



Jewish Federation  
OF WINNIPEG



ANNUAL REPORT 2015

A YEAR IN REVIEW

Our future.  
*Powered by you.*

# ABOUT US

## MISSION

As the representative body of the Winnipeg Jewish community, Jewish Federation of Winnipeg acts on behalf of the community and in support of the State of Israel and “Klal Yisrael”. In accordance with Jewish values, Federation fosters and maintains a strong and united community in order to provide for the continuity, culture, religious practice, spirituality, survival, diversity and welfare of Jewish life in Winnipeg.

## EXECUTIVE COMMITTEE

JFW Board Membership as at the 2015 AGM

David Kroft, Past President  
Adam Levene, President  
Laurel Malkin, Vice President

### Departmental Chairs

Jessica Cogan, Engagement  
Carol Duboff, Community Planning  
Bryan Klein, Financial Resource Development  
Joel Lazer, Community Relations  
Dov Secter, Next Generation Initiatives  
Kovi Smolack, Allocations  
Gustavo Zentner, Treasurer

Richard Buchwald, Honourary Solicitor

### Board Members

Jared Akman, YAD Co-Chair  
Arthur Blankstein  
Brenlee Carrington Trepel  
Baillie Chisick, YAD Co-Chair  
Miral Gabor  
Elliott Garfinkel, Rady JCC Representative  
Jeff Gilbert, JCFS Representative  
Laurelle Harris  
Mark Kantor  
Abby Morris  
Sean Shore, WBJE Representative  
Elana Schultz,  
Women’s Philanthropy Chair  
Evgueni Shusterman  
Regina Teplitsky (resigned)  
Eric Winograd, Jewish Foundation of Manitoba Representative

## BOARD OF GOVERNORS

Don Aronovitch  
Marjorie Blankstein, C.M.  
Ben Cohen  
Neil Duboff  
Mel Fages  
Ian Goldstine  
Sid Halpern  
Evelyn Katz  
Guy Kroft  
Jonathan Kroft  
Israel Ludwig  
Ted Lyons, O.C.  
Howard Morry  
Monte Nathanson

## 2015/2016 STAFF

Elaine Goldstine, Chief Executive Officer  
Carlos Benesdra, Chief Financial Officer  
Shelley Faintuch, Community Relations Director  
Florencia Katz, PJ Library Coordinator  
Jessica Kerzner, Event Coordinator  
Jordan Lazareck, Office Support  
Linda Levesque, Campaign Associate  
Madeline Lopez Ficher, Creative Director  
Shana Menkis, Strategic Development Director  
Carmelle Noiseux, Executive Assistant  
Gwendolyn Penner, Graphic Designer/Web Administrator  
Hernan Popper, Marketing & Operations Director  
Rhonda Prepes, Community Relations Assistant/Event Coordinator  
Marilyn Raber, Volunteer Support  
Faye Rosenberg-Cohen, Planning and Community Engagement Director  
Cindy Singer, Accountant  
Lesley Smith, Leadership Development Director  
Dalia Szpiro, Community Immigration Officer  
Regina Teplitsky, Campaign Director

# PRESIDENT & CEO MESSAGE

*“Real generosity toward the future lies in giving all to the present.” - Albert Camus*

It was an exciting year for the Jewish Federation of Winnipeg, filled with successes and challenges that would not have been possible to achieve and navigate without your support. It is with great pride and joy that we share the activities of our Federation with you, our generous community.

The prime focuses of the past year have been evaluation, strategy, and partnership. We have applied these three categories to every aspect of Federation work, and we are starting to see the results. Organizationally, we are evaluating internal processes and assessing departmental needs so we can better allocate resources and better record our activities. We are working toward developing a new strategic plan, so this organization can now and always best serve the community’s greatest needs in responsible and meaningful ways. To that end, the Federation leadership is planning a Board retreat this coming September.

