



**Jewish Federation**  
of Winnipeg

Combined  
Jewish Appeal

Building a stronger future  
**ONE DONATION AT A TIME**



# Why the Combined Jewish Appeal (CJA) Campaign?

Every year, the Combined Jewish Appeal brings our community together to care for one another, confront antisemitism, strengthen Jewish identity, and respond to crisis. Together, we build the future of Jewish life in Winnipeg and beyond.

Your past support helped lay a strong foundation. Because of you, seniors are less isolated, children are connected to their heritage, and families in crisis receive urgent care. Newcomers find not just support, but a real sense of belonging. They are guided through every step of the settlement process; welcomed into a vibrant community that becomes home.

## THIS YEAR, YOUR GIFT WILL KEEP THAT MOMENTUM GOING.

Your support will help us meet urgent needs and continue building a strong, compassionate, and secure Jewish future; locally and globally.

At the heart of this year's campaign are **three critical priorities**:

### Empowering the vulnerable and strengthening our community

# 1

Supporting those facing poverty and isolation, including seniors and newcomers, while helping build a secure, inclusive, and resilient Jewish community.

### Combating hatred and antisemitism

# 2

Fighting antisemitism through education, advocacy, and outreach, so our voices are heard and our people are protected.

### Supporting at-risk Jews worldwide

# 3

From Israel to Ukraine and beyond, we help Jews in crisis, including those rebuilding after October 7.

The Jewish Federation of Winnipeg strengthens and builds Jewish life in Winnipeg, Canada, Israel, and overseas, acting as the voice of the community.

Since 1938, the Combined Jewish Appeal Campaign has been raising funds for our community. It was created to meet the evolving needs of our community and inspire collective action for generations.

We have faced a changed reality since October 7. However, we also know that when we come together and pool our resources, time, talent, and generosity, we make the biggest possible impact.

## WE CAN'T DO IT ALONE. WE NEED YOU TO JOIN US.

# Building a Stronger Tomorrow



It was ingrained in me from a young age that we need to support our Jewish community in order to ensure its continuity.

Never has that been more important than today, when we see the challenges the Jewish people face in Israel and around the world.

I am proud to play a small part in a tradition that has continued for millennia.

Am Yisroel Chai.”

- Lawrence Goldstine



It is our pleasure to continuously support the Combined Jewish Appeal Campaign, as we believe it is our duty as members of the Jewish community to give back and contribute to Tikkun Olam. By donating to the Campaign, we know we are helping causes close to our hearts and helping to strengthen the many programs and initiatives that make up the Winnipeg Jewish community. Beyond the CJA, we support Jewish Child and Family Service, Camp Massad, and the Jewish Heritage Centre. We encourage others to do the same. As antisemitism continues to rise across the globe, it is more important than ever that we come together in a show of support for the institutions that uphold the Jewish community.”

- Kayla Rosen  
Bradley Abells



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As an immigrant, giving back to the Jewish community means a lot to me. The Jewish Federation of Winnipeg was there for me and my family in so many ways. As newcomers, having that support made a huge difference. We felt welcomed, connected, and cared for.

Today, as a member of the JFW board, I see firsthand the impact of your generosity and the vital role the Federation plays in strengthening Jewish life in Winnipeg. Your support helps sustain Jewish culture, support Israel, and ensure that essential community programs remain accessible to all.

I choose to give because I believe in the value of tzedakah; giving not just as charity, but as a responsibility.”

- Marcelo Mandelbaum, Community Planning Co-Chair



## Priority 1:

# Empowering the Vulnerable and Strengthening our Community

## BUILDING A SECURE FUTURE

A safe Jewish community is a strong one.

This year, Winnipeg will take a significant step forward with the hiring of a **full-time Regional Security Director** dedicated to protecting our institutions, events, and people. From building relationships with law enforcement to coordinating volunteer training and security audits, this role will ensure we are prepared and protected.

“The safety and security of our community isn’t something we take for granted—it’s something we must proactively protect. This new role is about safeguarding what matters most; the people and places that make Jewish Winnipeg what it is. With this new security role, we’re investing in our community’s strength, resilience, and future for years to come.”  
– Paula Parks, Chair of JFW Board

**Winnipeg is becoming part of a growing national Jewish security network**, working with communities across Canada to share information, standardize training, and strengthen crisis response.

