

SIGNING FOR THE FUTURE

A CELEBRATION OF TWO NEW CLASSES OF ENDOWMENT BOOK OF LIFE SIGNERS

On Sunday, November 3, more than 120 community members gathered with us at Congregation Shaarey Zedek for our Endowment Book of Life (EBOL) Signers Brunch honouring signers from 2023 and 2024.

The event honoured ten individuals: Alisa Abrams, Rabbi Allan Finkel, Dr. Sharon Goszer-Tritt, Dr. Steven Tritt, Brenda Honigman, Ellie Kives, Marlene Reiss, Perry Rose, Saul Feldman, and David Wilder. Each honouree, some signing for themselves, and some with loved ones signing on their behalf, chose to make a commitment to the future of Winnipeg's Jewish Community.

"We have three children in our home; they are the next wave of Jewish community members. Who will help maintain strength and vibrancy for them and their peers?" asked John Diamond, JFM CEO, to the guests as he shared why he had chosen to become an EBOL Signer as part of a previous signing class. "We need to continue putting future generations in a similar, positive position to what we find ourselves in now."

His message was one of appreciation for previous generations and hope for future ones, emphasizing that the onus of cultivating forward-thinking community members who will carry the torch in the years to come falls to himself and his peers.

"Our community will keep growing, it will keep changing, and it will keep being what Jewish people in Winnipeg need," he said.

Rabbi Allan Finkel was among the 2024 signer class and shared some words with his fellow signers and attendees.

Rabbi Finkel's story was deeply personal and outlined the importance of the program in his eyes.

"Three weeks ago, I had a stark reminder of why I had decided to set up a legacy gift in my will. I had been asked by JCFS to speak at a lunch at the Gwen Secter Centre for their Holocaust Survivor Group" he explained.

He shared the experience of looking out at those he spoke to that day and seeing fewer tables with fewer familiar faces and the realization set in that the Holocaust is now almost 80 years in the past. As time passes, we lose more of these survivors and, with them, their stories.

"After my mom's passing, we created the Carmela Shragge Finkel Holocaust Education Endowment Fund at the Jewish Foundation of Manitoba, with its proceeds directed towards the Jewish Heritage Centre for their ongoing use," he explained. As one of her children, it became natural and easy for me to

rewrite my will and to create a legacy gift to this Fund that will be administered by the Jewish Foundation of Manitoba far beyond my passing."

One of the beautiful things about the Endowment Book of Life program is the uniqueness of each individual's or family's story and the factors that triggered their participation.

Rabbi Finkel, his fellow honorees, and the more than 800 community members who signed before them decided to leave a gift to the Foundation as a step in their life's journey. Though exceedingly different, each journey converges at the same place: maintaining our Jewish community now and for future generations.

"Standing on the shoulders of those who came before us is a crucial aspect of the life we all enjoy today," says Diamond. "It is our job to ensure that our children and grandchildren have an even greater support system than we've benefited from."



This is the link that connects all signers. Reading their stories inscribed in the Book of Life, we repeatedly see that community members have benefited from those before them, such as parents, grandparents, or even those who remain anonymous.

The torch lit by the role models and forward thinkers in their lives is now passed to them, and by committing to future generations, they are ensuring it remains that way for those to come.

To read the inspirational stories of every Endowment Book of Life signer, please visit https://bookoflife.jewishfoundation.org/.

If you are interested in becoming an Endowment Book of Life signer, don't hesitate to get in touch with Pamela Minuk, Donor Services, by telephone at 204.477.7520 or tollfree from the US/Canada at 1.855.284.1918 or by email at pminuk@jewishfoundation.org.

HEALTH, WELLNESS AND SUPPORT

A JFM GRANT HELPS BRING THE RADY JCC TO THE SIMKIN CENTRE

Throughout the year, Rady on the Road brings instructors, lecturers, and musicians into the Saul & Claribel Simkin Centre to lead programming for the residents and staff.

"We've always had a strong feeling that just because our residents are living at Simkin Centre, it doesn't mean they shouldn't be a part of the community," says Laurie Cerqueti, CEO of the Simkin Centre. "How can we bring the community to them?"

Working alongside the Rady JCC and with the support of a Jewish Community Impact Grant from the JFM, they devised a program to bring the Rady JCC to the Simkin Centre, to benefit the residents, their families, and

"One of the best aspects of the program is the sense of choice it provides our residents," explains Heather Blackman, Manager of Resident Experience. "They can enjoy so many different activities now. Some even joke that there are too many to choose from."

