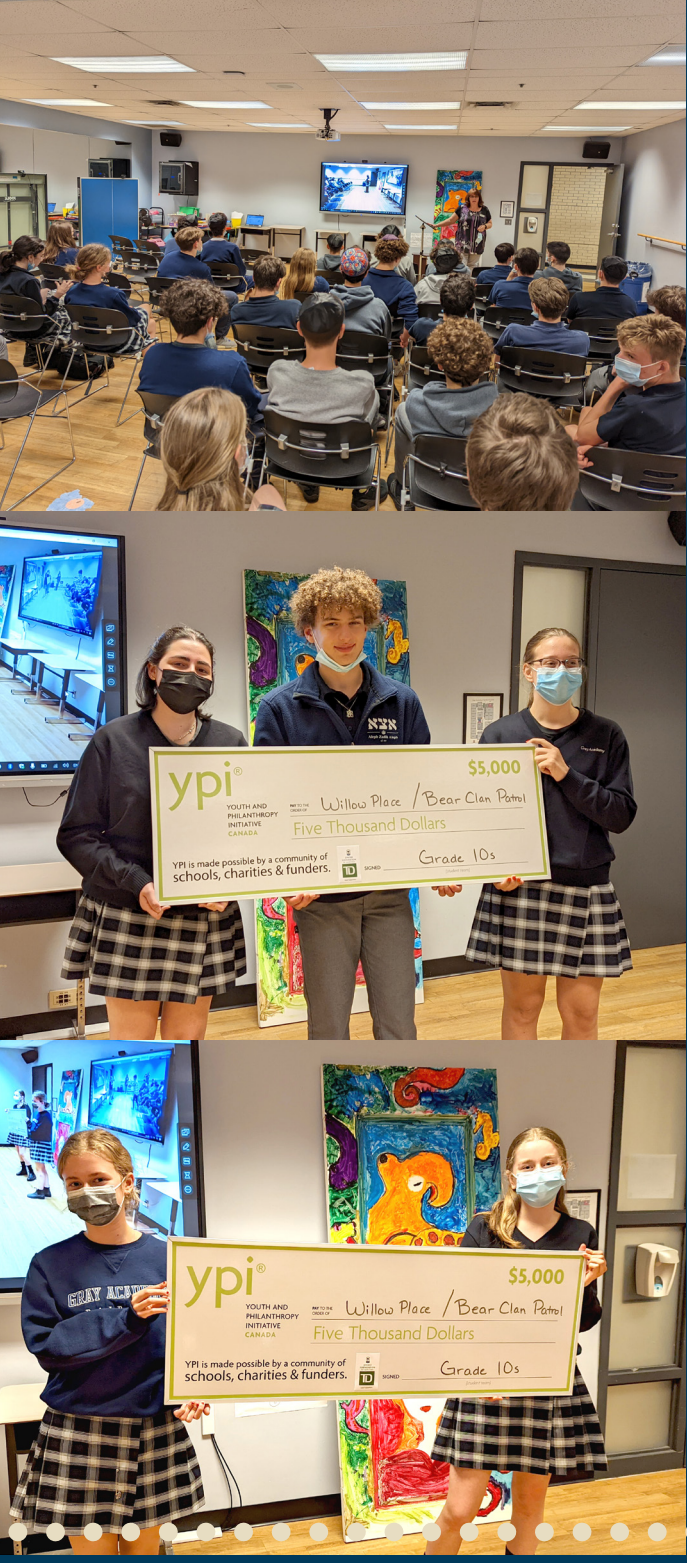
The Foundation experienced a good year in 2021 from a financial perspective. The investment portfolio returned 12.49% (net of fees), and donors contributed \$3.3 million, including \$1.2 million, from various organizations allocating to their respective organizational endowments.

"We always like to reiterate that growth is not simply for growth's sake. The growth represents a healthy community asset serving its community," says Ian Barnes, Chief Financial Officer. "Over the last ten years, granting has increased by 94.8%. Since the Foundation was established in 1964, \$83.9 million has been distributed to vital organizations in the Jewish community and throughout our province. Capitalizations like the one taking place this year significantly impact growth, only increasing these distributions and strengthening our community."

"We are so pleased with our ability to top up each fund at the JFM, but we also know that with the number of different funds we have here, there are bound to be questions as they relate to individuals," says Diamond. "If you want to review your fund individually, please feel free to call us, and we are happy to walk through it with you."



