



Jewish Federation
OF WINNIPEG | Community
Planning

Imagine

a flourishing Jewish community
where everyone can find their place...



Community Forward Report

Planning for the Future of the
Jewish Community of Winnipeg

February 2022

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Community Planning and Allocations Director



Community Planning is a department of the Jewish Federation of Winnipeg. The Committee and staff assess long-term Jewish community needs, identify priorities and develop action plans with a broad range of community partners. The Jewish Federation of Winnipeg is committed to planning a vibrant future for a flourishing Jewish community with all possible partners, listening to and engaging with the full diversity of individuals and Jewish organizations.

Community Forward is the name of the ongoing planning process.

Our Community Forward Vision:



Feel free to contact us to volunteer!

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The Ongoing Planning Cycle

Purposes:

- **Continuous improvement.**
Regularly assess community needs, work with partners and stakeholders to plan responses, review progress and change, consult and re-plan.
- **Common understanding and unity of purpose.** We strive to build cooperative, collaborative working relationships between Jewish community non-profits providing service and engagement in Jewish life; to build community cohesion, inclusion and effectiveness.

The Cycle:



Our Values:

Collaboration – Every step of the way, more is accomplished when organizations work together.

Diversity – Accepting the diversity of our community and creating diverse entry points are both essential for a vibrant future.

Inclusion – Everyone who wants to feel part of the community should feel included. This requires accessible, adaptable and sensitive program planning.

Connectors – Everyone feels more welcome when they get a personal invitation and a friendly voice asks them whether they enjoyed the experience. Peer connectors in every demographic are needed.

Empowerment – Volunteer power drives the community and the community experience, especially when those in a particular demographic gather to plan for their peers.

Jewish – We are building Jewish community which requires that every aspect of planning be viewed through a Jewish lens to ensure the values are upheld and Jewish experiences are available for everyone.





Principles for Action Planning

Collaborative tables and Federation's role as convener for cross communal

action - Creating and nurturing collaborative tables, hubs of community activity, is a prerequisite for the most effective cross communal action. These hubs are intended to gather stakeholders around priority matters with a specific population focus or functionality.

It should be noted that community members and organizations look to Federation as the impartial convener of these hubs, to plan, to coordinate activities and to keep the agenda of cross-communal and collaborative possibilities at the forefront.

Content is important - While **relationship building** is key to creating connections to the community, Jewish context and content are the essence of Jewish community. Jews access social networks, services, a diverse array of programs and education in a modern and accepting society. Jewish community must be **uniquely and authentically Jewish in its context** in order to remain attractive. **Frequency of contact** is key to both developing friendships and building skills.

Diverse Entry Points are key in every demographic, followed immediately by ***Welcoming environments***.

Design Thinking – Modern successful Jewish movements empower participants by involving them in planning for themselves and their peers, **empowering volunteers** rather than providing the perfect program. Supporting design thinking approaches also requires **nurturing and fostering innovation** and new program ideas.

Connectors in every demographic – “The Jewish community needs to view itself as an incubator of relationships.” Connectors make an invitation, follow up after an event, greet new people at the door and more. While it happens organically in some situations, it is necessary to build it in to the planning to successfully engage the maximum number of individuals.

Connectors will need in-servicing and updated information on the diverse range of community opportunities for their demographic. The observable strength of **connection** in modern society is increasingly **in small group** activities.



The Goals





Jewish Connections

Go beyond the welcome, to deepen inclusion in and connection to Jewish community, strengthening Jewish identity for all. Infuse this goal as an overarching principle in all strategies and initiatives.

Imagine a place where it's impossible to feel lonely in the Jewish community.

Connected



Vibrant Jewish Life

Enhance engagement in and access to the full diversity of Jewish life and Jewish education that strengthens Jewish identity. Strive to reflect the diversity of the community and empower Jews to create satisfying Jewish life for themselves and others.

Imagine everyone has access to the appropriate formal and informal Jewish education and Jewish experiences that strengthen their Jewish identity and skills, the chance to celebrate Judaism, Jewish life, Jewish culture in their own way.