The programming is diverse and engaging, from high-calibre musical performances curated by Karla Berbrayer to speakers on topics as wide-ranging as the history of chocolate or Victorian women's lives.

"Attendance at these programs has been terrific. Everyone comes to the music programs, and often it ends up being standing-room only," says Blackman.

The program benefits more than just the residents. Simkin Centre staff had been asking for more health and wellness support, and through Rady on the Road, they can provide that via fitness programming for residents and staff.

"Chair yoga is a huge hit, and so is staff Zumba," says Blackman. It has gotten to the point where some residents have started to come to watch the classes just to be a part of it." The program brings so much joy and a great sense of community and choice."

She explains that the fitness programs, in addition to their physical benefits, connect the residents, staff, families, and anyone who joins.

"This initiative wouldn't be possible without grant support from the Jewish Foundation," says Cerqueti. "We're incredibly lucky to have the JFM. Their support allows us to offer programming that brings joy, community, and choice to everyone here. Without them, this wouldn't be possible."

Please turn to the back page of this newsletter to see a complete list of Community



GRANTS EDITION

The JFM awards numerous committeeadvised grants to charitable organizations throughout Manitoba each year.

Here are a few notes about how we help turn the needs and aspirations of our province's charities into reality:

WHAT TYPES OF GRANTS DOES THE JFM PROVIDE?

We provide six types of grants, each serving different pockets of our community. Each grant type has one or two distinct application windows, during which Maniotba registered charitires may apply.

> **Women's Endowment Fund Grants** Twice a year, Spring and Fall **Jewish Community Impact Grants** Twice a year, Summer and Winter **Community Impact Grants** Summer **Seniors' Transportation Grants** Summer **Judaic Studies and Cultural Programming Grants** Winter **Campership Grants** Winter

WHO IS ELIGIBLE?

Grants can be awarded to any registered charity in Manitoba.

Grants are awarded to Jewish community organizations as well as General community organizations.

All projects must benefit the Manitoba community, and general community organizations must complete any outstanding grant in full before applying for their next grant.

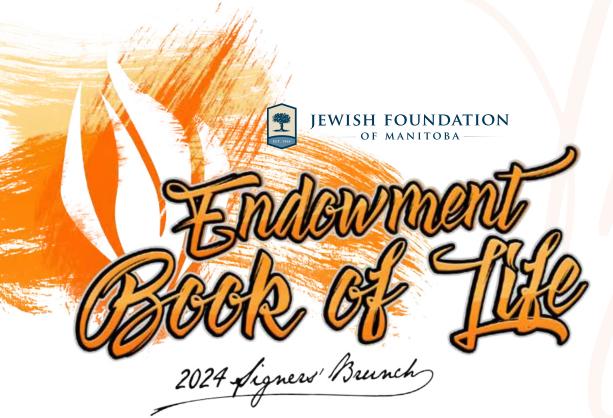
HOW ARE GRANTS DECIDED?

All grants are determined based on a collaborative review process with multiple levels of evaluation. To begin, our volunteer Grants Committee members review each application and assess the merit of the requests. Based on their assessments, the committee creates a recommendation which is then submitted to the Board of Directors for approval.

LOOKING AHEAD

This winter, we are transitioning to a new application portal for all Grant and Scholarship applications. The new portal will bring welcome upgrades to the ease and efficiency of the application process. More details about the process will be available in the coming months.

For more information about our Granting process, please contact Marla Aronovitch, Director of Operations & Grants, by email at maronovitch@jewishfoundation.org or by telephone at 204.202.7446.



THANK YOU TO ALL SIGNERS FOR YOUR PARTICIPATION!

On Sunday, November 3, 2024, more than 120 people gathered for a brunch full of warmth, celebration, and entertainment at the Congregation Shaarey Zedek for the Endowment Book of Life Signers' Brunch.

This year we gathered to honour individuals who signed the Book of Life in 2023 and 2024.

Year after year, the importance of these individuals' commitment remains the same. Endowment Book of Life Signers will leave a financial and historical legacy to our community. Their commitment is a gift to our children, grandchildren, and our families' future generations.

