



Jewish Federation
OF WINNIPEG

THE **STRENGTH** OF A PEOPLE.
THE **POWER** OF COMMUNITY.



REPORT OF THE **ALLOCATIONS COMMITTEE**

For the period: September 1, 2021 - August 31, 2022

MARCELO APROSOFF,
CHAIR

May 2021



Approved by the Board of Directors May 25, 2021

Each year the Jewish Federation of Winnipeg's Combined Jewish Appeal campaign, conducts an annual campaign to raise the funds necessary to sustain the Federation and its Beneficiary Agencies. The Allocations Committee is empowered to solicit requests for funding from Beneficiaries, to review them with the goal of fulfilling Federation's fiduciary responsibilities in evaluating requests and the organization's financial circumstances, and to maximize the impact of allocations.

Process improvements

The Allocations Committee expanded its activities this year to begin meeting with agencies throughout the year, in order to stay in touch with their challenges and successes year-round. Meetings in January 2021 between several committee members and the leadership of each Beneficiary provided the committee with an overview of the programmatic impact of the pandemic.

The Committee plans to continue this ongoing liaison with the Beneficiaries as well as strengthen the understanding of how they meet high priority needs in the community as identified through Community Planning.

Process this year

The process of allocating the proceeds from the annual Combined Jewish Appeal Campaign began in April with review of material submitted, presentations from Beneficiary leadership and an opportunity for the full committee to hear first-hand about each Beneficiary's challenges, successes and financial needs. The committee tried to look at each request with fresh eyes and without assuming the requests would be incremental over last year, to better understand the depth of financial need and the potential community impact.

At the end of these meetings, the Committee was provided with the amount available for allocation. The Executive approved an amount of \$3,003,000 for allocation.

Pandemic Responses

The Winnipeg Jewish community benefits from strong Beneficiaries that found creative ways to serve their constituencies in the face of restrictions on service, safety and health concerns, and granting opportunities. There were some notable successes in each priority area of service to our community.

Serving the Vulnerable

- Gwen Secter Creative Living Centre began in March 2020 to call their members and regulars, discovering that food was the most immediate concern for many. They began delivering 6 meals in the first week, which has ramped up to 620 meals per week as of April 2021. In partnership with Jewish Child and Family Service, transportation to medical appointments was added in fall 2020 as the need became clear. Grocery delivery supported those who were fully able to cook for themselves but did not feel safe on buses or in taxis or even in the store.
- Many seniors who were not technology users before are now tech savvy tablet and internet users. They watch concerts, lectures, films and more. They participate in Zoom classes with small group conversation. They visit with children and grandchildren and stay connected to family and community. Gwen Secter Creative Living Centre, Jewish Child and Family Service, the Senior Concierge programs, the Rady Jewish Community Centre work collaboratively to put the technology in the hands of seniors, produce high quality series online, host classes that encourage conversation with peers and more.
- Jewish Child and Family Service discovered they could simply (or not so simply) move home and move online in order to continue almost every aspect of service. Home visits were curtailed but welcoming immigrants, taking on more senior clients, coping with increased needs in addiction supports were some of the exceptional ways they were able to support the community's needs in a time of severe need.
- Simkin Centre led the way in modelling safety for their residents as COVID came, was isolated, and left. They overcame mountainous odds to ensure the safety of their residents in a manner that has become a model for others.
- Shalom Residences staff and residents found new ways to spend the day, use technology and keep fully staff and COVID free in the face of day programs closures, PPE shortages, limited staff and no where to go to get out for so many months. They can not be commended or thanked often enough.

Engaging Adults

- The Jewish Learning Institute is reaching many more students virtually than they could in person.
- The Jewish Heritage Centre has moved lectures and newsletters and programs online with partners and attendees locally, nationally, and internationally.
- The Rady Jewish Community Centre partnered with others and moved some series online for the winter months.

Educating and Engaging Children and Youth

- School moved online, and when allowed to do so, school moved back into the school with hybrid services to allow those who might need to stay home as a precaution to attend. Safety, mental health, continuing full educational programs was the top priority. Gray Academy was one of the most successful schools in Winnipeg to achieve and maintain a high quality environment for students in all aspects. Irma Penn School of Jewish Learning moved online and stayed for the families that depended on them for this Jewish connection.
- Day camp at the Rady JCC and bussing to Camp Massad daily for their activities were bright spots for kids in a summer of constraints. With COVID protocols in place, many children and teens had a stimulating summer with friends.
- BBYO resumed in the fall of 2020, moving online to engage teens, with BBYO International support and platforms.
- Daycare continued with no COVID closures in Aleph Bet after re-opening in June until the present, and continued success in both sites of the Rady JCC's Kaufman Child Care Centres.

Infrastructure

- Equipment acquisition, skill building in online production, Zoom skills have been gained across the community. Technology improvements are pervasive and will be long lasting.
- Cross communal collaborations and partnerships are stronger than ever as organizations join forces to reach out to our community. Opportunities continue to be identified at inter-organizational meetings to fill high priority gaps, new and old.

Pandemic Challenges

Despite almost endless challenges and disappointments, community leadership proved resilient, flexible, creative, adaptable and compassionate.

- Loss of life at the Simkin Centre was heartbreaking.
- Closures at the Rady JCC left huge gaps in social opportunities for every demographic group.
- Fundraisers were cancelled or scaled back, limiting the capacity of some organizations.
- The community has become accustomed to programs online that are free.
- Some individuals don't do well in the virtual world and are even more isolated in a world of isolation.

Silver Linings

Meetings in January highlighted the silver linings of the pandemic year and presentations in April reinforced these long term benefits.