Vibrant Jewish life

Jewish religious and spiritual services support every Jew from cradle to grave.

Inclusive, Caring Community

Connect each of the most vulnerable in our community to Jewish life in the most inclusive manner possible.

No one misses an opportunity to participate in Jewish life due to financial limitations.



Inclusive Caring Community

A Jewish home is available to all, from a baby who needs foster care to an elder who needs supportive housing.

No elder dies (or lives) alone in their home without knowing the support and caring of the Jewish community.

No one misses an opportunity to participate in Jewish life due to accessibility limitations, both physical and cognitive.

Supported with Infrastructure and Capacity Building

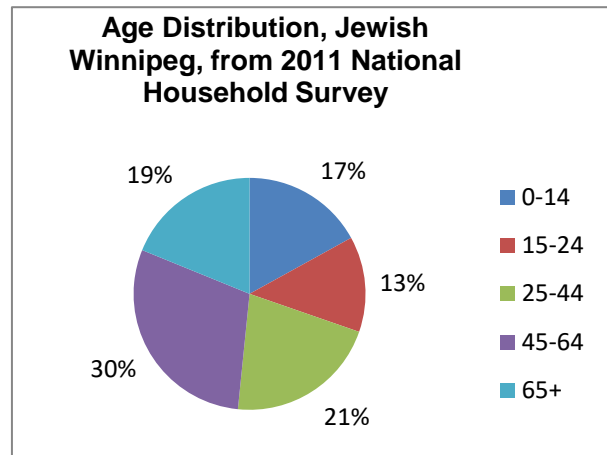
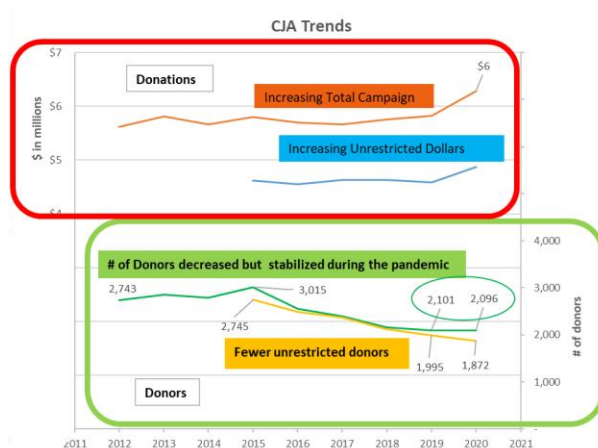
Engage in the strategic planning and capacity building that enables all of the above.