For more information on capitalization and what it means for your fund please get in touch with the Jewish Foundation of Manitoba offices at 204.477.7520



Youth & Philanthropy

JFM GRANT FOR GRAY ACADEMY YOUTH AND PHILANTHROPY INITIATIVE

Tzedakah —often translated as charity—is a mainstay of Jewish life. Literally translated as 'justice' or 'righteousness,' Tzedakah tells us that sharing what we have with others isn't something special. It's the honest and just thing to do.

The Youth and Philanthropy Program at Gray Academy helps drive this message home, teaching high school students the importance of Tzedakah while allowing them to see the difference their generosity makes.

The Youth in Philanthropy Initiative (YPI) Canada was founded in 2002 to strengthen support for local social issues by empowering young people to determine where grant dollars would be best put to use in their own communities. The program is offered to secondary schools throughout Canada.

At Gray Academy, the program forms a part of the Gemilut Chasadim course, which is shaped around YPI to make the experience more meaningful. Gemilut Chasadim is the concept of showing personal kindness toward others. The grade 10 students spend their classes researching different non-profit organizations, after which, they present to their peers about the organization they wish to

support. The students then compare, contrast, and eventually compromise on where their donations should go. This year, the students supported Willow Place and Bear Clan Patrol.

"The program leads the students toward growth in their consciousness about community involvement," says Shlomo Arava, Judaic Studies Teacher, and Facilitator of the YPI program at Gray Academy. "A lot of students don't necessarily know much about social issues in our city, going on around them."

"At some point on their journeys, these students will hopefully look to give money to charity once again, and this program is designed to teach the complexity and the power of that," says Arava. "It is truly an eye-opening and fascinating mode of education for these students."

The Jewish Foundation of Manitoba is proud to provide matching money to the \$2,500 from YPI Canada, allowing the students to give out \$5,000 in meaningful donations. The Foundation also provides \$500 to cover programming costs for the year. These funds are provided through our Community Impact Grants.

Antisemitism in Our Backyards

JASPER BAIN WRITES AN AWARD-WINNING ESSAY ON THE PLIGHT OF HOLOCAUST SURVIVORS IN CANADA

This year's Mina Rosner Memorial Award recipient is Jasper Bain, a student at Westwood Collegiate, whose essay The Closed Door to Canada takes a deep look at the Canadian government's immigration policy for Jews from 1933-1939.

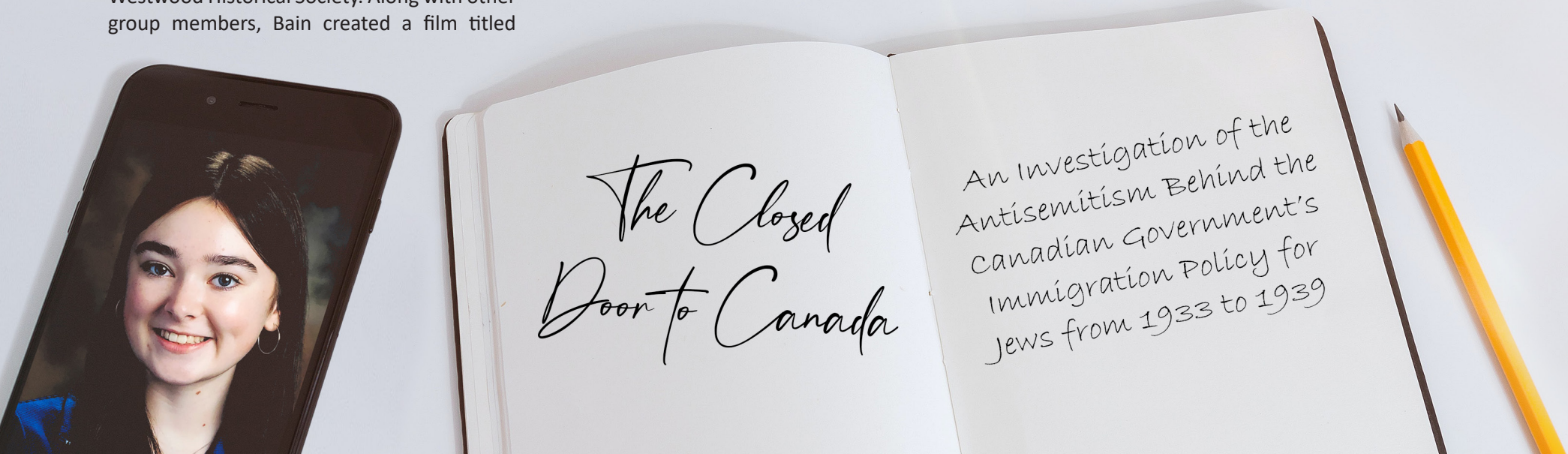
Bain dives into the history of antisemitism in Canada; something often overlooked when learning about past horrors and how to prevent them from repeating. Not only was antisemitism part of the culture in eastern Europe, but in our backyards as well.

