



JFM *focus*

# THE POWER OF PHILANTHROPY

TISHREI 5784 | SUMMER 2023

## MEETING RISING NEED

### THE CALL FOR JEWISH COMMUNITY ORGANIZATIONAL FUNDING GROWS

Many aspects of life and operations changed drastically at the onset of the pandemic, continued to evolve as the world adapted, and now look markedly different on the other side.

For our local community organizations, one constant amid all this change is the need for continual and ongoing support. Inflation, job losses, and increased health needs have led to a significant surge in demand for services by many non-profit organizations. Adapting to the changing needs of non-profit organizations after the pandemic is crucial to ensure their ongoing success in serving their communities.

"The pandemic accelerated a change in community needs," says Foundation CEO John Diamond. "During lockdowns, organizations slowed down operations and even closed, causing granting applications to slow. However, with services open again, the demands are higher than ever, and it is our time to answer."

As a source of stability and reassurance for many organizations in our community, the Jewish Foundation of Manitoba plays a pivotal role in providing support and resources to these charitable organizations.

The Foundation receives grant applications ranging from requests to upgrade and repair facilities to assistance in creating new programs for non-profits that were previously non-existent or beyond their tight operating budgets.

Organizations' need for support grow each year. Non-profit organizations look to help



### — COMMUNITY — IMPACT FUNDS

*"Over the last few granting cycles, we have seen a significant increase in both the amount of funding and the number of organizations who need it"*

their constituents in any capacity they can, something we look to do for them as well. As their needs grow, so does their need for support from donors and grants.

"Over the last few granting cycles, we have seen a significant increase in both the amount of funding and the number of organizations who need it," says Diamond. "Each request we receive is important; naturally, we want to

support as many people as possible with our available granting dollars."

Our Community Impact Funds are among the most effective tools at our disposal. In 2020, these funds provided over \$680,000 for COVID-19 relief; in 2021, their total distributions surpassed \$1 million.

This past year, that number rose to over \$1.1 million.

These Community Impact Funds constitute an allocated pool of capital, the annual income of which the Foundation distributes as grants through our volunteer Grants Committee. The Committee reviews each submitted grant application meticulously to determine where the community will benefit most from these funds.

"These funds have an incredible reach; we can help so many great organizations achieve their goals," says Diamond. "However, despite that, we can still do so much more. The need for financial support is a continuous journey that these organizations are navigating, and the more the JFM and our donors can provide, the better."

As a community grows and changes, so do its needs. To ensure the stability of our community, the Foundation must continue to evolve and grow alongside it, as we have for over 50 years. However, we cannot do this alone.

*"Your support matters. Contact us today to get involved in our communities strong tradition of giving. Call 204.477.7520 or email [info@jewishfoundation.org](mailto:info@jewishfoundation.org) today!"*



# Cutting Edge Research

## ENDOWMENT SUPPORTS RENOWNED ISRAELI RESEARCHER

All philanthropists, no matter the scale of their work, have their own goals. They can be far-reaching or help people in their communities, they can have long-term impacts, or they can help to get through the day. The common thread throughout is the desire to give back to their communities. For JFM donors, this is no different.

One of the furthest-reaching impacts comes from a donor-advised fund (A Son's Tribute to Berdie<sup>z</sup>l and Irvin<sup>z</sup>l Cohen, a BERVIN Fund) which distributes all the way to Israel, specifically Tel-Aviv University and the Natalia Freund Laboratory for Human Antibody Responses.

On a recent trip to visit some JFM-funded projects in Israel, CEO John Diamond was able to spend an afternoon at Dr. Freund's lab, learning about the work she and her team currently do and how it will impact the entire world going forward.

Dr. Freund's team is doing work with B-Cell antibodies, essentially attempting to isolate what is called the anti-SARS Co-V-2 and, in doing so, generate new ways to treat and prevent COVID-19.

