

WORKING TOGETHER

A MAGAZINE OF THE WINNIPEG FOUNDATION

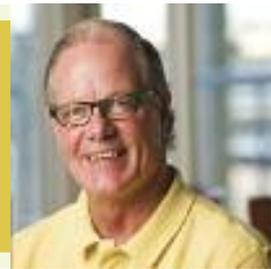
- Immigrant Centre tour
- Summer interns
- Siblings who give



FALL 2010



COMMUNITY CONNECTIONS



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On the Cover:
Four of the 2010 Summer Interns.
See page 8.

As a community foundation, it's vital that The Winnipeg Foundation not only addresses the needs and dreams of our citizens, but adequately represents and reflects the community we all share. To do so, we must serve, engage and partner with a wide range of individuals, groups and communities.

This issue of *Working Together* looks at a number of diverse connections and intersections fostered by the Foundation. Through special initiatives like Youth in Philanthropy and the Summer Internship Program, we're nurturing relationships with young people — both with our Foundation and the wider non-profit community.

We've profiled the Immigrant Centre Manitoba, which provides vital services and resources to newcomers to Winnipeg, and the Urban Aboriginal Peoples' Study, which looks at the needs of First Nations people in our city and beyond.

This issue also introduces you to donors from all walks of life who share an interest in our community and use their endowment funds as a unique expression of their interests, inspiration and concerns.

We've also highlighted some special new projects our Foundation is about to launch. Endow Manitoba is a marketing and awareness partnership that brings together the 46 community foundations in our province and we look forward to seeing it go live in November. (For more information, visit www.endowmanitoba.ca.) We're very excited about Nourishing Potential, a new endowment that will support nutrition programs for children and youth. Building the fund over the next few years will require the collective effort of many individual and corporate donors.

We're also exploring new ways of reaching diverse groups in our community and we look forward to the depth and breadth these perspectives will add to our Foundation.

Richard Bracken, Board Chair

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FOUNDATION FACTS

A WEALTH OF AWARDS

Community Grants Coordinator Marie Bouchard recently received a **YMCA-YWCA of Winnipeg** Women of Distinction Award for her contributions to arts and culture in our community. The Winnipeg Foundation's CEO, Rick Frost, received the inaugural Great Friend To Kids Award (individual category) from the **Manitoba Children's Museum** in June. Also honoured were **Rossbrook House** and young philanthropist Montana Lehmann. The Winnipeg Foundation received The Arts Champion Award, thanks to a nomination by the **Winnipeg Folk Festival**, at the annual Mayor's Luncheon for the Arts in June.

FOLLOW THE FOUNDATION

The Winnipeg Foundation is now on Facebook! Stay up to date on events and news, watch video clips and "like" us on Facebook. You can access the link directly from our homepage at www.wpgfdn.org. You can also follow us on Twitter (@winnipegfdn) or view our Twitter feed from our website.

MOVING UP

Every year, The Winnipeg Foundation engages Probe Research to survey the community and gauge public awareness of the Foundation, perspectives on philanthropy and other issues in the charitable sector. This year's data indicates approximately 77% of people are aware of the Foundation (up from 71% last year) and understanding of the Foundation's work has also increased (35% of respondents answered either "Philanthropy" or "Charity" compared with 31% in 2009).

IN THE COMMUNITY

Foundation staff regularly attend community events related to projects and organizations that have received grant support. Here are a few recent highlights.



Foundation staff were pleased to attend the grand opening of the new **Resource Assistance for Youth (RaY)** building on Sherbrook Street. The 8,000-square foot facility will help the organization better meet the wide range of needs of homeless and street-entrenched youth. Early this year, the Foundation supported RaY's Growing Opportunities employment program. The organization has also received recent grants from The Women's Fund, held at the Foundation, and Youth in Philanthropy committees.



On the Same Page, a provincial initiative by The Winnipeg Foundation and Winnipeg Public Library to get Manitobans reading the same book at the same time, wound up its second year with a reading by featured author Joan Thomas (above). The third edition of the project will be launched in fall, 2010. Check www.onthesamepage.ca for details on the featured book and planned events.



The fish weren't biting, but staff of The Winnipeg Foundation were pleased to take part in the **Fish Winnipeg** annual corporate challenge, a fundraiser in support of angling programs for local at-risk youth. **Fish Futures**, which organizes the event, engaged approximately 500 inner-city kids in fishing this year, providing a positive recreational activity for those who need it most.



NEW PLACE FOR NEWCOMERS

The century-old building at 100 Adelaide Street has come full circle. A former sewing factory that employed immigrants, today it welcomes newcomers with a variety of services and resources to help them settle in the province. It's the new home of the Immigrant Centre Manitoba (formerly known as the International Centre of Winnipeg), an organization that has served newcomers for more than 60 years. The Winnipeg Foundation has supported a variety of the Immigrant Centre's projects, including a recent grant of \$50,000 for furniture and computers for its new facility.

1 Join Executive Director, Linda Lalande, as she leads a tour of the bright, comfortable office and resource space.

2 RECEPTION

"This is the beginning of a client's journey," says Lalande. "Triage starts here." New clients are welcomed in the spacious reception area and the intake process begins with

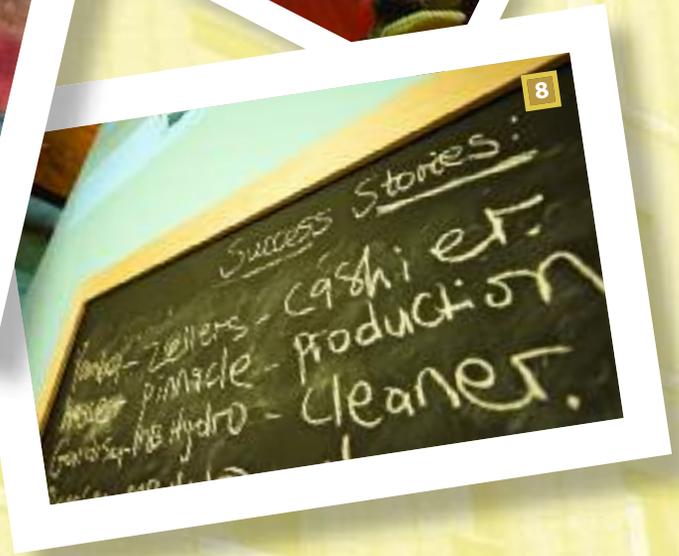
assessing their needs and connecting them with services. Last year, the Centre served more than 11,000 people.