The Combined Jewish Appeal had its most successful year yet, raising over \$5.86 million and engaging 193 new donors. With the enthusiastic leadership of our dedicated volunteers (7 chairs, over 160 canvassers, and more than 100 telethon callers!) and the great support of our partner agencies, the annual campaign surpassed all our expectations. Internally, we implemented a new database system and updated our communications processes. This means, the campaign team was more efficient and more effective than ever before. With our incredible volunteers and community partners, we engaged in programming and fundraising initiatives that encouraged more participation from the community at-large.

Supporting our growing community is the Jewish Federation of Winnipeg’s primary focus and our ability to address the immediate as well as long-term needs is vital. Community Planning continues the task of evaluating the needs within the community. As part of this evaluation, we have commenced focused meetings with community stakeholders, donors and

*“We are working toward developing a new strategic plan, so this organization can now and always best serve the community’s greatest needs”*

participants with the goal of identifying the future needs of our community. To support this process we are distributing a survey, which began in the spring and will continue through the summer, with analysis beginning in the fall. Through these efforts we will identify the specific areas where we as a community excel and where we have gaps in service. This will allow us to begin the process of developing programs, advocating, and partnering to ensure our community programming matches the needs of the people we serve.

We have many special projects that the community can be proud of this year. To highlight a few:

1. Grow Winnipeg continues to offer resources to Jewish families from around the globe to come and make Winnipeg their home. This year, we initiated targeted programs to try and help individuals in France, Israel, and across South America learn more about our great city.
2. We engaged in a special partnership with Jewish Child and Family Service, the Mennonite community, and the Yadizi community in Operation Ezra. Through this partnership, and the unending generosity of our community, we are privately sponsoring 7 Yadizi families to join our Winnipeg community. We welcomed the first family in July with open arms, alongside our community partners.
3. We held a Words & Deeds dinner in sponsorship with The Centre for Israel and Jewish Affairs (CIJA) honouring the Asper family & Foundation raising over \$400,000 for international and local community needs.
4. We continue to ensure our community has a “seat at the table” by regularly meeting with MPs, MLAs, the Mayor and many city councillors of Winnipeg, our universities and other important broader community centers of influence.

Notwithstanding the many successes of the previous year, we recognize that there remains much more work to be done. In the coming year, the Jewish Federation of Winnipeg will focus on creating sustainable, lasting impact by investing heavily in our partners. We will continue to build relationships and partnerships for the betterment of our practices and grow alongside our vibrant community. This report is an overview of the impact we created together in 2015 and a glimpse into 2016 at the Federation.

We are extremely grateful for your continued support. Together, we are giving our all to the present and securing our future.

*Elaine Goldstine*  
Elaine Goldstine  
Chief Executive Officer

*Adam Levene*  
Adam Levene  
President



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# COMBINED JEWISH APPEAL CAMPAIGN

The Combined Jewish Appeal (CJA) had its most successful year to-date. Raising over \$5.86 million, the CJA made great strides in increasing support to the agencies and programs that ensure the vibrancy and sustainability of our community. With an increased number of individuals giving generously within the Young Adult Division, Women's Philanthropy, and the general campaign, the community showed incredible generosity and support for essential programs.

CHAIR: Bryan Klein

2015 PROGRAMS: Opening Event | Telethons | Budding Philanthropist Volunteer Night



# WOMEN'S PHILANTHROPY

The Women's Philanthropy team led a successful campaign this year, raising over \$1.5 million. Lion of Judah, women who commit \$5,000 or more to the annual campaign, welcomed four new members and raised \$996,251 this year. With an emphasis on partnership and hands-on engagement, Women's Philanthropy programming created opportunities for women of all ages and backgrounds to come together to learn, share, and support the community.

CHAIR: Elana Schultz

2015 PROGRAMS: Opening Event with Harriet Rossetto | Lion of Judah Luncheon with Lieutenant Governor of Manitoba Janice Filmon | Challah Bake with Norene Gilletz | Telethons

# YOUNG ADULT DIVISION (YAD)

YAD had a successful year of fundraising and engagement programs in a variety of educational, leadership, volunteer, and social activities. YAD continued to make an impact on fundraising within the community, including over \$330,000 raised by Ben-Gurion Society (BGS, young adults giving \$1,000 or more) while creating meaningful involvement for YAD to connect with local, national, and international giving actions.