Below, you will find a short excerpt from each signer's story. To read their full stories and over 800 Endowment Book of Life stories, visit:

bookoflife.jewishfoundation.org

2024 SIGNERS



MARLENE REISS AND PERRY ROSE

"We have been very fortunate in our careers and in our lives. We feel very close to our Jewish roots and wanted to give back. It's important to us that the Winnipeg Jewish community thrive; that is why we've made this commitment to the JFM. We hope this donation will ensure that this community continues to thrive long into the future."

bookoflife.jewishfoundation.org to read the whole story! "When Saul left his estate to the Jewish Foundation of Manitoba, he achieved the second highest level of tzedakah- giving without knowing to whom one gives and without the recipient knowing from whom he received. What a fitting final act from Saul Feldman after a lifetime of selfless generosity."

bookoflife.jewishfoundation.org to read the whole story!



MOSHE SELCHEN
IN MEMORY OF
SAUL FELDMAN



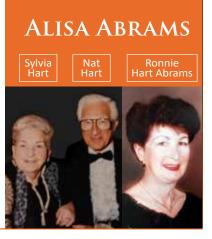
RABBI ALLAN FINKEL

"I have loved the public experiences of being a rabbi, but even more, I love the quiet moments, working with families and individuals in both painful and joyous moments, including interfaith couples or the remarkable people who want to journey into Judaism."

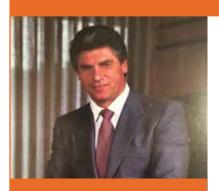
bookoflife.jewishfoundation.org to read the whole story!

"It is indeed my honor and privilege of a lifetime to enter the Endowment Book of Life. Here I join with so many others before me, including those who I knew when I lived in Winnipeg, to give back to a community that helped to shape who I became and how I have chosen to engage with others in the world."

bookoflife.jewishfoundation.org to read the whole story!



2023 SIGNERS



ELLIE KIVES IN MEMORY OF Philip Kives

"Phil loved to watch his kids play tennis. He would make up an excuse and leave significant business meetings just to watch and cheer them on. Phil was so proud of his family, and he didn't want to miss a thing! He always said his family was his dream team and his greatest accomplishment."

bookoflife.jewishfoundation.org to read the whole story! "My name is Brenda Honigman and I am writing this "story" to pay tribute to and to honour my dad, Sam and my brother, Archie. My dad died in 1995 and my brother in 2021. We were very close and I miss them dearly."

"From Generation to Generation and Strength to Strength – L'dor Vador"

bookoflife.jewishfoundation.org to read the whole story!



IN MEMORY OF
SAM AND ARCHIE
HONIGMAN



DAVID WILDER

"My family has a long history of community involvement, which will continue for years to come. It is a remarkable inheritance that I am proud to pass down to my children and grandchildren with my gift to the Jewish Foundation."

bookoflife.jewishfoundation.org to read the whole story! "What stands out most in the story of Sharon and Steven is their enduring love, unwavering commitment, and deep connection to each other. Their recent celebration of their 45th wedding anniversary is a testament to the strength of their bond and their shared life of purpose."

bookoflife.jewishfoundation.org to read the whole story!



DR. SHARON GOSZER-TRITT & DR. STEVEN TRITT

BETTER CALL SAUL

A GLIMPSE INTO THE LIFE OF SAUL FELDMAN THROUGH THE EYES OF FRIENDS

This year, the JFM received news that it was the beneficiary of a \$2.4 million bequest, one of the most significant individual gifts ever made by a single person to the Foundation. The donation was from the Estate of Saul Feldman, a person who, until that moment, had not previously collaborated with the Jewish Foundation.

This unbelievably generous and unique contribution to Manitoba's Jewish community endowment begged the question: Who was Saul Feldman?

"Saul was my dad's best friend," says Moshe Selchen, the son of Zalman Selchen.

This November, Moshe signed the Foundation's Endowment Book of Life in honour and on behalf of his father's best friend, Saul.

"They did all sorts of things together and were friends from Junior High School until my dad died."

Moshe explains that Saul and Zalman's friendship grew beyond school; the two were avid cyclists, frequently riding from Winnipeg to Winnipeg Beach. They worked together on the Alaskan Highway, and eventually both chose to pursue engineering, Saul in Manitoba and Zalman at McGill University.

"Saul kept to himself for the most part," says Selchen. "He had a few friends, but not many, and none closer than my father."

In speaking with Moshe, a common thread ran through everything he said of Saul Feldman. Regarding his family, the Selchens, or colleagues at Winnipeg Hydro, he was a "take care of people kind of person."

"My father was useless with his hands," says Selchen. "But Saul could do everything. We should have coined the term 'Better Call Saul' back in those days because if anything needed fixing, Saul would be at our house to take care of it."