3 LANGUAGE BANK

While the 32 staff at the Centre speak a total of 23 languages, clients often need outside assistance with notary public, translation or interpreter services. The Language Bank connects them with more than 400 interpreters and translators, a service that's free for newcomers who have been in Canada less than three years.

4 NOMINEE APPLICATION CENTRE

Staff of the Nominee Application Centre, funded by Manitoba Labour and Immigration, consult and advise clients as they complete paperwork to sponsor family members to immigrate to Canada. "It's quite complicated to fill in the forms," says Lalande. "If you don't dot an I, you're at the end of the line."



5 ACCESS ENGLISH CENTRE

Launched earlier this year, the Access English Centre enables clients to practice speaking English through conversation groups led by volunteers. The Centre runs 64 groups, geared to a range of skill levels.

6 NUTRITION SERVICES

"We get people right from [refugee] camps who have never been to a grocery store or used a can opener," says Lalande. Clients can learn about nutrition, food preparation and grocery shopping on a limited budget.

7 COMPUTER LENDING LIBRARY

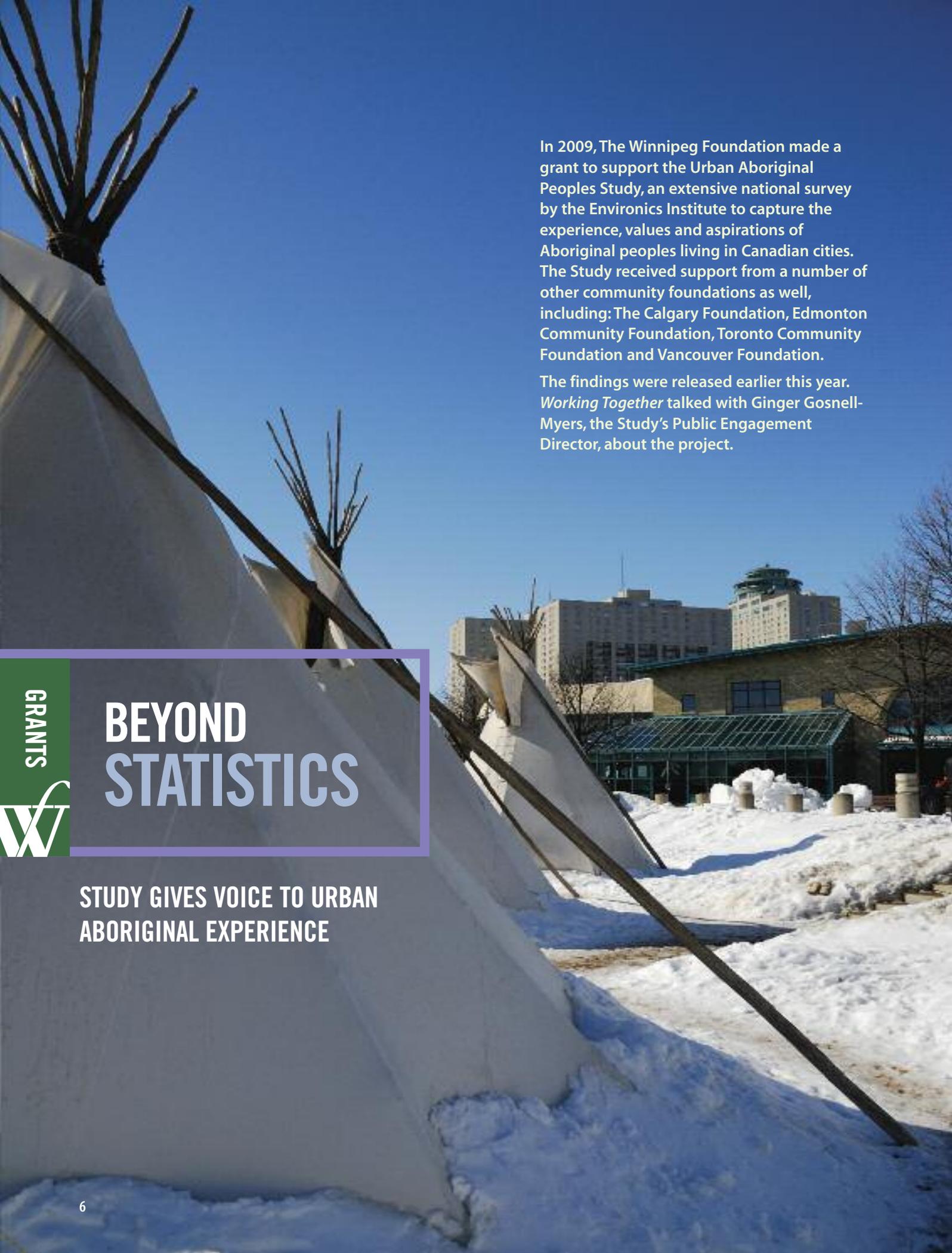
Clients can access a free eight-week computer course that covers word processing, spread sheet and presentation software. Following the training, clients may borrow a computer for two years.

8 EMPLOYMENT SERVICES

"A lot of people who are coming here for employment are quite scared. It's daunting," says Lalande. Staff assist clients with preparing resumes, finding job opportunities and understanding workplace expectations. They also work with employers to be more culturally sensitive. Recent job matches are posted on a chalkboard.

In addition to the resources covered on this "tour," the Centre also offers: settlement services, a workplace entry program, community outreach, adult education and volunteer opportunities. For more information, visit www.icmanitoba.com

To see a video of the Immigrant Centre's grand opening, visit www.wpgfdn.org and select "Newcomers" from our information centre.



In 2009, The Winnipeg Foundation made a grant to support the Urban Aboriginal Peoples Study, an extensive national survey by the Environics Institute to capture the experience, values and aspirations of Aboriginal peoples living in Canadian cities. The Study received support from a number of other community foundations as well, including: The Calgary Foundation, Edmonton Community Foundation, Toronto Community Foundation and Vancouver Foundation.

The findings were released earlier this year. *Working Together* talked with Ginger Gosnell-Myers, the Study's Public Engagement Director, about the project.

GRANTS

BEYOND STATISTICS

STUDY GIVES VOICE TO URBAN ABORIGINAL EXPERIENCE

Working Together: Why was it important to engage Aboriginal people to conduct the survey?