Supported with Infrastructure and capacity



Some Interesting Facts about the Winnipeg Jewish Community



50-60 babies

Are welcomed to Jewish Winnipeg at the Shalom Baby Shower each year

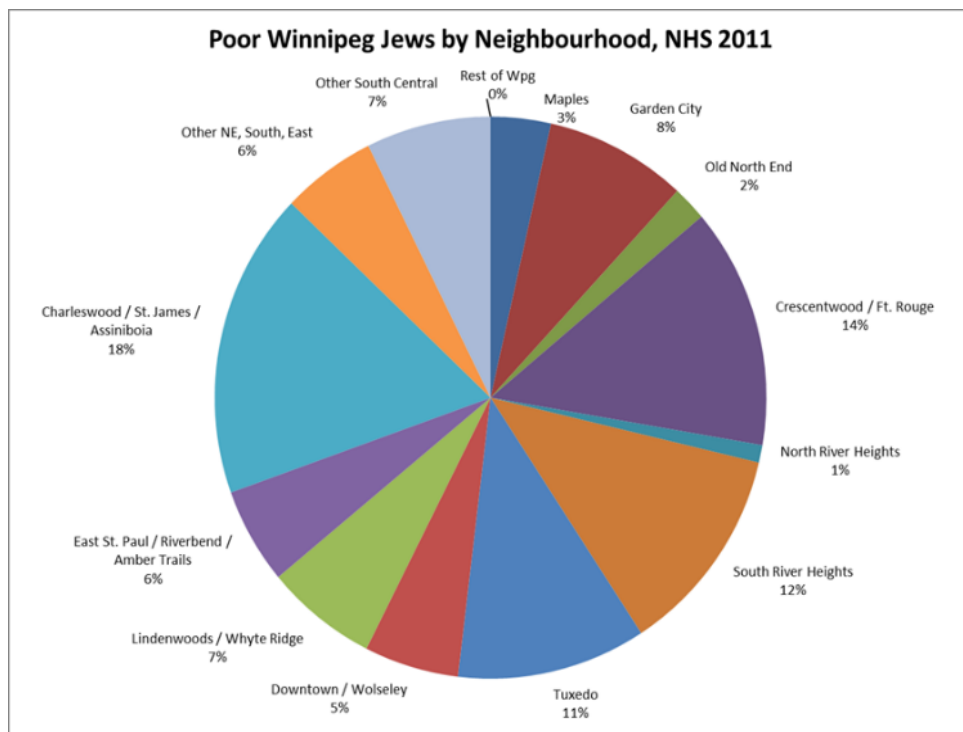
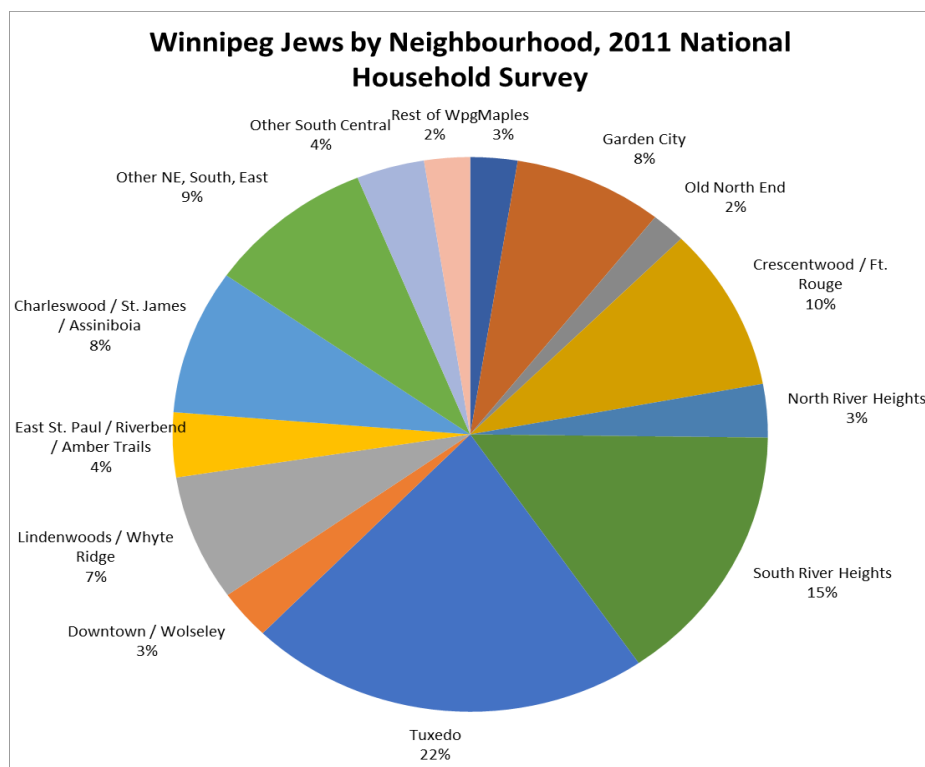
Find [Shalom Baby](#) here.

~15,000 Jews

Live in Winnipeg
1/3 moved here from
another country in the last
20 years.

14 neighbourhoods

In and around Wpg, north to
south, east to west, are
home to a significant # of
Jews, 15 different postal
code areas.





