

ANNUAL REPORT

Powered By You

Local and global
impact is in your hands

Farewell to Freedman

CEO Bob Freedman
retires after 28 years

Honour Roll

Our most successful
campaign ever!



Jewish Federation
OF WINNIPEG

OUR FUTURE.
POWERED BY YOU.

Message from the President & CEO

As is our custom, we report to the community annually through this publication on our various achievements, which have been many and our challenges as a community going forward. In doing that, we occasionally step back to remind ourselves of the greater purpose in doing what we do and what we are collectively attempting to achieve.

Federation does many things, but one of our primary goals is to empower and support our various partner agencies in efficiently and effectively delivering the programs and services in order to sustain and enrich our community and those outside of Winnipeg. We do this in many ways, the most visible and crucial, being the monies that are allocated from funds raised by the Combined Jewish Appeal. The dollars allocated allow our agencies reasonable flexibility in accommodating members of our community whose financial resources are limited. Having said that, we are fully aware that the costs of being connected and engaged in the community are still out of reach



David Kroft



Bob Freedman

“The years ahead will be bright if we embrace collaboration and all the beautiful aspects of Judaism that unite us.”

for many individuals and families. That is only one of several ongoing challenges facing Federation in our enterprise of community engagement.

Jewish communities around the world, including those in Israel, still face external threats and hostility. However, the reality is that notwithstanding those threats we, as Jews, are probably living in the best of times. We are blessed to

have a Jewish homeland and we are living in North American communities that are generally tolerant and welcoming. We have taken advantage of new opportunities that were not available to our parents or grandparents, many of whom arrived as immigrants to a more hostile community. Ironically, in embracing the opportunities presented many of us have become assimilated into the general community and risk

Our Mission

Federation is created and shall be operated as the representative body of the Winnipeg Jewish Community, acting on behalf of our community and in support of the State of Israel and “Klal Yisrael” and, in accordance with Jewish values, to foster and maintain a strong and united Jewish community in order to provide for the culture, continuity, religious practice, spirituality, survival and welfare of Jewish life while respecting its diversity.


losing our Jewish connection, however defined. The issue of Jewish disconnection, in this era of blessings, is another, and perhaps the most difficult challenge facing our communities going forward.

In addressing the issue of assimilation and the financial challenges earlier referred to we have in many instances relied upon reminding our younger generation of the ever present scourge of anti-Semitism as a method of keeping our Jewish connection. However there is so much more to maintaining our Jewish identity. To paraphrase Rabbi Jonathan Saks addressing a recent conference on this issue; We must focus more on the Joy and less on the Oy as our focus. So much of our history and tradition remains relevant today and, arguably, is universal in its scope. To be proud of and rely on the Jewish values that have served us so well for so long must be the message as we plan for our future together. The years ahead will be bright if we embrace collaboration and all the beautiful aspects of Judaism that unite us.

On behalf of our board of directors and staff, we thank everyone in our fantastic community for your support and assistance and wish you and your families a healthy and prosperous new year.