Ginger Gosnell-Myers: There is much speculated about Aboriginal people and the majority of Canadians only know what they see in the media or learn in school. When you meaningfully engage a group of people, you not only learn about them, but provide them an opportunity to learn about themselves.

WT: What kind of reaction did you get from the survey participants?

GG-M: The Aboriginal students and community members who conducted the interviews felt that they learned so much about their community. And those who took the survey also felt that they had an opportunity to talk about themselves and what was important to them and their surroundings. It was an empowering experience for many.

WT: Were the findings surprising to you?

GG-M: The UAPS is overthrowing many misconceptions about Aboriginal people. In the findings we can see that Aboriginal people do vote in elections. While the numbers of First Nations voters may be low on reserves, the same cannot be said about Aboriginal people living in cities. They are voting in percentages that are larger than the non-Aboriginal population.

Same with the mobility aspect – prior research talks about First Nations moving to and from their home communities or reserves often, but with our results we do not see that. Many First Nations people consider the city to be their home and have no plans to move back to the reserve.

And finally, it was nice to see how important it is to be connected to one's culture and identity. Those who had less knowledge of their family tree, and were not very proud of being First Nations, Métis or Inuit, were less likely to participate in greater society, either as a volunteer or a voter, and were not as satisfied with their jobs or lives.

WT: Can you tell me about the presentation of this research to the United Nations?

GG-M: The Canadian government arranged for us to present at their consulate during the UN Permanent Forum of Indigenous Peoples meeting in New York. Not only did those in the audience learn about the experience in Canada, but their feedback was quite interesting. Indigenous peoples in many countries are also living in major cities in large numbers. This is an important observation for those who have interest in working with Indigenous peoples, as many can now be found working, going to school, and living in major urban centres.

WT: How have people responded to the survey findings?

GG-M: The media coverage was extensive but, more important, we have heard from many within the Aboriginal community that they can see themselves in the findings and it rings true to them. It has people talking about building communities and who the communities are. This is rare for research because it is not just statistics, it is opening a dialogue that obviously needs to take place for both Aboriginal people and non-Aboriginal people.

UAPS FINDINGS

Main findings of the Urban Aboriginal Peoples Study survey of 2,614 First Nations, Inuit and Métis people in 11 Canadian cities included:

- Many consider the city home despite strong ties to ancestral communities.
- Urban Aboriginal peoples are seeking to become a significant and visible part of the urban landscape.
- Most urban Aboriginal peoples are likely to feel connected to Aboriginal communities in their cities.
- The nature of urban Aboriginal community varies from city to city.
- The city is a venue for the creative development of Aboriginal culture.
- Aboriginal peoples are confident in their ability to retain cultural identity in the city.
- Urban Aboriginal peoples aspire to the “good life.”
- Pursuing higher education is the leading life aspiration of urban Aboriginal peoples today; once they are pursuing their studies the most common obstacle is funding.
- Mentors and/or role models also play an important role.
- Urban First Nations peoples, Métis and Inuit alike maintain great reverence for their heritage and express strong Indigenous pride.
- Seven in ten urban Aboriginal peoples say they are very proud to be Canadian.
- A stronger *Aboriginal* political identity coincides with a stronger *Canadian* political identity.
- There is widespread belief that Aboriginal peoples are consistently viewed in negative ways by non-Aboriginal people and most report that they have personally experienced negative behaviour or unfair treatment because of who they are.

— Source: *Urban Aboriginal Peoples Study: Background and Summary of Main Findings*, www.uaps.ca

SUMMER OF INSPIRATION

Ask these eight young Winnipeggers how they spent their summer vacation, and you'll hear about more than trips to the beach. The participants in this year's Summer Internship Program (SIP) got a behind-the-scenes look at our local non-profit sector with paid summer jobs at local charities. A program of The Winnipeg Foundation, SIP pairs Youth in Philanthropy participants with host organizations, giving students the opportunity to gain insight, build skills and explore future career opportunities.

During their first and last weeks of work, we talked to the 2010 summer interns about their goals, experiences and what they learned through the program.

TOSIN ODESHI

Intern, Children's Hospital Foundation

Main tasks: event planning and implementation, communicating with donors and administration

Week 1:

What do you hope to learn?

I hope to learn a lot more about the Children's Hospital Foundation [and] how the foundation organizes big events and keeps on top of all the little details.

Plans for the future...

I'll be going to the University of Saskatchewan in the fall so I can hopefully one day become a pharmacist. It would be great if during that time I could spend my weekends volunteering for a non-profit organization.

Week 8:

What's the most important thing you learned this summer?

We are responsible for building the society we want to live in and making it a better place for everyone within it. This summer helped me realize how many people out there share the same idea and value giving back to a community that has a limitless amount of potential.

REBECCA GOMES

Intern, Children's Rehabilitation Foundation

Main tasks: writing articles, assembling packages, updating files, attending events and day camp

Week 1:

What do you hope to learn?

Throughout the summer I hope to learn about different non-profit organizations in Winnipeg and how they work. I'd like to get a feel for the atmosphere of the various positions that are involved in running such great organizations.

Week 8:

What was the most rewarding part of your internship?

The most rewarding part of my summer was definitely working with the kids because I was able to see how I was making a difference. After a day at camp I would always go home with a smile on my face.

Has SIP changed your thoughts about your future career or education goals?

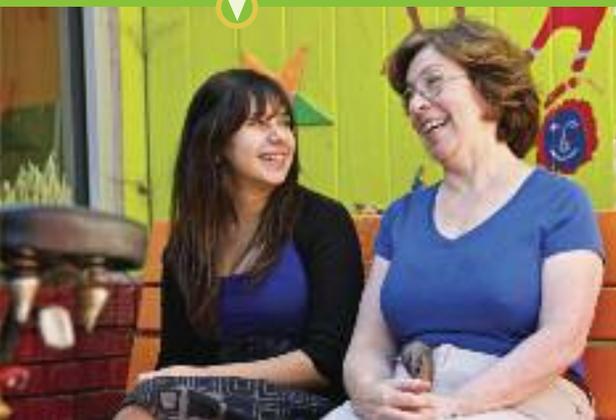
I fully intend to continue volunteering in the charitable sector for the rest of my life. I will also be working at the Children's Rehabilitation Foundation for the next year, as I was offered a job at the end of my internship.