CHAIRS: Baillie Chisick | Jared Akman

CORPORATE SPONSOR: Canadian Western Bank

2015 PROGRAMS: BBQ | Telethons | Blood Drive | Art Show | Culinary Extravaganza | Shabbat Across Winnipeg | Ladies Night Out at Brush Fire | Passover Hamper Delivery | Fire & Ice



# COMMUNITY PLANNING

In order to better serve the community and set long term goals for the Jewish Federation, Community Planning implemented a community needs review process. This year, we embarked on the first step of this process by initiating an engagement and consulting practice with community stakeholders. This includes focus groups with partner agencies and other community organizations, as well as individual surveys and focus groups. The information gathered will form the basis for future planning recommendations.

CHAIR: Carol Duboff

# ENGAGEMENT

Throughout the past year, Engagement reached thousands of people in various sectors of the community, hosting five public space events and a further four within the Jewish Community Centre. Each event was centered on enriching and educating participants around the Jewish holidays, which is why we partnered with numerous community organizations to ensure the greatest impact.

CHAIR: Jessica Cogan

2015 PROGRAMS: Lag Ba'omer | Tashlich Picnic | Shalom Baby Shower | Gourmet Honey Tasting at The Forks | Chanukah at the Mall | Global Day of Jewish Learning | Purim at the Mall | Mimouna

# COMMUNITY RELATIONS

The Community Relations department continued its advocacy and collaborative activities to ensure the needs and concerns of the Jewish community are recognized locally, nationally, and internationally. These objectives were achieved by hosting public events and meeting with Members of Parliament, Members of the Legislative Assembly, and diplomatic officials. In addition, the department was an active participant in Operation Ezra, an initiative to sponsor Yazidi refugees, and hosted a mission to Israel with Norway House Cree Nation.

CHAIR: Joel Lazer

2015 PROGRAMS: AMIA | Shoah Week | Kristallnacht | Jordan Kerbel seminars | Norway House Israel Mission | Deputy Consul General Irit Stopper visit



# GROWWINNIPEG

The Winnipeg Jewish community is internationally recognized as a welcoming, vibrant, organized and developed destination for Jewish families. We received many immigration inquiries over the past year from Moldova, Ukraine, Russia, Brazil, Turkey, Argentina, Uruguay, Cuba, France, Hungary, and Israel. In 2015, our immigration initiative assisted 282 people relocate to Winnipeg and we hosted 115 exploratory visits. GrowWinnipeg continues to investigate new ways of reaching out and connecting with Jews around the globe who want to make Winnipeg their home. Equally important, GrowWinnipeg established a welcome committee in order to facilitate social and employment connections, which make the settlement and integration process much more successful for families new to Winnipeg.

CHAIR: Brian Scharfstein

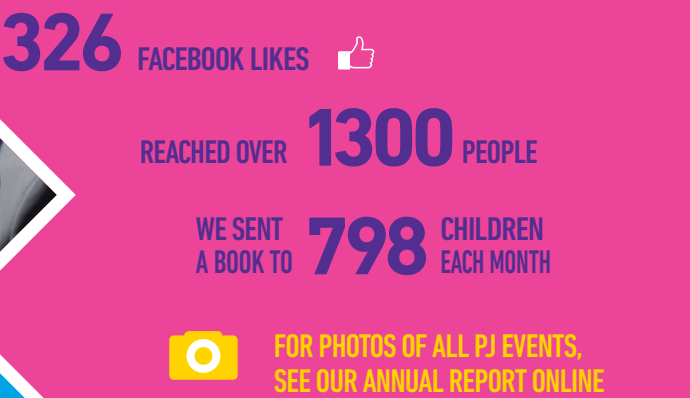


# PJ LIBRARY

The PJ Library program in Winnipeg continues to grow and connect families to the Jewish community. This year, the PJ Library readership increased by nearly 60 subscribers and hosted over 20 events, many in collaboration with community partners. In addition to engaging children, PJ Library partnered with the Young Adult Division to bring mothers together for a Ladies Night Out at Brushfire Studio, which sold out.

