

WORKING TOGETHER



A MAGAZINE OF THE WINNIPEG FOUNDATION WINTER 2021

# CELEBRATING 100<sup>W</sup> YEARS

OF WORKING TOGETHER TO SUPPORT OUR COMMUNITY



THE  
WINNIPEG  
FOUNDATION 100<sup>W</sup>  
Canada's first community foundation  
**For Good. Forever.**





Left to right: Her Honour, Lt.-Gov. Janice Filmon, then-Foundation Board Chair Susan Millican and Foundation CEO Rick Frost, along with Foundation donors and guests, celebrate the 2015 opening of the Alloway Arch and Widow's Mite Fountain at The Forks.





# The Winnipeg Foundation's vision is 'a Winnipeg where community life flourishes for all'

**WHILE** many things have changed in the past century, the premise of working together to support one another has always upheld The Winnipeg Foundation. On the left hand side of this page, you see friends of The Winnipeg Foundation gathered to celebrate the opening of the Widow's Mite Fountain and Alloway Arch at The Forks in 2015. This public space pays homage to the founders of The Winnipeg Foundation, William Forbes and Elizabeth Alloway, and also to the second gift ever received by The Foundation: three gold coins, valued at \$15, delivered anonymously. This second gift solidified the principle that it is not the size of the gift, but rather the act of giving that matters. Read more on page 49.

On the right is a photo taken in August 1944 at Camp Morton. It was found in The Foundation's files and no other details are available. This was the heyday of fresh air camps along the shores of Lake Winnipeg, and The Foundation was a supporter of these important spaces for young people to get fresh air, eat healthy food, and have fun, so its likely this is a group of supporters gathering to celebrate the accomplishments of the camp. Read more on page 20.

On the cover you have another such juxtaposition. On the left hand side you see young people from Knowles School for Boys, photographed at Grand Beach in 1929. On the right are young participants in Growing Active Kids, a recreational program for those who live in and around Manitoba Housing, photographed in August 2013. Read more on page 19.

While the world will continue to change, the fact we all believe in "a Winnipeg where community life flourishes for all" will continue to inspire those who work with and give through The Winnipeg Foundation. While our understanding of how we achieve this vision shifts over time, the strong foundation we have built during the past 100 years ensures we can adapt to meet it.

This Centennial Edition of *Working Together* highlights how we got to where we are today.  
**ENJOY.**



Ceremony at Camp Morton, August 1944. Source: Winnipeg Foundation files.

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*Working Together* is published three times per year by The Winnipeg Foundation. In our ongoing efforts to connect with our many communities, we are always looking for ways to improve this publication. If you have comments, or do not wish to receive this publication, please contact Stacy at [ssmith@wpgfdn.org](mailto:ssmith@wpgfdn.org).

Registered charity number: 119300960RR0001

**Publications Mail Agreement No. 40623039**

Return undeliverable Canadian addresses to:

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The Foundation strives to ensure we reflect the principles of dignity, independence, integration and equal opportunity for people with disabilities. If there is anything we can do to make this publication more accessible, please contact Stacy at [ssmith@wpgfdn.org](mailto:ssmith@wpgfdn.org).

## THE WINNIPEG FOUNDATION

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**On the cover:** On left: Young people from Knowles School for Boys, photographed at Grand Beach in 1929. Source: Courtesy of Knowles Centre. On right: Growing Active Kids participants, photographed in August 2013.

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### How to read this publication:

Content is presented by decades to provide historical context in Winnipeg and beyond, and subsequently to The Foundation's activities and decisions. Each decade also includes stories about grantmaking and other activities linked to that timeframe and beyond, as well as the gifts and individuals that have made The Foundation's work possible.

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## FROM OUR BOARD CHAIR

# Recognizing we are all a part of something greater

A lot happens in a century. People are born, live and pass away. Time sees societal changes which influence the way we view the world and each other, what we believe and what we do in our lives. People often focus on their personal here and now, but something interesting happens when we examine the world from a 30,000 foot view: we see the bigger picture and we recognize that we are part of something greater, something substantial.

Because of the generosity of Winnipeggers and Manitobans, The Winnipeg Foundation has now been bringing stability and foresight to its work for 100 years. The Foundation was created by William Forbes Alloway in 1921 with a gift of \$100,000. The Foundation's second gift – three gold coins, valued at \$15 – was not received until 1924. This gift was well worth the wait; it demonstrated that it is not the amount, but rather the act of giving that matters, and it solidified that we achieve more when we work together.



Since then, thousands of citizens have made gifts to The Foundation, demonstrating their support for our vision of creating "A Winnipeg where community life flourishes for all." Those generous gifts have resulted in a sizeable endowment, valued at \$1.4 billion as of our 2020 fiscal year-end.

While in 1922, the total amount granted was \$6,000 to six agencies, in 2020 The Winnipeg Foundation distributed \$73 million to approximately 1,000 charities. Those first six grants, however, set the tone for The Foundation's future work by addressing inequities and supporting those experiencing vulnerable situations. Today, The Foundation's activity and mandate remain firmly focused on social justice, human rights and the general vitality and well-being of our community.

In creating Canada's first community foundation, William Forbes Alloway and his wife Elizabeth, the first Legacy donor, established an institution that takes the long view, making a significant impact on our city and province while providing reliable and responsive community support. With this publication, we bring you a snapshot of The Foundation's work decade-by-decade. By explaining what was happening in Winnipeg and beyond each decade, we aim to bring greater context to The Foundation's activities and decisions. As society's needs and interests change, The Foundation has consistently demonstrated its ability to adapt. The latest example of this is The Foundation's support in the face of COVID-19; between March and July 2020, The Foundation distributed \$12.8 million in COVID-19-related grants to the community.

While we don't know what the community will become in the next 100 years, we can feel confident we have built a strong and stable institution that can continue to support its changing needs and emerging opportunities.

**Doneta Brotchie, Board Chair**



## THE 1920s

# Rebuilding from Great War, on the cusp of the Great Depression

:: By Jim Blanchard

**DURING** the first four years of the 1920s Winnipeg suffered from a recession which settled over most of the allied nations. In the Canadian west an important factor was the collapse of grain prices, once the government supported grain marketing of the war years ceased. The number of farms declined as farmers walked away from their land and joined the unemployed in Winnipeg. The city had a large population of returned soldiers and many had difficulty finding work. The city and province provided a relief system, but it was limited both as to the amount paid and the length of time it was available.

Some men did not rejoin their families when they returned from the war. Deserted mothers were often left to support their children alone.

Divorce increased greatly after 1918 due to a change in the law. Divorce had required the passage of an act of parliament but after 1918 local courts in the western provinces could grant a divorce. The number of divorces in Manitoba rose from one or two a year to around 100.

The 1920s saw the growth of consumer culture. Industry began to concentrate on such things as appliances for the home and family cars. Henry Ford paid men who worked in his factories \$5 a day so they could afford to buy Model Ts. General Motors introduced constantly changing models to encourage consumers to update their cars.

The number of cars in Winnipeg grew during the 1920s and measures were taken to deal with the increased volume of traffic. The Cross Town Highway was developed, starting in St. Vital and terminating in the North End. Part of the highway was built from Broadway to Portage Avenue and is now Osborne Street.

People began to borrow to buy consumer goods, creating a growing personal debt load. Advertising targeted women, encouraging them to buy beauty products. Movies and their stars exercised a great influence, teaching movie fans how to smoke and kiss, and helped define standards of femininity and masculinity.

Prohibition had been adopted during the war but in the 1920s it was slowly dismantled. In 1921 the Manitoba Moderation League was established. It argued that moderation in drinking could be achieved without strict prohibition. After a sizable majority voted to eliminate prohibition in a 1923 referendum, the Manitoba Liquor Commission was established.

As a result of the 1919 General Strike, the Labour Movement was gaining steam. The Liberal government of T.C. Norris was reduced to a minority in the election of 1920. In 1921, strike organizer J.S. Woodsworth was elected as a Independent Labour MP, and was repeatedly reelected. He would go on to become leader of the Co-operative Commonwealth Federation, the precursor to the New Democratic Party.

Two more Manitoba elections in 1922 and 1927 reduced the Liberals to seven seats and established John Bracken and his party with a comfortable majority. Bracken departed from the old party system and led a progressive government that eventually absorbed the Liberal Party.

The recession ended in 1924, and in 1925 development resumed. The stock market crash of 1929 and the subsequent Great Depression were just over the horizon, but to Winnipeggers the future looked bright.



*Portage and Main, 1922.*

Source: Winnipeg Foundation files.



## THE 1920S

## Reimagining philanthropy in Canada

**IT'S** unlikely William Forbes and Elizabeth Alloway fathomed the growth and success that would meet The Winnipeg Foundation when they established it in 1921. Our community, the community foundation movement, and philanthropy in Canada will forever be impacted by their foresight and generosity.

Bill Alloway, who began as a soldier with the Wolseley Expedition, worked his way up to become a member of Winnipeg's elite (read more on page 7). He was inspired to give back to the community from which he and his wife had received so much. On June 5, 1921, Bill commented in the Manitoba Free Press:

Rather than simply donate the gift to a charity, Bill had his eye set on something more permanent. According to Peter Lowe, The Foundation's first paid employee and later Executive Director, Alloway learned of the concept of community trusts from the Cleveland Foundation, the first-ever community foundation, and thought the concept would work well in Winnipeg. Alloway was struck by the idea that more could be achieved if local philanthropists worked together by pooling and investing resources, which could then be used to support the community in perpetuity. According to Winnipeg Foundation minute books from the 1920s, a community trust:

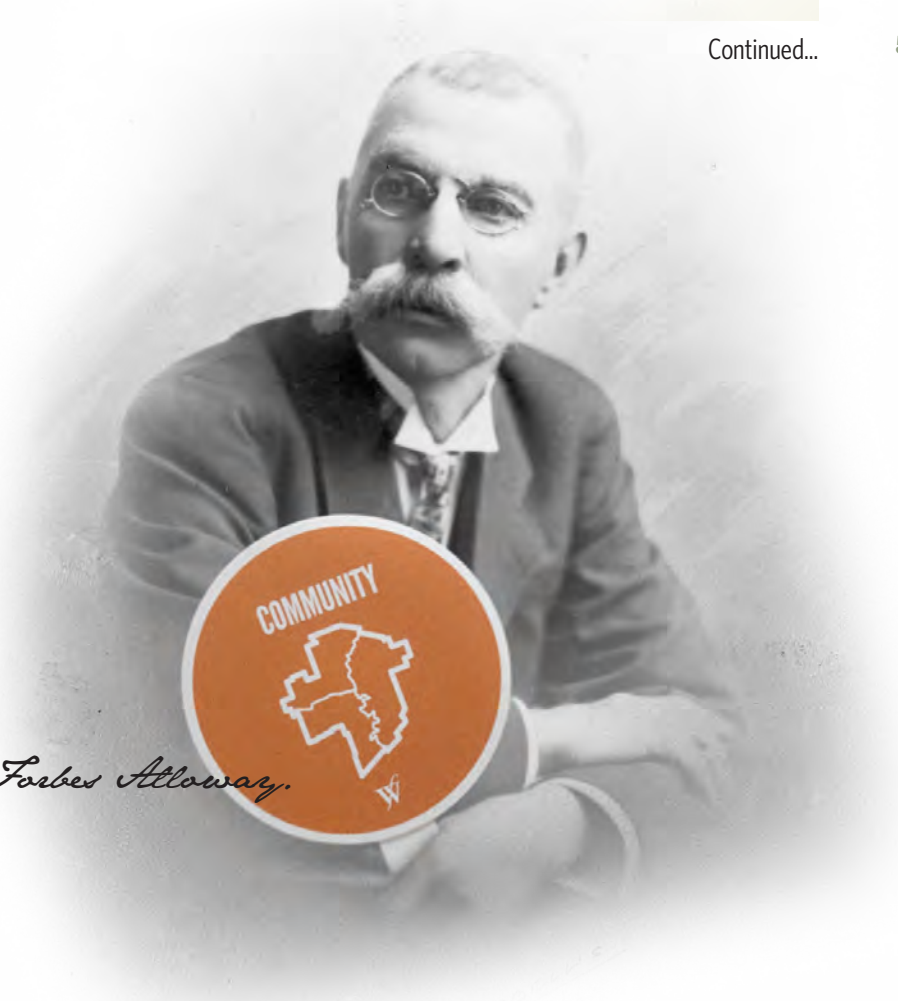
**"...provides a channel through which men and women of limited means, as well as those of large wealth, may directly and effectively combine their contributions to the welfare of the community, under a plan which gives flexibility of application together with efficiency, and at the same time enables those who give donations or bequests to the Trust to designate the type of charitable service to which their donations shall be devoted."**

Continued...