Tosin Odeshi (right) and mentor Karen Fowler



Rebecca Gomes (left) and mentor Carol Gingera

Meret Shaker (left) and mentor Lynn Silver



MERET SHAKER
Intern, Winnipeg Humane Society

Main tasks: writing articles, designing ads and brochures, creating education kits and helping with day camp

Week 1:
What do you hope to learn?

I am starting to learn what it's like to work in a very professional environment. I am [also] hoping to learn more about myself and discover abilities that I never thought I possessed.

What part of your job are you most excited about?

I'm really excited about the fact that with this job I'm making myself, as well as other people, more aware about the welfare of their pets and the welfare of farm animals.

Week 8:
Has SIP changed your thoughts about your future career or education goals?

Most definitely! I became very fond of the WHS and realized just how much it really does for our community and for the animals that desperately need it. Now, I have my mind set on veterinary school.

LEXI VAN DYCK
Intern, John Howard Society of Manitoba

Main tasks: program assistance, event planning, data entry and resource guide development

Week 1:
What do you hope to learn?

I am hoping to learn about activism with respect to the justice system, and how it pertains to overall human rights.

Week 8:
What's the most important thing you learned this summer?

I learned that there are no "bad people." Working with the John Howard Society really opened my eyes to the fact that those involved

in crime or in conflict with the law are no less deserving of second chances than anyone else.

Has SIP changed your thoughts about your future career or education goals?

It is my plan to continue on with the John Howard Society as a volunteer throughout the school year. I was really struck by the community-focused attitude that is pervasive within all non-profits, and know after this summer that I enjoy working within that sort of environment.

TANYA TRAN
Intern, aceart
Main tasks: advertising, member communications, exhibit installation and web site development

Week 1:
What do you hope to learn?

What it takes to run a non-profit organization, such as the process of applying for grants.

Plans for the future...

I will be attending Queen's University for a degree in Biochemistry while taking electives in Global Development. I plan to remain a committed citizen of my community.

Week 8:
Has SIP changed your thoughts about your future career or education goals?

I have been contemplating starting my own non-profit for a while now. After interning at aceart this summer, I've been exposed to a different and fascinating sector of local organizations. I know working in the non-profit sector is a solid goal for me but now I can't decide what type of organization I want to start: environmental, women's rights, arts...there are so many possibilities!



Lexi van Dyck (right) and mentor Kate Kehler



Tanya Tran (left) and mentors Liz Garlicki, Hannah Godfrey, and Jen Moyes

VICTORIA WEIR

Intern, Art City

Main tasks: assisting workshop participants, writing organization history and donor recognition

Week 1:

What do you hope to learn?

I hope to learn more about the non-profit industry and about the careers in this field. I would also like to learn more about Art City and the programs it offers, as well as the other art-related organizations in the community.

What part of your new job are you most excited about?

I am looking forward to working with the children in the daily workshops [and] the mural project that we will be working on.

Week 8:

What's the most important thing you learned this summer?

I've learned that it makes a much more significant impact to focus on making a difference through small actions and gestures, instead of trying to change things all at once. Even though many of our participants are personally affected by issues such as poverty, addictions, and other challenges, I have found that the seemingly-small gestures on our part can make a world of difference.

HOPE AKELLO

Intern, Immigrant and Refugee Community Organization of Manitoba

Main tasks: newcomer gardening project, facility management, outreach and children's activities

Week 1:

What do you hope to learn?

By the end of the summer, I know that I will be more culturally aware, and maybe a little more sensitive and knowledgeable about different ethnicities and cultures.

What part of your new job are you most excited about?

Office work! I have never faxed a letter or sent out a formal request for more funding. Right now I feel like a kid that is finally tall enough to do the dishes and is excited about it.

Week 8:

Plans for the future...

The scholarship that I have received allows me to travel to another part of the world and apply my skills there. IRCOM has taught me to find out what a person's needs are and to try my best to accommodate those needs. I now know that I will have to research and learn as much as I can about the country and people that I will be visiting.

DIANA LUGHAS

Intern, Manitoba Theatre for Young People

Main tasks: assisting with summer camp, administration, mailings and box office

Week 1:

What do you hope to learn?

Over the course of the summer I am hoping to learn what having a lot of responsibility is like. I think that this summer I will learn teamwork skills and co-operation skills as well.

Plans for the future...

My plan for the next five years is to finish University and become a nurse. During this time I want to volunteer and do community work as well. I am looking forward to what's in store for the future.

Week 8:

What were your general impressions of your intern experience?

This was a cool experience because I got to do things that a regular 17-year old employee doesn't get to do... Not only did I get the chance to spend my whole summer with kids (which I loved) but I got to expand my teamworking skills as well.



Victoria Weir (right) and mentors Eddie Ayoub, Cam Forbes and Josh Ruth



Hope Akello (right) and mentor Faiza Hargaaya



Diana Lughas (right) and mentor Erin Hammond



A STUDY OF GENEROSITY

Earlier this year, Jennifer Litchfield, Donor Relations Coordinator for The Winnipeg Foundation, took part in the Emerging Leaders International Fellowship in Philanthropy.

She was one of five fellows from around the world who took part in the three-month program, run by the Centre on Philanthropy and Civil Society at the Graduate Centre of the City University of New York. Her experience included meeting leaders of foundations and other non-profits, attending workshops and seminars, and researching and writing a paper on a philanthropic issue.

Jennifer's research paper explores Donor Advised Funds at community foundations and suggests improved tracking and evaluation of the impact these funds have on the community. A Donor Advised Fund is a type of fund held by a community foundation where the donor, or a committee appointed by the donor, may recommend grants from the fund. (The community foundation may accept or reject the recommendations.) Following is an excerpt:

When Donor Advised Funds (DAFs) were first introduced, no giving vehicles like them existed outside of community foundations. DAFs may no longer be a defining feature of community foundations but community foundations continue to assess their own relevance by the difference that DAFs make to the community. DAFs affect the registered charities that receive grants and, in turn, the people

who benefit from the services those charitable organizations provide. DAFs may also have a positive effect on the people who give to them. Engaging people in the work of the community foundation in giving through DAFs can feed active citizenship which extends the results of DAFs by fostering greater community vitality. Strengthening donors can thus further strengthen community beyond donor-advised grantmaking.