The Journey so far - Milestones and Reports

- 2016 Planning Process Design Begins
Community Conversations with >400 participants
Age Friendly Assessment
- 2017 Conversation Data Analysis
Community Forward Planning Day
Volunteers recruited for new committees
Community Forward 2017 report is released
Community Priorities Brochure distributed
- 2018 Our Jewish Family conference on Diversity & Inclusion
How Can I Help? Accessibility Customer Service Training
Youth Think Tank Kickoff
Action Planning: >100 volunteers on 11 committees
- 2019 Shabbat @ Home Launch
Program Inventory Survey
Youth Think Tank Action Planning
Collected results reviewed with Education & Engagement Committee
Proposals for mitigating poverty vetted
Are We There Yet? Launch
Community Forward 2019 report is released
- 2020 J*Ed (Education Week) Launch
First COVID Lock down
Community Conversations 2020
Senior Concierge Service Launch
Federation website upgrade
Scenario Planning Community Forward Report Nov 2020
- 2021 J Ed 2021 - Education Week
Put Inclusion on Your Radar - Q&A with the Winnipeg Police
[Education & Engagement longer term planning](#)
- 2022 Best Practices in Welcoming and Engagement
Level Up Leadership and Board Development



Vibrant Jewish Life



Inclusive, Caring Community

Supported





Vibrant Jewish Life

Enhance engagement in and access to the full diversity of Jewish life and Jewish education that strengthens Jewish identity. Strive to reflect the diversity of the community and empower Jews to create satisfying Jewish life for themselves and others.

Strategic Goals

- Opportunities to engage with other Jews in comfortable Jewish environments
- Jewish Education opportunities for all ages
- Inclusive Jewish environments, welcoming and comfortable to the full diversity of the Jewish community
- Diverse array of Jewish culture, religious expression and practice
- Empowered action in Jewish life, and social action

Action Areas:

- Engagement in Jewish Life and Community
- Outreach to Jewish Populations
- Jewish Education
- Jewish Experiences and Retreats



Engagement in Jewish Life and community

Inventory

Cross communal inventory – Using holidays and global initiatives, community organizations have developed the habit of creating joint programs, coordinating programs on a holiday to extend total reach into the community, and working together to coordinate and innovate.

- Global Day of Jewish Learning
- [Limmud Winnipeg](#)
- Tu B'Shvat
- Community wide “posters” for Chanukah and Pesach, Chanukah in the Mall and Pesach in the Grocery to advertise
- Shavuot together
- [PJ Library](#) programming across the community
 - Shabbat in my Neighbourhood
 - Programs with partners across the Jewish year
- NCJW Mitzvah Day



Look at the [Community Calendar](#) events for Jewish holidays and community wide events.

Program delivery:

- [Synagogues](#),
- [Rady Jewish Community Centre](#) – temporarily suspended during the pandemic and re-engaging in fall 2021, and spring 2022,
- Others involved in hosting Shabbat Dinners with Shabbat @ Home and more.
- Other programs to promote socialization in a Jewish context from Genesis (formerly YAD), Womens' Philanthropy

[Religious Life](#)

- Prayer in traditional streams
- Mohel, Kashrut, Burial, etc.
- Life Cycle Events
- Holiday Celebrations

Culture

- [PJ Library & PJ Our Way](#)
- [Hillel](#)
- [Community wide events](#), e.g. Global Day of Jewish Learning, Limmud, J-Ed week, Holiday celebrations, Yiddish classes and festivals,
- [Arts & Language](#) – music, theatre, film, books, Yiddish, Hebrew, etc.
- [Heritage and history](#)
- [Holocaust Ed](#) and commemoration (Kristallnacht, Shoah week, March of the Living)

2200
PJ subscribers, past
and current,
Live in 35 different areas
of MB, including rural
postal code areas.

[Israel programs](#) (e.g. MOL, Maccabia, Birthright, P2G)

2016-2021 Actions

The community was well into cross communal collaboration and coordination for holiday and other Jewish content programming. The closures and isolation of 2020-21 required innovation and new approaches to create engagement opportunities. The team at the Jewish Federation moved into virtual space and filled gaps created by organizational closures. One particular emphasis was on family engagement.

Shabbat Engagement was chosen as the context for social networking. Using Shabbat as natural Jewish time creates an opportunity for a Jewish experience as well as socialization.