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"Winnipeg has been my home and has done more for me than it ever may be in my power to repay. I owe everything to this community and I feel that it should derive some benefit from what I have been able to accumulate."<sup>1</sup>

*William Forbes Alloway.*





## Reimagining philanthropy in Canada (cont'd)

**ONCE** Alloway decided to move forward with the concept, The Foundation came together rather quickly. In February 1921, Alloway convened a group of citizens in his home. The group included Hugh John Macdonald, son of Canada's first Prime Minister and Premier of Manitoba for nine months in 1900, and four other members of Winnipeg's elite. They struck a provisional Advisory Board, and solicitor Charles P. Wilson was recruited to draft a petition of incorporation. MLA Edith Rogers – Manitoba's first woman to be elected to the Legislature – sponsored the petition, and The Foundation's Act of Incorporation received royal assent on April 26, 1921. It was the first community foundation in Canada.

According to the Act, The Foundation was to be directed by a five-member Advisory Board, which would include the Mayor of Winnipeg ex-officio. The founding Board members were Chief Justice Thomas G. Mathers, Judge Robert M. Dennistoun, Lawyer William E. Macara, Baker (and Mayor) Edward Parnell, and Anglican Cleric Robert E. McElheran.

It was at The Foundation's first official meeting on June 6, 1921 that Alloway delivered the first gift – a cheque for \$100,000. The Foundation did not receive its second gift until September 1924. Three, \$5 gold coins were delivered anonymously to the Alloway and Champion Bank. They came in an envelope inscribed with the words "The Widow's Mite."

This gift solidified the concept which undergirds The Foundation and community philanthropy to this day: it is not the size of the gift, but the act of giving that matters.

Today, Canada's community foundation movement continues to gather momentum with at least 191 across Canada, including 56 in Manitoba.

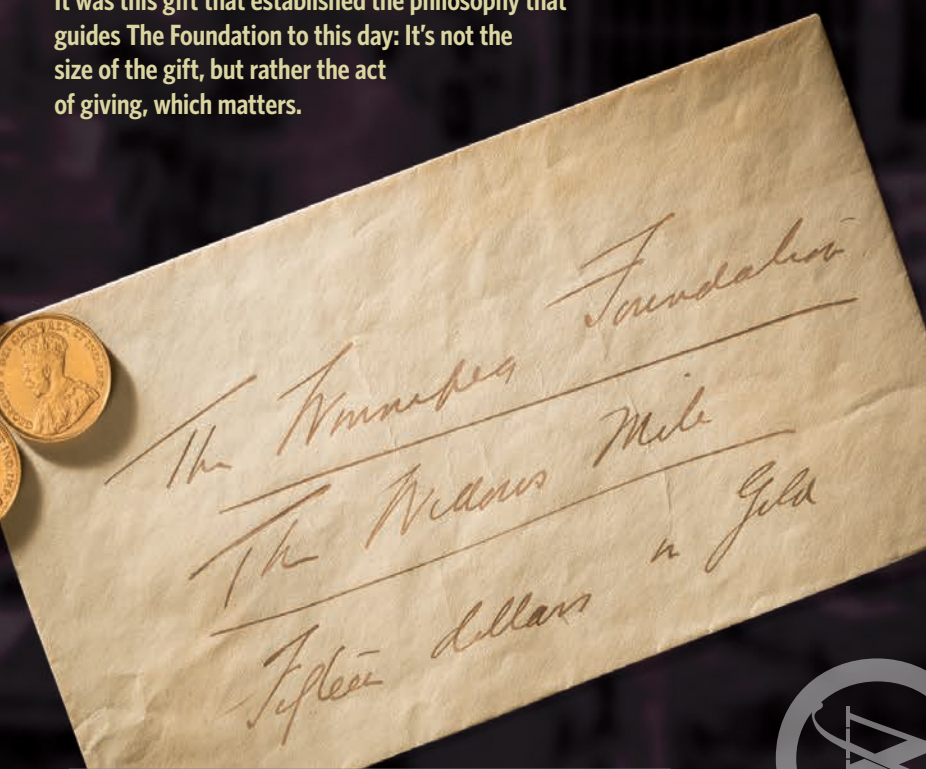
**This story was informed by research done by Dr. Gordon Goldsborough, which appeared in The Foundation's 90th anniversary publication.**

### Why The Widow's Mite?

The Foundation's second gift was three gold coins, each valued at \$5. This gift was delivered anonymously in a white envelope with the words 'The Widows Mite' written on the front.

This term was common at the time, with clergy preaching of how virtues would accrue from "a gift of seemingly little value if directed properly and given in the right spirit."<sup>3</sup>

It was this gift that established the philosophy that guides The Foundation to this day: It's not the size of the gift, but rather the act of giving, which matters.



#### DID YOU KNOW?

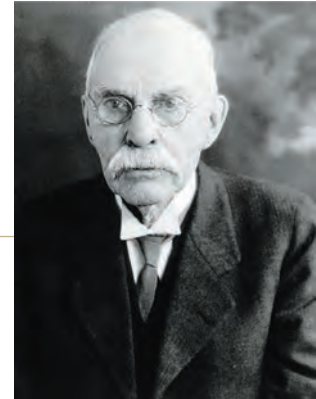
CHIEF JUSTICE THOMAS G. MATHERS, WHO SERVED ON THE FOUNDING ADVISORY BOARD OF THE WINNIPEG FOUNDATION, WAS APPOINTED TO HEAD THE ROYAL COMMISSION ON INDUSTRIAL RELATIONS FOLLOWING THE 1919 GENERAL STRIKE. THAT COMMISSION LED TO MINIMUM WAGE LEGISLATION, AN EIGHT-HOUR WORKDAY, UNEMPLOYMENT AND HEALTH INSURANCE, AND FREE COLLECTIVE BARGAINING IN CANADA.



# Right time, right place, right person

:: By Tim Higgins

**William Alloway created The Winnipeg Foundation to give back to the community that helped him succeed**



**BILL** Alloway, banker and philanthropist, was convinced that the city he helped create was as much responsible for his success, as he for its. So, near the end of a long and very productive life, he decided to give his gratitude concrete form. The result was The Winnipeg Foundation.

William Forbes Alloway was born in Ireland in 1852. His family emigrated to Canada in 1855, settling first in Hamilton and later moving to Montréal.

At that time, the prairies, then known as Rupertsland, was still owned by the Hudson's Bay Company (HBC). With the fur trade in terminal decline, the HBC had decided that the cost of administering this vast territory would be better born by the taxpayers of the new dominion of Canada, rather than its own shareholders. So, without consulting anyone at the Red River settlement, the HBC agreed to sell the entire prairies to the Canadian government.

This transfer was supposed to occur on Dec. 1, 1869. However, in an effort to make sure their concerns were heard, a group of Red River Métis under Louis Riel occupied the HBC's administrative centre at Fort Garry in November. This proved unacceptable to the new Dominion government, which sent the Wolseley Expedition to arrest Riel and reassert Canadian sovereignty. Both Bill Alloway and his brother Charlie enlisted.

It was an adventure right out of *Every Boy's Magazine* and although the force entered Fort Garry unopposed – Riel having left – the experience convinced young Bill that he could do anything to which he put his mind. He spent the next 60 years proving it.

At the tender age of 19, he began his career in Winnipeg, then population 200, as a policeman, but soon concluded that the commercial life would provide a surer path to success. He tried his hand at retail and veterinary surgery before entering the transportation business with local trader James McKay.

The money was good but, in 1870s Winnipeg, as elsewhere in the British Empire, real advancement required being a property owner. So, it was his acceptance of a piece of land west of the present Maryland Avenue as payment for a debt that finally allowed him to stand for election to city council. He had entered Winnipeg's elite.

Exactly how Bill Alloway decided to become a banker isn't clear, though it's not unreasonable to assume that his new wife Elizabeth played an important role in the decision. Banking had significantly increased her father's already substantial fortune, and she undoubtedly saw no reason why that business couldn't do the same for them. Whatever the reason, in 1878, Western Canada's first private bank, Alloway and Champion, opened on the east side of Main Street near what was once the Bank of Montréal's Winnipeg headquarters, and is now home to the Manitoba Métis Federation.

The endeavour was an immediate success and by 1912, when the bank was incorporated, it had an authorized capital stock of \$3 million and a reserve of \$125,000. Alloway and Champion Limited had become the largest private bank in Canada, and William Forbes Alloway, a millionaire.

It was incumbent on leading citizens of the era to be active in charitable work. It could be said that this was particularly true in Winnipeg, where so many of the newly-wealthy could still remember the leanness of their early years.

During deliberations about how best to distribute charitable funds, the Alloways came upon a new idea. It was called a community trust, the first of which had been established in Cleveland in 1914. Bill and Elizabeth were so impressed that they decided to seed what they named The Winnipeg Foundation with an initial gift of \$100,000.

In 1921, this was an enormous gift. But, it was only the beginning. When the couple died, The Winnipeg Foundation received their entire estates – a total of almost \$2.2 million.

William Forbes Alloway was a lucky man. Not many have the opportunity to be present at the birth of a new city and even fewer, the occasion to play a leading role in its building. Right time, right place? Of course. But in Bill Alloway, fate also delivered the right person.





Source: Winnipeg Foundation files.

## Dealing in Métis scrip

**WINNIPEG'S** colonial heritage cannot be ignored. While William Forbes Alloway established a community foundation that has come to signify the strength of community philanthropy and the vital importance of community-led solutions to complex challenges, how he accumulated his wealth must be acknowledged.

Alloway and Champion Bank, which was at one time the largest private bank in Western Canada, dealt in Métis scrip. When Manitoba became a province in 1870, 1.4 million acres of land were set aside for the Métis.<sup>4</sup> Certificates for land or cash – known as scrip – were given to Métis as a settlement.

While Alloway and Champion General Manager Peter Lowe, who would go on to become The Foundation's first Executive Director, said the bank refused to engage in the then whiskey-for-scrip trade, it was involved in other execrable means to obtain scrip.

Prospective scrip buyers were often aware of the whereabouts of Dominion land agents when agents delivered scrip to Métis claimants, and sometimes scrip buyers would accompany agents to immediately purchase the scrip from recipients. This is something William Alloway's younger brother Charlie often did.

"Alloway and Champion were particularly fortunate in having Charlie Alloway as a partner who could speak many of the Indian dialects then in use," Lowe wrote.<sup>5</sup>

Scrip holders could use the scrip for any land opened for homestead, and dealers could therefore resell it to new settlers.

There was also cash or money scrip, which Alloway and Champion largely dealt in. It could be applied at face value to purchase Dominion government lands.