Donor Advised Funds are providing a significant proportion of community foundation grant monies on an annual basis, particularly at American community foundations. If the measure that matters is impact, it is important that community foundations assess their own impact by the impact of DAFs. The community foundation's success should be assessed, at least in part, by Donor Advised Fund grants and their effect on the community, as well as by indications that donor advisors are becoming more informed, thoughtful and engaged in their giving. Community foundation effectiveness, its distinct advantage, may well lie in all that the organization does — beyond any kind of grant, donor advised or otherwise — to foster vitality, or synergy, within the community.

The Winnipeg Foundation administers 112 Donor Advised Funds with assets of \$100 million that granted \$5.5 million into the community in 2009. These figures include 25 funds in our Youth in Philanthropy program where high school students recommend grants.





A PHILOSOPHY OF GIVING SCHOLARSHIP HONOURS REMARKABLE PROFESSOR

DONORS



While most university students and new alumni are focused on tuition or student loans, five recent University of Winnipeg philosophy grads are shelling out to support other students — a tribute to an inspiring professor.

Earlier this year, the group established the Dr. Brian M. Keenan Fund at The Winnipeg Foundation to generate an annual prize for philosophy students.

"I have a sense that I'm a better person for having been in Dr. Keenan's class," says Nick Tanchuk, who is just beginning a teaching career at an inner-city elementary school. "I think both the material he taught, and his approach to teaching that material, helped me to clarify what I do in the world. When you experience the difference that sort of educational life can have, you feel a sense that it would be good to see it carry on."

the opportunity and the money, I would honour my favourite time in my academic life and the person that made the biggest difference in that period of my life," says Shah, who is continuing his studies at Concordia University.

But, when Dr. Brian Keenan retired in 2009, after 37 years of teaching at the University of Winnipeg, Shah fast-tracked those plans — with the help of Tanchuk, Carly Scramstad (who is now in her second year of medical school), Dylan Procter (who is currently applying for grad school) and Aaron Russin (who is continuing studies at University of Winnipeg while working).

The idea of starting a scholarship had been in the back of Neil Shah's mind for a few years.

"I thought that later in life, much later in life, when I had

The five philosophy majors kept in touch after graduation, meeting regularly to continue the conversations that began in the classroom. When they heard their favourite professor was retiring, they were determined to honour his work and continue his legacy through a scholarship for philosophy students.

Dr. Keenan says he was surprised and pleased by the group's decision. His former students add he was characteristically humble when they told him of the plans.

"Despite being one of the most hilarious stand-up comics you'll ever see, he's actually a startlingly modest man," says Russin.

Putting inspiration into action, the group began researching options for managing donations and prize money. They were already aware of The Winnipeg Foundation: Scramstad has a family member with a fund and



Left to right: Carly Scramstad, Dylan Procter, Aaron Russin, Neil Shah, Nick Tanchuk and Brian Keenan.

Tanchuk was familiar with the organization through his work at a neighbourhood-based charity. In the Foundation, they found a partner that meets their administrative needs and lends credibility with donors.

"I was really impressed with the stability, the accessibility and the flexibility [of the Foundation] in managing a unique prize," adds Tanchuk. "We're not the prototypical philanthropists. It was really nice that there were workable timelines to grow the fund."

"Considering our age, The Winnipeg Foundation didn't seem intimidating and took us seriously," adds Shah.

The group has been busy fundraising and is encouraged by the support already garnered from Dr. Keenan's former students and colleagues.

The prize, which is national, has also received a lot of interest from

students in its first year; from Prince Edward Island to Victoria, BC, 41 have applied. The winner will receive \$1,250 and have his or her paper published on the group's website.

Until the endowment can generate enough money for the prize, the five founders will contribute it themselves.

"It's a lot of money, but ultimately it's something that matters to us," says Procter. "Philosophers can be accused of talking a lot and doing very little, and I think that all of us thought it was important enough to make the contribution."

The financial and volunteer commitments have been substantial, but all five see the fund not only as a tribute to an influential professor, but an extension of the discipline they share.

"It's been thoroughly enjoyable working as a group on the problems we've encountered, the discussions

that we've been able to have about certain issues," says Scramstad of the process of creating the prize. "It's been super engaging and I think we've come to figure things out because of the method we learned in our philosophy classes with Keenan."

Tanchuk explains that the prize is built on one of the key concepts discussed in Dr. Keenan's classes.

"It comes from a fundamental belief that good ideas can make a great difference in the world," he says. "If you can tighten the belt a little bit and support good ideas, you can be a part of that difference. It's an investment in human potential."

For more information on establishing a Scholarship Fund, visit www.wpgfdn.org and select "Donor and Gift Services."

Martha and Len Lofendale



MARTHA AND LEN LOFENDALE MEMORIAL FUND

Len Lofendale grew up during the Depression in a home near the railway tracks. His family often received requests for food from men riding the rails and gave what they could. If the knock came at dinner time, the traveler would be invited in to share a hot meal with the family.

That warm welcome also greeted visitors at the home Len and his wife Martha would later share. Known for helping family, friends and neighbours in need, Martha and Len were committed to their Elmwood neighbourhood. While Len watched over local kids swimming and skating, Martha canvassed the area for numerous causes and served on home and school associations.

After Len and Martha passed away, their children, Val Rychliski, Don Lofendale and Janice Lofendale, wanted to remember them with a meaningful gift to the community.

“They were especially concerned about kids and the disadvantaged,” says Don. “They believed education was the key to opportunity, especially for families that came from non-affluent areas, like the one we grew up in.”

The siblings approached Elmwood High School about setting up a bursary for students and were referred by the school to The Winnipeg Foundation. The fund, established earlier this year, doesn’t just benefit students, explains Janice.

“For us it’s a way to keep [our parents] alive, their memory alive,” she says.

Val adds that it also helps build awareness of their parents’ generosity, and the siblings hope it will encourage others to give back to the community.

“[The school] gives a profile of our parents to the students. I hope they will give thought to the people who inspired the bursary,” she says.

DONORS



GIVING SIBLINGS

The passing of parents leaves a void in families that can’t be filled, but three sets of siblings have recently turned their losses into gifts for future generations.

Following are stories of surviving children who have remembered parents through funds at The Winnipeg Foundation. Each is a unique tribute that furthers the parents’ commitment to community and ensures their names live on.

Joyce and Lloyd Darlington



JOYCE AND LLOYD DARLINGTON MUSIC AND SPORT FUND

Susan Darlington and her sister Laura were aware that their mother wished to have a gift made to The Winnipeg Foundation after her death. So, when Joyce passed away in 2009, the sisters knew how best to honour their parents.