1. Buildup of larger shabbat dinner programs;
2. Shabbat @ Home;
3. Shabbat in My neighbourhood – ended with the pandemic
4. COVID Adaptations
 - a. PJ Shabbat Dinner Kits and
 - b. Seniors Shabbat Dinner kits through [Senior Concierge](#)
 - c. embraced The Shabbos Project both in person and virtual
 - d. Family holiday programs on virtual platforms with kit pick up or delivery (PJ< PJ our Way, Federation hosted)
 - e. Virtual Yom HaZikaron and Yom Ha'atzmaut
 - f. Virtual *Welcome Baby Showers* welcomed 60 babies in one year.

2021 Community Consultation to develop long range strategies and some 5 year goals:

- Develop experiential programs that include follow-up across community organizations.
- Use all kinds of special life interests to gather: food, wine, hiking, Jewish values, social justice, political action, ethical gardening with Jewish values
- Spread out into the community in different geographic and institutional locations
- More cross communal demographics: e.g. seniors and kids (who don't have grandparents/ grandchildren of their own around); new to Winnipeg with Winnipeg born
- Social spaces – hangouts by demographic, e.g coffee houses, community tables.

2022 Plans

- Re-engage work on community seminar on creating welcoming environments

Develop strategy for welcoming and inclusion of diverse populations (separate from inclusion of individuals with disabilities and improving accessibility). Begin to train and develop new approaches and policies.

80% of Jews

In Winnipeg feel that they are outside the “mainstream”.
In fact, they are the mainstream!

(2016 Community Conversations)

Over 300 kits
supplied through Jfw
engagement activities
to celebrate Jewish
holidays at home
during the pandemic.



Outreach to Jewish Populations

Inventory & 2016-2021 Actions

Every organization works to reach new participants with free and low barrier programs, staff who focus on building relationships, and marketing. Some examples include:

- RJCC has run holiday programming in different neighbourhoods,
- RJCC childrens' programs to Brock Corydon school.
- Cooperative marketing like the Camp Fair, *Chanukah at the Mall*, holiday posters with many organizations' activities

Covid Adaptations:

- At the onset of the pandemic and lock downs, organizations began call outs to members and lists to ensure individuals were well and able to access the goods and services they need. It became clear that these call outs were an effective form of engagement that went well beyond the “welfare check” that was originally intended.

2021 Community Consultation to develop long range strategies and 2022 Plans:

- “Youth Concierge” - In the fall of 2021, staff and lay leaders are re-engaging in plans for collaborative youth (teen) outreach. Planners recommend using the new Senior Concierge program as a model for developing this collaborative.
- Design thinking for inclusion of diverse populations: Jews of color, mixed race, interfaith, gender fluid – Balance specialized Jewish programs with integrated and welcoming





Jewish Education

Inventory

- [Day school](#)
- [Supplementary school](#)
- [Adult Ed](#)
 - [Limmud Winnipeg](#)
 - Global Day of Jewish Learning
 - Cross communal Shavuot, and other learning offered by the rabbis and synagogues
 - Melton – offered as possible by Congregation Shaarey Zedek

60% of kids,
K-6

Access some sort of Jewish/Hebrew education from Gray Academy, Hebrew Bilingual public school, religious schools.

2016-2021 Actions

1. COVID Adaptations
 - a. Makhloket Matters – course offered collaboratively from Winnipeg Council of Rabbis and their synagogues
2. 2021 Community Consultation to develop long range strategies highlighted:
 - a. *Grow Jewish Studies at U of M and endow.*
 - b. *Coordinated Adult Jewish Ed with online and in person options –*
 - c. *With cross communal broad based curriculum that all orgs support, contribute teaching, and promote*
 - d. *Collaborative events for holidays like rabbis' panels, Limmud style with options*
 - e. *Educational opportunities for children coordinated across the community*

2022 Plans

- Grow the “Jewish Ed week” to promote Jewish educational options.
- Strategize on Jewish education for more kids – supplementary education planning and promotion
- Coordinated adult education – Examine the feasibility of and develop community wide curriculum – a recommendation from planning session
- Jewish Studies at university – consider cross communal support through promotion to grow university level Jewish Studies



Jewish Experiences and Retreats

Inventory

The pre-pandemic landscape included retreats for Gray Academy high school students, a post high school young adult retreat hosted by Hillel and others leaders, and some intensive conference experiences through BBYO and other affiliations.

