



JFM *focus*

# THE POWER OF PHILANTHROPY

TEVET 5786 | WINTER 2025

## STORIES OF COMMITMENT

A NEW CLASS OF ENDOWMENT BOOK OF LIFE SIGNERS LEND THEIR LEGACIES TO OUR FUTURE

On Sunday, November 2, our community once again came together at Congregation Shaarey Zedek for our Endowment Book of Life (EBOL) Signers Brunch, honouring our newest signers and the legacy they are choosing to leave for the future of the Jewish community in Winnipeg.

This year, eight joined the more than 800 before them as Book of Life Signers: **Stewart Fay (in memory of Patricia Fay), Dave Hill, Becky Kaufmann, Moses Levy, Belva London, Jack London, Jeff Morry and Sarah Morry.**

Each Signer, whether for themselves or in memory of a loved one, has taken the meaningful step of creating a legacy that will support and sustain the community in the future.

"We are the beneficiaries of remarkable foresight," said John Diamond, JFM CEO. "The wisdom of community members who, decades ago, recognized that the best way to secure the future was to start planning for it."

Speaking to a crowd of more than 100 community members, including numerous past signers, Diamond emphasized that becoming an EBOL Signer is an action that carries immense weight for future generations.

"As Jews around the world face uncertainty, our community has had the resources, stability, and resolve to adapt and to support

one another," he said. "This hasn't happened by accident. It is the direct result of thoughtful people who believed in the strength of a collective endowment and in the promise of Jewish Winnipeg.

Now, today's group of signers choose to build on that legacy."

The event also featured remarks from signer Jack London, who spoke movingly about the importance of the Foundation and the connection between endowment gifts and Jewish values and traditions.

He explained that endowments embody the concept of *l'dor v'dor* by supporting future generations of the community.

"Think of it like planting seeds," he said. "You may not see the tree grow overnight, but one day someone will sit in its shade, benefiting from the kindness you showed today. Acts of generosity are powerful tools for creating and maintaining a better world."

Jack shared that Jewish thought views giving *tzedakah* as not just charity, but a moral obligation.

"An endowment gift is a powerful expression of this duty," he said. "It reflects the Jewish principle of *tikkun olam*, (repairing the world). It can be a spiritual act, fulfilling commandments and enhancing the donor's connections to their faith."

One of the enduring strengths of the Endowment Book of Life program is the uniqueness of every signer's story. Over 800 stories, and not one of them is the same. Some Signers are motivated by their own journeys as Jewish people; the memory of loved ones inspires others, and many are driven by the desire to make life better for the children and grandchildren who will follow, providing them with a clear path to follow.

Although the reasons are different, they ultimately lead to the same outcome: a shared commitment to preserving the legacy and longevity of Jewish life in Manitoba.

"We all stand on the shoulders of those who came before us," John Diamond said at the brunch. "By choosing to sign the Endowment Book of Life, these eight honourees are helping ensure that future generations have equally strong shoulders of their own to stand upon."

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 Associate, 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](mailto:pminuk@jewishfoundation.org).***





# BRINGING CARE CLOSER FOR KIDS

## GRANT HELPS PROVIDE VISION AND HEARING CARE FOR CHILDREN

The Jewish Foundation of Manitoba recently provided a grant to the Lions Foundation of Manitoba and Northwestern Ontario that helped launch a new initiative aimed at making sure children across Manitoba and Northwestern Ontario have the access they need to essential health services.

Bringing Care Closer: Mobile Vision & Hearing Screenings for Kids aims to make it easier for children to maintain health and wellness. The initiative emphasizes early detection of vision and hearing impairments by bringing screenings directly to the communities where children live, learn, and play.

Many children, particularly those in remote and underserved areas, have difficulty accessing these screenings, a challenge that in the past has resulted in issues going unnoticed.

“The Lions Foundation believes every child should have the chance to see clearly and hear fully,” said Yulia Zmerzla, Executive Director of the Lions Foundation of Manitoba and Northwestern Ontario. “Their generosity brings us one step closer to ensuring every child, no matter where they live, has the chance to see, hear, and reach their full potential.”

The Bringing Care Closer program sends a fully equipped mobile outreach unit staffed with advanced optometry and audiology technology. The unit will provide free on-site screenings for the children at schools, daycares, community centres, and public events across Manitoba and Northwestern Ontario. The free screenings are available to children of all ages.

