



THE POWER OF PHILANTHROPY

TISHREI 5785 | SUMMER 2024

A MATCHING SUCCESS

AS THE MILLION DOLLAR MATCH DRAWS TO A CLOSE WE SAY THANK YOU TO ALL OUR GENEROUS DONORS!

This initiative saw the Jewish Foundation of Manitoba match all new gifts from individuals up to \$18,000, dollar for dollar. To no one's surprise, the generosity of Manitoba's Jews and our friends shone brightly yet again. We are thrilled to report that in only five short months since the program opened, it has already reached its mark. To all who participated on behalf of the JFM and the charities it supports, thank you!

As all new gifts were matched, the incentive allowed our community organizations to discuss the benefits of their Organizational Endowment Funds with their constituents in hopes of bolstering the annual income these funds provide.

These critical institutions support those in need, foster education, nurture Jewish culture, and preserve our shared values, all of which become a reality through the incredible support of our donors.

One terrific example of an organization that took advantage of the opportunity is Chesed Shel Emes.

Recently, Chesed Shel Emes held a capital campaign that raised over \$3.8 million to demolish their old building and the subsequent construction of their new one.

"When we started that campaign, we also started an endowment fund for ourselves," explains Rena Boroditsky, Executive Director of Chesed Shel Emes. "We do not have an enormous donor base, but we knew that some of our supporters would prefer this instead."

At the outset, their Organizational Endowment Fund had roughly \$15,000 of contributed capital.

One of the most exciting aspects of this for Boroditsky is the influx of more than a dozen new donors who have made contributions. Chesed Shel Emes is also part of the FundMatch program at the JFM and

"The pride we all feel at the JFM to be able to advocate for and represent the most giving and inspired group of donors I have ever seen is beyond words. So again, thank you!"

has qualified for an additional \$18,000 after building their fund to a certain level.

"Our donor base is not huge, but despite that, we've successfully engaged new supporters through targeted emails, Facebook posts, and personal phone calls," she says. "It started with the board of directors and took off from there."

A significant part of Chesed's mission is to ensure that no one is turned away due to financial constraints. This year has been particularly challenging, with the organization waiving over \$25,000 in fees, a number that is double their highest total from previous years.

This situation highlighted the need for a sustainable fund to support those who cannot afford services, something the growth of their Organizational Endowment Fund will help with going forward.

"We run a very lean operation, and every little bit helps," explains Boroditsky. "The annual distribution from the endowment is so exciting for us. There are so many expenses involved in this process, and this helps us in the instances where we waive fees for the families."

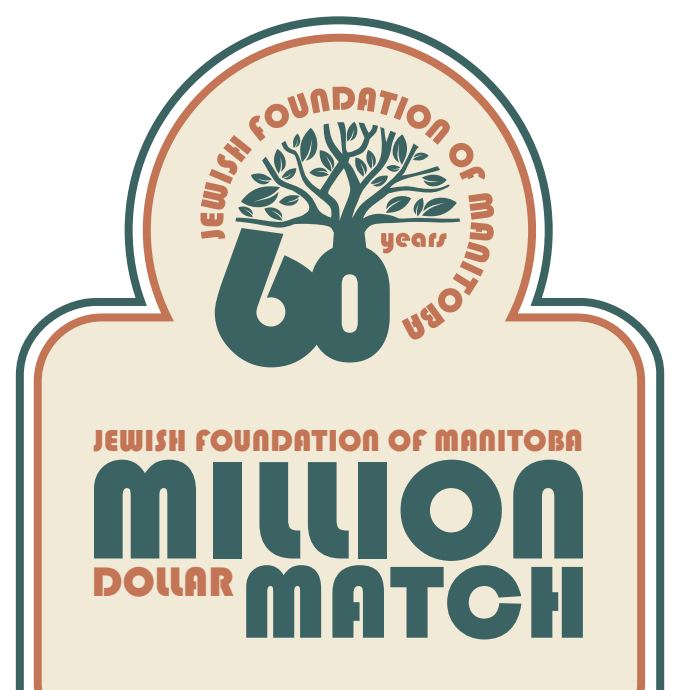
Matching programs like this are a terrific way for organizations and individuals to reach and exceed their philanthropic goals.

Chesed Shel Emes's success in raising funds is just one example of the many organizations and donors who have taken advantage of the Million Dollar Match opportunity.