2016-2021 Actions

- 2021 Community Consultation to develop long range strategies highlighted:
 - Low cost missions, social action trips
 - Retreats for all ages: high school like Gray does, SUP for college and then replicate for young adults, young families, community wide, including seniors: low cost, high content
- Planning on an innovation incubator was suspended due to resource and program constraints in 2020.

2022 Plans

Planning deferred based on pandemic restrictions..

GrowWinnipeg arranged **60** virtual exploratory visits and **300** families working on applying to MB during the pandemic reflect just how desirable the Winnipeg Jewish community is for potential immigrants.



Inclusive, Caring Community

Connect each of the most vulnerable in our community to Jewish life in the most inclusive manner possible.

Strategic Goals

- Accessible Jewish environments, with accommodation for a full range of disabilities
- Comfortable Jewish environments that are affordable and accepting for any income range, mitigating the effects of poverty on access to Jewish community life
- Reduced isolation for seniors
- Support community members for the full cycle of needs from birth to burial with a Jewish context.

Action Areas:

- Accessibility and Inclusion
- Mitigating Poverty
- Reducing Isolation for Seniors



Accessibility and Inclusion

Inventory:

- Most Jewish organizations have adopted appropriate policies, following the expectations of the MB Government's Accessibility for Manitobans Act – clicks
 - [Federation vision for inclusion and policy](#)
 - [Orientation for Jewish community staff and volunteers](#)
 - [For more general resources](#) see Accessibility MB
- All organizations are willing to make accommodations, not all have same level of experience
- Some synagogues have ramps and some adaptations for low vision (large print siddur), bar mitzvah training for those with cognitive challenges provided privately, etc.



2016-2021 Actions

Covid Adaptation: Virtual Q & A with the Winnipeg Police in winter 2021 on how they approach calls for assistance with someone who has a disability or mental health challenge. More than 70 participants found the presentation and answers reassuring and supportive.

2022 Plans: Starting with focus groups for parents with young children who may be facing a cognitive or physical diagnosis, to find out what new parents need to improve integration for their children into the community, consider:

- Rebuild parent support
- Coordinating across agencies
- Central cross communal resource person to provide referrals and access to all

Reduce isolation for seniors

Inventory:

- Older Adult Casework
- Targeted social, recreational and fitness programs
- Personal care home
- Kosher Meals on Wheels



2016-2021 Actions

- 2019-20: Grant applications for senior outreach were submitted to launch the Senior Concierge project.
- Gwen Sector Creative Living Centre expanded services to deliver more than 600 meals per week, arrange medical transportation rides, provide online concerts and classes, and call participants regularly.
- The *Senior Concierge* was launched in May 2020 with the hiring of Danielle Tabcznick.

19% of Jews

Were over the age of 65 in 2011 – before the majority of Baby Boomers became seniors.

(2011 National Household Survey)

>10% of Jews

Were over the age of 75 in 2011.

(2011 National Household Survey)



Senior Concierge: a partnership with The Jewish Federation of Winnipeg and JCFS

The role of the Senior Concierge is to reach out to seniors in the Jewish community, so they remain connected and engaged. The senior concierge project is an initiative of the Jewish Federation of Winnipeg's Sub-Committee on Aging, implementing the Community Forward plan, with Jewish Child and Family Service as the lead partner. The Senior Concierge works with all the Jewish community agencies that deliver service to seniors who are represented in the oversight of the Sub-Committee on Aging. The purpose is to reduce the isolation of seniors, which was commonplace before the pandemic, and essential to well-being during times of social isolation due to COVID.