**Your gift helps make this possible. Together, we’re building a community that is safe and secure, today and into the future.**



## BUILDING DIGNITY & RESILIENCE

Your gift ensures no one in our community is left behind.

Thanks to your support, **thousands receive essentials like food, housing, medical devices, and emotional care**. You also make it possible for community members to access counselling, groceries, rent assistance, and more.

With 24% of Jewish Winnipeggers over 65, your

generosity helps older adults stay active and connected through wellness, tech, and cultural programs.

You also help ensure people with intellectual disabilities can live with dignity, independently, or in safe, supportive homes.

**Together, we’re building a community where everyone feels cared for and included.**

## THE IMPACT OF YOUR GIFT:

# 5,000

individuals reached out for help, accessing counselling, food assistance, addiction support, and newcomer settlement services

# 70

Holocaust survivors received vital support, fulfilling an urgent need as their numbers continue to decline

# 8.2

tons of food were distributed in 2024 to Winnipeg Jewish Families





## BUILDING JEWISH COMMUNITY

Our shared history and traditions have sustained us for generations.

Supporting **access to Jewish education is a top priority. Day schools and summer camps are places where children and teens feel safe, celebrated, and proud of who they are.** Demand for Jewish education is rising, especially as some families seek refuge from discrimination in other schools. For many, summer camp is their primary connection to Jewish life.

While we support the next generation, we are also building opportunities for Jewish learning and identity to grow throughout adulthood.

To maintain the strength of our community, we must ensure it continues to grow and evolve.

**For 25 years, GrowWinnipeg has welcomed Jewish families from around the world,** providing support with immigration, settlement, and integration. In partnership with Manitoba's Provincial Nominee Program, this effort continues to enrich our community and secure our future.

**Your gift helps ensure Jewish identity, learning, and connection remain strong for every age and every stage of life.**

“Every new family that calls Winnipeg home enriches our community's story. With your help, GrowWinnipeg opens doors for Jewish families from around the world as they seek a new beginning, weaving their dreams into the fabric of our shared future. For 25 years, your support has helped Jewish immigrants settle and strengthen the heart of our community.”  
- Daniel Kazado, GrowWinnipeg Chair



## THE IMPACT OF YOUR GIFT:

**61%**

of students attending Jewish school required bursary assistance in 2024

**72%**

of children attending Manitoba's Jewish Camp needed a subsidy to participate

More than

**6,800**

individuals have made Winnipeg their home through GrowWinnipeg since 2000

## Priority 2:

## Combating Hatred and Antisemitism

### BUILDING AWARENESS, PRESERVING TRUTH

Understanding our history is one of the ways we protect our future.

That's why, as a community, we continue to preserve our story, from Jewish life in Manitoba dating back to the late 1800s to the testimonies of Holocaust survivors. We are proud to be home to the only Holocaust museum in Manitoba, a place of learning, memory, and truth.

**Each year, thousands of students and educators engage with Holocaust and antisemitism education through presentations, resources, and school visits.** These programs don't just teach history. They build empathy, challenge hate, and inspire action.

Thanks to a community-led effort made possible through your support, thousands of Manitobans participate in these education programs each year. With programming delivered by a trusted local institution, this work reaches classrooms and lecture halls across Manitoba. At the request of the Provincial Department of Education, professional development opportunities are also created to meet curriculum standards and help educators teach this vital history with confidence and care.

**Your gift supports this essential work. Together, we're ensuring the next generation grows up with the knowledge and courage to stand up against hate.**

### THE IMPACT OF YOUR GIFT:

# 150

participants attended **Hate Goes Viral**, a program with an expert on online hate, which focused on antisemitism on social media

# 80

Manitoba Educators participated in professional development opportunities

More than

# 70

Manitoba Schools participated in the **Annual Holocaust Symposium**, which reached more than 3,000 students





## BUILDING ALLIES, AMPLIFYING OUR VOICE

When we show up, speak out, and build bridges, our community becomes stronger and more secure.