- **Attendance** at board meetings, committee participation and access to programs from around the world have exceeded all expectations. Full attendance at meetings is now common.
- **Technologies** that were in their infancy or in early adoption stages accelerated at an extraordinary pace as everyone jumped to pivot and meet the needs. "Gray Away" was already in use and could be ramped up. Zoom was already used for a few meetings with participants across the continent. Office space shortages were replaced with laptops, home office equipment and software.
- **Hidden needs** were revealed that could be met and will continue to be met as society re-emerges, e.g. seniors needing food delivery who may not have eaten well before.
- **Volunteerism** was always strong but volunteers came forward to support the community in brand new ways from phone trees to deliveries to folding laundry.
- **Site maintenance** benefited from a lack of in person programs, creating time and space for overdue repairs, maintenance, and reorganization.
- **Health and wellness** protocols as COVID precautions resulted in fewer colds and flus at camp and in office environments.
- **New kinds of connections** were invented with "Kits", pickups, drop offs, and drive by contacts that were successful and highly valued.
- **Partnerships** across the community are commonplace and responsive to immediate needs.
- **Grants** from governments and foundations (COVID related) filled financial gaps left by lower revenues in fees and fundraising, etc.

- **Overall financial health** of our Beneficiaries is exceptional at this time, with many having surpluses, reserves, and endowments. They were generally in good condition prior to the pandemic, demonstrating fiscal responsibility and aggressive pursuit of grants and public funding sources over the long term.
- **Donors were almost universally generous.** And many came forward to share their wealth with others.

Looking Forward

Every Beneficiary has plans for re-opening and producing a full year of programs and services. As each has learned to find alternative ways of serving the community, they also have backup plans. They look forward to:

- Using the technology to create hybrid programs. Some people will be ready for in person, some may not even when it's safe.
- Maintaining health and safety protocols that add cost to the budgets and well-being to the community.
- The potential in the coming years that community members will need more financial support as the job market transforms.
- Surpluses and reserves may be needed to fill financial gaps as government grants end and other revenues (membership, fundraising, program fees, etc.) take time to re-build.
- New customers/participants/students who see the strength of community in the re-growth of our community organizations.
- The future has many unknowns. Everyone has a diverse set of contingency plans and new skills at adapting. Allocations this year are needed to ensure that they will get through the coming year and provide core services to the community in the future as they transition back to a "new normal".

Approved Allocations

The Committee was excited to have more money to allocate than ever before and recommended the following allocations. They were conscious of the fact that some donations in this year were singular and will not be repeated. They would like to caution Beneficiaries not to expect or rely on continuing increases in the next few years, even as we remain hopeful about the future.

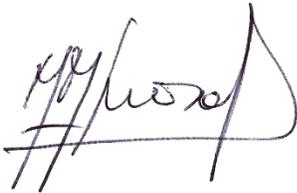
The recommended allocations were approved by the Board of Directors on May 25, 2021.

	2021/22	2021/22	2020/21
Beneficiary Agency	Approved Allocations	Request	Actual Allocation
Aleph Bet Child Life Enrichment	10,000	60,000	7,000
B'nai Brith Jewish Community Camp	80,000	90,000	60,000
Camp Massad	70,000	70,000	60,000
Gray Academy of Jewish Education	1,000,000	1,030,000	984,000
Kaufman Silverberg Library	<u>40,000</u>	<u>60,000</u>	<u>38,500</u>
Total to Gray Academy	1,040,000	1,090,000	1,022,500
Gwen Sector Creative Living Centre	100,000	100,000	90,000
Kosher Meals on Wheels	45,000	45,000	40,000
Kashrut Mashgiach	<u>10,500</u>	<u>10,500</u>	<u>10,500</u>
Total to Gwen Sector Creative Living Centre	155,500	155,500	140,500
Irma Penn School of Jewish Learning	7,900	7,900	5,500
Jewish Child and Family Service	880,600	880,560	815,300
Chaplaincy	<u>54,400</u>	<u>54,366</u>	<u>54,400</u>
Total to Jewish Child and Family Service	935,000	934,926	869,700
Jewish Heritage Centre of Western Canada	79,600	81,000	77,000
Jewish Learning Institute	10,000	15,000	1,800
Rady Jewish Community Centre	540,000	540,000	540,000
Shalom Residences	40,000	40,000	36,000
Simkin Centre	35,000	34,980	20,000
Total requested/allocated to Local Agencies	3,003,000	3,119,306	2,840,000
Funds Available for Local Allocation	3,003,000	3,003,000	2,840,000
Requests in Excess of Funds Available	0	116,306	0

A Final Note from the Chair

I would like to extend a heartfelt thank you to the CJA campaign for their contribution to this incredibly successful campaign; to the JFW Executive Board for their leadership and guidance; to the JFW staff for their support and tireless work; to the CJA donors for making a difference in our community; to our beneficiary agencies for their achievements, passion and the tremendous impact that they make on so many people. Finally, I want to thank the Allocations Committee members for their service to the community and bringing your passion, intellect, insight, and experience to the discussions around our virtual table.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marcelo Aprosoff', written in a cursive style.

Marcelo Aprosoff, Chair

Allocations Committee 2021:

Marcelo Aprosoff, Chair
Carol Duboff
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Paula Parks
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Mabel Fridson
Gayla Guttman
Jeff Lieberman
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Carlos Benesdra
Elaine Goldstine

Our Mission

Acting as the representative body of the Winnipeg Jewish Community, building and sustaining a strong, secure and connected community rooted in Jewish values.

Our Vision

Building a vibrant, connected Winnipeg Jewish Community.



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