CHAIR: Candice Tenenbein

2015 PROGRAMS: Picnic | Sukkot and Fall | Scoop of Summer | Birthday Party for the World | Global Day of Jewish Learning | PJ Library Goes Blue & Gold | Ladies Night Out at Brush Fire | Model Matzah Bakery | Havdallah Pool Party | Mitzvah Mania | Winter Fun





# HILLEL WINNIPEG

Hillel continued its presence at the University of Manitoba and the University of Winnipeg, and newly established at Red River College. Through advocacy and education, Hillel engaged the Jewish student populations across the city through local and national programming initiatives.

**2015 PROGRAMS:** Interfaith Cafe | Shabbat Shabbang | Jews, Schmooze & Canoes | Social Media Workshop | Jewish Awareness Week at Universities | Shabbat Across Winnipeg

# BIRTHRIGHT-ISRAEL

Birthright is a Federation funded, national program that sends young adults on a ten day experience in Israel. Fifty individuals from Winnipeg participated in Birthright this year, including two who joined a group in a pilot program for young adults with disabilities. The program has been established to run every second year to allow individuals of all abilities to have a Birthright experience.

 **TO WATCH VIDEO OF FIRST SPECIAL NEEDS BIRTHRIGHT-ISRAEL TRIP, SEE OUR ANNUAL REPORT ONLINE**



# MARCH OF THE LIVING

Sixteen students from Winnipeg participated in March of the Living (MOL). They joined hundreds of students from around the world on this locally and nationally funded Jewish Federation program. This delegation marches to the sites of the death camps in Poland, then travel to Israel. We are proud to have had our local students bear witness on this meaningful journey.

# MISSIONS TO ISRAEL

The Federation led a mission to Israel in October 2015, chaired by David Provinciano and Mark Chisick with 19 participants. This mission engaged individuals from all walks of life and exposed them to the business, cultural, innovation, and historical landscape of Israel over ten days.

# PARTNERSHIP 2GETHER (P2G)

The Jewish Federation of Winnipeg, in partnership with communities across Canada, funds over 20 projects based in the Upper Galilee through Partnership 2Gether. The partnership funds projects in 3 major areas:

- CAPACITY BUILDING**  
Economic development and accessibility projects
- YOUTH & EDUCATION**  
Engaging children and youth in the classroom and beyond
- GESHER CHAI**  
Connecting students and teachers from Canada with their Israeli counterparts



# HEAR JONATHAN'S STORY

I'll never forget bringing our oldest son for the Passover Delivery hampers event and how it effected the way we perceive the needs of some of those in our community. We were walking down the hallway in an apartment building, looking for one particular family who had called and asked for help so that their family could have a hot healthy meal on Passover. The mother opened the door and was practically in tears because she was so grateful for the large box of food, and the kids were so excited that they were going to finally have this wonderful hot meal. I recall feeling temporarily relieved and happy for them, but realized that it was only one meal, and I remember thinking about them later and wondering what other community resources might be available to help them, so they can have hot healthy meals throughout the year and not just when they received donated food hampers.

After wishing them a happy Passover, my son and I were walking down the hallway and two other doors opened. an elderly woman from one apartment and a middle aged couple in another had heard the commotion down the hall and asked if we had other food we could

share with them. They were also Jewish people in need of the support from our community but had not reached out for help. Luckily, we were able to call back to the volunteer headquarters and put together hampers for them as well.

In the car ride home, my four year old son asked, "Dad, how many people get boxes of food today?" I told him that I wasn't sure how many meals were delivered but that we should try to make sure that everyone who needs one, gets one.

*"The kids were so excited that they were going to finally have this wonderful hot meal"*

For me, that day reaffirmed the need for an ongoing contribution to the CJA.

We are always inspired by the community. We are reminded that there are so many people who are really dedicated to the ongoing success of our Jewish community and it makes us want to stay involved and help out too.