When a potential issue is identified, families are connected with specialists for follow-up care.

Each mobile unit has the capacity to reach up to 40,000 children per year, an extraordinary impact that grows even further when imagining what could be achieved with multiple units. From small visits serving 150 children to large community events reaching more than 700 participants, the project is accessible to a tremendous number of children.

Bringing Care Closer is a subsequent step in Lions Foundation’s KidSight program, a volunteer-led program serving communities for over eight years. The program’s rapid growth and the increase in demand for services underscore the need for an expanded approach.

“Strong communities begin with healthy children,” said John Diamond, CEO of the Jewish Foundation of Manitoba. “We’re honoured to support the Lions Foundation in making sure that every child—no matter who they are or where they live—can see, hear, and thrive.”

For more information about the Bringing Care Closer project, please visit [lionsfoundation.org/bringing-care-closer](https://lionsfoundation.org/bringing-care-closer)

*Please turn to the back page of this newsletter to see a complete list of Community Impact Grants approved in the fall of 2025.*



Welcome Back!  
**LYNDA JOYAL**

## A FOUNDATION STAFF SPOTLIGHT

Sometimes on your journey, the best steps forward lead you to familiar places.

This September, the Jewish Foundation of Manitoba warmly welcomed back Lynda Joyal as Deputy Chief Financial Officer. Lynda is a familiar presence whose experience continues to enhance the Foundation’s work.

She previously served as the Accountant with the Foundation from 2018 to 2022 before expanding her expertise as the Budget and Strategic Planning Officer at the Manitoba Institute of Trades and Technology. Now, she brings that broader perspective back to the Foundation, reinforcing a team grounded in care, stewardship, and long-term vision.

“Returning to the Foundation feels like coming home,” Lynda says. “There is something special about working in a place where every decision is made with future generations in mind.”

At home, Lynda and her husband Chris, her high school sweetheart, have built a vibrant family life. Together, they have raised three children, now between the ages of 20 and 30, and they are proud grandparents to two granddaughters.

Lynda enjoys quilting and sewing—a skill passed down from her grandmother. Today, she continues that tradition by creating what she calls “memory quilts” for her grandchildren. By stitching together childhood hockey jerseys, socks, and other keepsakes, she ensures their stories and the memories behind them live on.

Lynda and Chris also share a passion for home renovation and have worked alongside their children to reimagine and refresh their living spaces.

The Foundation is delighted to have Lynda back on the team and looks forward to the insight, care, and continuity she brings to her role, strengthening the work we do today while helping ensure it endures for generations to come.





## Stewart Fay in memory of Patricia Fay

“When I decided to sign the Endowment Book of Life, I did so because I want my family and granddaughters to know my story. My granddaughters have brought so much joy to my life – I love spending time with them – and this entry will be a lasting memory”



## Dave Hill

“Throughout my professional life, I have been deeply connected with Winnipeg’s Jewish community. Many of my colleagues, mentors, and clients are Jewish, and I’ve always admired the strength and perseverance of the Jewish people throughout history. Those relationships—and my mother’s example of generosity—led me to become involved”