This year, for the first time, the Israeli flag was raised at the Manitoba Legislative Building to mark Israel's 77th Independence Day. It was a proud and meaningful moment made possible through steady, coordinated advocacy.

The Jewish Federation of Winnipeg along with our advocacy arm, CIJA, continue to elevate Jewish voices by working directly with government leaders, civil servants, and community partners.

**Whether advocating for stronger security measures, standing up against antisemitism, or shaping inclusive public policy, we ensure that our community's voice is heard.**

A significant step forward came this year when the Jewish community was formally recognized as a leading partner in providing hate-related training to law enforcement and provincial prosecutors. It's the first time we've been invited into such a critical role, and it reflects the trust and credibility we've built.

We're also strengthening relationships with Black, Ukrainian, Christian, Mennonite, and other faith-based communities. And through a new Indigenous engagement initiative, we're building meaningful dialogue with the Manitoba Métis Federation, Inuit, and First Nations organizations.

**Your support helps this work grow. Together, we're shaping how others see our community and standing proudly for what we believe in.**

“As a result of the work of the Federation's Public Affairs Task Force, we've shifted from reacting to challenges to proactively addressing them. From shaping government policy to school classrooms, to bridge building and community outreach, we are ensuring that our community's voice is not only heard but also trusted and respected.”

- Carrie Shenkarow , Public Affairs Task Force Chair





## Priority 3:

## Supporting At-Risk Jews Worldwide

### BUILDING GLOBAL CARE AND CONNECTION

When Jews around the world face hardship, we act: quickly, compassionately, and together.

**Through national and international partnerships, we deliver emergency aid, help displaced families, and provide long-term support where it's needed most.** From the frontlines of Israel to Ukrainian border communities and beyond, your generosity brings food, housing, trauma support, education, and dignity to Jews in crisis.

Through the newly-established Pan Canadian Coalition, we are strengthening our support for Israelis affected by war, whether still in the conflict zone, or rebuilding lives in other parts of Israel. We are also committed to continuing aid to Jewish communities still facing displacement and instability in Ukraine and elsewhere.

**Your gift is part of a collective effort, and our community's response is part of a larger global movement of Jewish solidarity.**

### THE IMPACT OF YOUR GIFT:

# 40

Israeli families who fled the war zone have connected with local settlement services here in Winnipeg

Since 2023, Canadian Jewish communities have raised over

# \$175

million in emergency support for Israel

# \$91.5 Million

raised by the Jewish Federations of North America since 2021 to help people displaced by the ongoing war in Ukraine





## BUILDING PARTNERSHIP, STRENGTHENING PEOPLEHOOD

Our connection to Israel isn't just symbolic, it's personal.

Through Partnership2Gether (P2G), Winnipeg maintains a meaningful relationship with the Etzbah HaGalil region in Northern Israel.

**Alongside our Coast-to-Coast partners, we support programs that build resilience, foster**

**Jewish identity, and create real, lasting bonds between Israelis and diaspora Jews.**

We grow closer through youth exchanges, school partnerships, and community visits. Every connection strengthens our sense of peoplehood across miles, languages, and generations.

### THE IMPACT OF YOUR GIFT:

**The Mashabim Community  
Stress Prevention Centre  
expanded from**

**60 to 500**

**therapists, offering free  
trauma support to residents  
and soldiers**

**40%**

**of Tel Hai Field School  
faculty remained in place to  
continue critical research in  
the Hula Valley**



**Noy, a second-year  
psychology student,  
overcame hardship  
and is studying at  
Tel Hai College with a  
scholarship supported  
by Winnipeg donors**

Partnership is about growing together. Through shared experiences, mutual care, and deep-rooted commitment, we help build a stronger Jewish future on both sides of the ocean.

“ Witnessing firsthand the devastation in our partner region was overwhelming, but it also reinforced the importance of our support. One of the most meaningful aspects of travelling with a Coast to Coast delegation was the kindness and inclusiveness shown by the senior members toward us newcomers. They continuously checked in on us, ensuring we were comfortable and providing us with valuable insights that enriched the experience. Seeing the direct impact of our donations and how they transform real lives was profoundly important.”