"Now more than ever, the medical community realizes that COVID-19 is here to stay, and vaccines on their own will not be able to stop SARS-CoV-2 virus," says Dr. Freund. "We need to provide effective therapy, especially for those at risk of developing a severe disease, and it is at that point that monoclonal antibodies can be the answer."

These efforts, supported by the distributions from this donor-advised (BERVIN) fund halfway across the world at the JFM, are taking real-time issues like COVID-19 and looking to prevent them from impacting our world.

"Thanks to the generosity of this donor, my laboratory isolated nine new neutralizing antibodies from infected patients. Some of these antibodies are active against all the known strains of SARS-CoV-2, and these can be excellent candidates for treatment."

She explains that when the pandemic struck, they needed funding fast. Applying for grants is how science usually gets funded, but the caveat is that it takes time, and sometimes months pass until the money reaches the laboratory and they can start the work.

"With the donation we received from A Son's Tribute to Berdie<sup>z</sup>l and Irvin<sup>z</sup>l Cohen, we were able to isolate new antibodies from patients that worked immediately while carrying out high-quality research. Beyond the neutralizing antibodies we produced, we also learned a lot about the interaction between the virus and immune response. Therefore, we generated knowledge and understanding of the new disease."

Once your fund at the JFM reaches \$10,000 in contributions, it becomes donor-advised, and you can directly choose where its annual distributions will go. Distributions from these funds have immediate and fulfilling impacts on important causes to you, the donor.



# Students help Our Most Vulnerable

## GRAY ACADEMY YOUTH IN PHILANTHROPY PROGRAM SUPPORTS TWO VITAL INITIATIVES

Gray Academy's Youth in Philanthropy Program educates high school students about the importance of Tzedakah and the impact their actions and choices can have on their community.

As part of the Gemilut Chasidim course, students spend the school term learning about various non-profit organizations, their missions, and the people they assist.

Students form groups, each of which must select an organization they wish to support. Through presentations to their classmates and advocacy on behalf of the chosen non-profits, the class narrows down the options to one or two community organizations.

This year, the students decided to support Resource Assistance for Youth (RaY) and Salvation Army Haven (The Haven).

RaY guides disconnected youths up to 29 years old using integrated programs and services to help empower them. Their goal is

to provide young people with the tools they need, whatever those may be, to better their lives on their terms.

The Haven assists adult males with mental illness prepare to reintegrate into community living. The program emphasizes personal and spiritual growth for these individuals.

The Youth in Philanthropy Initiative (YPI) Canada was established in 2002 to strengthen support for local social issues by empowering young people to determine the best allocation of grant funds within their communities. The program is offered to secondary schools throughout Canada.

The Jewish Foundation of Manitoba takes pride in matching the \$2,500 grant from YPI Canada, enabling the students to contribute \$5,000 in meaningful donations. The Foundation also provides an additional \$500 to cover programming costs for the year. These funds are made available through our Community Impact Grants.



Gray Academy  
OF JEWISH EDUCATION



# THE FUTURE OF GIVING

## 2022/2023 NEW BAR/BAT MITZVAH FUNDHOLDERS

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 **431** Bar/Bat Mitzvah endowment funds held at the Jewish Foundation of Manitoba. The total accumulated value of these funds is more than **\$844,385**.

In 2022, JFM Bar/Bat Mitzvah fundholders distributed **\$10,305** to **43** different eligible donees as well as **\$17,620** to the Jewish Community Campership Fund.