Many things have changed since William Alloway came to our community with the Wolseley Expedition. As society becomes aware of the colonial past that has allowed few to succeed at the expense of many, we must acknowledge the ways in which this allowed The Foundation to grow. As we enter into our second century, The Foundation is committed to acknowledging these past wrongs, listening to our community, and adjusting our activities. Please read more in the statement from our CEO, "Setting the stage for our next century," on page 105.



# Supporting the city she loved

:: By Tim Higgins

**A woman of means, Elizabeth Alloway created The Winnipeg Foundation in partnership with her spouse**

**ELIZABETH** McLaren was born in Buckingham, Que., one of 13 children of James McLaren and Ann Sully. Her father, one of the leading citizens of the Ottawa Valley, made his fortune in lumber and banking. By the time of his death in 1892, he was one of Canada's richest men.

Elizabeth most likely met William Alloway while he was visiting his own family in Montréal. They were married in September 1878 in Buckingham, and immediately moved to Winnipeg, taking up residence at The Derries (what they called their home) on Assiniboine Avenue, where they lived for the rest of their lives.

Elizabeth was a devout Presbyterian. Once in Winnipeg, she joined Augustine Church (est. 1877), whose congregation had a strong call to mission.

Her first minister at Augustine, Dr. Andrew Baird, described her childhood as having been "spent in the environment of a deeply religious home, and all her life she tried to live up to the traditions of that home. She was devoted to the religious services of the church and what they stood for: faithful in attendance at worship and to the precepts of Christian teaching."

Elizabeth lived out her faith through her charitable work. She was an early supporter of the Children's Home, personally maintaining a 14-bed ward there. She gave generously to further the work of the Margaret Scott Nursing Mission. And when the Victorian Order of Nurses received its Royal Charter in 1897, she took the Winnipeg chapter under her wing.

Unlike most married women of the time, Elizabeth had her own money outside her marriage, inherited from her father's estate and completely under her control. In this sense, the Alloway charitable endeavours were a partnership in the truest sense of the word. It is clear that the decision to create a community trust named for the city they loved rather than after themselves and then to fund it with the total equity of their individual estates was a joint one.

It was also completely in keeping with Elizabeth's adherence to those Christian precepts referred to by Dr. Baird – do justice, love mercy, and walk humbly with your God.

*Elizabeth Alloway.*





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*A large group shucks corn at Knowles School, 1940s.*

Credit: Knowles Centre.



## HUMAN RIGHTS AND SOCIAL JUSTICE

## Setting the tone

**THE** Foundation's first six grants, made in 1922, set the tone for its future work by addressing inequities and supporting those in vulnerable situations. Today, The Foundation's activity and mandate remain firmly focused on social justice and human rights.

Those first six grants, which were each valued at \$1,000, went to Margaret Scott Nursing Mission, Victorian Order of Nurses, Children's Hospital, Home of the Friendless, Children's Aid Society, and Knowles Home. They helped ensure those experiencing poverty, including children and seniors, had access to shelter, food, education and healthcare.

After taking in a homeless boy in 1907, Wilfred Knowles soon opened Knowles Home on Broadway to accommodate the growing number of boys seeking shelter. Word spread quickly, and the Home moved twice to accommodate a growing number of residents before finding a permanent residence in 1912: a 40-acre site in North Kildonan with room for 70 boys. In 1924, the Home changed its name to the Knowles School for Boys. The Winnipeg Foundation was a significant benefactor of the Knowles School, granting nearly \$45,000 between 1921 and 1950. It was also a recipient of The Foundation's first Designated Fund, which was started in 1925 by Mr. A. R. McNichol. Support for Knowles Centre continues to this day.

Since then, the definition of human rights has expanded significantly. Today, human rights pertain to specific individual or group characteristics as listed in the Manitoba Human Rights Code. These include ancestry, including perceived race; nationality; ethnic background or origin; religion; sex; gender identity; sexual orientation; marital or family status; physical or mental ability; or social disadvantage.

The Foundation supports programs and projects that promote the inclusion of these rights, and many are covered in specific stories later in this publication. For example, reconciliation between Indigenous and non-Indigenous communities is a prominent priority for us (see page 32). The Foundation has also provided significant support for refugees and asylum seekers (see page 76). We take serious interest in gender equity, the rights of the 2SLGBTQ+ community (see page 60) and the growing importance of the environment as a human right (see page 66).

The Foundation has also made many grants that support the promotion of human rights more broadly. With the opening of the Canadian Museum for Human Rights (CMHR), Winnipeg has defined itself as a City of Human Rights. The largest grant in The Foundation's history – \$6 million – was to CMHR, which is devoted to exploring human rights and engaging people to discuss and commit to taking action against hate and oppression. This grant was made in 2004 and was paid out over 10 years.

Common Ground Human Rights Symposium, held in 2019 by The Winnipeg Foundation in partnership with CMHR, aimed to ensure community foundations across Canada are well-informed about human rights issues citizens face every day.

"It is important that community foundations are aware of the human rights challenges happening in the communities they serve," Jennifer Partridge, The Foundation's Strategic Projects Associate and organizer of the symposium, said in an interview following the event. "In this way, community foundations can take a leadership role in supporting programs that address local human rights challenges, building an equitable society, and helping create more empathetic citizens."

The Foundation has also supported Manitoba Association for Rights and Liberties in many ways. A five-year commitment, which was completed in 2012, supported a school-based youth leadership program which aimed to create resources for human rights education in high schools, as well as create a youth leadership group to organize and implement human rights initiatives within Winnipeg high schools.

**This story was informed by research done by Conrad Sweatman (Manitoba Historical Society) and Keith Black (Executive Director of the Knowles School for Boys, 1967-1974), which appeared in The Foundation's 90th anniversary publication.**



## COMMUNITY FUNDS

## Ensuring adaptability and responsiveness

**COMMUNITY FUNDS** ensure The Winnipeg Foundation can support the community's changing needs and emerging opportunities. We may not know what our community will need in 50 or 100 years, but Community Funds ensure The Foundation has the adaptability and discretion to support whatever those needs may be.

Community Funds – which over the years have been called Community Building Funds, Unrestricted Funds and Undesignated Funds – are what William Forbes Alloway had in mind when he established The Winnipeg Foundation in 1921. Restrictions placed on philanthropic gifts may sometimes mean a charity cannot use a gift, and a donor's wishes go unfulfilled. For instance, a hospital in Boston was unable to use funds it received to give wooden legs to American Civil War veterans when the veterans inevitably passed away.<sup>6</sup> Undesignated gifts to community foundations ensure the gifts received will always be

relevant.

Alloway based The Foundation off the brainchild of Frederick Goff, who established the Cleveland Foundation in 1914. Goff later wrote in *Collier's Magazine*:

“How fine it would be if a man about to make a will could go to a permanently enduring organization... and say: ‘Here is a large sum of money. I want to leave it to be used for the good of the community, but I have no way of knowing what will be the greatest need of the community 50 years from now, or even 10 years from now. Therefore, I place it in your hands, because you will be here, you and your successors, through the years, to determine what should be done with this sum to make it most useful for people of each succeeding generation.’”<sup>7</sup>

For many years, the majority of gifts received by The Foundation were undesignated. In 1986, The Foundation noted:

“It is encouraging to reflect upon the fact that two-thirds of all of our funds are unrestricted, which in itself is evidence of the confidence expressed by so many who have contributed to the Foundation over the years. The opportunity and need for such funds becomes even more focused as we perceive other funders, particularly governments, unable to provide all of the funds required for the major social, health and education needs of our community.”<sup>8</sup>

Being able to support a variety of programs and projects through Community Funds appeals to donors such as Barbara Sharp. In 2018 she noted, “I have wide interests and concerns that I just can't seem to focus on one thing. So, to me it's best to just leave it in this Community Fund because it encompasses a lot of things.”

As donors' interests and desires have changed, with some choosing to support specific charities or interest areas, so too has the percentage of undesignated funds. Today, The Foundation has discretion over the distribution of approximately half of the annual income generated. However, Community Funds remain vital to ensuring The Foundation's adaptability and responsiveness.

This story was informed by research done by Dr. Gordon Goldsborough, which appeared in The Foundation's 90th anniversary publication.





to His Honor  
Lieutenant Governor of the Province  
Of Manitoba.

The Petition of the Undersigned  
THE WINNIPEG FOUNDATION

Humbly sheweth that

your Petitioners were incorporated at the 1921 Session of  
the Legislature by Chapter 165.

That your Petitioners were duly organized forthwith  
after incorporation and the first appointed Advisory Board  
assumed office on the first day of November, 1921.

That as a result of the experience gained by the  
Advisory Board and after consideration of suggestions of  
persons interested in The Foundation, your Petitioners  
believe that the amendments set out in the draft Bill  
attached hereto would materially further the purposes for  
which The Foundation was created.

Wherefore your Petitioners humbly pray that your  
may be pleased to sanction the passing of an Act enacting  
the amendments to the Act incorporating your Petitioners  
which are set forth in the draft bill attached.

And as in duty bound your Petitioners will ever

In witness whereof the said corporation has  
caused to be affixed its corporate seal, attested by  
signatures of its proper officers in that behalf, this  
Twenty <sup>second</sup> First Day of January, A.D. 1922.

*[Signature]* Chairman  
*[Signature]* Secretary



## GREAT GRANTS

1922 :: THE FOUNDATION'S FIRST SIX GRANTS OF \$1,000 EACH ARE DISTRIBUTED TO MARGARET SCOTT NURSING MISSION, KNOWLES HOME FOR BOYS, VICTORIAN ORDER OF NURSES, CHILDREN'S HOSPITAL, HOME OF THE FRIENDLESS, CHILDREN'S AID SOCIETY.

1924 :: TWO ORGANIZATIONS ARE ADDED TO THE FOUNDATION'S GRANTING PORTFOLIO: CANADIAN NATIONAL INSTITUTE FOR THE BLIND AND THE CHILDREN'S HOME.

1929 :: THE FOUNDATION ISSUES 26 GRANTS. RECIPIENTS INCLUDE WINNIPEG GENERAL HOSPITAL, YMCA, YWCA, VICTORIA HOSPITAL, SENIORS' HOMES (INCLUDING MIDDLECHURCH) AND ORPHANAGES.

*Petition to incorporate The Winnipeg Foundation, January 1921.*

Source: Winnipeg Foundation files.



## THE 1930s

## Living through the Great Depression

:: By Jim Blanchard

**THE** 1930s were a difficult time for many people in Winnipeg. Events of the early part of the decade, business failures, increasing unemployment and crisis on prairie farms seemed to bring an end to the city's long period of growth and development. However, toward the end of the '30s conditions began to improve and although some elements of life in the city were gone forever, optimism and growth slowly began to return.

Unemployment began to rise after the stock market crash in October 1929, and those who continued to work were often being paid less. By 1935 in the United States, middle class families with an income starting at \$2,500 comprised only 12 per cent of families while in 1929, 29 per cent of families had been in this category. The number of marriages in Canada declined by 40 per cent from 1920s levels, as couples no longer felt they could afford to wed.

People took advantage of what supports were available. The Relief Settlement program helped those families who might have otherwise been on relief in cities by placing them on farmland. In Manitoba between 1932 and 1938, 1,442 families (7,156 people) took advantage of this option, which was higher than in other western provinces.

*Trans-Canada Airlines Lockheed 14-42s  
at Stevenson Field, 1938.*

Credit: Western Canada Pictorial Index. Source: Winnipeg Foundation files.

In some cases, the 1930s economic conditions resulted in children being placed in charitable institutions such as orphanages. In Manitoba, 1,589 children were cared for this way, which was the highest number in the west.