– Mariana Sussi, Israel and Overseas Chair



**2024-2025****Combined Jewish Appeal  
Campaign (CJA)**

Beneficiary Agencies	Amount Allocated	Donor Designated
Aleph-Bet Child Life Enrichment Program Inc.	No application in 2024	-
BB Camp	\$90,000	\$17,500
Camp Massad	\$80,000	\$51,064
Gray Academy of Jewish Education	\$900,000	\$83,750
Gwen Selter Creative Living Centre	\$210,000	\$113
Irma Penn School of Jewish Learning	\$1,800	-
Jewish Child and Family Service (JCFS)	\$950,000	\$47,180
Jewish Heritage Centre of Western Canada	\$75,000	-
Jewish Learning Institute	\$7,500	\$40,000
Rady JCC	\$560,000	\$22,250
Shalom Residences Inc.	\$40,000	-
The Saul & Claribel Simkin Centre	\$40,000	-
<b>TOTAL</b>	<b>\$2,954,300</b>	<b>\$261,857</b>

Donor Designated to Community Agencies and Israel	
Congregation Shaarey Zedek	\$39,000
Jewish Foundation of Manitoba	\$135,000
Canadian Friends of Tel Aviv University	\$2,500
Centre for Israel & Jewish Affairs (CIJA)	\$60,000
Israel Magen Fund of Canada	\$10,000
Israeli Institutions and Organizations	\$847,400
<b>TOTAL</b>	<b>\$1,093,900</b>

Donor Designated to Jewish Federation of Winnipeg Programs	
March of the Living	\$8,767
GrowWinnipeg	\$4,824
Hillel	\$56,080
Partnership2Gether	\$108
PJ Library	\$56,327
Tributes Directed to CJA	\$3,456
Genesis	\$15,000
Combating Antisemitism	\$34,703
<b>TOTAL</b>	<b>\$179,265</b>

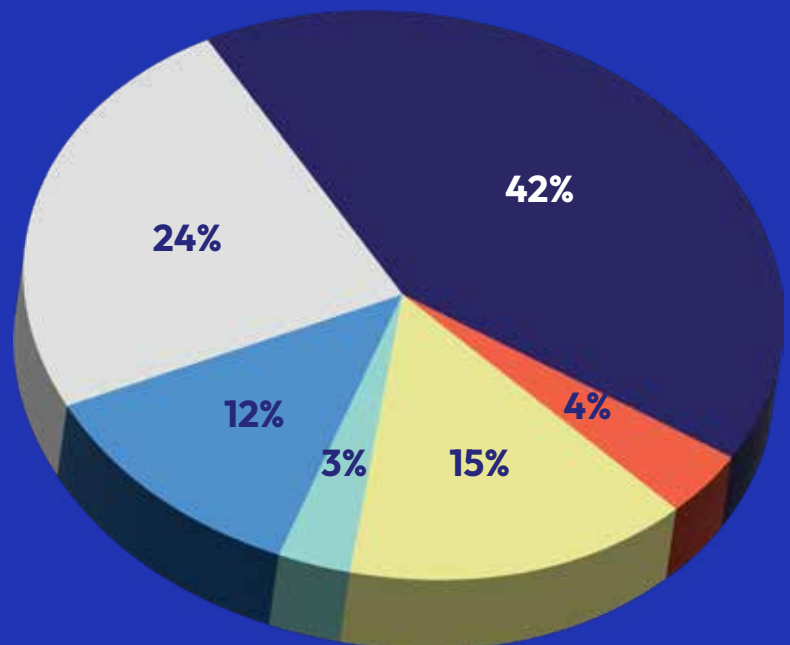
## Amount Raised

# \$6,926,248

Jewish Federation of Winnipeg (JFW) Distribution	Amount	%
2024 CJA Campaign Cost	\$687,668	10%
Jewish Federation of Winnipeg Programs	\$362,984	5%
Jewish Federation of Winnipeg Initiatives and Administration Cost	\$619,508	9%
<b>TOTAL</b>	<b>\$1,670,201</b>	<b>24%</b>