Kayden Micah Brawerman



Isaac Di Cresce



Evie James Gilmour



Carson Hyman



Lachlyn Hyman



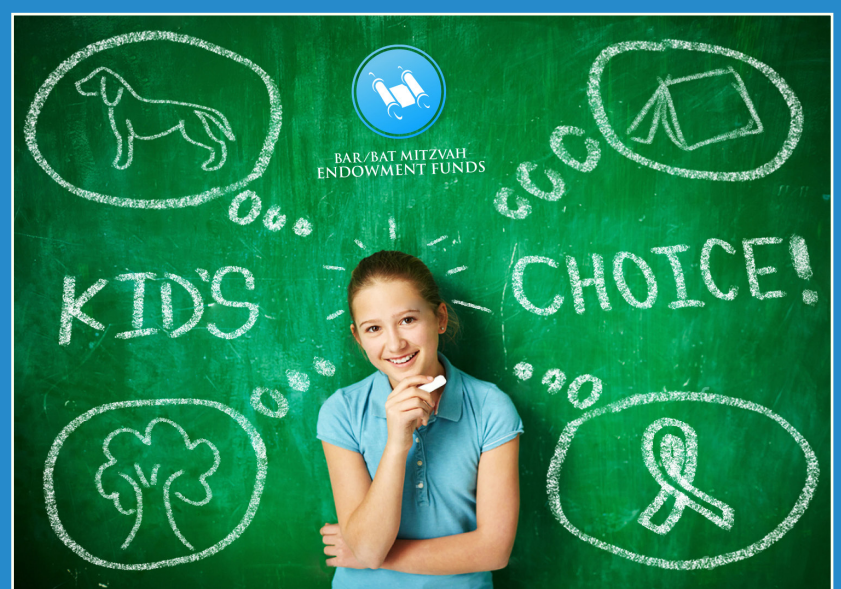
Lennie Minuk



Aaron David Steindel

When a Bar/Bat Mitzvah fund reaches **\$750**, 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 **\$72,250** to top up **289** Bar/ Bat Mitzvah Endowment Funds.



Help your child gain an understanding of community needs, earn the satisfaction of contributing, and get them started on a path of meaningful giving.

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

Contact Donor Services at 204.477.7520 ext. 2, [info@jewishfoundation.org](mailto:info@jewishfoundation.org)  
Canada/U.S. toll-free 1.855.284.1918



# LEADING BY EXAMPLE

## GLAZERMAN FAMILY CREATING A GIVING TRADITION

“I’m a big believer in charitable giving, specifically legacy charity giving.”

Daniel Glazerman, a financial planner by trade, moved out of Winnipeg in his mid-20s, settling in Toronto, where he now lives with his wife and two children. Despite moving away from Manitoba, he still loves where he came from and proudly waves the Winnipeg Flag.

Recently, Daniel began working with his mother and stepfather, Philipa and Aubrey Caplan, initiating discussions about their estate planning and future thinking. As they chatted more about these things, their philanthropic goals for today and the future came into view.

“I wanted them to be involved in this conversation while they are alive and well. Many people don’t necessarily think about charitable giving during their lifetime or think about giving down the line as we age,” explains Glazerman. “In [Philipa and Aubrey’s] case, I decided it was necessary to talk about these decisions today rather than tomorrow.”

Their professions were a clear sign that both giving back and the happiness and well-being of others were at the front of their minds. Philipa worked with McDonald Youth Services for 18 years before retiring, and Aubrey practiced

as a pediatrician working with children with disabilities.

In 2022, Philipa and Aubrey moved to Toronto to be closer to their children and grandchildren during retirement after spending their lives to that point in Winnipeg. Daniel explains that it made wonderful sense for them to give back to the community in Winnipeg; despite moving cities, it remains a part of them.

“I had the privilege of introducing them to John [Diamond] and watching them learn from him the benefits they can reap from having a donor-advised fund,” says Glazerman. “From a donor-experience perspective, it was so easy. So much of the heavy lifting is already in place, and it is just a seamless and easy conversation learning about the benefits of having their own fund.”

With their donor-advised fund, Philipa and Aubrey have the flexibility to support organizations of their choice in the community, and ultimately, down the road, their fund’s income will be used for the most critical needs of the community.

Although the creation of this donor-advised fund is the initial connection point for Philipa and Aubrey, Daniel already had a connection to the JFM.