In his mid-fifties, Zalman had a stroke, which left his right side paralyzed. Of course, Saul was a constant by his side and was so without fail until Zalman passed over 20 years later.

"Every Sunday, while my father still could, Uncle Saul would come to pick him up for a walk," says Selchen. There aren't words to express how important these times were for Zalman and Saul.

Saul's mother lived into her nineties, 30 years after her husband passed away, and for all of those years, Saul took care of her. He also had two brothers, one of whom lived with schizophrenia, who Saul looked after as well, with his other brother living in Toronto.

After a coronary scare of his own, Saul became a founding member of the Winnipeg Cardiac Reh-Fit, where he, in turn, devoted considerable time and energy for many years.

Eventually, Saul moved into the Shaftsbury Park Retirement Residence.

"When he moved there, he was friendly with the people he met," says Selchen. "But for the most part, he kept quietly to himself. His only real visitors were my mother and our family. He was happy with it that way."

Before passing away, Saul asked Moshe to be the executor of his will, and by doing so, Selchen was led to the JFM, the estate's beneficiary.

In speaking with the JFM, Selchen was made aware of the Endowment Book of Life program and thought it would be a terrific way to honour Saul's story and memory. The program sees community members leave planned gifts to the Foundation and thanks those who commit by inscribing their family's story in the Book of Life.

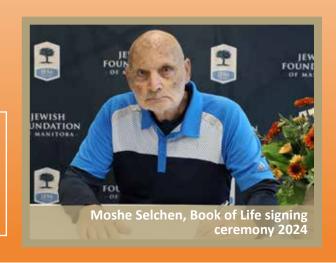
The following is taken from Saul Feldman's Book of Life Story, which describes who Saul was and what may have led to his leaving his estate to the

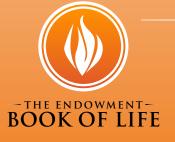
Saul saw [The Foundation] as the lifeblood of the Jewish community. He knew his gift would benefit many organizations and individuals in Winnipeg and possibly beyond. That desire to help others was so much a part of who Saul Feldman was in his lifetime, and it continued after his death in March 2023.

Saul Feldman

1988

Maimonides, the greatest codifier of Jewish law and ethics, described eight levels of mitzvah, tzedakah/charity. When Saul left his estate to the Jewish Foundation of Manitoba, he achieved the second highest level of tzedakah- giving without knowing to whom one gives and without the recipient knowing from whom he received. What a fitting final act from Saul Feldman after a lifetime of selfless generosity.





If you are interested in becoming an Endowment Book of Life signer, don't hesitate to get in touch with Pamela Minuk, Donor Services, by telephone at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918 or by email at pminuk@ jewishfoundation.org.



On behalf of the JFM **Board of Directors and** staff, Happy Hanukkah to

There is still time left! Make your year-end gifts to receive tax receipts for 2024.

Contact the JFM office at 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918 or visit www.jewishfoundation.org to give today.

WWW.JEWISHFOUNDATION.ORG



KEEPING SENIORS CONNECTED

CARING FOR THOSE WHO CARED FOR US: VITAL SERVICES THAT NEED OUR SUPPORT

The JFM's Seniors' Transportation Initiative, financed largely by the Daniel Tallman Family Fund, seeks to ease stress for seniors in the community in their day-to-day lives and help them maintain their engagement with the community.

The JFM receives several grant applications for the Seniors' Transportation Grants each year. In recent years, however, requests have continued to increase as the burdens on these community members grow.

The most recent Seniors' Transportation Grants cycle saw increased requests from the organizations that typically apply and an application from one organization that had returned after several years.

"This is a need that we are seeing continue to grow with each granting cycle," explains John Diamond, CEO. "Unfortunately, the reality is that we only have a certain amount of available grants for this cause. The need grows, but the endowment has not grown with it."

After reviewing the applications, the grants committee recommended a distribution ratio based on the sizes of each request. Because

of the increased need from the community, without the increase in available funds, each organization only received about half of their request for the following projects:

Gwen Secter Creating Living Centre

Their transportation program provides accessible door-to-door transportation to programs at the Centre, outings, and medical appointments.

Shalom Residences

Holistic support is provided for adults with intellectual disabilities living in Winnipeg. More than half of the residents they support are seniors and require specialized transportation to ensure they are experiencing life to the fullest.

Congregation Shaarey Zedek

Transportation to programs for seniors, connecting older adults to ritual, educational, and cultural experiences that are impactful in reducing isolation and increasing socialization.