David Kroft
President

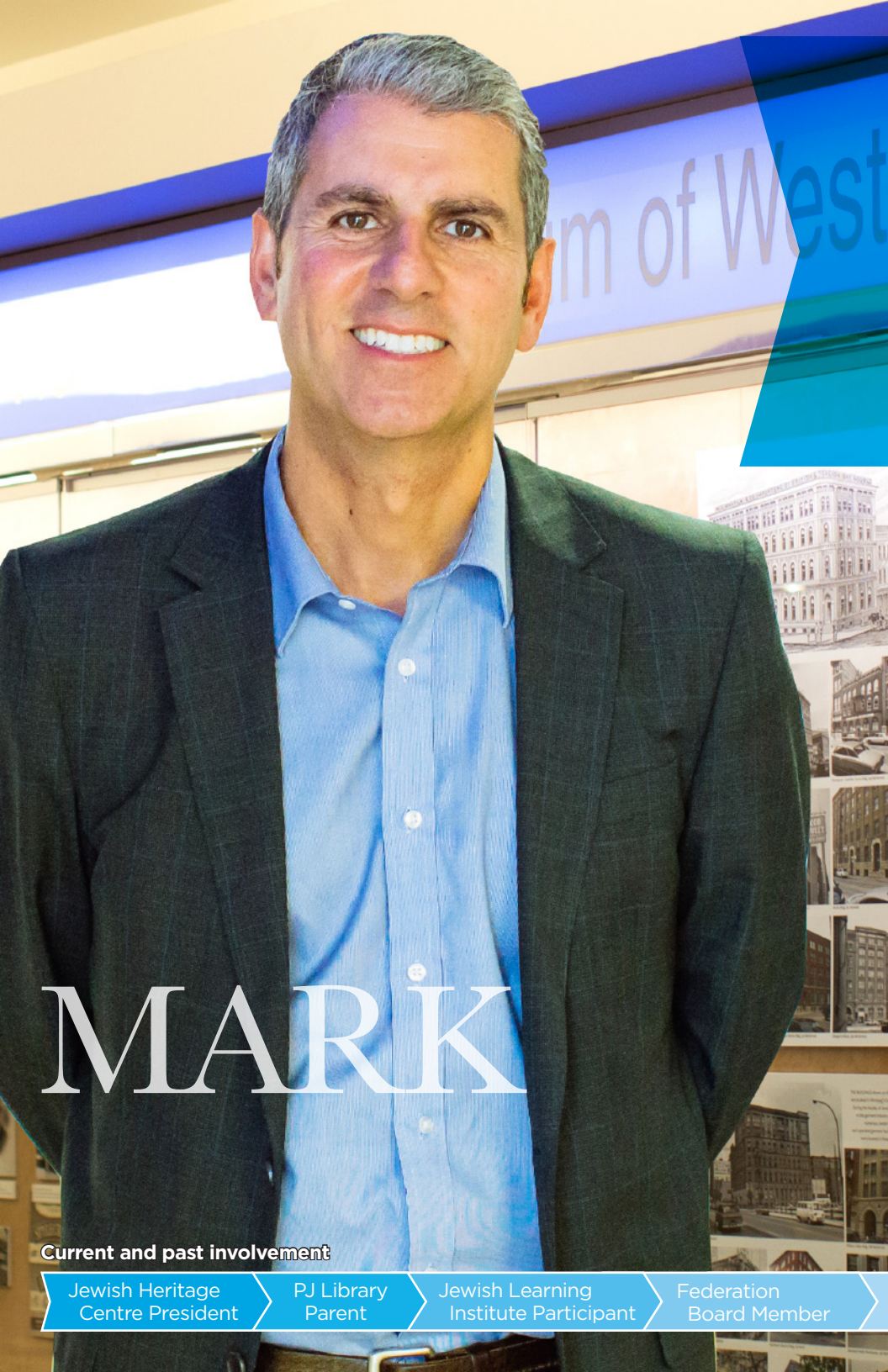


Bob Freedman
Chief Executive Officer

On behalf of all of us at Federation I want to publicly express our gratitude to Bob Freedman who, after 28 years, on August 31, 2014, retired as Chief Executive Officer of Federation. From the building of the Asper Campus to this past year's record CJA campaign, the milestones reached by our community under Bob's watch are too numerous to name. While lay leaders have come and gone over the years, Bob has been a constant. His pride of and commitment to community was unwavering as was his belief in the possible. The Winnipeg Jewish community is stronger and prouder because of Bob. Thank you Bob. We wish you only health and happiness in your next adventures.

David Kroft

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MARK

Current and past involvement

Jewish Heritage
Centre President

PJ Library
Parent

Jewish Learning
Institute Participant

Federation
Board Member

“My Jewish identity provides the foundation for my values and how I conduct my life. The Federation promotes and supports agencies that strengthen identity and assist others.”

- “At some point in everyone’s life, you will likely gravitate towards the Federation or find benefit or assistance from the Federation. While you may not be at that moment now, it may plant the seed for future years.”
- “Walk down the corridor of the Jewish Heritage Centre of Western Canada and interact with our history. It preserves our heritage, locally and nationally. It helps strengthen my Jewish identity. It not only benefits the Jewish community but the community in general.”