A TASTE OF

home



After his father passed away in 2000, they established an award at the Foundation to honour him and his involvement in the community. Each year at the Rady JCC Sports Dinner, the Idy & Max Nusgart Memorial Jewish Athlete of the Year Award is given out, and the winner receives a bursary from the Fred Glazerman Memorial Fund.

“Leading by example creates the right behaviour for your children to see,” says Glazerman. “It’s so important that they understand that giving back, creating a lasting legacy, and supporting those that need it is essential.”

*For more info about donor-advised funds at the Jewish Foundation of Manitoba please visit [www.jewishfoundation.org](http://www.jewishfoundation.org) or call 204.477.7520*

# THE POWER OF TRUST

## JFM IS MAKING CHANGES TO GRANT PAYMENT PROCESS FOR EASE OF CHARITABLE ORGANIZATIONS

Recently, we adopted a fundamental change to the granting process at the JFM, shifting to trust-based philanthropy. This change aligns with how numerous foundations are operating, evolving with the needs of our respective communities.

At the JFM, our primary objective is to provide maximum assistance to community organizations through grants. While the monetary value of the grant is the most visible aspect, much more happens behind the scenes. With the shift to trust-based philanthropy, the process becomes more streamlined for recipients, allowing them to concentrate more on achieving their goals.

In trust-based philanthropy, the grant is paid once it is approved and agreements are signed. Before this change, grants would only be disbursed after receipts for project expenses were received.

There are several reasons the JFM has implemented trust-based philanthropy. First and foremost, it significantly alleviates the financial burden on organizations. Instead of utilizing their funds to complete the project, which could lead to additional stress and obstacles, trust-based philanthropy enables them to focus on the most crucial aspect:

successfully executing their projects to benefit the public they serve.

“It comes down to figuring out ways to make operations and programming easier for these organizations,” explains Marla Aronovitch, Director of Operations & Grants at the JFM. “With our grant dollars, we want to help as many of these organizations do their work as easily as possible. If we can eliminate the added time and potential stress that comes with receiving support, then we’ve hit on something good.”

This innovative approach promotes mutual accountability and strengthens our relationship with these organizations. It fosters collaboration between the Foundation and the organizations, encouraging ongoing open dialogue and providing greater flexibility in responding to emerging needs. Active engagement between the JFM and our grant recipients ensures strong connections and prioritized relationships.

Al Benarroch, Executive Director of Jewish Child and Family Service (JCFS), emphasizes, “Trust is a powerful word. Knowing that there is an inherent trust that we are doing the work that we say, we can focus on enriching the lives community members and helping as many

people as needed.”

Trust-based philanthropy also reduces the administrative burden on the grantees. It ensures less time and resources are spent on gathering receipts. Traditional philanthropy often involves complex applications and extensive reporting requirements. We are simplifying the process, freeing up time and resources for grantees to concentrate on their mission and programmatic work.

Benarroch adds, “We deeply appreciate the Foundation’s understanding that organizations like JCFS are on the front lines, actively working in the community and have the best sense of its needs. The trust placed in us by the Foundation allows the freedom to be effective without additional administrative work.”

The most critical task for our recipient organization is to allow them to provide their services efficiently. Trust-based philanthropy prioritizes these programs and services.

Collaborating closely with recipients to ensure grant dollars address their most urgent needs further strengthens the connection between the Foundation and our grant recipients.



# The Secret to Happiness

JIM ESTILL ENCOURAGES EVERYONE TO GET INVOLVED

On May 12, for the first time since 2019, supporters of the Jewish Foundation of Manitoba could come together for an in-person Luncheon at the RBC Convention Centre.

Over 250 guests gathered in the York Ballroom to connect with other community supporters and leaders, including Her Honor Anita Neville and Mayor Scott Gillingham.

After greetings from the Foundation and a beautiful lunch, Board Member and Women's Endowment Fund Grants Committee Chair Dr. Sharon Goszer-Tritt took to the podium, sharing stories from her childhood growing up in a family that taught her to pay it forward, and how that mindset has guided her to her current philanthropic philosophy.