Jewish Child and Family Service

Three different programs that allow for independent travel for seniors regardless of economic status, improving social isolation and reducing reliance on caregivers.

Saul and Claribel Simkin Centre

Providing accessible and affordable transportation for outings and community events, ensuring that residents can take part in activities outside the Centre regardless of their financial situation.

Maintaining an active and engaged lifestyle is critical to a person's well-being, and these connections to the community provide that.

If you would like to contribute to the Seniors Transportation initiative, please visit www.jewishfoundation.org or contact Laurel Hogan, Donor Development Officer, at the Foundation office by telephone at 204.202.7438 or toll-free from the US/Canada at 1.855.284.1918 or by email at lhogan@jewishfoundation.org.



AN UNMATCHED GIVING SPIRIT

THE RESULTS OF THE MILLION DOLLAR MATCH ARE IN, AND YOU HAVE DONE IT AGAIN — THANK YOU!

The generosity of Jewish communities worldwide can never be overstated. Here in Manitoba, that giving spirit is a cut above the rest.

To recognize that spirit, this past April, the JFM launched a new limited-time initiative called the Million Dollar Match. A program to pay homage to the people who have built and sustained the Foundation and, in turn, our communities' vital organizations over the past

The Million Dollar Match created an exciting opportunity for new and returning donors. We are delighted to report that it was a resounding success, thanks to you and all the like-minded individuals the program initially sought to recognize.

The initiative, which provided matching monies up to \$1 million, once again proved how community-focused our donors are, as all matching funds were spoken for in just over five months.

"Our community members saw this opportunity and quickly took advantage," says John Diamond, CEO. "The generosity of our neighbours was on full display throughout

the initiative, as it has been for 60 years, and because of them, our Foundation has become even stronger. We are so thankful for all they've done."

During the program's run, April 1, 2024 – September 13, 2024, nearly 800 donors took advantage of the initiative and made gifts to the JFM. Of those donors, almost 200 were new donors to the Foundation.

"One of the biggest benefits we saw come out of the match was the opportunity it gave us to meet with new donors, strengthen the relationships we have with current donors, and in many cases, re-connect with donors we had not seen make gifts for several years," says Diamond.

To those who participated, your accomplishments allow us to distribute more resources to the programs in our community that warm so many hearts.

In the same timeframe, the amount of new funds opened by donors nearly doubled compared to previous years. As time passes, engagement between the JFM and the next generation of donors will ensure the community's strength in the future. Also, thanks to your generosity, the amount of money gifted doubled from where it was in 2023, as did the average individual gift size.

"These terrific results once again prove our community's strength will continue for generations," says Diamond. "Thank you again to all those who made the Million Dollar Match such a terrific success."



Jewish Community Impact Grants

In Fall 2024, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Community Impact Grants.

B'nai Brith of Canada Foundation - \$25,500 (multi-year grant) Funding was provided to support annual holiday programming, including Rosh Hashanah and Chanukah food bags and partnering with a local synagogue to hold an annual Passover Seder.

Chevra Mishnayes Synagogue - \$32,000 Funding was provided to replace 60-year-

old flooring in the sanctuary and adjoining spaces, enhancing safety, aesthetics, and functionality for religious services and community events.

Chevra Mishnayes Synagogue - \$9,500

Funding was provided to support the development of a website and digital infrastructure to expand outreach, increase donations, and grow the congregation through modernized online tools.

Chevra Mishnayes Synagogue - \$13,000

Funding was provided to replace 70-yearold machzorim (prayer books), providing updated resources for Rosh Hashanah and Yom Kippur and enriching the congregation's spiritual experience.

Congregation Shaarey Zedek - \$13,541

Funding was provided to upgrade kosher kitchen equipment to ensure high-quality catering services, maintain Jewish traditions, and support community events with improved efficiency.

Gray Academy of Jewish Education - \$15,000 Funding was provided to establish a sensory room to support students' emotional regulation, focus, and learning, enhancing their educational experience in

Kaufman Silverberg Library - \$13,000 Funding was provided to extend library hours, enhancing access to resources for students, families, and the community and fostering a culture of learning and engagement.

Gray Academy of Jewish Education - \$40,000 Funding was provided to replace outdated IT equipment, enhancing educational opportunities for students and improving the school's overall technological infrastructure.

Jewish Child and Family Service - \$15,000 Funding was provided to support a comprehensive environmental scan of JCFS mental health, addictions, and counselling programs, enabling better community planning and service delivery.