“She was a big supporter of Winnipeg,” says Susan. “Since we knew this was important to her, the two of us followed through on setting up a fund.”

They established a Field of Interest Fund to support their parents’ lifelong passions: music and sports. Joyce Darlington played and taught piano, and she loved singing and listening to classical music. She made gathering around the piano a family tradition. Lloyd Darlington was an avid hockey and football fan, and had a wealth of knowledge about sports. He coached hockey at the Glenwood Community Club and one of his young players went on to the NHL.

The fund in their memory will augment the Foundation’s community granting to help young people access music and sports opportunities. Over time, it will support a wide range of organizations and programs.

“Music and sports can enrich lives so much and children in particular should have the chance to learn how to play an instrument or be a player on a team,” says Susan. “I think our parents would be pleased to know about the Fund, especially the fact that it will help others to do the things they loved in the city they loved.”

DR. JOHN E. AND MARY MCGOEY FUND

Dr. John McGoey was an ear, nose and throat specialist who dedicated his life to caring for others. He was the original chief medical officer for the Winnipeg Jets and a director on the medical staff of the Blue Bombers. He maintained his practice until age 80. Mary McGoey completed her Bachelor of Arts from McGill University when she was only 19. She was a devoted mother who valued education and supported her sons’ interests while maintaining her own. Mary passed away in 1977 and John in 2009.

Sons John and David McGoey wanted to pay tribute to their parents’ lives.

“We thought some memorial should be made in their name,” says John. The brothers had already made gifts in memory of their parents at the Royal Winnipeg Ballet School and the University of Manitoba.

They decided on a Community Building Fund at The

Winnipeg Foundation, knowing it would support a wide variety of causes.

“[There are] lots of needs addressed at The Winnipeg Foundation, many more than we’re ever aware of. So we thought it couldn’t hurt to leave the fund’s granting to the discretion of the Foundation,” says John.

The fund provides the brothers with a clear focal point for their philanthropy; they hope to build it over time.

“With so many demands from so many different causes coming at you in so many different ways — mail, phone, e-mail — giving can become a nuisance, as opposed to a goal,” says David. “With this fund donations aren’t random. It gives us a focus.”

Their parents were always very quiet about their own giving, David says, but he thinks they’d approve of the fund.

“I think they’d be proud, they’d see it’s needed,” he says.



AN INVITATION TO HELP NOURISH POTENTIAL

FEEDING THE NEED

Words of Support

Quotes from the Child Nutrition Council of Manitoba

"Eating breakfast helps me learn."

– Child nutrition program participant

"Students who attend the breakfast program come into class more cheerful and happy. They are better able to get down to work and focus."

– Teacher

"The children loved the banana bread so much there wasn't a crumb left. I never realized how hungry some of the children are."

– Teacher

"I come early every morning 'cause I know they'll look after me and I do better when I eat."

– Child nutrition program participant

For kids of all ages, going to school hungry has much larger implications than just rumbling tummies. Hunger can impede memory, concentration, problem-solving and creative thinking, which in turn can lead to poor grades, trips to the principal's office and negative school experiences. Inadequate nutrition can also impact overall health, growth and development, self esteem and quality of life. Thousands of Winnipeg kids face these challenges.

"The Winnipeg Foundation is inviting the public to help," says Richard Frost, CEO. "Child and youth nutrition is a huge issue in our city and we need collective effort to address it."

The Foundation is

establishing the Nourishing Potential Fund, an endowment that will support local nutrition initiatives, augmenting existing breakfast, lunch and snack programs at schools and community centres where need surpasses resources currently available.

"Our staff members are regularly in contact with community agencies that serve the needs of children and youth," says Frost. "We have specifically discussed their concerns about nutrition programming. Regrettably, charitable agencies report that the need is immediate and constant."

The decision to create the fund has been based on consultations with a number of organizations working in the areas of food security and child nutrition. The goal is a \$5 million endowment, which will generate approximately \$250,000 for granting each year.

Frost expects the fund will be built through a variety of major contributions from corporate donors and modest gifts from individual Winnipeggers. A public campaign will be launched in 2011, which will be supported by a media partnership with CTV.

Research shows that the cause is important to Winnipeggers. A recent phone survey by Probe Research asked 600 Winnipeggers to rank a variety of Foundation projects in order of importance; 76% said nutrition programs were either top priority or high priority.

"We know many individuals and groups share our concern and we want to engage them as partners," he says. "Contributions of all amounts will have positive impact in the lives and futures of kids in our community."



The Nourishing Potential fund will likely support a wide variety of food-related projects: boosting budgets of existing programs, purchasing or replacing equipment like refrigerators and dishwashers, and supporting food-handling or other training for staff and volunteers. Distribution of grants will be overseen by an advisory committee made up of Foundation staff, community experts and partners.

"The Foundation can't solve this problem," says Frost, pointing out that the fund does not address the deep, complex root causes of hunger. "But if we all work together we can support kids at a critical stage in their lives, helping them get off to a strong start and build successful futures."

To support the Nourishing Potential Fund, make a secure on-line gift at www.wpgfdn.org, or contact The Winnipeg Foundation at 944.9474.



NUTRITION NEEDS

According to the Child Nutrition Council of Manitoba, many children and youth in Winnipeg do not have their nutritional requirements met at home:

- 31% of elementary and 62% of secondary students do not eat breakfast every day
- Only 50% of school-aged boys and 65% of school-aged girls report eating fruit five days a week or more
- 50% of boys and girls do not drink enough milk
- More than 6,000 children and youth served through local nutrition programs last year would not otherwise have eaten breakfast or lunch

The 2007 Breakfast for Learning *Report Card on Nutrition for School Children* gave Canadian children and

adolescents a D grade in meeting recommendations of Canada's Food Guide. It noted:

- Only 50% of children between ages four and 18 are getting the minimum number of servings of fruits and vegetables daily
- 75% are not meeting recommendations for daily servings of grain products
- 28% eat French fries two or more times per week
- 30% have one or more regular soft drink per day

In addition to negatively affecting school success, poor nutrition is taking a toll on children's health. In Canada, one-third of boys and more than one-quarter of girls, aged seven to 13, are overweight; in the same age range, ten per cent of boys and nine per cent of girls are obese. Obesity is directly linked to chronic issues such as diabetes, cardiovascular disease, high cholesterol and lower life expectancy.