"I want to personally thank everyone who took advantage of this opportunity," says John Diamond, JFM CEO.

"Building these funds means more grants can be awarded, more terrific programs can be completed, and most importantly, ensures our community's future will remain healthy and bright."

"The pride we all feel at the JFM to be able to advocate for and represent the most giving and inspired group of donors I have ever seen is beyond words. So again, thank you!"



Operation Excellence

COMMUNITY IMPACT GRANT HELPING ELIMINATE SURGICAL WAIT TIMES

In 2023, the JFM's Community Impact Fund awarded \$1.1 million in grants. Thanks to the generosity of our donors, the combined funds enable our Grants Committee to efficiently distribute these grants, benefiting communities across the entire province.

We are part of Manitoba as a whole. As such, when the opportunity to support projects in our larger community presents itself, we are honoured to be able to help.

One such grant was for Operation Excellence, a program from the Health Sciences Centre Foundation (HSCF) that aims to reduce surgical wait lists in our province.

Considering that the Health Sciences Centre (HSC) performs 25% of all surgeries in the province, Foundation CEO Jonathon Lyon explains that patients faced prolonged surgical waitlists driven by funding and capacity issues, which led to a \$100 million capital campaign to modernize HSC.

"The campaign launched in 2022, and we're already seeing the benefits before reaching our final goal," says Lyon. "By 2030, we aim to completely eliminate surgical wait times in the province."

A wide-reaching campaign, Operation Excellence aims to:

- Increase capacity for surgeries by creating more operating rooms and

leveraging data to optimize surgery scheduling and resource allocation

- Enhance patient care by reducing hospital stays and recovery times, using minimally invasive equipment and techniques. Some procedures, which historically had a 7-14 day recovery period, now allow patients to go home as early as the same day as the procedure

- Improve post-operative care by adding additional beds for patients recovering from surgery

"This program has also acted as a recruitment tool for medical staff at the hospital," says Lyon. "People are excited about this. They see we are investing in the ability to provide the best care possible."

Lyon refers to Dr. Alysa Almojuela and Dr. Lev Bubis, two surgeons who recently moved to Winnipeg and specifically chose to continue their surgical careers at HSC due to its innovation in the field.

"Through the generosity of our donors, we are committed to investing in tomorrow's healthcare today," says Lyon. "This initiative also significantly benefits northern, First Nation, and rural communities, as many of our patients require care from outside Winnipeg. Timely, accessible, and advanced medical care is a necessity for all Manitobans."

As a provincial hospital, addressing the most complex needs of our community remains at HSC's forefront.

"Community plays an important role, and we are proud to accept that challenge to help provide solutions so Manitobans can get better and more timely care for loved ones," says Lyon. The support of donors, the government, and organizations like the Jewish Foundation of Manitoba proves that we are stronger together."

If you would like to learn more or to support Community Impact Grants, please call us today at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.



Jonathon Lyon, CEO
H.S.C. Foundation

Out and About with Community Impact Grants

The JFM provides many grants to organizations throughout our province. These photos are a few submissions from grant recipients who have seen their projects become reality over the last few years. They provide a captivating glimpse into the impact of passion and support. Through these photos, we witness diverse projects transforming lives.



#4

1. Saul & Claribel Simkin Centre
Support was provided for "Rady Support on the Road," which brings diverse activities to Residents, keeping them engaged in the community without the need to travel.

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

3. Kaufman Silverberg Community Library
Support was provided to establish a learning commons space in the library to benefit all community members.

4. Rady Jewish Community Centre
Support was provided to produce an updated cultural display at the Folkorama Israel Pavilion.



Cherishing Family and Future

POSNER FAMILY CREATING A GIVING TRADITION

After living the majority of his life in Winnipeg, Gerald (Gerry) Posner, a devoted grandfather, wanted to connect his grandchildren to their heritage and teach them the value of giving back.

“For years, I noticed the publicity around the Bar and Bat Mitzvah funds at the Foundation,” says Posner. “At the time, though, I didn’t have any grandchildren to establish them for.”

Now with eight grandchildren, Gerry has established Bar/Bat Mitzvah funds for each of them as they reach Bar/Bat Mitzvah age. The youngest is celebrating her Bat Mitzvah in November.