Jasper is committed to learning about and educating others on atrocities as a part of the Westwood Historical Society. Along with other group members, Bain created a film titled

"Truth Against Distortion" that documents the life experiences of Holocaust survivors living in Winnipeg and examines the presence of antisemitism in the past and present. While working on the documentary, she helped interview these survivors so that future generations of students can learn about their encounters with hate throughout their lives. After hearing survivors' stories of immigration to Canada, Jasper became interested in learning more about the Canadian federal government's immigration policies leading up to the Holocaust. This inspired her to complete research into antisemitism in Canada's past immigration laws for her essay, The Closed Door to Canada.

Each year, the Jewish Heritage Centre of Western Canada's Mina Rosner Memorial Award is presented to a student in grades 9-12 who has written an essay on the Holocaust. The award, a monetary prize, is financed through the Mina Rosner Memorial Fund stewarded at the Jewish Foundation of Manitoba.

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



Our Kids Make a Difference

THE FUTURE OF PHILANTHROPY: 2021/2022 NEW BAR/BAT MITZVAH FUNDHOLDERS



Raya Braunstein



Bailee Finkleman



Aaron Greaves



Kevin Griner



Jesse Posner



Zachary Posner



Gavriel Tsoulhas Posner



Isaiah Tsoulhas Posner



Samantha Pyzer



Daniel Salman



Lev
Kravetsky



–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 **426** Bar/Bat Mitzvah endowment funds held at the Jewish Foundation of Manitoba. The total accumulated value of these funds is more than **\$837,773**.

In 2021, JFM Bar/Bat Mitzvah fundholders distributed **\$10,044** to **44** different eligible donees as well as **\$15,180** 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^z 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^z Kaufman Bar/Bat Mitzvah Fund has contributed **\$72,250** to top up **289** 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 at 204.477.7520
Canada/U.S. toll-free 1.855.284.1918
or at pminuk@jewishfoundation.org

CARING FOR HISTORY

JHC FLORENCE AND NORMAN VICKAR
ARCHIVAL ENDOWMENT SUPPORTS
EDUCATION ABOUT JEWISH HISTORY

The Jewish Heritage Centre of Western Canada's (JHCWC) expansive archival catalogue contains over seventy-thousand photographs, 4,000 artifacts, and 1,300 sound and moving image recordings. The pieces of history housed there are truly fascinating, from religious paraphernalia to medical and pharmaceutical items and everything in between.

This vast collection tells a story of decades of Jewish history and acts as a memory of our past and an educational tool for those next generations who will be our future.

Due to the size, scope, and constant growth of the archive, JHCWC has been presented with a few challenges over the past few years. The two main hurdles are the necessity of having an archivist employed full-time and the second, being the state and preservation of the archives.

Belle Jarniewski, JHCWC's Executive Director, understands and prioritizes the importance of these pieces of history.

"Caring for these pieces of history is expensive, yes, but also necessary to ensure that the archive is preserved for generations to come," says Jarniewski. "We knew we needed to have funds each year that we could depend on, which led us to explore the idea of a third endowment fund at the Jewish Foundation, which would be entirely focused on the archive."

Belle and committed volunteers on the Archival Committee worked closely with the Jewish Foundation of Manitoba from very early on in the process, drawing up a case for support

"Caring for these pieces of history is expensive, yes, but also necessary to ensure that the archive is preserved for generations to come,"

and mobilizing their board and community for support.

With this new plan in mind, JHCWC engaged Norm Velnes as an outside consultant, who then led a feasibility study, looking at whether or not this idea was something that community members and donors would support. When the positive feedback from the study came in, JHCWC started its campaign.

Within less than a year, their initial goal of \$1 million had been surpassed.

As lead donors, Larry Vickar and his family initiated the fund, with The Asper Foundation generously matching their donation. From there, The Jewish Heritage Centre Florence and Norman Vickar Archival Endowment Fund came to be.

The campaign's success has allowed the JHCWC to promote their archivist, Andrew Morrison, from part-time to full-time.