She spoke of growing up in a home where she learned from her parents to give back however they could, whether in a financial capacity or with their time, like her father, who volunteered to play the role of Santa Claus at St. Amant Centre for many years.

Sharon's message teed up the podium for keynote speaker Jim Estill, CEO of Danby Appliance and a philanthropist in the truest sense. After seeing stories of war-torn Syria in 2015, Estill knew he had the means and the platform to help families who needed it in one way or another.

Since, he has helped to settle hundreds of refugee families in Canada and provide the groundwork for long-term independence for these families.

At the Luncheon, Estill spoke to attendees about his experiences giving back and the notion that everyone can help make a change, no matter the size. People should give back in a way that is meaningful to them. He labelled his keynote The Secret to Happiness.

The 2023 Annual Luncheon was in support of the Women's Endowment Fund initiative, which continues to be a vital well of support for organizations in Manitoba primarily serving women and children.

In 2022, WEF grants provided \$63,000 to five charitable organizations in Manitoba that serve and support those among us who need it the most.



## JFM *focus* BOARD MEMBER Spotlight Chloë McComb

Entering her first term on the JFM Board of Directors, Chloë McComb is excited for this next step and eager to get started in her new role. A long-term volunteer at the Foundation, Chloë spent 10 years as a part of the Women's Endowment Fund Grants Committee, including several as Chair.

"It has been so rewarding, and such a privilege, to be part of the team that reviews grant applications from all over the province," says McComb. "I teach at an all-girls school, Balmoral Hall, so the correlation is really nice."

Chloë has also been a member of the JFM Distributions Committee since 2021. Philanthropy has always been front of mind for her and her family. Getting involved with committees and now a step onto the Board fall neatly in line with that.

Chloë and her husband, Sam Lazareck, have three children: Julia (15), Dylan (13), and Ben (10). Each of them has Bar/Bat funds

at the JFM and is active in deciding which organizations the funds support each year.

"Every Friday night, our family does tzedakah," explains McComb. "For our wedding, our gifts went to the Jordan Lazareck Fund. The idea of giving back is always present at home."

Chloë and her family continue to be actively involved in supporting the Jordan Lazareck Special Needs Fund. The fund and its distributions are close to their hearts and have been something she and her children are proud to support. The fund, created by her mother-in-law, has been active for almost thirty years and has contributed over \$850,000 to the special needs community since 2010.

On moving to the Board of Directors, Chloë says she is excited to take on the challenge and learn more about the role as the months pass.

"I hope to continue learning about the Foundation and contributing as much as I can to the Board and the community."





# 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 2023, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Community Impact grants.

### B'nai Brith Jewish Community Camp \$10,000

Support was provided for improving security and communication at BB Camp by purchasing and implementing a network of walkie-talkies and VHF radios while eliminating on-site cell phone use.

### Chabad-Lubavitch of Winnipeg \$20,000

Support was provided for creating an outdoor playground at Torah Tots Pre-school by enclosing an outdoor area with a chain link fence and purchasing an outdoor storage solution.

### Chai Folk Arts Council \$10,000

Support was provided for enhancing Chai's social media presence by seeking professional guidance to tell their story, engage supporters, and promote fundraising initiatives. (Multi-year grant)

### Chevra Mishnayes Synagogue \$60,000

Support was provided for replacing the HVAC system at the organization, addressing the breakdown of air conditioning units and the aged furnace system.

### Gray Academy of Jewish Education \$10,000

Support was provided for refreshing Gray Academy's visual brand, including a new logo and colour palette that aligns with its identity.

### Gray Academy of Jewish Education \$10,000

Support was provided for purchasing tools and enhancing the educational program from Kindergarten-grade 12, including replacing outdated LabQuest systems.

### Jewish Child and Family Service \$9,000

Support was provided for certifying team members in the Spiritual Counselling Program at JCFS, enriching their capacity for spiritual care.