He explains that there are four main reasons in his mind for choosing to open these funds.

1. Gerry was drawn to the idea of attaching his grandchildren’s names to a fund. Even if his grandchildren don’t fully understand the implications now, he believes it’s a meaningful way to introduce them to the concept of philanthropy.

2. When a Bar/Bat Fund reaches \$750 at the Jewish Foundation of Manitoba (JFM), the Nora & David Kaufman Bar/Bat Mitzvah Fund tops off the fund with an additional \$250, totalling \$1,000, which then moves the fund into a donor-advised category. Gerry found this offer irresistible, considering \$1,000 a significant and round number for a 13-year-old to manage.

3. Although Gerry and his wife moved to Toronto, Winnipeg remains crucial to their

family’s identity. With their children born and raised there and still having strong ties to the city, Gerry wanted his grandchildren to remain connected to Winnipeg and its Jewish community. The fund, he believes, serves as a lasting link to their heritage and roots.

4. Gerry sees the fund as more than just money set aside. He appreciates that it allows his grandchildren to control the distribution of the interest each year. He hopes that by deciding where to donate the funds, they will learn about giving back and grow to find meaning in this responsibility over time.

“Right now, the significance of these funds may not fully hit home with them,” he says. “But these funds will go on for years, and hopefully, as they learn more about them and turn their eyes toward philanthropy, it will have meaning for them.”

Beyond the funds, Gerry explains that he makes a concerted effort to bring his grandchildren back to Winnipeg, showing them the city where their family has so much history. Each of these visits to Winnipeg includes a trip to Schmoozer’s Café and often a stop by the JFM offices.

Having recently celebrated 12 years since moving to Toronto, Gerry reflects on the move as inevitable.

“Our whole family was in Toronto: three kids, two siblings, eight grandkids. We decided to make the move to be with them while we were still young enough to do so independently,” he

A TASTE OF
home



says. “Despite the distance from the place we called home for so many years, we always want to remain connected to Winnipeg.”

In establishing these Bar/Bat Mitzvah funds, Gerry Posner has provided for his grandchildren’s future and ensured that the values and heritage of their past will continue to shape their lives for years to come.

If you are interested in starting a Bar/Bat Mitzvah Fund on behalf a child, call us today at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.



JEWISH FOUNDATION
OF MANITOBA

Endowment
Book of Life
2024 Signers' Brunch

NOVEMBER
2024 3rd

10:30AM – 12PM
CONGREGATION SHAAREY ZEDEK

FOR TICKETS - EMAIL INFO@JEWISHFOUNDATION.ORG OR CALL 204.477.7520
ADULTS - \$36 CHILDREN - \$20

JOIN US AS WE CELEBRATE OUR 2023 & 2024 SIGNERS!

JFM *focus* **BOARD MEMBER** *Spotlight* Dan Blankstein

The JFM is pleased to welcome Dan Blankstein as the new Chair of the Board of Directors. Dan's commitment to the Foundation, which includes over ten years as a volunteer, is an expression of his dedication to philanthropy and service to our Jewish Community.

"The role of the Chair is to empower and support the JFM volunteers and staff, in particular John Diamond, the CEO," he explains.

For Dan, the Chair's role is not about personal recognition but advancing the Foundation's mission and ensuring its continued success.

His connection to philanthropy and the community is inspired by the example set by his parents, Marjorie and Morley^z Blankstein, who, in addition to decades-long support of the JFM, have established endowments to support the Jewish Federation of Winnipeg and United Way Winnipeg, in perpetuity.

Dan understands the importance of planning for the future. His parents were donors and active participants in charitable causes, demonstrating through their actions how

philanthropy can make a lasting difference. He has witnessed the power of thoughtful giving firsthand from a young age, including his parents' support for Israel during the Six-Day War.

He suggests that, while supporting causes through bequests is positive estate planning, setting up an endowment while you are living can provide both immediate impact for the causes you believe in and personal satisfaction.

"You can leave directions in your will to donate to a specific charity or to establish an endowment with a Foundation," explains Blankstein. "But why not do it while you're still alive? Do it now while you're thinking about it, and see the impact of your donation in your own lifetime!"

Under his leadership, the Foundation will continue its positive trajectory guided by its evolved strategic plan.