The service includes new partnered services, supporting all the existing programs with central activities and referrals, and important personalized contact with seniors that ensure they have access to all the community has to offer. That personalized contact may be ongoing, referrals to public service if needed,

First year highlights during a year of closures:

Outreach - 237 meaningful (more than 5 minute) contacts, with 67 becoming regulars (once a month or more), 27 significant referrals to other agencies

Volunteerism – 15 referrals to Gwen Selter meal program, 21 volunteers actively supporting the Concierge's programs.

New Programs and Services

- Current events discussion group by phone, two per week with 4 participants in each
- Taxi voucher program – previously administered by RJCC, connecting with dozens of seniors to facilitate access to transportation
- Creation of the online/telephone versions of JCFS' Music and Memories program as well as the monthly Holocaust Survivors' lunch
- Technology support for seniors with guidebooks and phone support so seniors can "see their grandchildren", participate in synagogue services, etc., i.e. stay connected and active virtually, in conjunction with an iPad lending program and JCFS's iPad lending program.
- Book Mobile delivery of satisfying reading material to individuals.



2022 Plans

- Establish Senior Concierge as an ongoing function.
- Revisit priorities for housing, transportation, etc. to examine viable strategies

35,000 meals

Were delivered to the homes of seniors by Gwen Sector Creative Living Centre during the pandemic in 2020-2021.



Mitigating poverty

Inventory: All of these are made available through Jewish Child and Family Service.

- Food security is supported with the [Food Pantry](#) and accompanying services including gift cards for grocery stores that promote dignity and independence.
- [Financial Assistance](#) Financial support available through JCFS from Tzedakah Fund, Asper helping hands, Vickar Fund, etc.
- [Asper Helping Hands](#)

2016-2021 Actions

- The committee met to focus on how to support Jews living with poverty for a variety of reasons. One of the key target groups for engagement in this context for welcoming and inclusion in the community is low income single parent families.
While there were many good ideas tabled the pandemic halted all possibility of in person engagement.
- The committee also felt that it was important to undertake initiatives with volunteers in the Jewish community to support the systems that mitigate poverty in the general community.
Covid Adaptation: [Lunches with Love](#): See Volunteer Empowerment



2022 Plans:

- Next step: Interview low income single parents to test ideas and find out what would be valuable engagement.

14.6%
Of Winnipeg Jews in
2011 were poor.

(2011 National Household
Survey)

20% of kids
In the Winnipeg Jewish
community were from poor
families in 2011.

(2011 National Household
Survey)

Other services in the Caring Inventory

The overall goal of supporting community members for the full cycle of needs from birth to burial with a Jewish context is met to a large extent with existing services. In addition to the specific services above, the following also address this goal. The first group are services delivered by Jewish Child and Family Service.

- [Adoption services](#)
- [Child welfare](#) – raising Jewish children whose parents can't do it on their own
- [Immigrant Settlement](#)
- [Counselling](#)
- [Addiction Services](#)
- [Mental Health](#)
- [Older Adult casework/support](#)
- [Chaplaincy](#)
- [Residential Group Home](#) for adults with cognitive disabilities (Shalom Residences, In.)
- [Independent life skills](#) for young adults with cognitive disabilities (G.R.O.W. – Gaining Resources our Way)
- [Personal Care Home](#) (Simkin Centre)
- Special Buddies/[Fun and Fitness with Friends](#)/Other Adult programs (Rady JCC)
- School inclusion programs



Supported with Infrastructure and Capacity Building

Engage in the strategic planning and capacity building that enables all of the above.

Strategic Goals and Action Areas:

Strategic Thinking

- Youth Engagement and Continuity Strategy
- Coordinated Volunteer Empowerment
- Affordability Funding Strategy
- Cross Communal Fundraising and Sustainability Strategy

Central Coordination

- Cross Communal Leadership and Board Development Opportunities
- Cross Communal Communications Strategy

Inventory:

- **Community Forward Community Planning process!**

2016-2021 Actions & 2022 Plans:

Strategic Thinking

Youth Engagement – See Vibrant Jewish Life – Action Area: Outreach

- “Youth Concierge” - In the fall of 2021, staff and lay leaders are re-engaging in plans for collaborative youth (teen) outreach. Planners recommend using the new Senior Concierge program as a model for developing this collaborative.