PUTTING DOWN ROOTS. GROWING OUR COMMUNITIES.

MANITOBA COMMUNITY FOUNDATIONS LAUNCH ENDOW MANITOBA CAMPAIGN

Manitoba has a bumper crop of community foundations.

With the addition in the past year of the Birtle and District Foundation, Coldwell Community Foundation, Miami and Area Foundation, Rivers and Area Community Foundation, and Wawanesa Community Foundation, our province is now home to 46 community foundations – the largest concentration of these organizations in Canada. Together, these foundations (excluding Winnipeg) had assets of more than \$34 million in 2008 and supported their communities with almost \$1.5 million in grants that year.

To help ensure the community foundation movement continues to thrive, Manitoba foundations are coming together on a public information campaign, called Endow Manitoba, which will run for the month of November.

“Endow Manitoba is a great opportunity to tell our story,” says Richard Frost, CEO of The Winnipeg Foundation. “Our province is in a unique position. The number of community foundations is growing and, with that, comes an increase in public awareness about what we do and how we operate. This campaign will help us encourage even more participation from donors of all walks of life.”

The province-wide effort includes advertising, events and information tools to raise awareness of community foundations and encourage Manitobans to make gifts to their local foundations. For more information about the program, or community foundations in Manitoba, visit www.endowmanitoba.ca



PUTTING DOWN ROOTS: RECENT GIFTS

- Earlier this year, Carman Area Foundation achieved its goal of a \$1 million asset base. The milestone was reached thanks to a \$25,000 contribution from a local family.
- Carberry and Area Community Foundation recently received a bequest of \$140,000 to support community green space initiatives.
- Minnedosa and District Community Foundation was the recipient of a \$1 million estate from a local teacher.
- The Rivers and Area Community Foundation was established this year through a legacy left by a local farmer.

GROWING OUR COMMUNITIES: RECENT GRANTS

- The Selkirk Imagination Library is providing local kids with a book every month from birth to age five, thanks in part to a grant of \$10,000 from the Selkirk and District Community Foundation.
- Construction of the Countryfest Community Cinema, a convention centre and theatre in Dauphin, is being supported by a grant of \$25,000 over four years from the Dauphin and District Community Foundation.
- Winkler Community Foundation recently supported the Winnipeg Symphony Orchestra's Adventures in Music program, which brought professional concerts to local elementary schools.

Manitoba's Community Foundations

Altona Community Foundation
Beautiful Plains Community Foundation
Big Grass Community Foundation
Birtle and District Foundation
The Boissevain and Morton Foundation
Brandon Area Community Foundation
Brokenhead River Community Foundation
Carberry and Area Community Foundation
Carman Area Foundation
The Cartwright and Area Foundation
Coldwell Community Foundation
Dauphin and District Community Foundation
Elkhorn Area Foundation
The Glenboro Area Foundation
Grandview and District Community Foundation
Holland Community Foundation
Interlake Community Foundation
The Killarney Foundation
Lac Du Bonnet and District Charitable Foundation
Living Legacy Community Foundation
Miami and Area Foundation
Minnedosa Foundation
Morden Area Foundation
North Norfolk - MacGregor Foundation
Northern Neighbours Foundation
Oak Lake and Area Foundation
Pembina Manitou Area Foundation
Pilot Mound and District Foundation
Plum Coulee Community Foundation
Community Foundation of Portage and District
The Reston and Area Foundation
Rivers and Area Community Foundation
Roblin District Community Foundation
Selkirk and District Community Foundation
Souris Glenwood Foundation
The Southwest Manitoba Regional Foundation
The Steinbach Community Foundation
Sturgeon Community Foundation
Community Foundation of Swan Valley
Thompson Community Foundation
Tiger Hills Community Foundation
Virden Area Foundation
Wawanesa Community Foundation
Westshore Community Foundation
Winkler Community Foundation
The Winnipeg Foundation



ABOVE AND BEYOND

Youth in Philanthropy participants with Tammy Reimer, Sage House (second from left).



Earlier this year, Winnipeg's 24 Youth in Philanthropy (YiP) committees granted a total of \$120,000 to local charities – more than any other year in the history of the extracurricular program that engages high school students as grantmakers. But, for students at Garden City and Vincent Massey Collegiates, that support didn't go far enough.

YiP participants at the two schools – which are separated by almost 15 kilometers – decided to work together to raise funds for Sage House, a program of Mount Carmel Clinic that provides resources and services to street-involved women.

"Sage House especially stuck out for Garden City because the majority of our YIP committee was made up of girls and their mission was relatable," says Tanya Tran, a recent graduate who took part in YiP for four years. She says her committee saw an opportunity for action beyond grantmaking.

"Building on our mandate to encourage youth to become philanthropists and compassionate, active volunteers in their local community, we saw it best that we do something substantial for the girls at Sage House. We wanted to learn more about their organization and did not want to leave the issue at the donation stage," says Tran.

To raise funds, the committee held a student auction that saw star players from school sports teams carry books, clean lockers and pick up litter for the highest bidders. In addition to bringing in cash for a great cause, the event helped raise awareness of Sage House and its work in the community, says Tran.

The Garden City committee pooled resources with their colleagues at Vincent Massey Collegiate who also held fundraisers. Together, they purchased more than \$300 worth of toiletries and snacks from Sage House's wish list.

"It was a very valuable donation," says Tammy Reimer, Manager of Sage House. "Women who access Sage House often have very basic needs: shower, laundry, food and personal hygiene. The gifts given by the students of Vincent Massey and Garden City helped to support these needs."

Sage House had already received a YiP grant this year (\$800 from the committee at Kelvin High School to be used toward a washer and dryer), so Reimer was surprised to receive the call about an additional gift.

"To me this was a true show of character and that the students had not only met their obligations as Yippers but embodied the spirit of giving," says Reimer.

For more information about Youth in Philanthropy, visit www.wpgfdnyip.org

GREAT GRANTS



EnviroGrants is a pilot project of The Winnipeg Foundation to help local charitable organizations take concrete steps toward more environmentally sustainable operations. Through the program, grants of up to \$5,000 are considered for projects that address: water conservation, energy conservation, waste reduction and diversion, and/or greenhouse gas reduction. The first round saw 13 projects approved, totaling \$50,000 in grants. They included:

ESTHER HOUSE
\$850

For low-flow toilets and showerheads for this community-based facility that provides shelter and support to women in second stage recovery from addiction.