The recipients of Mother's Allowances in Manitoba included 3,239 children in 1930 and the numbers were similar through the decade. The Manitoba Mother's Allowance began in 1916 and was intended to support widows who were raising their children alone and was administered by the provincial government.

Charitable organizations continued to offer support in the 1930s. The first children's fresh air camp was founded by the Salvation Army at the turn of the century; by the 1930s the western shore of Lake Winnipeg was home to a number of camps, mostly administered by religious groups. See details on page 20.

The year 1929 was the 50th anniversary of the founding of the Board of Trade. The Board played a role in alleviating the negative effects of the Great Depression. One of their programs was called Man a Block; married men who were on relief were hired to act as general handymen for the residents of 40 city blocks. They were taken off the city relief rolls.

The Board also organized a Good Neighbors Club which gave free concerts in neighbourhood schools for unemployed men and their families.

All of Winnipeg's large corporations felt the effects of the Depression. After many years of growth and profits Great-West Life, for example, began to experience serious losses after 1930. The company survived because it emphasized selling new policies in both Canada and the U.S. and began sales of a new product – group insurance policies for employees of businesses.



## THE 1930s

## Increasing prominence and support for community

**THE** 1930s were a turning point in The Foundation's growth, community support and leadership.

When Elizabeth Alloway passed away in 1926, she left her entire estate – \$800,000 – to The Winnipeg Foundation, the community foundation her husband, William Forbes Alloway, had established five years earlier. At the time, Elizabeth Alloway's gift (which would be equivalent to more than \$11 million today) was the largest ever made to a Manitoba charity and made headlines across the country. Her estate gift also made her The Foundations' first Legacy Circle member. Learn more about the Legacy Circle on page 86.

Following the passing of William Alloway in 1930, the residue of both the Alloways' estates was contributed to The Foundation, bringing their total gifts to more than \$2.2 million (equivalent to nearly \$40 million today). The Alloway assets also included land southwest of the city limits. Funds were raised by the sale of this land, which was subdivided for the development of the municipalities of Tuxedo and Charleswood.<sup>9</sup> Some assets, however, declined

in value. Alloway had directed that six shares of the Manitoba Free Press be sold for \$2,000, but when buyers were unwilling to pay, they were unloaded for just \$225 each to Free Press President and General Manager E. H. Macklin. Macklin then made an anonymous gift of \$10,650 (the balance on Alloway's assessment of the shares) to The Foundation to establish the Good Will Fund, which continues to support the community to this day.

Careful management of the Alloway estate by executors – all of whom were connected in some way with The Foundation – combined with gifts from others, resulted in a large increase to The Foundation's granting ability. While it had granted about \$6,000 annually during the 1920s, this amount increased to \$62,000 through the 1930s.

To handle the increasing day-to-day operations of The Foundation, Peter Lowe, an employee of the Alloway and Champion Bank who had voluntarily handled the increasing volume of work, became The Foundation's first paid employee.<sup>10</sup> In 1930, he was hired as Secretary and earned \$625 a month. Read more about Lowe on page 17. The Foundation also acquired dedicated office space in the McArthur Building on Main Street.

Continued...

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*McArthur Building.*



This building, renamed the Childs Building in 1947, is where The Foundation's office was located until 1959. Credit: Winnipeg Foundation 1971



## THE 1930s

## Increasing prominence and support for community (cont'd)

In the 1930s, with increasing resources and a dedicated staff, The Foundation became more involved in spearheading and supporting innovative approaches to social justice.

For example, working with the YMCA and other service clubs, The Foundation helped to increase the number of community clubs in the city from seven to 30, with the goal of discouraging "youth delinquency." This special project, under the direction of Peter Lowe and with the support of The Foundation, completed its first year in 1931. As the Great Depression impacted family stability, The Foundation's support for youth programming continued to increase, remaining the single largest allocation of funding until the 1950s.

Following the publication of the Whitton Report on Social Welfare in 1934, which called for sweeping changes to the child welfare system, The Foundation participated in the community committee to review the recommendations.

Through the 1930s, The Foundation also started to tackle challenging questions such as what should be defined as charitable, to accept new gift and fund types, and to appeal to new donors.

For example, in 1937 Moses Finkelstein, proprietor of the North West Hide and Fur Company of Winnipeg, gave a \$1,000 life insurance policy to The Foundation. This was the first insurance policy The Foundation had received and was also noted as the first gift it had received from someone of Jewish heritage.

In 1939, the Board received a letter from Dr. Neil John MacLean asking that assistance be given to the founding of a Medical Research Laboratory in connection with the Medical Department of the University of Manitoba. Much thought was put into deciding whether research centres and universities are charitable organizations; the decision at the time was no, primarily because students pay to go to university, however it was decided that each grant in this area should be independently examined. Today, we know the original decision has been reversed.



Source: Winnipeg Foundation files.

## The Foundation's first Executive Director

# "Peter Below"

:: By Dr. Gordon Goldsborough

**BORN** at Schreiber, Ont. in 1887, Peter Lowe came to Winnipeg at the age of three. His long association with the Alloway and Champion Bank began when he became a teller in their North End Branch. This bank, located on Main close to the CPR station and the Immigration Hall, was used by many newly arrived emigrants to change money and set up their first bank account in Canada. Lowe became acquainted with several Slavic languages and handled the currency of many different countries.

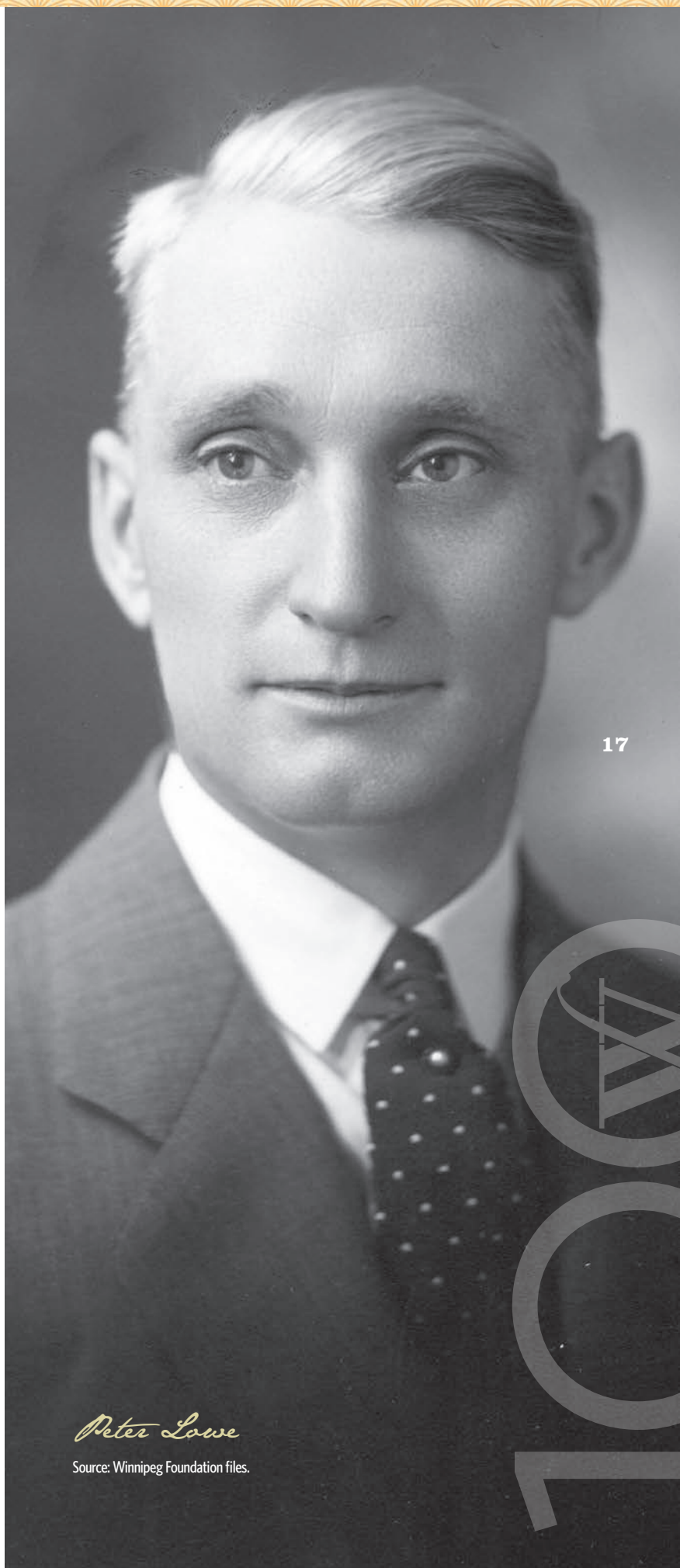
By 1912, at the age of 25, he was the Bank Secretary of the then-largest private bank in the country. In 1917 he was made General Manager, a post he held until 1930, when the Bank was finally taken over by the Bank of Commerce.

He was then appointed to manage The Winnipeg Foundation, a job he had been doing on a voluntary basis since 1921. When he was appointed, the Chair of The Foundation Board said, "His intimate relationship with the late Mr. Alloway and his knowledge of the wishes of Winnipeg's great benefactor with relation to the distribution of charities make Mr. Lowe an invaluable assistant and advisor."

Lowe was a child of his times. He described the process of acquiring Métis land scrip in a matter of fact way, never hinting that he may have doubted the morality of doing business in this way. He used language and displayed attitudes that would not be acceptable today. But these things do not detract from the enormous contribution Lowe made during his long tenure as Executive Director of The Winnipeg Foundation, from which he retired in 1957.

Lowe signed himself "Peter B. Lowe" although he had no middle name. This was because of a joke that circulated about him. The story went that a Winnipegger arrived at the Pearly Gates and was asked by St. Peter what he had done during his life for the Community Chest, the Salvation Army, the Children's Aid Society, and lastly, he was asked what he had done for the Peter below, meaning the Peter at The Winnipeg Foundation.

Peter Lowe died at Winnipeg, having made prolonged and substantial contributions to the growth and development of his home city, on Jan. 1, 1980.



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*Peter Lowe*

Source: Winnipeg Foundation files.



## CAMPS AND RECREATION

## Supporting programs that help kids be kids

**KIDS** learn and grow through play. The Foundation has long supported recreational programs, including summer camps.

The first fresh air camp opened on Lake Winnipeg in 1911, and by the 1920s there were seven camps in the area. The Foundation's first grant to camps was made in 1931 to the Associated Winnipeg Fresh Air Camps. See page 20 for details.

The Foundation also began its long association with Camp Manitou around this time. Located just five minutes outside Winnipeg in Headingly, Camp Manitou was established in 1930 on land purchased and donated by The Winnipeg Foundation. It was run for many years by the Rotary, Kinsmen, Cosmopolitan, Kiwanis, Optimist and Lions service clubs of Winnipeg, and by the YMCA. Beginning in 2014, a new ownership structure saw The Winnipeg Foundation ensuring continued community ownership of the land, and management and programming provided by True North Youth Foundation.

The Winnipeg Foundation also began supporting Boy Scouts and Girl Guides in 1931. The Boy Scouts' wilderness camp at Big Whitesell Lake was named Camp Alloway after William Alloway, founder of The Winnipeg Foundation. The Foundation also contributed funds to the Girl Guide camp at Caddy Lake when it was first built in 1949 and again in 1966 when a severe snowstorm and blizzard collapsed the main building on the site."<sup>11</sup>

Today, The Foundation remains committed to supporting the summer camp experience through its Camperships program. Grants are available for sleep-away and day camps, and for special summer programming such as day trips. Since it was established in 2009, Camperships have distributed grants totaling more than \$4.2 million. The Foundation is also a long-time supporter of the Manitoba Camping Association. Since 1998, The Foundation has supported the organization with grants totaling more than \$1.2 million and has helped more than 1,000 kids go to camp through the Sunshine Fund.