The JHCWC's Archival Endowment Fund is an excellent example of the flexibility and benefit of Organizational Endowment Funds. They

provide sustainable and reliable funding both for projects and ongoing operational needs.

JHCWC has also found success growing their endowment by participating in FundMatch. An initiative at the JFM, FundMatch encourages organizations to expand their endowment funds at the JFM. As an organization reaches specific benchmarks, FundMatch provides matching capital dollars, generating more income for the organization and, therefore, more distribution to play with each year.

"A lot of it starts with educating your supporters about your endowment, what it does, and reminding them that it is an option when looking to support your organization," says Stephanie Casar, JFM's Director of Development & Gift Planning. "In this case, for someone who wants to support education about Jewish history. It's as simple as seeing this archival fund listed on their website and contributing."

Our community can take comfort in knowing that this invaluable archive will be maintained and professionally stewarded for future generations.

To contribute to the Florence and Norman Vickar Archival Endowment Fund, please visit www.jewishfoundation.org/initiatives/organizational-endowment-funds/jewish-heritage-centre



JEWISH FOUNDATION
OF MANITOBA

*Endowment
Book of Life*

2022 Signers' Brunch

OCTOBER
2022 30th

10 AM – 12 PM
CONGREGATION ETZ CHAYIM

FOR TICKETS - EMAIL [INFO@JEWISHFOUNDATION.ORG](mailto:info@jewishfoundation.org) OR CALL 204.477.7520

ADULTS - \$36 CHILDREN - \$20

JOIN US TO CELEBRATE WITH OUR
2020, 2021 & 2022 SIGNERS!

Women's Endowment Milestone

ABILITY TO SUPPORT WOMEN'S CAUSES STRONGER THAN EVER

In 2022, for the second year in a row, our JFM Luncheon in support of the Women's Endowment Fund (WEF) looked different than it does most years, with another iteration of our Lunchless Luncheon taking place in its stead. When it became clear that the Lunchless Luncheon would be the route taken, the planning and processes had to be looked at to ensure supporters remained engaged.

"There's a group of donors who have always supported this particular initiative," says Stephanie Casar, Director of Development & Gift Planning at the JFM. "We want to keep the initiative top of mind for them, letting them know that if they wanted to support, there was still the ability to do that, and we were still doing the work for it."

This desire to remain top of mind led to a targeted approach to donors who have previously supported WEF and the Luncheon. That approach worked, as table supporters and sponsors all stepped up to bat. They knew there was no live event to go along with it but that a critical area still needed support.

In the end, the 2022 Lunchless Luncheon generated \$51,000 for the endowment, which puts the Women's Endowment Fund at over \$2 million.

"That was an immediate goal of ours for the last year and a half," says Casar. "We had a target that we hoped to reach within this year, and we're excited to have passed it."

Since 1994, when the WEF was established, the fund has flourished. This year the available distribution for the fund is almost \$83,000, and since its inception, the fund has provided almost \$900,000 in grants that benefit Manitoba women and girls.

COVID-19 took a toll on everyone and re-directed priorities for many people and organizations. In light of this, the JFM has seen fewer grant applications for all of our grants,

including those from WEF. As organizations return to normal operations, grant applications will undoubtedly once again become a focus, and the JFM will be ready to support them. The generosity of our donors and the steadfastness of those who continuously support the Women's Endowment Fund will make sure of it.

If you are interested in learning more about the Women's Endowment Fund, please contact Stephanie Casar at 204.477.7528 or by email at scasar@jewishfoundation.org.



— WOMEN'S —
ENDOWMENT FUND



Now in her second year as a JFM Board Member, Lainey Bokhaut knows that having young people represented on the Board of Directors, herself the youngest, is necessary for the future of the Foundation and the community.

"It's important that there still be appealing ways to be involved in the community, even if we are not as religiously observant as the generations before us," says Bokhaut.

"I joined the board to be involved in the places where critical decisions are being made. It's important that we elevate the voices and address the desires of young adults in our community.

A few years ago, another young professional in the community and I tried to do what we could to try and maintain connections among those who have grown up in the community together and reconnect with those who may have drifted apart.

Summer camps and Jewish schooling naturally kept us connected while we were young. As we grow and veer off in different directions, more effort must be made to maintain our connectedness."

Attending Gray Academy until grade five and spending her summers at BB Camp, Lainey developed those connections to the community she now seeks to rekindle and maintain for her peers and future generations.

A tax accountant who specializes in working with physicians and medical clinics, Lainey's desire to help the community be a place she wants to see succeed is evident as her commitment to the board is noticeable to anyone who is around her.