Jewish Child and Family Service - \$90,000 (multi-year grant) Funding was provided to reimagine and implement the JCFS volunteer program. This new program will provide focused volunteer opportunities in specific service areas, engage volunteers of varying time commitments, provide ongoing training and support, and address recruitment, retention, and engagement needs

Jewish Federation of Winnipeg - \$45,000

Funding was provided to support March of the Living, an immersive Holocaust educational experience for high school students, covering participant bursaries to ensure accessibility.

Rady Jewish Community Centre - \$30,000 (multi-year grant) Funding was provided for the "Put a Yid on It!" Annual Festival, celebrating Yiddish culture through modern performances, films, and music, fostering cultural appreciation and connection.

Saul & Claribel Simkin Centre - \$14,125
Funding was provided to fulfill a special dream for twenty-five Residents in the summer of 2025—a day trip to Winnipeg Beach for a dip in the lake and other joyous

Saul & Claribel Simkin Centre - \$20,123

activities.

Funding was provided to support an outdoor lighting project, enhancing safety, accessibility, and evening activities, fostering a welcoming environment that boosts Residents' quality of life and well-being.

Saul & Claribel Simkin Centre - \$10,871

Funding was provided for adjustable height tables, which improve accessibility and comfort for residents during meals and activities and enhance their independence and daily experiences.

Saul & Claribel Simkin Centre - \$27,364
Funding was provided to support the "Don't Wait, Hydrate" project, which will add ice water dispensers throughout the facility to

promote hydration.

Shalom Residences - \$10,870 Funding was provided to purchase resilient furniture for adults with intellectual disabilities, enhancing living spaces with durable, easy-to-clean, and long-lasting furnishings tailored to residents' needs.

a safe and calming environment. Community Impact Grants

In Fall 2024, the Board of Directors of the Jewish Foundation of Manitoba approved the following Community Impact Grants. These grants are available to registered charities in Manitoba and fund projects within Manitoba.

Arcane Horizon Inc. - \$10,000 Funding was provided to address safety concerns by repairing crumbling and sunk-in sidewalks and driveways and making foundation repairs to prevent rodent entry, ensuring accessibility and structural integrity for residents and visitors.

Oseredok Ukrainian Cultural and Educational Centre - \$20,000 Funding was provided to furnish and equip a Language and Creative Arts School, fostering inclusive learning opportunities for Manitobans of diverse backgrounds, including adults and youth, regardless of status, background, or ethnicity.

Royal Manitoba Theatre Centre - \$10,000 Funding was provided to support the production of "Indecent," a play which tells the true story of the rise and explosive demise of the 1923 Broadway debut of Sholem Asch's 'The God of Vengeance', where its producer and entire cast were arrested on the grounds of obscenity.

Special Olympics Manitoba - \$5,300

Funding was provided to expand rural school programming to The Pas, offering sports opportunities for students with and without intellectual disabilities in The Pas and surrounding communities, fostering inclusion and community in northern Manitoba.

St. Matthews Non-Profit Housing Inc. - \$10,000 Funding was provided to replace the roof at WestEnd Commons, ensuring a safe, long-term, durable roofing system that will last 30-40 years.

Turning Leaf Community Support Services - \$11,000 Funding was provided to install modern security systems, enhancing safety and service delivery at Turning Leaf properties. Phase 1 includes purchasing and installing Dream Machine SE firewalls, and phase 2 includes security cameras to better support participants and staff.

Two Ten Recovery - \$6,000 Funding was provided to develop a comprehensive communication strategy and social media plan, fostering awareness and reducing stigma around recovery and updating the website to ensure a cohesive and effective communication approach.

Victoria General Hospital Foundation - \$15,000 Funding was provided to create an outdoor greenspace at ACCESS Fort Garry, promoting healing and mental health

through mindfulness and outdoor activities for all ages.

West Broadway Community Organization - \$5,000 Funding was provided to purchase infrastructure to grow seedlings and to

infrastructure to grow seedlings and to provide a seed-starting workshop in Spring of 2025.

YMCA YWCA Winnipeg - \$18,000 Funding was contributed to the redevelopment of the Downtown YMCA-YWCA to secure the future of the 111-year-old facility as a vital part of the Downtown community.

To learn more about JFM grants and the application process, visit www.jewishfoundation.org or contact Marla Aronovitch, Director of Operations & Grants, at: maronovitch@jewishfoundation.org or 204.477.7520 or toll-free from the US/Canada at 1.855.284.1918.

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