It will be a great challenge and a major acheivement to create a flourishing Jewish Community that evolves and adapts to the needs of the next generation. It is our hope that there is always a vibrant, diverse and exciting Jewish community here in Winnipeg, a community that everyone may access, enjoy, and connect with their own Jewish identity.



WITH GRATITUDE

Our future is powered by volunteers. We are grateful for the incredible commitment of so many caring and dedicated people of all ages who volunteer their time. Below are just a few of our volunteers.

BUDDING PHILANTHROPISTS

are our donors under the age of 18. They are given a tzedakah box and invited to Mitzvah Mania every year to engage and learn about the mitzvah of tzedakah.

CANVASSERS

OFFICE VOLUNTEERS

WORDS & DEEDS

Leadership Award Dinner honoured The Asper Family & Foundation

KAVOD EVENING

honoured and celebrated 18 community volunteers and leaders

FOR MORE VOLUNTEERS, SEE OUR ANNUAL REPORT ONLINE

HEAR MARTY'S STORY

We made our first trip to Israel in 2001 to visit our daughter who was studying at Hebrew University. On the plane, we met Elaine and Ian Goldstine who were on their way to a Federation Solidarity Mission and suggested we join them for some of the speakers and sites they were attending. One memorable event was a lecture at Shaare Zedek Medical Center where they spoke to us about a doctor who was killed during a terrorist attack. We also heard a plea from the parents of one of the soldiers who was kidnapped around the time Gilad Shalit was in captivity.

*This trip inspired me to get my foot in the door and be involved in Federation*

This trip inspired me to get my foot in the door and be involved in Federation. When we returned from Israel, Elaine contacted me to get involved with what was then Partnership 2000, now Partnership 2Gether (P2G).

Our young people are our future leaders and we need to nurture and develop these young adults and P2G is just one of the many ways to do so. PJ Library is also a wonderful example. This program not only helps children but also helps parents learn about tzedakah (charity) and tikkun olam (repairing the world).

The Federation, its partner agencies and our community synagogues all give us many opportunities to connect with our Jewish identity. The Federation and its GrowWinnipeg initiative engages our newcomers and makes them feel welcome in Winnipeg. We strongly believe Federation should continue to engage people by being ambassadors of our community.

We have hope that we will continue to be a strong, vibrant community. We have organizations that are making a difference. Our young adults are getting involved. We are reaching out which is very important. There is a lot of work ahead but we know the future of our children and grandchildren is in good hands.



Statement of Financial Position  
As as August 31, 2015

FINANCIAL STATEMENTS

Assets	2015	2014
Current		
Cash	\$ 599,301	\$ -
Short-term investments	816,510	1,506,675
Pledges receivable	831,001	693,498
Receivables	107,616	81,925
Prepaid expenses	58,164	24,981
Current portion of advances to Jewish Federations of Canada - UIA	-	65,200
Current portion of note receivable	45,000	45,000
	2,457,592	2,417,279
Advances		
Jewish Federations of Canada - UIA	-	195,530
National Council of Jewish Women of Canada Winnipeg Section Inc.	110,000	80,000
Note receivable, Vaa'd Ha'ir of Winnipeg Inc.	61,484	106,484
Capital assets	173,272	11,326
Investments	1,091,981	1,194,273
	<u>\$3,894,329</u>	<u>\$4,004,892</u>
Liabilities		
Current		
Bank indebtedness	\$ -	\$ 2,453
Payables and accruals	186,619	122,487
Due to beneficiary agencies	2,568,550	2,653,800
Deferred revenue	384,019	55,263
Designated allocations payable	63,070	190,858
Current portion of deferred recoveries	45,000	45,000
	3,247,258	3,069,861
Deferred recoveries		
Vaa'd Ha'ir of Winnipeg Inc.	61,484	106,484
	<u>3,308,742</u>	<u>3,176,345</u>
Fund Balances		
Operating Fund	(114,176)	-
Reserve Fund	526,491	817,221
Capital Asset Fund	173,272	11,326
	<u>585,587</u>	<u>828,547</u>
	<u>\$ 3,894,329</u>	<u>\$ 4,004,892</u>