Federation Leadership

Executive Committee 2013

Israel Ludwig, *Immediate Past President*

David Kroft, *President*

Adam Levene, *Vice President*

Marilyn Billinkoff, *Treasurer*

Kovi Smolack, *Chair, Allocations*

Aileen Berger-White, *Chair,*

Community Engagement

David Gisser, *Chair,*

Community Planning

Zane Tessler, *Chair,*

Community Relations

Fay-Lynn Katz, *Chair,*

Next Generation Initiatives

Gail Asper, OC, OM,

Campaign Chair

Daniela Jacobsohn & Mira Narvey,

Women's Philanthropy Co-Chairs

Board of Directors 2013

Bruce Caplan

Brenlee Carrington-Trepel

Jessica Cogan

Elliot Garfinkel

Marisa Hochman

Mark Kantor

Tracy Kasner Greaves

Larry Lander

Abby Morris

Sheryl Rosenberg

Lindsay Sawyer Fay

Dov Sector

Jerry Shrom

Evgueni Shusterman

Candice Tenenbein

Regina Teplitsky

Eric Winograd

Gustavo Zentner

Richard Buchwald, *Honourary Solicitor*

Staff 2013-14

Bob Freedman

Chief Executive Officer

Jack Cipilinski

Chief Financial Officer

Rena Elbaze

Jewish Engagement Specialist

Shelley Faintuch

Community Relations Director

Lesley Garscadden

Leadership Development Director

Elaine Goldstine

Financial Resource

Development Director

Florencia Katz

PJ Library Coordinator

Madeline Lopez Ficher

Graphic Designer, Web Administrator

Lynn Letkeman

Accountant

Linda Levesque

Campaign Associate

Jodi Novak

Executive Assistant

Rhonda Prepes

Community Relations Assistant

Judi Price-Rosen

Women's Philanthropy and

Donor Development Director

Faye Rosenberg-Cohen

Planning and Community

Engagement Director

Dalia Szpiro

Community Immigration Officer

Josh Winestock

Hillel and Jewish Campus Life Director

Community Leadership

The annual Kavod Evening is a program to honour and celebrate community volunteers and leaders. The 2014 Kavod Evening took place on Wednesday, May 21 at Congregation Shaarey Zedek.



EDWARD LYONS, OC
Sol Kanee Distinguished
Community Service Medal



GAIL ASPER, OC, OM
Max and Mollie Shore
Memorial Award



KOVI SMOLACK
Harry Silverberg Young
Leader of Distinction Award



MATTHEW NARVEY
Max Nathanson Young
Leadership Award



BILL WEISSMANN
Larry Hurtig Jewish Communal
Professional Award

Shem Tov Awards

Aleph-Bet Child Life
Enrichment Program

CAROL PREBOY

B'nai Brith Jewish
Community Camp

WAYNE NEMY

Camp Massad

MURRAY PALAY

Gwen Selter Creative
Living Centre

RACHEL MARGOLIS

Jewish Child and Family Service
HEATHER LEONOFF

Jewish Federation of Winnipeg
PAULA PARKS

Jewish Heritage Centre
SERGIO GLOGOWSKI, z"l

Jewish Learning Institute
MAXIM BERENT

Rady Jewish Community Centre
LAURIE MAINSTER

Shalom Residences
FRANK STEELE

Saul and Claribel Simkin Centre
SARA HOCHMAN

Winnipeg Board of
Jewish Education
SUSAN BILLINKOFF

Grinspoon-Steinhardt Award
for Teaching Excellence
SHEPPY COODIN

PAULA

A portrait of Paula, a woman with short, curly, light brown hair, smiling. She is wearing a dark brown blazer over a white t-shirt and a necklace with a large, rectangular, orange and silver pendant. The background is a light beige wall with a large orange chevron shape on the right side.

Current and past involvement

CJA Canvasser

Federation
Board member

Rady JCC's
Anakhnu

Women's Endowment
Fund Committee

“ I am proud to see people participate in Jewish activities funded by the Federation – everything from children attending BB Camp or Camp Massad, wellness groups run by Jewish Child and Family Service, to cultural programming at Gwen Secter Creative Living Centre – and the countless other programs that are funded. ”

- “Federation gives people the opportunity to take part in Jewish activities right here in our community.”
- “Both my parents were heavily involved so seeing their activity with Federation, it was natural that I start to participate.”