"In addition to good governance, a main focus of mine will be to help raise awareness about the benefits of establishing endowments and funds through the Jewish Foundation of Manitoba," he says. "People



should know that the Foundation can provide a service for individuals and families who wish to leave a lasting legacy without dealing with the complexities and costs of establishing their own foundations."

We look forward to Dan's thoughtful leadership at the Foundation and are confident that his dedication will inspire others to contribute meaningfully.

Decades of Understanding

BOOK OF LIFE STORY POSTED ON ELMWOOD HIGH SCHOOL MESSAGE BOARD SPARKS RECONNECTION

Sandy Hyman's Endowment Book of Life story, which can be found in our online EBOL Database, paints a picture of her family's history. Her father emigrated from Romania in 1921 and met her mother in Winnipeg a few years later. The two of them purchased and ran a local grocery store.

Born in 1946 and raised in Elmwood, Sandy remembers clearly the diversity of the neighbourhood she grew up in, growing up in a home beside the family grocery store.

"It was truly a mosaic," she says. There were Metis, Indigenous, and European families, but we were one of only two Jewish families in the area. It gave me a terrific opportunity to learn about these other cultural traditions.

Although Sandy's family grew up in the neighbourhood, only Sandy's sister attended Elmwood High School. Despite not attending herself, her family became known and loved in the area through the community. The connections and friendships formed during these years have remained significant throughout her life.

Recently, a long-time acquaintance came across Sandy's Endowment Book of Life story, noting her family's ties to Elmwood High

School, and shared it on one of the school's online boards. The story resonated with many, leading to calls and emails from old friends and neighbours, who remember her family fondly now decades later.

Sandy's dedication to and interest in other cultures were initiated in her childhood and have continued throughout her life.

She was actively involved in interfaith work, serving as the chair of the Interfaith Roundtable for over 30 years, from its inception in 1986 until the COVID-19 pandemic.

"The Jewish Federation provided a space for these monthly meetings, which welcomed representatives from every faith," she says. "We had open dialogues, and everything was rooted in mutual respect, even when opinions differed. I loved that inclusive environment. Everyone had a voice and the opportunity to listen and learn."

In 2001, Sandy Hyman chose to leave a lasting legacy in our community by becoming an Endowment Book of Life signer. Doing so ensures her story of devotion to community, interfaith dialogue, and cultural understanding will inspire generations for years to come.



To leave a lasting legacy in our community and add your story to the Endowment Book of Life, call us today at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.

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 2024, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Community Impact grants.

Asper Jewish Community Campus of Winnipeg \$25,335 Support was provided for safety upgrades, including repairing the asphalt in the parking lot and installing a new sidewalk at the school.

Brock Corydon School \$635 Support was provided to host a carnival and dance party to celebrate the Jewish holiday of Purim.

Chai Folk Arts Council \$8,000 Support was provided to create a new piece for Chai's repertoire, entitled "B'Kerem Teiman". Funding the choreography fee and expenses for a new set of costumes for 18 dancers.

Chevra Mishnayes Synagogue \$17,000 Support was provided to replace the emergency exit door to ensure the ongoing security and protection of the synagogue community.

Chevra Mishnayes Synagogue \$16,000 Support was provided for the installation of cameras and panic buttons to upgrade the synagogue's security infrastructure and ensure the congregation's well-being.

Congregation Etz Chayim \$255,105 Support was provided to renovate their new location into a purpose-built facility for celebrating our faith and related programs.

Congregation Shaarey Zedek \$15,452 Support was provided to replace damaged and outdated equipment and introduce items that are more efficient and functional for operations as part of a strategy to update Schmoozers by Shaarey Zedek.

Gaining Resources Our Way \$22,918 Support was provided to improve the accommodations for participants of the G.R.O.W. in Gimli program, including replacing broken furniture and purchasing a wireless router.

Gray Academy of Jewish Education \$60,000 Support was provided for custom software to enable long-term operational efficiency by tracking parental contributions, synchronizing existing systems, accounting for bursary assessments and assistance, and providing detailed financial statements.

Gray Academy of Jewish Education \$10,000 Support was provided for teacher training, enriching resources, and creating an engaging learning environment in the school, aiming to elevate the literacy experience for students.

Gwen Secter Creative Living Centre \$10,000 Support was provided for the Outdoor Summer Music Series. This fresh-air program incorporates local talent, performing music that impacts participants' health and well-being.