Distribution of Funds Raised	Amount	%
Allocated to Beneficiary Agencies	\$2,954,300	42%
Donor Designated to Beneficiary Agencies	\$261,857	4%
Donor Designated to Community Agencies and Israel	\$1,093,900	15%
Jewish Federation of Winnipeg Programs	\$179,265	3%
Jewish Federations of Canada - United Israel Appeal	\$808,766	12%
Jewish Federation of Winnipeg	\$1,670,160	24%
<b>2024 CJA AMOUNT RAISED</b>	<b>\$6,926,248</b>	<b>100%</b>

## DISTRIBUTION AS A PERCENTAGE OF FUNDS RAISED



Based on Projections for Fiscal Year 2024 - 2025



# Building a Legacy That Lasts

## OUR ENDOWMENT FUND

Through our endowment fund, we are creating opportunities to invest in tomorrow, today.

Some gifts make a difference right now. Others continue to work, year after year, quietly strengthening our community for the long term. That's what the Jewish Federation of Winnipeg's Endowment Fund is all about. It's a way to turn your values into lasting impact by helping fund the programs, services, and support systems that our community depends on today and for generations to come.

You don't need to be wealthy to make a lasting impact. Over 600 community members have already chosen to invest in the Federation's endowment. With a planned gift or lifetime giving, you can join them in building a more secure and generous Jewish future.

The endowment fund was  
established in 1988 with  
**\$1.2 Million**

**\$7.4 Million**  
is the current value  
of the fund

In 2024, over  
**\$320,000**  
from the fund supported  
the annual campaign

## WHAT IS AN ENDOWMENT FUND?

Endowment funds work by investing your donation and distributing only the interest earned. The original amount you give remains intact, so your impact continues every year. When you contribute to the Federation's endowment fund which is established at the Jewish Foundation of Manitoba, your gift is pooled, invested, and used to strengthen the Combined Jewish Appeal Campaign for years to come.

## WHY ENDOWMENT FUNDS?

By growing or starting your own endowment, you're doing more than supporting today's needs - you're helping build the future of Jewish Winnipeg, one that reflects your values and vision. Tzedakah teaches us to see others, to give with purpose, and to leave the world better than we found it. That's the difference that an endowment gift makes.

“ Supporting Federation through an endowment is a wonderful way to leave a lasting legacy for our Jewish community. We believe that it is vitally important to support the sustainability and security of our Jewish community, by ensuring the continuity of necessary programs and initiatives. It is the best way to remain as caretakers of our community for our future generations.”

- Joel Cogan



## WAYS TO GIVE

You can contribute in the way that works best for you, either during your lifetime or through a planned gift:

Name the Jewish Federation of Winnipeg's Endowment as a beneficiary in your will, life insurance policy, or estate plan

Make an immediate impact by contributing to the Federation's endowment through a one-time gift, or regular installments

With just \$100, create a fund in your name or that of a loved one within the Federation's endowment, established at the Jewish Foundation of Manitoba

Designate income to your named fund within the Federation's endowment fund from an existing donor-advised fund

Every choice makes a difference. And every gift helps build a culture of giving that strengthens our community far beyond this moment.

## DID YOU KNOW THAT...

All donations to the endowment fund are eligible for a charitable tax receipt for the year the donation is received

You can contribute any time during the year with gifts of cash, securities, or by sending a tribute card

A gift in your will may reduce your estate taxes, and sends a powerful message to your family about the values you live by

Donating publicly traded securities can help you avoid capital gains tax and increase the value of your gift

“ Tzedakah is not charity. Charity is what we give out of the goodness of our heart. Tzedakah is what we give because it is our duty, our responsibility, our shared humanity.”

- Rabbi Jonathan Sacks (z"l)

# OUR BENEFICIARY AGENCIES:



## ALEPH-BET CHILD LIFE ENRICHMENT

Aleph Bet is a preschool that serves the North End of Winnipeg through the philosophies of Jewish values.



## BB CAMP

BB Camp is an inclusive sleep away Jewish summer camp in Lake of the Woods, Ontario where youth learn and grow through wilderness based experiences.



## CAMP MASSAD

Camp Massad is a Hebrew immersion camp where kids can learn, grow, and play in a Hebrew environment.



## GWEN SECTOR CREATIVE LIVING CENTRE

Gwen Sector Creative Living Centre at Syd Glow Place promotes the physical, mental, social, and spiritual well-being of older adults; thereby promoting independent living and participation in community life.