Statement of Financial Position As at August 31, 2013

	2013	2012
ASSETS		
Current Assets		
Cash	\$563,723	\$463,696
Short-term investments	935,000	454,456
Pledges receivable	715,134	540,632
Receivables	94,788	91,817
Prepays	27,812	65,177
Current portion of advances to Jewish Federations of Canada/UIA	108,000	108,000
Current portion of note receivable	45,000	45,000
	\$2,489,457	\$1,768,778
Advances		
Jewish Federations of Canada/UIA	217,930	325,930
National Council of Jewish Women of Canada Winnipeg Section Inc	50,000	20,000
Note receivable, Va'ad Ha'ir of Winnipeg Inc	151,484	196,484
Capital assets	22,666	34,006
Investments	1,200,397	1,983,163
	\$4,131,934	\$4,328,361
LIABILITIES and FUND BALANCES		
Current Liabilities		
Payables and accruals	\$271,370	\$391,859
Due to beneficiary agencies	2,529,000	2,427,500
Designated allocations payable	301,715	417,495
Current portion of deferred recoveries	45,000	45,000
	\$3,147,085	\$3,281,854
Deferred recoveries		
Va'ad Ha'ir of Winnipeg Inc	151,484	196,484
	\$3,298,569	\$3,478,338
Fund Balances		
Reserve	810,699	816,017
Capital assets	22,666	34,006
	833,365	850,023
	\$4,131,934	\$4,328,361

Statement of Revenue, Expenditures and Allocations Year Ended August 31, 2013

	BUDGET	2013	2012
Campaign revenue			
Regular campaign	\$5,550,000	\$5,528,732	\$5,344,968
Bad debts	12,000	12,183	-
	\$5,538,000	\$5,516,149	\$5,344,968
Financial Resource Development			
Operating expenditures	611,202	596,722	557,723
	\$4,926,798	\$4,919,827	\$4,787,245
Other revenue			
Endowment fund	75,000	76,139	76,381
Vaad Ha'ir of Winnipeg Inc., recoveries	-	45,000	-
Interest and other	55,000	76,302	84,990
	130,000	199,441	161,371
Revenue before allocations	\$5,056,798	\$5,119,268	\$4,948,616
Allocations			
Beneficiary agencies	\$2,547,983	\$2,592,474	\$2,489,125
Designated	1,013,832	1,013,086	1,011,807
Jewish Federations of Canada/UIA	562,198	562,198	588,425
Federation operating expenditures	932,785	925,685	817,906
	\$5,056,798	\$5,093,443	\$4,907,263
Excess of revenue over expenditures and allocations	-	\$25,825	\$241,353

Financial support. **Powered by you.**

519

Combined Jewish Appeal donors in the Young Adult Division (ages 25-45)



GASTON

Current and past involvement

Gray Academy
Graduate

Camp Massad
Alumni

Taglit-Birthright
Israel Alumni

Rady JCC's Kehila
Award Recipient

“

Now that I am working I am able to stand on my own and give this donation from my own pocket; not just stand behind my parents. I am able to make this gift from my own heart because I have seen the power of our community.

”

- “After seeing how others helped my family and me when we moved here from Argentina, I am now able to help others.”
- “Though small, Winnipeg is very strong. With that strength we are able to help one another.”
- “Rady JCC’s BBYO showed me how young leaders in my community were able to help kids, and I thought, that is what I want to do.”

Message from the Campaign Chair

This year the Winnipeg Combined Jewish Appeal had another excellent campaign, raising a record-breaking \$5,817,000. We had 3,629 donors supporting the campaign, making Winnipeg one of the most generous and inclusive campaigns in North America. This included 348 brand new donors, which is really terrific to see. We can do so much in our small community because you, the donors, are so generous.



We are constantly reminding contributors that every gift counts. It's also true that each and every one of our 209 canvassers' efforts are important, from our stalwart SuperSunday callers to our Young Adult Division cell-a-thon volunteers.

While we have many loyal donors who give year in and year out, it was thrilling to witness the next generation of donors, the 25-45 year-old age group, which was right behind Women's Philanthropy in growth last year in terms of increased dollars raised, and ahead of everyone in terms of new donors to the campaign. This really bodes well for the future.

*“We can do so much
in our small community
because you, the donors,
are so generous.”*

I'd also like to say a special thanks to the folks who served on our 2013 Combined Jewish Appeal Cabinet including our Top Donor co-chairs, Bob Silver and Larry Vickar; Women's Philanthropy co-chairs, Daniela Jacobsohn and Mira Narvey; Lion of Judah chair, Laurel Malkin; and Ben Gurion Society (which is donors 25-45 giving \$1000 or more) co-chairs - Daniel Friedman and Rob Dalglish, Baillie and Dan Chisick. I would

like to wish Bob Silver and Daniel Friedman, our co-chairs for 2014, much luck in the upcoming campaign. We are very fortunate to have such great people contributing as volunteers.