Lainey joined the JFM Board of Directors in 2021 and also currently sits on the audit and finance committee.

JFM *focus* **BOARD MEMBER** *Spotlight* :
Lainey Bokhaut

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.



Jewish Community Impact and Ongoing Grants

In spring 2022, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Community Impact grants.

B'nai Brith Canada - Midwest Region \$3,000

Support was provided for the Rosh Hashanah Food Bags Program to support food-insecure community members, many of whom are vulnerable seniors.

B'nai Brith Jewish Community Camp \$6,000

Funding was provided to revive the camp's Israeli Shlichim program and bring Israeli staff back to BB Camp for the first time since 2013.

Canadian Associates of Ben-Gurion University of the Negev \$7,500

Funding was provided for an evening film screening of After Munich, followed by a live Q&A with director Francine Zuckerman.

Gray Academy of Jewish Education \$40,000

Funding was approved through the Jewish Education Trust Fund to provide resources for a continued focus on the health of the school community in light of COVID-19.

Gray Academy of Jewish Education \$3,300

Funding was provided for Breakout EDU kits that will help to support social emotional learning (SEL) and help students across all grades and subject areas build essential communication and collaboration skills.

Jewish Federation of Winnipeg \$15,000

Funding was provided for PJ Library to maximize the scope of the Federation's highly successful Jewish literacy and outreach program to unconnected community members.

Maccabi Canada \$7,000

Support was provided for the seven Manitoba delegation members to the 2022 Maccabiah Games.

Rady Jewish Community Centre \$23,993

Funding was provided for the Early Learning Centre's backyard beautification project to enhance the different types of learning that take place outdoors.

Rady Jewish Community Centre \$5,000

Support was provided for the Canadian Aquatic Rehab Instructors courses in aquatic physical therapy to enable instructors to fully address client therapeutic goals.

Rady Jewish Community Centre \$5,000

Funding was provided for All Together NOW - a series of inclusive events each centred around a different Jewish holiday.

Shalom Residences \$8,093

Funding was provided for some COVID-19 delayed improvements at the McAdam and Enniskillen homes.

Winnipeg Jewish Theatre \$10,000

Support was provided for Old Stock: A Refugee Love Story - the first live indoor theatre performance since the start of the pandemic.

Winnipeg Jewish Theatre \$4,000

Funding was provided for the creation and implementation of a five-year strategic plan.

Gray Academy of Jewish Education \$3,000

Funding was provided for the annual Youth in Philanthropy program.



Jewish Studies and Cultural Programming Grants

In spring 2022, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Studies and Cultural Programming Grants.

B'nai Brith Canada - Midwest Region \$5,000

Funding was provided for the Backgrounders About Israel series to magnify reliable information and assist Jewish community members in advocating for Israel.

Brock Corydon Parent Advisory Council \$6,000

Support was provided to enhance the Hebrew Holiday Funds which are used for cultural celebrations throughout the year to enhance the students' Jewish Identity.

Congregation Shaarey Zedek \$6,000

Funding was provided for online Judaic and Israel awareness programming to connect participants from Winnipeg to local community and to other Jews around the world to learn and share in the beauty and wisdom of their Jewish heritage.

Gray Academy of Jewish Education \$50,000

Support was provided for the Hebrew as a Living Language program that will move the school's Hebrew program forward which will have lasting impact in the school and community.

Rady Jewish Community Centre \$5,000

Funding was provided for the Yom Ha'atzmaut community-wide celebration to honour Israel's Independence Day.

Rady Jewish Community Centre \$3,000

Funding was provided for the Tarbut: Festival of Jewish Culture to celebrate and enjoy the best of Jewish arts and culture.



Women's Endowment Fund Grants

In spring 2022, the Board of Directors of the Jewish Foundation of Manitoba approved the following Women's Endowment Fund Grants.

Marymound \$5,000

Funding was provided through the Women's Endowment Fund for the purchase of equipment for the physical portion of a health and wellness initiative.

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JFM Focus Newsletter

Drew Unger
EDITOR
Josh Kerr
WRITER

Jewish Foundation of Manitoba

Suite C400, 123 Doncaster Street
Winnipeg, Manitoba
R3N 2B2

Phone: 204.477.7520
U.S./Canada toll-free: 1.855.284.1918
Donation Line: 204.477.7525
info@jewishfoundation.org
www.jewishfoundation.org

@JFM_MB
 @jewishfoundationmb
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