## Irma Penn School of Jewish Learning

## IRMA PENN SCHOOL OF JEWISH LEARNING

Under the guidance of the Rabbi and School Director, children are exposed to the cultural, social, historical, and ethical aspects of Judaism. The curriculum includes the Jewish life cycle, holidays, festivals, Shabbat, Hebrew, blessings, and synagogue skills. Classes are Wednesday after school and Sunday mornings.



Strengthening Lives in Keeping with Jewish Values

## JEWISH CHILD AND FAMILY SERVICE

JCFS helps hundreds of people within our community from people who have just arrived to the oldest members of the community. Offering counselling services, financial assistance, addiction support, settlement and integration programs, and so much more.



Cherishing Our Place in Time

## JEWISH HERITAGE CENTRE OF WESTERN CANADA

The Jewish Heritage Centre of Western Canada (JHC) brings together the Jewish Historical Society of Western Canada, the Marion & Ed Vickar Jewish Museum of Western Canada, the Genealogical Institute, the Jewish Historical Society Archives, and the Freeman Family Foundation Holocaust Education Centre.



## JEWISH LEARNING INSTITUTE

JLI offers weekly classes and seasonal courses, lectures and inspiring events, to connect you with your community and with your Jewish soul.



## ROSE & MAX RADY JEWISH COMMUNITY CENTRE

Rady JCC offers an extensive array of sports, cultural, recreation, fitness and wellness programs for children, youth and adults of all ages.



## SAUL & CLARIBEL SIMKIN CENTRE

## SAUL & CLARIBEL SIMKIN CENTRE

The Saul and Claribel Simkin Centre is a sparkling, 200-bed facility in south Winnipeg where people who can no longer live independently come to live their remaining years in dignity and with professional care, in a robust and friendly social environment steeped in Yiddishkeit.



## SHALOM RESIDENCES

Shalom Residences provides person-centred service and support to people in the Winnipeg community who are living with an intellectual disability.



## GRAY ACADEMY OF JEWISH EDUCATION

As Western Canada's only JK-Grade 12 Jewish day school, Gray Academy provides unparalleled opportunities for students to learn and grow academically, socially, emotionally, and Jewishly in a warm, welcoming community environment.



# TOGETHER, WE'RE BUILDING A STRONGER FUTURE

When you give to the Combined Jewish Appeal (CJA), you're doing more than making a donation. You're investing in a strong, connected Jewish future, locally and globally.

Your generosity fuels a wide range of programs and initiatives that build Jewish identity, support inclusion, and foster meaningful connection at every life stage. These experiences are made possible through the Federation, often in collaboration with local organizations and global partners.

Here's just a glimpse of what your gift helps make happen:

## **PJ Library & PJ Our Way**

Free Jewish books and learning experiences for children and teens.

## **Shalom Baby Shower**

The Jewish Federation of Winnipeg's way of welcoming each new baby into our community with warmth and care.

## **Hillel**

Strengthening Jewish life on campus for post-secondary students.

## **Genesis YWG**

Engaging young adults in philanthropy, leadership, and community building.

## **Women's Philanthropy**

Engages Jewish women in the fulfilling work of making the world a better place, building and supporting Jewish life for today and for generations to come.

## **Ben-Gurion Society (BGS)**

A giving circle for individuals and couples aged 25 to 45 who contribute \$1,000 or more annually, building the next generation of Jewish leaders.

## **Lion of Judah**

An international sisterhood of Jewish women making a powerful impact through a minimum annual gift of \$5,000.

## **GrowWinnipeg**

A Winnipeg born program facilitating immigration, building community, and empowering futures.

## **Community Events**

Celebrating together through programs like Yom Ha'atzmaut, Folklorama, guest speakers, and more.

## **March of the Living**

A transformative journey through Poland and Israel, exploring Jewish life, loss, and resilience.

These touchpoints help create a vibrant, resilient, and inclusive community. And while they represent just part of the impact, they reflect the deep reach and purpose of your support.

**Thank you for helping build the future, one program, one connection, one gift at a time.**

**YOUR DONATION,  
OUR COMMUNITY'S SUCCESS.**



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