I'd also like to thank the outstanding campaign professionals, led by Elaine Goldstine, for their dedication and hard work this year. I have enjoyed working with them all immensely.

Your campaign dollars are making a huge difference in the lives of thousands of people in our local community, in Canada, Israel and wherever Jews are in need.

THANK YOU!

A handwritten signature in black ink that reads "Gail Asper". The signature is fluid and cursive.

Gail Asper

Combined Jewish Appeal Campaign Chair, 2011-2013

Campaign Leadership

Combined Jewish Appeal Campaign Cabinet

Gail Asper O.M. LL.D., *Chair*

Baillie Chisick
Daniel Chisick
Robert Dalglish
Laura Diamond
Daniel Friedman
David Hochman
Daniela Jacobsohn
David Kroft
Melvin Lazareck
Joel Lazer
Peter Leipsic
Richard M. Leipsic
Heather Leonoff
Adam Levene
Moses "Moe" Levy
Israel Ludwig
Laurel Malkin
Howard Morry
Matthew Narvey
Mira Narvey
Hart Pollack
Lindsay Sawyer Fay
Robert Silver
Daniel Stoller
Larry Vickar

Women's Philanthropy Management Team

Daniela Jacobsohn &
Mira Narvey, *Co-Chairs*

Laurel Malkin,
Lion of Judah Chair

Sharon Allentuck
Jennifer Blumenthal
Rietta Floom
Beth Goldberg
Marisa Hochman
Eka Mednikov
Sarah Morry
Paula Parks
Randee Pollock
Elana Schultz
Heather Silver
Susan Vickar

The ask. **Powered by you.**

209

Combined Jewish
Appeal volunteer
cannvassers this year



Allocations

The 2013 annual CJA campaign raised \$5.817 million which included designated gifts that support local and national agencies. Our annual campaign's fundraising expenses are 9%, among the lowest of any charitable organization in North America.

CJA is the only community fund in Winnipeg raising money on behalf of the Jewish people here, in Israel and around the world. Through the CJA, 12 agencies locally and 4 agencies nationally and overseas, Jewish day school, Jewish camps, Jewish cultural programs and Jewish social services are given valuable resources to support, enrich and enhance our community.

Designated Giving

\$1,019,357
17.1%

Federation budget

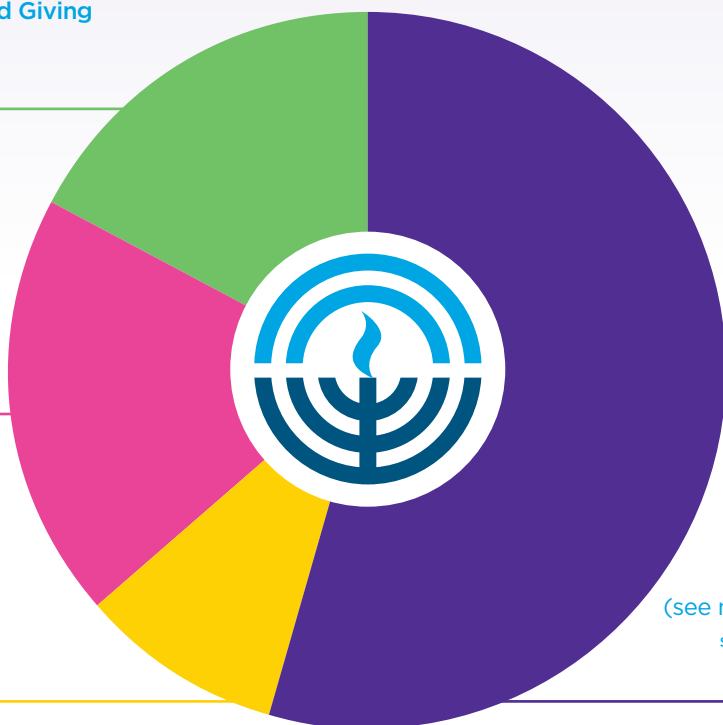
\$1,149,778
19.2%

Campaign Expenses

\$540,946
9.1%

Allocation to partner agencies
(see next page)