### Jewish Federation of Winnipeg \$140,000

Support was provided for hiring an endowment fundraiser to promote and grow the Leave More Than Memories fund as part of a two-year pilot project. (Multi-year grant)

### Kadima Dance Company Incorporated \$15,000

Support was provided for Kadima Dance Company to perform at Vancouver's Festival HaRikud, joining other Israeli dance groups across Canada.

### Kaufman Silverberg Community Library \$48,735

Support was provided for establishing a learning commons space in the library to benefit all community members.

### Rady Jewish Community Centre \$6,000

Support was provided for professional courses at The Stretch to Win Institute, focusing on improving mobility and injury rehab/prevention, particularly on the body's fascial system.

### Rady Jewish Community Centre \$40,000

Support was provided to produce the cultural display at the Folkorama Israel Pavilion.

### Shalom Residences \$14,495

Support was provided for enhancing safety and accessibility for residents and staff at Shalom Residences through projects addressing the foundation and creating walking paths at three community residential homes.

## Jewish Studies and Cultural Programming Grants

In spring 2023, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Studies and Cultural Programming Grants.

### Jewish Child and Family Service \$1,200

Support was provided for "Le-Dor Va-Dor," a project for isolated Jewish Ukrainian older adults, offering socializing, peer-led instruction, and group learning on Judaism, fostering a supportive Jewish environment for individuals facing displacement and loss of identity.

### Rady Jewish Community Centre \$10,000

Support was provided to produce an engaging Yom Ha'atzmaut celebration, including international talent and musicians, in honour of Israel's 75th birthday.

### Rady Jewish Community Centre \$9,900

Support was provided for 'Scatted and Gathered,' a six-day festival bridging pre-Holocaust Yiddish art and culture with the modern Yiddish Renaissance expressed in films and music.

### Temple Shalom Manitoba \$10,000

Support was provided for Temple Shalom's project to create an album of new melodies from the Reform Jewish movement and their composers-in-residence, making liturgy accessible and preserving original works for a diverse congregation.

## Women's Endowment Fund Grants

In spring 2023, the Board of Directors of the Jewish Foundation of Manitoba approved the following Women's Endowment Fund Grants.

### Acorn Family Place \$9,150

Support was provided for capacity building and drop-in support for families, particularly low-income single mothers facing barriers to employment.

### Gwen Secter Creative Living Centre \$5,000

Support was provided for CPR and First Aid courses adapted for older women.

### Jewish Child and Family Service \$6,500

Support was provided for JCFS Rosh Chodesh, offering age-specific groups and workshops promoting Jewish female wellness in the community.

### Joy Smith Foundation \$10,000

Support was provided for The Empowerment Program, a mentorship and work training initiative FOR human trafficking survivors, PROVIDING THEM with experience, wages, and healing.

### Kidthink Children's Mental Health Centre \$12,000

Support was provided for ConnectCare, an online platform offering psychoeducational content for managing mental health challenges at home.

### Safe Housing and Directed Empowerment \$10,000

Support was provided for a specialized workshop series benefiting immigrant women affected by Gender-Based Violence (GBV).

### Shalom Residences \$14,680

Support was provided for renovating a residential home for women with intellectual disabilities.

### Siloam Mission \$3,639

Support was provided for new underwear, bras, linens, and feminine hygiene products for women accessing Siloam Mission Drop-In, residents of The Madison, and Arlene Wilson Recovery Centre residents.

### Spence Neighbourhood Association \$7,980

Support was provided for mental health treatment for 30 female front-line workers combating homelessness and poverty through Care for the Carers.

### Winnipeg Jazz Orchestra \$5,000

Support was provided for the Women in Jazz Symposium and International Women's Day Concert organized by WJO and WWJO in March 2024.

### Two Ten Recovery \$3,456

Support was provided for purchasing a computer, four bikes, and a rowing machine to aid residents in securing volunteer positions, pursuing education, and seeking employment.

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