The Foundation has long recognized the importance of recreational programming in ensuring young people have access to safe, educational and entertaining activities that keep them occupied.

In 1931, The Foundation took on a special project in collaboration with the YMCA-YWCA, which called for the creation of community clubs in Winnipeg. By 1932, Character Building Services became a priority for The Foundation – a granting category now called Health, Wellness and Recreation.<sup>12</sup> By the 1970s, Y facilities were popular options for young people, offering built green spaces, indoor and outdoor pools, playgrounds, baseball diamonds, and youth centres. The Foundation's 50th anniversary publication, published in 1971, noted:

“All three Ys (YMCA, YWCA, YMHA) provide a broad base of services to a large segment of the Metropolitan community. While these services are basically recreational, they may also be described as preventative. Without any concern for race, creed or colour, they provide a multi-service that includes health, fitness, athletics, corrective services, adult education, leadership development and social animation.”<sup>13</sup>



*The old YWCA building, which closed in 1967.*

Credit: Winnipeg Foundation 1971 publication.





*Camp Manitou, 2016.*

The Foundation has supported a variety of initiatives that are community-led and tailored to local needs.

For example, in 2001 The Foundation supported the Lighthouse Project, a community-based program that provided after hours social, recreational and crime prevention activities for youth. An initiative of the Manitoba Justice *Neighbourhoods Alive!* program, Lighthouses developed partnerships among youth, police, Justice personnel and the community. That year, 19 different locations hosted the program, including schools, recreation centres and other existing facilities. Each Lighthouses location was unique, created and managed by the community.

The Foundation has also been a longtime supporter of Ma Mawi Chi Itata Centre, which offers Indigenous-led programming to support and rebuild families. Ma Mawi's Positive Athletic Cultural Experience (PACE) program, which The Foundation began supporting in 2003, engages youth through recreation and Indigenous tradition to help develop self-esteem, self-sufficiency and social responsibility. In 2007, The Foundation noted, "From swimming to sweat lodges, the program takes a holistic approach to helping youth build relationships and create healthier lifestyles."<sup>14</sup>

Since 2013, The Foundation has been working to ensure young people living in and around Manitoba Housing have the same opportunities as their peers. The Growing Active Kids program, which operates at the Plessis, Tuxedo/Edgeland, Concordia and Gilbert Park Manitoba Housing sites, is a grassroots initiative with steering committee of local Manitoba Housing residents. During the pilot, which ran from 2013 and 2017, more than 1,000 families were impacted. The program continues to operate to this day, and is a joint initiative between the governments of Canada and Manitoba and The Winnipeg Foundation.



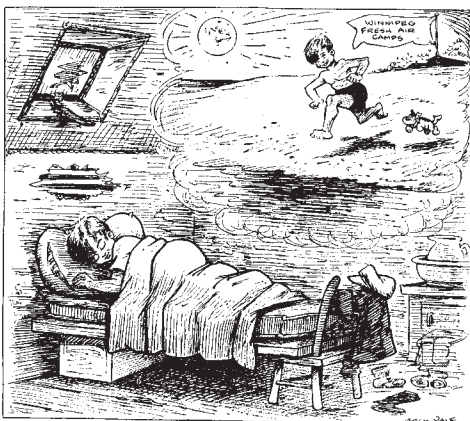
## CAMPS AND RECREATION

## Fresh air camps of Lake Winnipeg

:: Adapted from the article by James Burns and Dr. Gordon Goldsborough

**FRESH AIR CAMPS** for “working-class and poor children” began in Britain around 1865. Domestic coal and wood-fired stoves and furnaces created poor indoor air quality, and the prevailing opinion was that children needed fresh air to thrive.

That tradition was brought to Winnipeg, where the first summer camp opened July 1900. The Norwood Grove Camp, first run by the Salvation Army, experienced a few rocky years and operated at different locations throughout the city including Sturgeon Creek in St. James. By 1911, it had found a permanent home at Loni Beach, just north of the town of Gimli. Operated by Methodists, it was initially called the All People's Mission Gimli Camp, and was renamed Camp Sparling in 1926. This was the first of many camps to grace the shores of Lake Winnipeg.



Cartoon to convince Winnipeggers to support of fresh air camps, May 22, 1937. Credit: “Fresh Air Camps Edition.” Winnipeg Free Press.

Presbyterians opened the next camp in 1913. Called Camp Robertson, it was just south of Gimli at South Beach. From here, the number of camps along Lake Winnipeg’s west shore began to increase, with B’nai Brith Camp establishing a permanent building close to Sandy Hook in 1920. The Catholics established Camp Morton in 1920, the Salvation Army established the Sandy Hook Fresh Air Camp in 1921, and the Anglican Lakeside Fresh Air Camp was established in 1921.

In the early days, camps like these allowed young people to get away from the hustle and bustle of the city, eat good food and have fun. According to social historian Sharon Wall, such camps served the dual purpose of promoting public health and injecting middle-class values.<sup>15</sup>

These camps were generously supported through gifts from citizens and well as The Winnipeg Foundation.

Camps continued to grow in the area, until in 1961 there were a reported 33 resident summer camps and 10 day camps. These camps enjoyed great popularity for many years, but that did come to an end. B’nai Brith at Sandy Hook closed in 1954, and moved near Kenora, Ont. Camp Massad, which is a separate initiative, began in 1953. Camp Morton was sold to the province in the 1960s and today is a provincial park. Lakeside Camp closed in 1977, Camps Sparling and Robertson closed in 1974, and Sandy Hook Camp also closed in the '70s.

## GREAT GRANTS

**1930 :: THE FOUNDATION GRANTS TO BIG SISTER ASSOCIATION OF WINNIPEG AND SIR HUGH JOHN MACDONALD HOSTEL (NOW MACDONALD YOUTH SERVICES).**

**1931 :: THE FIRST CAMP GRANT IS ISSUED TO ASSOCIATED WINNIPEG FRESH AIR CAMPS.**

**1933 :: GRANTS ISSUED TO CANADIAN GIRL GUIDES, BOY SCOUTS ASSOCIATION, AND CANCER RELIEF AND RESEARCH INSTITUTE.**

**1938 :: \$28,000 IS GRANTED TO THE COMMUNITY CHEST TO HELP IT MEET A FUNDRAISING SHORTFALL.**

## MEMORIAL AND TRIBUTE GIFTS

## Celebrating a loved one through a gift to The Foundation

**ALMOST** immediately, gifts to The Foundation were seen as a way to pay tribute to a loved one.

The Foundation's first Memorial Fund was established in 1925 in memory of Percy Travers Cox. The fund was started by members of the Boy Scout Troop led by Lieutenant Percy Travers Cox, who was killed in action during the First World War, in September 1918. The fund was seeded by proceeds of the sale of Boy Scout equipment owned by the 19th Winnipeg Troop Boy Scouts at the time of its disbandment. The equipment was sold for \$245.24, and the proceeds support The Foundation's Community Fund.

For those who did not want to establish a fund of their own but were looking for a place where gifts could be directed, back in 1935 The Foundation established a "Flower Fund." Following the lead of American community foundations, the fund was a way to memorialize a deceased friend or relative in lieu of a wreath or flowers. In order to eliminate direct competition with local florists, the fund was renamed the "In Memoriam Fund."

Today, memorial and tribute gifts continue to be a meaningful way to celebrate or remember a loved one, as the Hamblins did when they lost their son Cole to an aggressive cancer. Craig and Judy Hamblin, and their daughters Sam and Jena, are ensuring Cole's legacy is never forgotten. They've created a memorial scholarship in his name.

Cole loved hockey and played whenever he could, in the street, on the ice, in all seasons; if there was a game, he'd find it! When away playing hockey at Guelph University in 2014, Cole complained of a sore back. He was diagnosed with mucoepidermoid carcinoma and passed away just six weeks after his diagnosis, at age 21.

The Cole Hamblin Memorial Scholarship is for young hockey players in the Eastman Minor Hockey Association, where Cole played growing up. The award is given to a player who embodies the traits that made Cole such a beloved friend and teammate: positive attitude, sportsmanship, and most of all, a love and respect for the game of hockey.

Memorial and Tribute Funds honour all sorts of people and occasions. Many are established to honour a personal milestone or achievement while living or, like the Cole Hamblin Memorial Scholarship, are established to honour the memory of someone. The Winnipeg Foundation can support individual plans by creating a temporary fund to accept gifts while the family considers how best to acknowledge or remember a loved one; by establishing a permanent endowment fund at The Foundation, by contributing to an already existing fund, or by making a one-time grant to a favourite charity.

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Credit: Courtesy of the Hamblin family.

**"Because his love and passion for hockey will live on through supporting others' dreams."**

— The Hamblin Family, quoted in 2018.

Craig and Judy Hamblin, Jena and baby Scarlett Richardson, and Samantha Hamblin, 2018.





## THE 1940s

## Supporting the war abroad, rebuilding at home

:: By Jim Blanchard



*Men collecting salvage to help the war effort, April 23, 1942.*

Credit: Western Canada Pictorial Index, Winnipeg Free Press Collection. Source: Winnipeg Foundation files.

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**THE** first five years of the 1940s saw Winnipeg once again plunged into the darkness of world war, which no doubt seemed familiar to many. The period from 1945 to 1950 was spent struggling to recover from the horror and loss of the great conflict. Many Winnipeggers had been through it before and this time it can be said the recovery was better planned.

In the early years of the war, business was slow, although in Winnipeg and similar centres, business reaped benefits from the large expenditure of public funds in connection with the Empire war effort.

By the end of 1940 close to two million Canadians were listed in the "reserved occupation" class, working in occupations concerned with war-time industries and therefore not expected to volunteer for the fighting forces.

Canada's most important contributions to the war were in the area of resources like the 10 million barrels of crude oil being pumped out of the Turner Valley oil field in Alberta. A lot of this oil went to fuel the planes of the Commonwealth Air Training Plan which was training air crew from Britain and Commonwealth countries at fields across the prairies.

Local Winnipeg groups worked hard to provide entertainment and good food for the young men training here. One of many such projects was the Airman's Club where 150,000 meals were served in 1943 alone. The club was operated by the 370 women of the Air Force Auxiliary. They also arranged visits with Winnipeg families for thousands of homesick young men.

The end of the war brought thousands of men home, many suffering from wounds, both physical and emotional. Large numbers wanted to marry and secure a home for a family. The cost of building materials rose year by year as did the wages of people in the construction trades. Costs began to level off in 1948. The number of new houses started and completed slowly increased in the post war years. Facilities like the Crescentwood Community Club were also considered necessities by families with young children and that building was erected in 1948-49 with largely volunteer labour.

Veterans were paid re-establishment grants by the government. About 20 per cent of this money was used to make down payments on houses. Some veterans went to university – United College graduated 30 United Church Ministers in 1949. Some used the credits as working capital for a new business.

Construction that had been put on hold during the war started up. In 1949 work was underway on a new hydro dam at Pine Falls, slated for completion in 1952. The railroads were busy switching from moving troops to moving raw materials. Both railroads were converting from coal to diesel in the post war years. Some new diesel electric engines were bought, and many old steam engines were converted, providing work for the men in the Weston shops.