## Becky Kaufmann

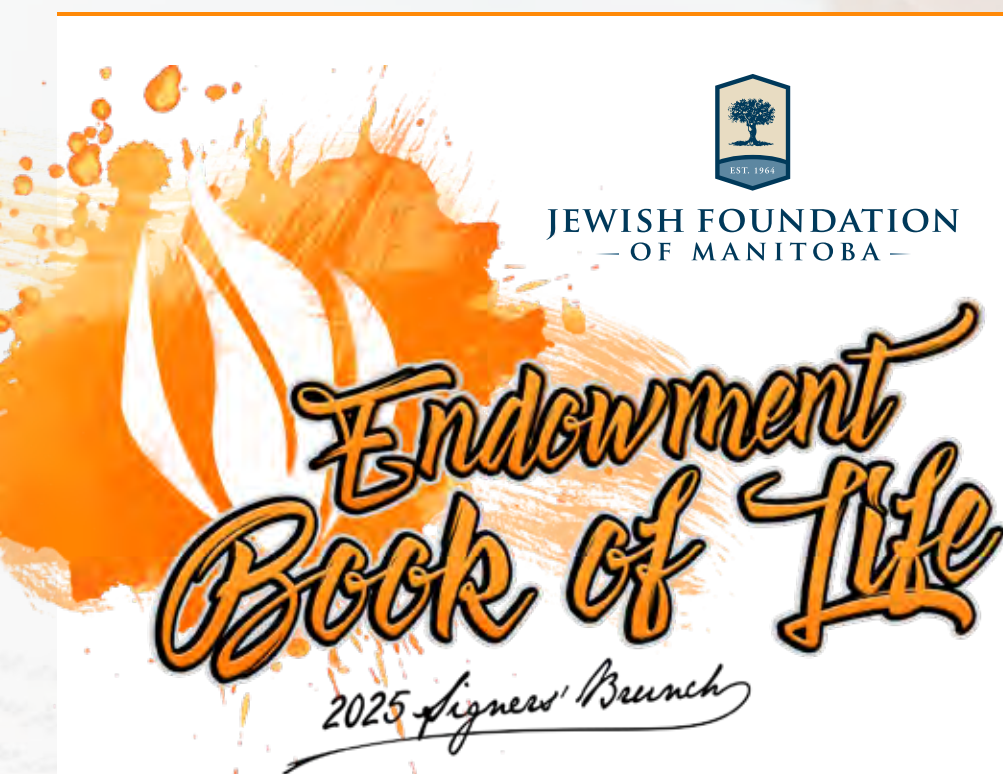
“Whenever I make a decision, I ask myself: would this make my parents and children proud?”

I am a proud Winnipegger, and am grateful that my ancestors helped to build our community’s facilities and organizations—cornerstones of community life.”



## Moses Levy

“Judaism is central to my identity, and I believe in strong and flourishing Diaspora communities, as well as in supporting the people of Israel. Our community has thrived because of those who came before us and invested in its future. The Jewish Foundation carries that responsibility forward today, ensuring that Jewish life in Winnipeg is strong and enduring.”



## THANK YOU TO ALL SIGNERS FOR YOUR PARTICIPATION!

On Sunday, November 2, 2025, more than 120 people gathered for this year’s Endowment Book of Life Signers’ Brunch. It was a morning full of warmth, celebration, and entertainment at the Congregation Shaarey Zedek.

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](https://bookoflife.jewishfoundation.org)



## Belva London

“My parents gave up a lot of the fancy things in life in order to give us kids a good chance. They were fiercely Jewish and belonged to several Jewish organizations, including the Shaarey Zedek Synagogue, where I attended Hebrew School, Brownies, Girl Guides, enjoyed Junior Youth Organization, United Synagogue Youth and had my Bat Mitzvah, convocated from Hebrew School.”



## Jack London

“Nothing fully defines my unusual and spectacular life and good fortune more than Belva Patricia Weisz, who married, supported and trained me when I was 21 and she 20. She is my love, soul mate and lucky charm. We married in 1964 and ever since have enjoyed the ultimate in serendipity: a marriage that works and has produced two fabulous daughters.”



## Jeff Morry

“Though the Jewish people have always faced challenges, not only do we survive, we thrive and continue to embrace a world that has not always embraced us. It’s baked into our intellectual and spiritual DNA. Our story inspires others: despite so much pain, we have always reached outward to repair the world.”



## Sarah Morry

“Community service has always been an extension of these same values. I have held many roles with the Jewish Federation of Winnipeg, including work with the Combined Jewish Appeal, Women’s Philanthropy and the Community Planning Committee, chaired the Israel Pavilion - Shalom Square at Folklorama, and volunteered at my children’s schools.”



# FUNDMATCH II

## THE SECOND PHASE OF A MATCHING PROGRAM HELPS ENSURE THE FUTURE OF OUR COMMUNITY ORGANIZATIONS

The Jewish Foundation of Manitoba is proud to announce the launch of FundMatch II, a follow-up to the incredibly successful FundMatch pilot program.

In 2012, we launched FundMatch, an initiative funded by the JFM and generous community members, to encourage Jewish charities to grow their Organizational Endowment Funds.

Organizational Endowment Funds are a tool for charities to build for the future. The annual distribution garnered from their growth greatly aids in budgeting and operational planning. The revenue from these endowments bolsters organizations, leading to added financial stability as they endeavour to provide their irreplaceable community service.

Now, 13 years later, sixteen organizations have embraced this opportunity and collectively added nearly \$17 million to their endowments. The buy-in from participating organizations led to fundraising campaigns that earned \$900,000 in matching dollars, and their combined distribution grew from \$163,000 to \$1.18 million annually.