\$3,261,800
54.6%



Gratitude. *Powered by you.*

1,438

Calls made by Women's Philanthropy volunteers just to say "Thank You"

Allocations

Your CJA annual campaign dollars at work for September 1, 2014



\$4,000

Aleph-Bet Child Life Enrichment Program



\$60,500

B'nai Brith Jewish Community Camp



\$52,500

Camp Massad



\$1,006,000

Gray Academy of Jewish Education



\$131,500

Gwen Sector Creative Living Centre



\$786,000

Jewish Child and Family Service



\$70,000

Jewish Heritage Centre of Western Canada



\$5,000

Jewish Learning Institute



\$497,500

Rose & Max Rady Jewish Community Centre



\$27,500

Shalom Residences



\$7,300

The Saul & Claribel Simkin Centre



\$6,000

Temple Shalom Religious School



\$608,000

National/Israel/Overseas



GLOBAL IMPACT

“ There’s nothing more powerful than seeing JDC’s work firsthand. Some 330 children in trauma have been treated in communities surrounding Gaza, as well as in Rishon Lezion, Rehovot, Ashkelon and Ashdod. ”

- *The Joint Distribution Committee Israel-Ashalim and the Education Ministry’s psychological counseling service are helping children cope with trauma during Operation Protective Edge.*
- “Our efforts are having not just immediate, but long-term impact. Professionals have received training in an effort to expand the scope of the program to reach thousands more.”

ROCHELLE



Current and past involvement

Shalom Residences

Rady JCC

Jewish Child &
Family Service

Gwen Selter Creative
Living Centre

“ I feel safe and comfortable in my Shalom Residences apartment. I am thankful to Shalom for what they do for me, and to Marvin, my social worker, and Rabbi Charytan from Jewish Child and Family Service. ”

- “My friend goes to shul with me every Saturday, and I go to the Rady Centre every Monday.”
- “Another friend of mine lives in my building, too, and we go to Gwen Selter Creative Living Centre every Wednesday and have lunch and play bingo. I like that you can mix with your friends there.”



Shalom Baby Shower, June 2014



Lion of Judah Opening Event,
October 2013



Budding Philanthropists' Book Drive,
July 2014



Gray Academy students at CIJA media
training, March 2014

Jewish childhood. *Powered by you.*

950

Children have
collectively received
over **26,996**
FREE books
through PJ Library



PJ Library Turns 5, June 2014



P2G Teacher Exchange with Brock
Corydon and Ramat Korazim



Commemorating Holocaust Awareness
Week, April 2014



Judaic art workshop at Limmud Winnipeg, March 2014



YAD's "Bara: Creation" Art Show, November 2013

Israel advocacy. *Powered by you.*

600

Winnipeggers gather to support Israel in a time of need



Rally in Support of Israel, July 2014



Taglit-Birthright participants in Israel, summer 2014



Hillel Winnipeg's "I'm On a Boat" opening event, September 2013



Women's Philanthropy leadership at CJA Campaign Kickoff, September 2013



Ben-Gurion Society's Passover Hamper Delivery, April 2014



EVGUENI

Current and past involvement

Federation
Board Member

PJ Library
Parent

Making Connections
Volunteer

Federation
Immigration Client

“As a Jewish family we want to be close to our culture and roots. That’s why we like PJ Library books. When we mention Jewish community at home with our children we have lots of warm and positive feelings.”

- “Federation seeks to engage and represent everyone in the community as much as possible, building community, facilitating organizational partnerships and personal connections.”
- “I started giving back to Federation once I had my first job here. You can come to Federation with any question or problem and you always get an answer or support.”



ANDREW

Current and past involvement

Gray Academy
Alumni and Staff

Hillel Alumni

Partnership 2Gether
(P2G) Staff

Camp Massad and
BB Camp Alumni

“In order to sustain a community like this, it requires a tremendous amount of financial and human support. The financial piece is a big part, but the human piece is an even bigger one.”

- “I have dedicated my life to supporting and educating Jewish youth and building that connection with the community; building that support.”
- “I don’t have that much money to give, but I think that I have compensated for that in ways of *chesed*.”
- “What better way to support the Jewish community than through the Jewish Federation. Gray Academy is one of the beating hearts of the our community, and the Federation makes that possible.”

Our future is *Powered By You.*

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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!



Jewish Federation
OF WINNIPEG | OUR FUTURE.
POWERED BY YOU.

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