Gwen Secter Creative Living Centre \$7,000 Support was provided to upgrade the kosher kitchen in order to continue to meet regulatory health & safety standards.

Kaufman Silverberg Community Library \$28,180 (multi-year grant) Support was provided to expand their book collection. The grant also covers the CloudLibrary digital platform fee, granting access to over half a million titles, including recently added children's books.

Limmud Winnipeg \$7,500 Support was provided to help build participation in the Limmud community through increased visiting speakers and pilot events throughout the year.

Rady Jewish Community Centre \$82,750 Support was provided to repair and replace bubbled and lifted flooring throughout the Early Learning Centre.

Jewish Studies and Cultural Programming Grants

In spring 2024, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Studies and Cultural Programming Grants.

Congregation Shaarey Zedek \$12,000 Support was provided to establish a new and exciting year-round musical group - The Ruach Choir.

Gray Academy of Jewish Education \$5,000 Support was provided for the Hebrew Ulpan Program (Pilot). A project to create an Ulpan learning opportunity during summer for students requiring foundational Hebrew reading, writing, and comprehension skills or for those interested in sharpening their existing skills.

Gray Academy of Jewish Education \$12,500 Support was provided to upgrade the Elementary siddurim with age and mission-appropriate prayer books to fulfill their developing spiritual needs.

Jewish Child and Family Service \$3,600 Support was provided for the Monthly Drop-In Jewish Wellness Book Discussion. An opportunity for individuals in the community to explore different viewpoints on Jewish wellness - in the form of fiction and non-fiction books.

Rady Jewish Community Centre \$7,000 Support was provided to launch 'Chutzpah,' a 2SLGBTQ group for members within our Jewish community. This group will host various Jewish holiday celebrations throughout the year.

Rady Jewish Community Centre \$11,750 Support was provided to hold the 2024 Yom Ha'atzmaut Community Celebration. A daylong celebration on behalf of the entire Jewish community.

Rady Jewish Community Centre \$14,250 Support was provided to hold the 2024 JFest (formerly Tarbut: Festival of Jewish Culture). A week-long celebration to enjoy the best of Jewish arts and culture.

Women's Endowment Fund Grants

In spring 2024, the Board of Directors of the Jewish Foundation of Manitoba approved the following Women's Endowment Fund Grants.

Aleph-Bet Child Life Enrichment Program \$20,000 Support was provided for the installation of an upgraded intercom/door entry system to allow for safe control of visitor access.

Alzheimer Society of Manitoba \$5,000 Support was provided to create a library of games, puzzles, and activities that are accessible to or adaptable to people with dementia.

CancerCare Manitoba Foundation \$10,000 Support was provided to create a standardized process that supports quality improvement and innovation in breast cancer surgery in Manitoba.

Jewish Child and Family Service \$6,000 Support was provided for 'A New Home: Stories of Jewish Newcomer Women to Winnipeg,' a project that will map and record the stories of women in our community.

Project Neecheewam \$8,000 Support was provided to contract a facilitator to teach women and girls in their organization to make star blankets.

Rady Jewish Community Centre \$3,985 Support was provided for professional development resources for staff so they are equipped to provide exercise programs for individuals with osteoporosis, as well as pre/postnatal exercise programs.

Safe Housing and Directed Empowerment \$7,500 Support was provided for 'MIRRORS: A Reflection of Immigrant Women Building Healthy Relationships.' A recurring, 12-week group program focusing on healing from abuse and learning about healthy relationships.

Shalom Residences \$11,100 Support was provided to purchase new, resilient furniture (specifically couches and loveseats) for three of their homes where women are supported.

Survivor's Hope Crisis Centre \$6,000 Support was provided for the 'Community Healing for Survivors of Sexual Violence Project.' A program providing healing opportunities for women living around Ashern to come together over 6 weeks to share experiences, learn how to cope with trauma and recover from harm while continuing to thrive.

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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
info@jewishfoundation.org
www.jewishfoundation.org

 @JFM_MB
 @jewishfoundationmb
 facebook.com/jewishfoundationmb/

Questions or comments about JFM Focus? Contact Drew Unger, Director of Marketing & Communications.
dunger@jewishfoundation.org | 204.477.7520 | Toll-free U.S./Canada 1.855.284.1918