## THE 1940s

# Building a reputation for reliability

**THE** 1940s began with Canada and the world at war. Patriotism and conscience, driven by good marketing and colourful posters, fueled the city's most eminent leaders to act, campaigning and signing up for Victory War Loans (also known as War Savings Certificates). In February 1941, The War Savings Certificate drive began in Manitoba, aiming to get citizens to participate. In support, and with much pomp and circumstance, Premier John Bracken pledged for the regular purchase of War Savings Certificates, as reporters and Foundation Executive Director Peter Lowe watched.<sup>16</sup>

Lowe served as provincial campaign Vice-Chair of the drive, and so it came as no surprise that in 1941, The Foundation took all its capital accounts awaiting investment and purchased Victory War Loans to support the effort.

Peter Lowe and The Foundation did their part in support of the war effort and once the war came to a close, The Foundation found itself in a place to receive. A gift of nearly \$40,000 was received from the Winnipeg Air Observers School – a training school in air navigation, aerial photography, reconnaissance, observation, mapping, and target description – when it closed its doors at the end of the war. The school was a component of the Commonwealth Air Training Plan during the Second World War and closed in the summer of 1945. The site is now home to No. 17 Wing of Canadian Forces Base Winnipeg.<sup>17</sup>

In the early years of The Foundation, grants were distributed under much more flexible and relaxed parameters than today. For example, in 1944, The Winnipeg Foundation dabbled in real estate, with \$2,500 from the Alloway estate committed for the development of real estate in Winnipeg and used for the clearing, gravelling and grading of roadways. As the decades progressed and more charities began operating in Winnipeg, The Foundation would refine its granting terms.

Also, in 1944, Muriel Richardson joined The Winnipeg Foundation's Advisory Board, becoming its first female member. She would serve on the Board for 18 years, seven of those as Chair. See page 36 for details.

In 1948, The Foundation established its first anonymous fund. As gifts to The Foundation increased, so did its need for space and staff. In 1948, The Foundation hired war veteran Greville E. Winter to handle accounting and other office administrative matters.



**LENDING A HAND:** On Friday all Manitoba will be mobilized for the great War Savings Certificate drive, whose aim is to get Manitobans to sign up for \$520,000 monthly. Today the premier of Manitoba, Hon. John Bracken, signed his pledge for regular purchase of War Savings Certificates. Watching the premier signing is Peter Lowe, of the campaign committee. Seated at the left is Hon. James McLenaghan, minister of health and public welfare.

Credit: The Winnipeg Tribune. Source: Winnipeg Foundation scrapbook.



LITERACY, EDUCATION AND EMPLOYMENT

## Acting as an ally for accessible education

**WINNIPEG** experienced rapid growth and immigration in the '20s and '30s; add a world war to the mix and it's easy to understand why the need for trained social workers grew substantially in the following decades.

In early 1942, University of Manitoba responded by proposing a School of Social Work to be situated within the Faculty of Arts and Science. University administrators approached the provincial government for the funds needed to hire staff but were turned down – advised instead to make an appeal to a private American foundation endowed by John D. Rockefeller Sr. When the Rockefeller Foundation also rejected the University's appeal, The Winnipeg Foundation stepped up. It provided \$3,750 per year for three years to hire a professor from the University's Faculty of Education as a Director of Social Work, and a Field Supervisor to oversee students in their practical work.

The new one-year diploma program began in October 1943, with an initial group of 23 students,

22 of whom were women. Bursaries were provided by grain company executive W.A. Murphy, the National Council of Jewish Women, and the Junior League of Winnipeg.

By all accounts, the program was immediately successful and by 1945, demand for enrolment was said to exceed the school's capacity. However, there was much concern that support for the program was temporary. By 1946, when The Foundation's funds ran out, the provincial and federal governments agreed to keep it running. To shore up the program, The Foundation provided another three years of support to hire an Assistant Professor. When the School switched to a two-year program in 1952, something it had planned to do from the beginning, The Foundation provided the funds to hire more staff. The Winnipeg Foundation was integral in the establishment of the present-day Faculty of Social Work and it marked the beginning of a long and collaborative relationship.

In the early 2000s, The Winnipeg Foundation's Moffat Family Fund allocated \$1 million to support a new facility to house the Winnipeg Education Centre (WEC) in a permanent space on Selkirk Avenue. WEC was a collaborative initiative between the University of Manitoba's Faculty of Social Work, the University of Winnipeg's Bachelor of Education program and a number of local social service agencies. WEC provides targeted post-secondary opportunities to mature students from surrounding inner-city neighbourhoods with the goal of training them to become teachers or professional social workers. Students attending WEC are drawn from immigrant, Indigenous and other communities that face barriers to education.

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*Portage la Prairie Ground School Classroom, 1943.*

Credit: Manitoba Archives. Source: Winnipeg Foundation files.



*Dr. Jim Silver and Kathy Mallet in front of Merchants Corner, 2018.*



In 2005, WEC was renamed the William Norrie Centre (WNC) in recognition of the contributions made by the former Winnipeg Mayor – and Winnipeg Foundation Board member – to education, public life and the volunteer sector.

In 2006, The Foundation received a gift from Derek and Polly Riley to establish a Scholarship Fund to provide bursaries to WNC students. The bursaries are awarded annually to WNC students to assist with housing costs and living support while attending the school.

The groundwork for the Selkirk Avenue relocation of WNC was laid by Urban Circle Training Centre, a non-profit training and education delivery program that was started in 1990 to provide training to Indigenous men and women. In 2002, Urban Circle raised the capital funds for a new home in Winnipeg's North End on Selkirk Avenue. The Winnipeg Foundation contributed \$100,000 to the \$1.4 million project that involved the redevelopment of an abandoned retail store into two floors of classrooms and office facilities.

The notorious Merchants Hotel, also known as “the Merch,” was a symbol of Selkirk Avenue decline. The tireless efforts of community groups, local activists, Elders, residents and students working together for change in the neighbourhood, led to a multi-government and agency effort to redevelop the site.

Merchants Corner opened in 2018 as an innovative educational, student housing and retail complex. It includes affordable housing and serves as a community and educational hub hosting the University of Winnipeg's Department of Inner-City Studies and Community Education Development Association's (CEDA) Pathways to Education program.

The Winnipeg Foundation's Moffat Family Fund contributed almost \$1 million to the redevelopment and programming at Merchants Corner. The project helped solidify Selkirk Avenue as an “education alley,” building on the momentum started by the William Norrie Centre and Urban Circle Training Centre, all with the support of The Winnipeg Foundation.

**This story was informed by research done by James Burns and Dr. Gordon Goldsborough, which appeared in The Foundation's 90th anniversary publication.**

## GREAT GRANTS

- 1943 :: A THREE-YEAR GRANT IS ISSUED TO THE UNIVERSITY OF MANITOBA TO DEVELOP THE SCHOOL OF SOCIAL WORK.**
- 1945 :: CANADIAN GIRL GUIDES RECEIVED A \$1,000 GRANT TO DEVELOP THEIR PROGRAM IN MANITOBA.**
- 1946 :: AFTER THE MARGARET SCOTT NURSING MISSION WINDS DOWN OPERATIONS, MUCH OF THE REMAINING FUNDS COME TO THE FOUNDATION AS THE MARGARET SCOTT NURSING MISSION FUND. THIS IS THE FOUNDATION'S FIRST SCHOLARSHIP FUND, WHICH BENEFITS NURSING STUDENTS AT UNIVERSITY OF MANITOBA.**



## SCHOLARSHIP FUNDS

## Investing in deserving students



*Margaret Scott Nursing Mission staff, 1936.*

Credit: Manitoba Archives. Source: Winnipeg Foundation files.

**SCHOLARSHIPS** and bursaries reward students' hard work, recognize need and support dreams. Throughout The Foundation's history, many donors have chosen to establish these funds and countless students have been on the receiving end of that generosity.

The Winnipeg Foundation's first Scholarship Fund was created in 1946 to help Nursing students at the University of Manitoba. The Margaret Scott Nursing Mission Fund was established in honour of the lay city missionary who spearheaded the opening of a nursing mission in 1904. The Mission, a two and a half storey house in Point Douglas, sought to provide nursing care and health instruction to the city's immigrant populations and those who were experiencing poverty. Medical treatment at the Mission was on a "pay what you can" basis. It was staffed by graduate nurses and students from the Winnipeg General Hospital nursing school.

By the late 1930s, a changed social environment and the growth and professionalization of health services challenged the Mission's existence. It closed its doors in 1943. The residual of Margaret Scott's estate was used to create the first Scholarship Fund at The Foundation. The original scholarship award amounted to approximately \$200. Today, the fund continues to grant awards almost \$3,000 annually.

Bursary recipient Chanse Kornik knows first-hand that scholarships and bursaries can be a game-changer. Kornik, a single father to son Braxon, received the Business Council of Manitoba Aboriginal Education Scholarship Fund in 2013 and both the Karen Myrvold Johnsen Bursary Fund and Kiwanis Indigenous Bursary Fund in 2016.

"I wouldn't have been able to do a university degree without the contributions of these scholarship organizations. It's so hard to just pay for a basic life, never mind university," Kornik said in 2018. "Without scholarships we would have had an empty Christmas tree or [no] birthday presents for my son... It just helps so much. There's months where you're afraid about how you are going to pay rent or even put food on the table."

Kornik graduated from the University of Manitoba in 2018 with a degree in electrical engineering.

Investing in deserving students through a scholarship or bursary can be a way to demonstrate passion for education or to celebrate a loved one or a special occasion.

In 2019, the Barbados Association of Winnipeg (BAW) was looking for ways to recognize the 50th anniversary of Bajan independence, the 40th anniversary of BAW and the 150th birthday of Canada, and to also reach younger audiences. It determined a scholarship was the way to go. Education is highly prized in the Bajan community, so BAW established the Barbados Association of Winnipeg Scholarship through The Winnipeg Foundation.

"I felt we should leave some sort of legacy for youth, to provide them with scholarships along the way," BAW's President Gregory Gaskin said in 2019. "If we keep building, the way it's going, we are hoping further down the road it could be a greater financial support to young people."

A requirement of the scholarship is involvement with the community in general, as well as with the Bajan community specifically.

"We are trying to teach [them] the importance of volunteerism, and then see if we can bring some of these students into the organization," Gaskin said of establishing the fund.

This story was informed by research done by Esyllt Jones, which appeared in The Foundation's 90th anniversary publication.



*Chance Kornik with son Brason, 2018.*

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## SCHOLARSHIPS AT THE FOUNDATION

**458**

TOTAL NUMBER OF SCHOLARSHIP  
FUNDS AT THE FOUNDATION

**\$25.5**  
**MILLION**

TOTAL VALUE GRANTED  
FROM SCHOLARSHIP FUNDS  
FROM 2000 TO 2020

**6,400**

APPROXIMATE NUMBER OF AWARDS  
ISSUED IN THE LAST FIVE YEARS





*Winnipeg flood, 1950.*

## THE 1950s

# Challenges and celebrations as Winnipeg grows

:: By Jim Blanchard

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**THE** decade began with one of the greatest catastrophes Winnipeg had ever suffered – the 1950 flood. The city knew more than the usual amount of water was heading its way from south of the border. Grand Forks and Fargo were flooded, and Winnipeggers donated money and supplies to help the victims there. They began to prepare by building sandbag barriers in the city. In mid-April the weather turned reassuringly sunny and warm. Then there was a quick thaw and a good deal of rain. On April 27, a wall of water hit Morris and the entire town was inundated. It took until May 5 for the flood water to reach Winnipeg; when it did the sandbag barriers were washed away in some areas. On May 14 the water crested nine feet above normal.

A state of emergency was declared, and 500 troops arrived to build barriers and help people who were trapped in their houses. Ten thousand homes were ruined, waterlogged and full of mud. An exodus of 100,000 people began by train and road. Some would be away for three months and some never bothered to return.