KIDI-GARDEN DAY NURSERIES
\$5,000

To install timed taps to reduce water use, develop a vermi-composting program, build a secure bike lock-up, and other environmental initiatives.

MA MAWI WI CHI ITATA CENTRE
\$2,500

For a comprehensive energy audit of the organization's nine locations. The audit will identify areas of action for a long-term sustainability plan.

ST. BONIFACE MUSEUM
\$5,000

For motion-activated lighting in exhibit areas to reduce energy use and help preserve artifacts of French-Canadian and Métis heritage.

WEST CENTRAL WOMEN'S RESOURCE CENTRE
\$5,000

For high efficiency furnaces for the organization's new facility in the West End.

For more information on the program and how to apply, visit www.wpgfdn.org/grantsagency-envirogrants.php



TELL US YOUR STORY!

Has your life been touched by The Winnipeg Foundation?

Whether you're a grant recipient, scholarship winner, donor, Youth in Philanthropy participant, or friend of the Foundation, we want to hear from you!

In 2011, The Winnipeg Foundation will celebrate the 90th anniversary of the remarkable gift to our community that established our organization. We invite you to share your memories of The Foundation, or let us know how it has impacted your life, for a special anniversary issue of this magazine, which will be released next spring.

Please send your comments, memories and thoughts about the Foundation to Kerry Ryan at kryan@wpgfdn.org

**or by mail at:
1350-One Lombard Place
Winnipeg, MB
R3B 0X3**

Phone: 944.9474 (toll free: 1.877.974.3631)

The artificial turf on the sunken playing field provides a rugged surface for frequent pick-up soccer games and the area will be flooded in winter for skating.



The colourful spray park is the perfect place to cool down on a hot summer day.

The gothic Waddell Fountain has been a centerpiece of the park since 1914. Its restoration, part of the park's overall rejuvenation, garnered a Heritage Winnipeg Preservation Award earlier this year.



The Winnipeg Foundation's Board Chair, Richard Bracken, bringing greetings to the official opening. Mr. Bracken's comments focused on partnerships and collaboration.

GRANTS

GREEN & GRAND

A beautiful, transformed Central Park was unveiled this summer to the delight of neighbourhood families, project partners and the community as a whole. In recent years, the inner-city park had fallen into disrepair and was considered by many to be unsafe. Today it's a busy, inviting place for families to gather and play year-round. The redevelopment was a partnership that included major contributions from The Winnipeg Foundation, CentreVenture, the City of Winnipeg and Province of Manitoba.

While the park has officially opened, funds are still needed for ongoing improvements. Gifts made to the Central Park Fund, held at The Winnipeg Foundation, will be matched by the Federal government.

To contribute to this project, visit www.wpgfdn.org and click "Make a Gift to the Foundation" or call 944.9474 (toll free 1.877.974.3631).



A hoop dancer performs at the official opening of Central Park.

A designated market area provides flexible space and accommodates temporary tents for artisans and others to sell their wares.



PROFESSIONAL RESULTS

The Winnipeg Foundation's Professional Advisors Group is made up of allied professionals, including lawyers, accountants and financial planners, who volunteer their expertise to help the Foundation build and refine its services for donors. Working Together introduces you to some of the Group's members.

GEOFF GARLAND BDO Dunwoody LLP



Geoff Garland is a tax partner at BDO and has been a CA for over a decade. With experience in general practice, he is knowledgeable regarding tax compliance and planning services for entrepreneurial-minded businesses. Over the years, Geoff has served a wide range of clients in the automotive, agriculture, manufacturing and construction industries and works with them to spark new ideas and find innovative solutions. He regularly presents tax courses for the Institute of Chartered Accountants, the Canadian Tax Foundation and other organizations. In 2009 he was awarded the Early Achievement Award by the Institute of Chartered Accountants of Manitoba for his distinguished professional achievements and volunteer service.

"I think all professional advisors share in the role of providing our clients with information which allows them to make informed and educated decisions. Whether

that is tax advice or options on philanthropic gifting arrangements, it is our job to inform clients about the options available to them to accomplish their goals."

DAVID LOEWEN FCA, TEP PricewaterhouseCoopers LLP



Dave Loewen leads the Winnipeg Tax Practice of PricewaterhouseCoopers LLP. He focuses on services to private company clients including many family-owned businesses, and is a member of the firm's High Net Worth Services group. His experience includes personal tax planning and compliance, executive compensation, estate and succession planning, charitable giving, corporate tax planning and reorganizations, purchase and sale of businesses and effective use of life insurance in tax and estate planning. He is a member of the Canadian Tax Foundation and the Society of Estate and Trust Practitioners and serves on Council of the Institute of Chartered Accountants of Manitoba.

"As a tax advisor, my advice normally focuses on the tax-effectiveness of charitable giving. It goes without saying that tax-effective giving stretches the donation dollar further, benefiting both the donor and the charity."

JENNIFER A. PFUETZNER B.ARTS SC., LL.B, TEP Taylor McCaffrey LLP



Jennifer Pfuetzner is an estates and trusts lawyer with Taylor McCaffrey LLP. Her practice includes wills, powers of attorney, estate and tax planning, estate administration, advising on the use of trusts in commercial transactions, charities, charitable giving and advising executors and trustees. Jennifer is the co-editor of *O'Brien's Encyclopedia of Forms, Division V – Estates and Trusts*. She has lectured in Trust Law at Osgoode Hall Law School, taught the Estate Planning and Administration section of the Bar Admission Course for the Law Society of Upper Canada and presented papers at continuing legal education forums.

"If [a client is] considering making a significant gift, they should meet with the intended charity to ensure that both parties fully understand the purpose of the gift. It is also a great idea to involve other family members in planning the gift so that they can see first-hand the importance of philanthropy to our communities."



CONNECTING WITH THE WINNIPEG COMMUNITY... AND THE ON-LINE COMMUNITY

Visit The Winnipeg Foundation on-line to:

- Apply for a grant
- Make a secure donation
- View recent grants on an interactive map
- Read and subscribe to blogs
- Join our Facebook group
- Follow us on Twitter
- Watch videos about groups we've supported
- Research community issues and needs
- Learn more about the Foundation and how it works
- Access reports and publications

www.wpgfdn.org



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