“The success of FundMatch and the growth of these Organizational Endowment Funds mean stable, robust and impactful community agencies,” says John Diamond, JFM CEO.

Currently, charitable organizations are experiencing the effects of reduced public spending and declining government funding, resulting in an increased reliance on fundraising and grants. With increased requests for grants, resources are stretched thin, and funds cannot be guaranteed.

In the face of this, thriving endowments are another tool that helps provide stability during economic uncertainty in a way only they can, and matching funds for gifts help expedite the growth of an organization’s annual income.

“Matching gifts are an overwhelmingly compelling incentive for gift-giving,” explains Diamond. “Donors give to causes near and dear to their hearts, and when their donations are

matched, the decision to give becomes even easier.”

A primary focus for the JFM is encouraging agencies to allocate their resources toward long-term goals and providing the tools to make that happen. Endowment building is not a pursuit of immediate gratification, and with the increasing strain on annual budgets is not always the first method of fundraising that charities choose to pursue.

On October 30, we held a learning session for our community organizations. The session was intended to inform and educate the leaders of eligible agencies about FundMatch II and provide ideas about how to utilize this opportunity.

“Ultimately, the goal of FundMatch II is to help create a self-sustaining Jewish Community,” says Diamond. “The stability of our future depends

on the foresight of our current members, and a forward-looking mindset from our organizations.”

FundMatch II offers the opportunity to continue along the path its predecessor charted, serving as an incentive to build organizational endowments and a fundraising tool for fundraisers to use when speaking with donors.

The Asper Foundation has returned in its role as the lead supporter of FundMatch II, committing to \$250,000 in matching gifts over the next five years.

“We were proud to be there initially, with a lead gift helping launch the pilot FundMatch program,” said Anita Wortzman, President of The Asper Foundation at the FundMatch II launch. “We want to motivate others to set up endowments to ensure long-term sustainability of key Jewish agencies, and we’re now seeing the growth of the sustainability we hoped to inspire when we first supported FundMatch. That first initiative generated tremendous value, and we’re eager to see that success continue.”

As a donor, you have countless options for giving. Endowment building stands out among those options as the most powerful way to ensure stability now and in the future. Gifts to an endowment create lasting impact, providing ongoing support for the organization well into the years ahead.

As you consider your philanthropic goals each year, we encourage you to connect with the charities close to your heart and discuss their endowment funds with them. A gift to an endowment, especially when matched through FundMatch II, creates meaningful, lasting change for you and the organizations you care about.

FundMatch II presents you with a golden opportunity to launch your Organizational Endowment into a new phase of growth, and we are thrilled to assist you along the way.

**For more information please contact Stephanie Casar, Director of Development and Gift Planning at 204.202.7377 or by email at [scasar@jewishfoundation.org](mailto:scasar@jewishfoundation.org)**

## FUNDMATCH II SO FAR...

**2** NEW ORGANIZATIONAL  
ENDOWMENT FUNDS  
Chavurat Tefillah  
Congregation Etz Chayim

**10** ORGANIZATIONS  
ALREADY SIGNED  
AND DONATIONS  
BEING MATCHED

GIFTS HAVE RECEIVED OVER  
**\$145,000**

IN MATCHING DOLLARS DURING  
THE LAST TWO MONTHS OF 2025

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A fresh new way to honour  
or celebrate any of life's events!



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# HELPING OTHERS LEAVE A LEGACY

JOEL DUDECK, OVER 50 YEARS BUILDING COMMUNITY THROUGH PLANNING AND ENDOWMENTS

For more than five decades, Joel Dudeck has helped clients navigate one of life’s most important and challenging aspects: planning for retirement and their eventual passing, while ensuring their legacy will continue.

In doing so, he became a terrific advocate of the Jewish Foundation of Manitoba, as someone who not only understood the power of endowments but also made it his mission to help others understand it too. A prime example of how we work with professionals to help their clients meet their philanthropic goals.

"As I spoke with them, I found that many clients didn’t know anything about endowment funds; they didn’t know this option existed." He continues, "Once I explained how they worked and the long-term impact they could have, the idea seemed to resonate."

In showing clients the difference between leaving a bequest directly to an organization versus directing it to an endowment, people were often quite surprised, he notes.

"If you leave \$1,000 to an organization, it goes to operations. It is important, but it is temporary," he explains. "If that same \$1,000 goes into an endowment, it lasts forever. The annual distribution might be fifty dollars or

so each year, but that fifty dollars goes on forever."