A Royal Commission recommended a canal or floodway be built so water could be re-directed around the city. This was done in the 1960s.

There were a number of happier events in the city during the 1950s.

In 1951 then Princess Elizabeth and her husband, Prince Philip, visited the city. One of the events for the couple was a performance by the Winnipeg Ballet Club. Soon after her coronation, in 1953, the Queen granted the company a Royal Charter and ever since they have been known as the Royal Winnipeg Ballet.

In 1958, the Manitoba Theatre Centre was born when John Hirsch's Theatre 77 merged with the Winnipeg Little Theatre.

The grand new Winnipeg Arena opened in 1955, a vast pile that dwarfed the old-fashioned rinks in which hockey had been played in the city before this.

1954 was the year that the Paddlewheel restaurant opened on the top floor of the Bay downtown. It was part of a major renovation of the store which was 27 years old at the time. Fast forward to 2020, and the flagship store on Portage Avenue closed its doors as of December.

In 1959 KCND television station was built in Pembina, N.D. The station broadcast to the Winnipeg market and was American owned until 1974 when Israel Asper took over the license, the first of many acquisitions he made building the Canwest Global corporation. The station was moved to Winnipeg and changed its call letters to CKND.

In 1951, former Winnipeg Mayor Sydney Farmer passed away. He was elected Mayor in 1923 and 1924, the first Labour Mayor of Winnipeg. Farmer continued in politics in the Manitoba Legislature and was an early leader of the Co-operative Commonwealth Federation party.

In 1956, Stephen Juba, a Ukrainian, was elected Mayor of Winnipeg. This election indicated some of the tensions were lifting between earlier migrants from Britain and Ontario and newer immigrants, many of whom were of Slavic and Jewish heritage.

In 1958, Assiniboia Indian Residential School opened in the neighbourhood of River Heights. It closed in 1972 and was one of the 14 federal government-run residential schools which operated in our province.



## THE 1950s

## Responding to urgent needs

**THE** only thing that is constant is change. The Winnipeg Foundation experienced the essence of this concept in the 1950s – many of the changes proving to be formative in the operations of The Foundation for years to come.

There were many “firsts” during the decade, and it began with a fundamental shift in Manitoba’s tax laws that spurred a change in the focus of Foundation support.<sup>18</sup> In 1950, new laws required provincial foundations to disperse at least 90 per cent of their assets to qualify for exemption from income tax.<sup>19</sup> The Foundation was in a good financial position for the transition.

In 1951, The Foundation would redefine itself as a vehicle for community support in a wider range of areas, expanding to include medical research, recreational and “character building” activities, work by religious groups, and cultural projects.

While changes were taking place in the Tyndall Stone government buildings, Mother Nature was proving to be great force of change. The 1950 flood that devastated neighbourhoods along the Red River and the 1953 polio outbreak – the last and most virulent strain of a three-decade epidemic – tested the resolve of Winnipeggers. The Winnipeg Foundation stepped up, establishing itself as a leader in responding to urgent needs in emergent times. A grant of \$25,000 was made to the Flood Relief Fund in 1950 and the balance of 1953’s undistributed income was pledged to assist in the polio epidemic. These supports laid the groundwork for quick responses, most recently coming in the form of \$12.8 million in emergency and stabilization grants to organizations at the beginning of the COVID-19 pandemic in 2020. Read more on page 99.

In 1957, Peter Lowe, close friend of William Forbes Alloway and the inaugural and long-time director of The Winnipeg Foundation, retired. It marked the end of an era and the beginning of the next with newly appointed Executive Director Hugh Benham. Benham would serve 19 years and was to make his own mark on the operations of The Winnipeg Foundation.

The Foundation made several grants later in the decade to fledgling organizations aligned with human rights and social justice. These included grants in 1957 to start what would become Addictions Foundation of Manitoba; in 1958 to start the John Howard and Elizabeth Fry societies; and in 1959 to start the Indian and Métis Friendship Centre.

The decade closed with two more significant firsts in the history of The Foundation. While The Foundation was well versed in granting scholarships and bursaries to post-secondary students, 1958 saw the first direct grant to the University of Manitoba and United College: \$2,500 for library and reference books.<sup>20</sup> And in 1959, the Winnipeg Symphony Orchestra Endowment Fund was created, the first endowment fund supporting the operations of an arts and culture institution. Learn more about Agency Funds on page 43.



*Peter Lowe retirement notice, June 4, 1957.*

Source: Winnipeg Foundation scrapbook.



## HEALTH AND WELLNESS

## Supporting the expanding scope of healthy living

**THE** Foundation's support for Health and Wellness initiatives has spanned its entire granting history. Starting with a grant to the Children's Hospital in 1922, followed by the Winnipeg General Hospital (today part of Health Sciences Centre) in 1924 and Grace Hospital in 1931, The Foundation supported general facility maintenance at local hospitals, which relied on public and private donations.

The scope of these grants began to expand in 1935, when a \$1,500 grant helped the Winnipeg General Hospital with "certain urgent requirements of a non-ordinary character," and in 1939, when The Foundation's grant supported the purchase of diagnostic X-ray equipment. As interest in medical research grew over the next decade, The Foundation would incorporate this area into its granting by the late 1940s.

In 1952, The Foundation granted to the Children's Hospital to help offset the additional financial costs it incurred due to the polio epidemic. Up to that point, polio epidemics never occurred in back-to-back years, and few would have predicted that the worst polio epidemic in Manitoba would take place the following year.

But, in the summer of 1953, Winnipeg would report 763 cases of polio – nearly five times the number of cases reported the previous year – and 35 deaths. Patients often required lengthy hospital stays and rehabilitation treatments due to the resulting paralysis. This was of great concern to The Foundation's Board of Directors, and as such, they allocated the year's undistributed granting dollars to the financially stressed organizations that served at the frontlines of the epidemic.

In 1955, The Foundation granted \$6,000 to the Welfare Council of Greater Winnipeg to conduct a survey of seniors' issues. One year later, the Council established the Age Center (today known as A&O:

*Age and Opportunity announcement, 1950s.*



Credit: This seems to have appeared in the program for a play, but further details are not available. Source: Winnipeg Foundation files.

Support Services for Older Adults), with financial support from The Foundation totaling \$12,800 from 1956 to 1959. In 1957, the Center was renamed the Age and Opportunity Bureau, and in May 1958, it held the first Manitoba Conference on Aging, which The Foundation supported with an additional grant of \$1,000. The Foundation continued to support this conference in its second (1963), third (1966) and fourth (1985) iterations.

In 1957 and 1958, The Foundation also granted a total of \$10,000 to support the Alcoholism Foundation of Manitoba (now the Addictions Foundation of Manitoba) in its first years, along with its purchase and furnishing of Nassau House, a treatment centre for men.

When the Manitoba Hospital Services Plan came into effect in 1958, placing hospital operating budgets under the authority of the provincial government, The Foundation stopped funding operating costs and pivoted to increasing its focus on medical and research equipment.

In 1960, it purchased the first computer (an LGP-30) for the Winnipeg General Hospital, and that same year, it provided funding for X-ray image intensifiers at St. Boniface Hospital and the Children's Hospital, reducing radiation hazards for staff and patients.

Over the decades, Foundation grants would support the early years of several agencies working in the Health and Wellness fields, including the Manitoba League of the Physically Handicapped (\$15,000 in 1976; now the Manitoba League of Persons with Disabilities), the Kinsmen Reh-Fit Project (\$75,000 in 1978 toward its new facility, which opened in 1979 as the Reh-Fit Centre), the Women's Health Clinic (\$15,000 in 1982 to support its relocation to a new office), and Winnipeg Harvest (\$5,000 in 1985 toward the cost of a vehicle lease; now Harvest Manitoba).

In 1994, The Foundation announced a \$750,000 grant – its largest ever at the time – over a three-year period to Foundations for Health, a capital campaign partnership between the Health Sciences Centre Foundation and the Children's Hospital of Winnipeg Research Foundation. The new partnership would create the John Buhler Research Centre at the University of Manitoba's Downtown Centre campus, doubling the available space for medical research.

The next two decades saw The Foundation expand its health granting focus to projects taking on a holistic approach to health and wellness. In 2007, The Foundation supported the Friends of Assiniboine Park Conservatory's Abilities Garden, an accessible outdoor garden that helps people improve their physical and mental health through horticultural therapy programming, while also reducing isolation and stress.

The Foundation also provided support for initiatives increasing food security. In 2015, NorWest Community Health Centre established its Community Food Centre – the first community food centre in Western Canada – to provide advocacy, education, and access to healthy food. The Foundation supported the initial planning of the centre, as well as a Volunteer Coordinator position. In 2016, The Foundation granted \$20,000 to the Sustainable South Osborne Community Cooperative, in partnership with Food Matters Manitoba, to support the South Osborne Permaculture Commons, community garden spaces which donate a portion of the food grown to people who need it.

As mental health and addictions challenges became increasingly urgent community issues in Winnipeg, The Foundation announced \$5.27 million in strategic grants in January 2020 to charitable organizations working in the fields of mental health, addictions, and community safety. Of those grants, \$4.62 million supported six organizations providing prevention, crisis intervention, treatment, and post-treatment services. The remaining \$650,000 was distributed to 12 front-line organizations as unrestricted funds, allowing them to respond to the most pressing needs.



**“A&O’s Senior Centre Without Walls program makes me feel part of a group.”**

– Jean Feliksiak, A&O Support Services’ Senior Centre Without Walls program participant, quoted in 2017.



## INDIGENOUS COMMUNITIES

# Committing to learning and growing on our shared journey of truth and reconciliation

**THE** Foundation has a history of working to empower community, and has long supported Indigenous-serving and Indigenous-led organizations. While Canada's relationship with Indigenous peoples is deeply troubled, progress is being made. The Foundation is on a journey of truth and reconciliation, and is committed to learning and evolving as we pursue social justice and equity for all.

More than 150 years of systemic racism in Canada, combined with centuries-old anti-Indigenous sentiments entrenched in society, has resulted in the recent and long overdue calls for truth and reconciliation. Parliament's 2008 apology for the residential school legacy, followed by the Truth and Reconciliation Commission and its Calls to Action (issued 2015), are challenging Canadians to examine personal and societal attitudes and address issues of justice, safety and inclusion.

*Makoonwag participants, 2012.*





*Shanae Blaquiere (right)  
with camper, 2017.*



“The Truth and Reconciliation Camp is an important opportunity for youth to begin learning about the history of colonialism and residential schools while increasing traditional knowledge and cultural literacy.”

– Shanae Blaquiere (right), Frontier College and Community Education Development Association Truth and Reconciliation Camp Administrator, quoted in 2017.

Despite generations of systemic racism and societal intolerance, urban Indigenous people in Winnipeg form a vibrant and resilient community. It is a community The Foundation has supported through community-led initiatives for more than 60 years.

In 1959, a \$3,500 grant from The Foundation, in partnership with the provincial and federal governments, supported the establishment of the Winnipeg Indian and Métis Friendship Centre (IMFC). The first Friendship Centre in Canada, IMFC initially provided referral services for Winnipeg's growing First Nations and Métis populations.<sup>21</sup> Its work and role evolved over the years; it grew to be a cultural hub, and initiated programs and social services in the areas of health, housing, employment and education. In 1977, The Foundation offered a stretch incentive program in support of IMFC renovations. It added \$1 for every \$5 IMFC raised, and eventually presented a cheque for \$12,500.<sup>22</sup> While it is currently closed, IMFC paved the way for other Friendship Centres; today, there are well over 100 across Canada.