Statement of Revenue, Expenditures and Allocations  
Year Ended August 31

	Budget	2015	2014
Campaign Revenue			
Regular Campaign	\$ 5,880,000	\$ 5,611,609	\$ 5,752,048
Bad debts	7,500	-	12,846
	5,872,500	5,611,609	5,739,202
Financial resource development operating expenditures	609,244	549,644	612,168
	<u>5,263,256</u>	<u>5,061,965</u>	<u>5,127,034</u>
Other revenue			
Endowment fund	75,000	75,043	66,029
Vaa'd Ha'ir of Winnipeg Inc., recoveries	45,000	45,000	45,000
Interest and other	55,000	86,444	86,873
	<u>175,000</u>	<u>206,487</u>	<u>197,902</u>
Revenue before allocations	<u>5,438,256</u>	<u>5,268,452</u>	<u>5,324,936</u>
Allocations			
Beneficiary agencies	2,927,750	2,658,550	2,757,800
Designated	1,019,537	1,039,786	1,015,358
Jewish Federations of Canada - UIA	525,000	525,000	608,000
Federation operating expenditures (net of recoveries)	965,969	982,346	908,388
	<u>5,438,256</u>	<u>5,205,682</u>	<u>5,289,546</u>
Excess of revenue over expenditures and allocations before other items	-	62,770	35,390
Other items			
Write off of Jewish Federations of Canada - UIA advances	-	260,730	-
Special funding	-	45,000	40,208
Deficit of revenue over expenditures and allocations	<u>\$ -</u>	<u>\$ (242,960)</u>	<u>\$ (4,818)</u>

WHERE YOUR MONEY GOES

Through the support of dedicated donors and volunteers, the Combined Jewish Appeal (CJA) provides core funding to 12 local partners and our national and overseas agencies.





## HEAR JESSICA'S STORY

Being a volunteer and contributing to our community is an honour. I volunteer for many organizations because behind every opportunity there is the chance to learn, to grow, to produce, to meet people, and to think.

Another reason volunteering is such a large part of my life is personal. My father immigrated to Canada from then Bombay, India in 1968. The Jewish Agency helped secure his entrance into Canada. The Jewish Social Services Agency (our JCFS) found him accommodations. Funding from the Federation makes these resources available today for new Canadians. This is something that I have never taken for granted and so I get involved and give back.

*“I walked away with the promise to raise a Jewish family and to one day teach my children the importance of doing the same”*

The other reasons that I devote energy to our Community are my children. Volunteering sets a wonderful example for our children that they should not complacently wander through life as though they are mere spectators.

My third reason is that in 1988 as a Grade 12 student when I was presented the opportunity of a lifetime - to go on the first March of the Living from Winnipeg. I walked away with the promise to raise a Jewish family and to one day teach my children the importance of doing the same. March of the Living is one of the most important Engagement programs for our future leaders and it is funded in part by the Federation.

If any of you have ever wondered if your donation to the Combined Jewish Appeal makes a tangible difference in the lives of others - don't wonder. I am a first generation Canadian and an original March of the Living participant having benefitted directly and indirectly from the Federation.

RBC is proud to support Jewish Federation of Winnipeg.



Helping build a better future.

## TRIBUTE CARDS

Recognize important life cycle events or honour a loved one with a personalized message on a Combined Jewish Appeal Tribute Card.

Tribute Card donations may also be designated to PJ Library, P2G (Partnership 2Gether) or March of the Living.

To send a tribute card visit [jewishwinnipeg.org/tribute](http://jewishwinnipeg.org/tribute) or call: 204.477.7428



\$10 - \$35

\$36 - \$71

\$72+



Jewish Federation  
OF WINNIPEG

OUR FUTURE.  
POWERED BY YOU.

## Our future is Powered by You.

When you support the Combined Jewish Appeal with a donation, you are building a stronger Jewish community. You are creating a brighter, more secure future by caring for those in need, connecting to Jewish communities worldwide and enriching Jewish life and learning.

## Thank you for your support.

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