Joel’s close relationship with the Foundation deepened over the years. He has served in various capacities as a volunteer with the JFM, including sitting on the Executive, and together with his wife, was part of the Board leadership that launched the Endowment Book of Life. Today, Joel continues to volunteer with the Foundation as a Director for the Jewish Foundation of Manitoba USA, Inc.

His belief in the Foundation’s mission is both personal and professional.

"Being Jewish, this is near and dear to my heart; it’s important to me to help build assets for future generations."

His belief in the importance of this extended to his practice as well. When donors who had chosen to leave a gift to the JFM in their will were referred to him, Joel often provided his services pro bono, grateful for the opportunity to help strengthen the community he cared about.

After 50 years of practice, Joel has recently retired. He admits this is an adjustment, but reflects proudly on his successes both in law and in helping the Jewish community build for the future.



Joel’s work reminds us that the Foundation can help turn generosity into permanence for those who want to leave a legacy in the community. Every gift, large or small, will support the community forever.

***If you are a professional advisor interested in working with the JFM to help your clients create a lasting legacy, please contact Ian Barnes at 204.202.7365, toll-free from the U.S./Canada at 1.855.284.1918, or by email at [ibarnes@jewishfoundation.org](mailto:ibarnes@jewishfoundation.org)***

## JANUARY TWENTY-SEVEN

JFM AND CLASSIC 107 PARTNER FOR A DAY DEDICATED TO INTERNATIONAL HOLOCAUST REMEMBRANCE DAY

Every January 27 on International Holocaust Remembrance Day, we pause to acknowledge a history that still shapes our Jewish community. It is a day dedicated to honouring the six million Jews who were murdered and recognizing the survivors who carry forward their memories. Above all, it asks us to reflect. So that understanding, dignity, and empathy become guiding values for the generations that follow.

This year, the Jewish Foundation of Manitoba is once again partnering with Classic 107 FM to mark this important day of reflection. For the entirety of the day, the station will air only Jewish-produced and Jewish-performed music, inviting listeners to honour the day simply by tuning in.

Last year's program offered powerful moments, including stories from families of survivors, a heartfelt performance by a local Winnipeg artist, and educational segments that deepened understanding of why Holocaust remembrance remains vital. Together, these pieces created a meaningful connection between history and lived experience—providing the groundwork for this year's commemoration.

Building on that foundation, this year’s program will bring back many familiar elements, now even richer and more deeply woven into the day’s programming. Listeners can expect expanded storytelling from families connected to the Holocaust, new performances from local artists, and enhanced educational content offering more insight into the importance of remembrance. In this way, listening becomes a way to pay tribute, learn, and participate in a shared moment of reflection.

These reflections feel all the more urgent today. Conversations about Jewish identity, rights, and culture feel increasingly strained. Since the events of October 7, many in our community have felt a renewed sense of vulnerability, as difficult news and challenging decisions continue to affect Jewish life both here and around the world.

Moments like these remind us of the importance of seeking understanding, truth and connection. They show us that remembrance is not a passive act—it is a choice we make together, guided by memory, shaped by experience, and strengthened by community.

***We encourage everyone to take a moment on January 27, whether at home, at work, or in the car, to listen, learn, and reflect. And help carry these lessons forward. There are only an estimated 220,000 survivors left. It is up to all of us to ensure their stories continue to shape a more compassionate future.***



**JEWISH FOUNDATION  
OF MANITOBA**





# Jewish Community Impact Grants

In Fall 2025, the Board of Directors of the Jewish Foundation of Manitoba approved the following Jewish Community Impact Grants.

**B’nai Brith Canada - \$10,000**

Support provided for the Campus Anti-Hate Pamphlet Program, using B’nai Brith’s national expertise in combating antisemitism to design and distribute pamphlets across Manitoba campuses.

**Brock Corydon School - \$2,000**

Support provided for Rooted in Ritual: Enhancing Jewish Life Through Shabbat and Other Jewish Observances, supplying classrooms with ritual items for Shabbat and holiday learning.

**Chai Folk Arts Council - \$18,750**

Support provided for Cultural Connections at Festival Aviv, enabling Chai Folk Ensemble to participate in the international Israeli folk dance festival in Mexico City.

**Gray Academy of Jewish Education - \$8,718**

Support was provided for critical appliance upgrades at Gray Academy & Campus, replacing key kitchen and laundry equipment.