Coordinated Volunteer Empowerment

- Begin cross communal planning in 2022 to focus on the goal of **empowering volunteers at the intersection of Jewish life and social action. Models achieved during the pandemic include:**
 - [Lunches with Love](#): launched in October 2020. In its first year, 30 volunteers produced 3500 lunch bags with tuna sandwiches, juice, box, fruit, and cookies. They were made in their homes, picked up by two volunteer drivers and delivered two Mondays per month to *1 Just City*, an average of 146 lunch bags each time.
 - Why Mondays? “It’s the hungriest day, after a weekend of going without.”

“Lunches with Love” launched in October 2020

4100 lunch bags

were prepared by 30 volunteers and delivered to 1 Just City by February 2022, addressing food insecurity in Winnipeg during the pandemic.



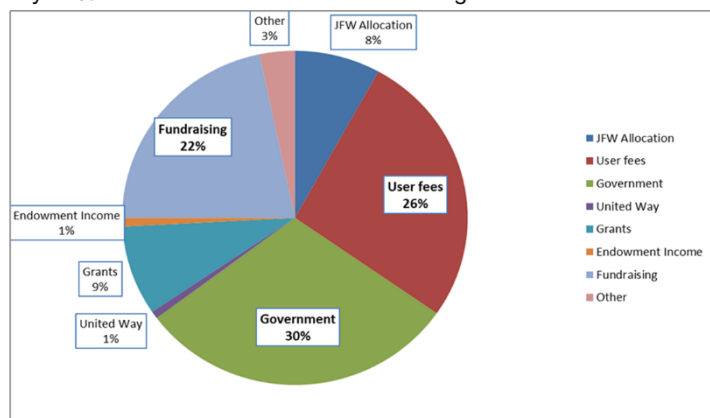


Affordability Funding Strategy – awaiting update from committee on strategic thinking

Cross Communal Fundraising and Sustainability Strategy

While no specific discussion has taken place on this issue, the Affordability Committee was hoping to address this matter. Some of the interesting data and questions include:

From 2010 to 2017 Total revenue in beneficiary budgets increased by **26%**. Where did the increases in funding come from?



35% of 2015

Community budget revenue come from Government sources. What if government funding policies change?

46% of 2017

Beneficiary agency budget revenue comes from user fees (membership, tuition, program fees, etc.). Up from 42% in 2010. What will be affordable in 10 years?

Central Coordination

Cross Communal Leadership & Board Development Opportunities

- Level Up leadership – 3 levels of programming for Young Leadership development, Board development, Staff development
- Hillel Leadership development opportunities for students – ongoing access to local, national and international opportunities as COVID allows

Cross Communal Communications Strategy

- [What's Up in Jewish Winnipeg](#) – 30% open rate through it's first year, can adapt and follow up based on "click rates" for certain options – e.g. "What's on for seniors" is a big hit, as well as the Jewish Holiday Events calendar
- 4800 subscribers as of Nov 26, 2021
- Examining effective ways to expand to social media platforms and reach more demographic audiences



In the Inventory as a result of Strategic Initiatives:

GrowWinnipeg

Impact of Grow Winnipeg – 30% of Everyone – As of 2021, those immigrants who come to Winnipeg through the GrowWinnipeg strategy are reflected in every aspect of community life, including: dayschool population; community celebrations like Yom Ha'atzmaut, Chanukah candle lighting, and Jewish family activities at the RJCC, through PJ Library, etc.; staff of Jewish community organizations; board and volunteer leaders in Jewish organizations; and life cycle events like bar/bat mitzvah, marriages, births, etc.

200 volunteers
Host exploratory
visitors and continue
to make ongoing
connections when
they move to
Winnipeg.

80% of
GrowWinnipeg hosts
Came through the MB PNP
with the support of the
Jewish Federation of
Winnipeg

The Asper Jewish Community Campus – The revitalization of our community facilities with the opening of the campus in 1998?? Strengthened the organizations, enabling outreach and collaboration at new heights.