**Gray Academy of Jewish Education - \$10,000**

Support was provided for enhancements to growing Grade 1 Classrooms, including upgrading classroom furniture to accommodate increased enrollment.

**Gray Academy of Jewish Education - \$17,800**

Support provided for Enhancing Educational Capacity Through Technology Upgrades, replacing critically outdated computer hardware.

**Gray Academy of Jewish Education - \$18,000**

Support provided for Creating Universally Productive JK Classrooms, furnishing an additional afternoon classroom and upgrading storage.

**Jewish Child and Family Service - \$20,000**

Support provided for the JCFS Digital Webinar Library, producing online webinars and educational videos on trauma, parenting, and mental health.

**Jewish Child and Family Service - \$55,000**

Support provided for Individual and Communal Support for Newcomer Israelis, including counselling, navigation support, community integration, and emergency assistance.

**Saul and Claribel Simkin Centre - \$150,000 (multi-year grant)**

Support provided for a Volunteer Engagement Specialist, a three-year project to modernize volunteer programs and enhance resident, family, and intergenerational involvement.

**Winnipeg Jewish Theatre - \$6,000**

Support provided for Access for All: Rebuilding WJT’s Online Presence, redeveloping the website to improve accessibility and community connection.

**Winnipeg Jewish Theatre - \$12,000**

Support provided for the Manitoba Jewish Delegation to the Israeli Drama Conference, sending Manitoban Jewish theatre leaders to IsraDrama 2025 in Tel Aviv.

**Winnipeg Jewish Theatre - \$15,000**

Support provided for Wheels of Change: Jewish Feminism on Stage and in the Classroom, presenting Ride The Musical for students and running educational workshops.

**Winnipeg Jewish Theatre - \$25,000**

Support provided for Fiddler on the Roof, a major 2026 co-production with Rainbow Stage and the Winnipeg Symphony Orchestra.

## Community Impact Grants

In Fall 2025, 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.

**Agassiz Music Inc. - \$3,000**

Support provided for the International Cello Festival of Canada – Zara Nelsova National Cello Competition, celebrating the 25th anniversary of Agassiz Music.

**Brandon Seniors for Seniors Co-op - \$20,000**

Support provided for Safe & Ready: Emergency Preparedness and Safety for Seniors, providing vulnerable seniors with emergency preparedness kits and safety items in Brandon and surrounding communities.

**Daniel McIntyre / St. Matthews Community Association - \$14,419**

Support provided for Air Conditioner Replacement and Rooftop System Protection, replacing vandalized rooftop air conditioning units.

**Inspire Community Outreach Inc. - \$28,288**

Support provided for Family-Centred Direct Support, Education and Advocacy, offering in-home support, psycho-education, and advocacy for families and children living with complex behavioural needs.

**Lions Foundation of Manitoba & Northwestern Ontario - \$40,000**

Support provided for Bringing Care Closer: Mobile Vision & Hearing Screenings for Manitoba’s Kids, launching a mobile unit to deliver screenings in schools and communities across Manitoba.

**Manitoba Children’s Museum - \$5,000**

Support provided for the 2025 LED/Windows Project – Phase 2, improving building sustainability and enhancing visitor experience through energy-efficient upgrades.

**Manitoba Possible - \$25,000**

Support provided for Manitoba Possible Place – An Accessible Community Resource and Support Hub, consolidating their two Winnipeg offices into a fully accessible, inclusive community facility.

**Ronald McDonald House - \$10,000**

Support provided for the Manitoba Sensory Space, creating a calming, restorative environment for children and families facing medical stress and trauma.

**Scientists in School - \$3,150**

Support provided for Inclusive STEM Enrichment in Manitoba, delivering free STEM workshops for under-resourced communities to inspire learning, impacting 4,200 children during the 2025-26 school year.

**Siloam Mission - \$2,500**

Support provided for Dignity & Essential Fund, which purchases and distributes hygiene and weather protection items for individuals experiencing homelessness in Winnipeg.

**Spence Neighbourhood Association - \$10,000**

Support provided for the Building Strength in Staff and Community initiative, funding wellness, grounding, and cultural healing activities for front-line outreach workers.

**Survivors Hope Crisis Centre - \$6,000**

Support provided to Support for Survivors of Sexual Violence in Manitoba, offering trauma-informed counselling and support groups in rural communities.

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

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