In 1968, The Foundation made its first grant to the Manitoba Métis Federation (MMF), which formed the year before. That grant, which helped the organization settle into office space, was profiled in The Foundation's 1968 annual report, with the comment: “We are confident that in working together, problems created through ignorance or indifference can be resolved.”<sup>23</sup> In 2020, the MMF

struck a deal to buy the historic Bank of Montreal building in downtown Winnipeg. Once renovated, the completed space will include a Métis Nation Heritage Centre.

The Foundation has long understood the importance of offering programming and support in Indigenous languages. In 1981, it granted \$19,800 to the City of Winnipeg to help start a “native translators’ program.” The funding helped support 20 people to work as Indigenous language translators in hospitals and social agencies, with additional funding provided by the City of Winnipeg and Canada Manpower.<sup>24</sup> In 1992, a grant of \$13,200 was made to The Manitoba Association for Native Languages in support of a working conference to produce an English/Indigenous language dictionary of common terms to improve the delivery of medical services.<sup>25</sup>

When, in 1988, the University of Manitoba, Faculty of Medicine, Division of Community and Northern Medicine, was to conduct community-based research into health issues in Northern Manitoba and the North West Territories, The Foundation supported the work with a \$90,000 grant issued over three years. At the time, The Foundation noted, “The health of Native Canadians compares poorly with the rest of the population, especially in remote communities.”<sup>26</sup>

Supporting educational opportunities for Indigenous students has also long been a priority. Bursaries for Indigenous students at the University of Manitoba date back many years. In 1971, The Foundation noted a \$3,000 “revolving fund” was available for Indigenous students in order to “make up the difference between cash available from other sources and the funds needed for an education.”<sup>27</sup> In 2001, a more robust scholarship program was established; The Business Council of Manitoba's Aboriginal Education Awards. These scholarships, which were also supported by the governments of Canada and Manitoba, are available to First Nations, Métis and Inuit students who are attending a Manitoba post-secondary institution. Between 2010 and 2020, approximately 1,150 awards valued at \$3.3 million were distributed.<sup>28</sup>

Continued...



## INDIGENOUS COMMUNITIES

# Committing to learning and growing on our shared journey of truth and reconciliation (cont'd)

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In 2002, when Urban Circle began redeveloping two abandoned retail storefronts on Selkirk Avenue, The Foundation contributed \$100,000 to the project. Urban Circle provides culturally appropriate education and training to First Nations, Métis, and Inuit women and men in Winnipeg. The redevelopment process focused on sustainability, reuse and community health, and stimulated redevelopment along Selkirk Avenue. In 2009, when Urban Circle was building a childcare centre to ensure students could focus on their studies knowing their little ones were well taken care of, The Foundation contributed an additional \$150,000.

In 2003, Ka Ni Kanichihk launched the United Against Racism Project, a multi-part initiative to develop a community-based, action-oriented strategy to deal with racism, particularly in schools. "One of the good things about this project is that it's not government-led, it's not mainstream-led, it is Aboriginal-led and it involves other ethno-cultural communities," Project Coordinator Elisa Buenaventura said in 2003. The project was inspired by reports of "experiences of discrimination and of hardship that Aboriginal students and students of colour have had in the school system," Buenaventura said. The Foundation made grants totaling \$270,00 over three years in support of the project.

In June 2008, then-Prime Minister Stephen Harper apologized on behalf of Canada for the terrible history of the Residential School System. The Truth and Reconciliation Commission (TRC) was formed in 2008 to lay the foundation for reconciliation in our country.

The National Centre for Truth and Reconciliation (NCTR) holds the statements, documents and other items collected by the TRC. Located at the University of Manitoba, the NCTR supports learning and dialogue so the truths of Residential

School Survivors' experiences are honoured and kept safe for future generations. The Foundation made a \$50,000 grant in 2010 to support the initial work of gathering statements, and continues to support NCTR's work.

In 2015, the TRC, led by Justice Murray Sinclair, released its 94 Calls to Action. Also that year, the Circle on Philanthropy and Aboriginal Peoples in Canada drafted the Philanthropic Community's Declaration of Action. The Foundation is a signatory, and this document is helping guide our strategic direction.

In 2017, The Foundation released its *Vital Signs*® report, which was a check-up on the vitality of our community. It identified significant needs and trends by combining research with the results of surveys. Amongst the top concerns facing our community: reconciliation.

To help address this challenge, in 2018 The Foundation announced a new Reconciliation Grants program. The initiative was guided by an Advisory Committee made up of Indigenous community leaders who established policies and guidelines, reviewed applications, and made recommendations for funding. In 2019, The Foundation announced that 20 projects would receive funding totalling more than \$1.3 million.

"Three key priorities help identify the successful applications: a commitment to reconciliation and how applicants interpreted the Calls to Action and UNDRIP (United Nations Declaration on the Rights of Indigenous Peoples); the breadth of the project – how many people will be impacted by the project as well as the diversity of those impacted; and longevity – the long-term impact of a proposed project," Patricia Mainville, Board member and Chair of the Reconciliation Grants Advisory Committee, said in 2019.

The Foundation launched its Walking Together Youth Reconciliation Grants program in 2019. This special granting stream supports youth-led truth and reconciliation projects at local schools and charities with Youth in Philanthropy committees. Read more on page 83

Also in 2019, The Foundation commissioned three Indigenous art pieces to be installed at The Forks. The pieces recognize the integral role truth and reconciliation plays in our nation's collective journey forward, while paying homage to the exchanges of compassion upon which Manitoba was founded. *Chi-kishkayhitamihk si te li neu Biizon* or *Education is the New Bison*, by artist Val Vint, was unveiled June 2020, with additional pieces by KC Adams and Jaimie Isaac to be installed in 2021.

In 2020, The Foundation became a signatory of the City of Winnipeg's Indigenous Accord.

Today, reconciliation is a grantmaking priority woven throughout The Foundation's work. Staff have formed a Truth and Reconciliation Circle which helps guide our direction, and staff continues to learn about Indigenous history, culture and education.



## GREAT GRANTS

1950 :: \$25,000 WAS GRANTED TO THE MANITOBA FLOOD RELIEF FUND.

1953 :: A GRANT WAS MADE TO THE CHILDREN'S HOSPITAL TO HELP WITH THE POLIO EPIDEMIC.

1955 :: THE GREATER WINNIPEG WELFARE COUNCIL RECEIVES A GRANT TO ADDRESS ISSUES FACING SENIORS. OUT OF THIS PROJECT, AN ORGANIZATION CALLED THE AGE CENTRE WAS ESTABLISHED, WHICH BECAME A&O TWO YEARS LATER.

1957 :: A \$10,000 GRANT HELPS ESTABLISH THE ALCOHOLISM FOUNDATION OF MANITOBA (LATER ADDICTIONS FOUNDATION OF MANITOBA).

1958 :: \$10,000 IS GRANTED TO HELP ESTABLISH THE JOHN HOWARD AND ELIZABETH FRY SOCIETY.

1959 :: A \$3,500 GRANT HELPS ESTABLISH THE INDIAN AND MÉTIS FRIENDSHIP CENTRE, IN PARTNERSHIP WITH THE FEDERAL AND PROVINCIAL GOVERNMENTS.

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*Val Vint, 2020.*





*Muriel Sprague Richardson.*

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## A lifetime of firsts: Muriel Sprague Richardson

**MURIEL** Sprague was born in Ameliasburgh, Ont. in 1890, daughter of Mary Tomblin and Marcus "Mark" Sprague. In 1919 she married James Armstrong Richardson. Winnipeg became her home and she became part of the fabric of our community. With four children at home, she was organized and had a reputation as a "roll up the sleeves" volunteer.

In 1939 Muriel S. Richardson made history as the first female company CEO in Canada. She became the fifth President of James Richardson and Sons, respected for her deep understanding of the business, and commitment to the well-being of staff. Her 27 years as President were characterized by business expansion under principled leadership. She lived by the words, "To whom much is given, much is required."

Perhaps it is not a surprise that Muriel Richardson brought that same principled leadership to her active volunteer life.

Muriel Richardson is a significant figure in The Winnipeg Foundation's history. She was the first female Winnipeg Foundation Board member, serving with distinction from 1944 to 1962. She broke ground as the first female Chair, a position held from 1955 to 1962. The 1950s marked a special time in the development of The Foundation with expanded emphasis on supporting culture and education. She took pride, as recorded in 1958, of The Foundation's ability and responsibility "to encourage promising projects before adequate support was available from other sources."

Reflecting on her tenure as a Board member, she wrote:

"This has given me a privileged position from which to view the developing needs of this community and to see them matched by a generous response from citizens of Winnipeg and other places in Manitoba....I think with gratitude of men and women whose donations and bequests have made possible the work of the Foundation."

The James A. and Muriel S. Richardson Trust continues to support educational advancement, youth and seniors in tune with community realities. The Winnipeg Art Gallery's Muriel Richardson Auditorium is a popular concert and lecture hall, celebrating her years on the Women's Committee.

## Celebrating women's role in philanthropy

**WOMEN'S** organizations have played key roles in the advancement of the nonprofit sector. It can be argued that women's organizations, whether formal service groups or informal in structure, are an essential building block in expressing philanthropy. The Junior League of Winnipeg is one such organization. It was founded in 1928 to promote voluntarism, actively support the community, and demonstrate the effectiveness of trained volunteers.

Junior League's support was critical to many Winnipeg and Manitoba organizations, providing essential finances and volunteers for various boards. Organizations assisted by the Junior League included the A&O Centre, Book Bridges, Boys and Girls Clubs of Winnipeg, Festival of Trees, Health

Sciences Centre, Winnipeg Art Gallery, Dalnavert Museum, Manitoba Arts Council, Manitoba Association for Children with Learning Disabilities, Museum of Man and Nature and Planetarium (now Manitoba Museum), Osborne House (now Willow Place), Volunteer Bureau (now Volunteer Manitoba), and many others.

The Junior League demonstrated creativity and innovation through children's theatre and puppetry. Members performed plays at schools throughout Winnipeg and taught workshops on puppet making to other organizations.

The Junior League supported its projects through fundraising events and its Thrift Shop (later renamed the Thriftique). The store opened in 1930 on Portage Avenue, upstairs from the Colony Theatre. The store moved numerous times and was located on Sargent Avenue, Ellice Avenue, Portage Avenue, and Corydon Avenue, all in Winnipeg.

The Junior League of Winnipeg was dissolved in 2006. Members created a legacy fund at The Foundation to care for the future of the Winnipeg community, beyond their active voluntarism. In addition, their archive records are managed by Archives of Manitoba.



*Junior League Board, 1985-1986.*

Credit: Courtesy of Lynda Norman.



## THE 1960s

## Exciting growth, troubling divisions

:: By Jim Blanchard

**THE** 1960s were a time of growth and change for Winnipeg: The Richardsons were talking about building a 30-storey building at Portage and Main; United College was getting ready to become the province's next university, the University of Winnipeg; a new City Hall complex replaced the 1880's vintage building; and across the street a cluster of warehouse and business buildings were replaced by the gleaming new Concert Hall, Manitoba Theatre Centre (later Royal Manitoba Theatre Centre) and the Museum of Man and Nature (today the Manitoba Museum).

The grand old Royal Alexandra Hotel, which opened its doors in 1906, was no longer needed by the CPR. It went through the painful process of searching for a new purpose. Various options were discussed, but nothing succeeded. After one final wedding reception the hotel closed. There were auction sales and a lot of beautiful furniture and fixtures – and the entire Oak Room restaurant – left the building. Perhaps the hotel's most beautiful objects were the eight tapestries in the main dining room completed

by artist Frederick Challener in 1912. These had to be removed from the walls and four were carefully restored and cleaned. One is in the Hudson's Bay Archives and three are in storage. The other four have disappeared.<sup>29</sup>

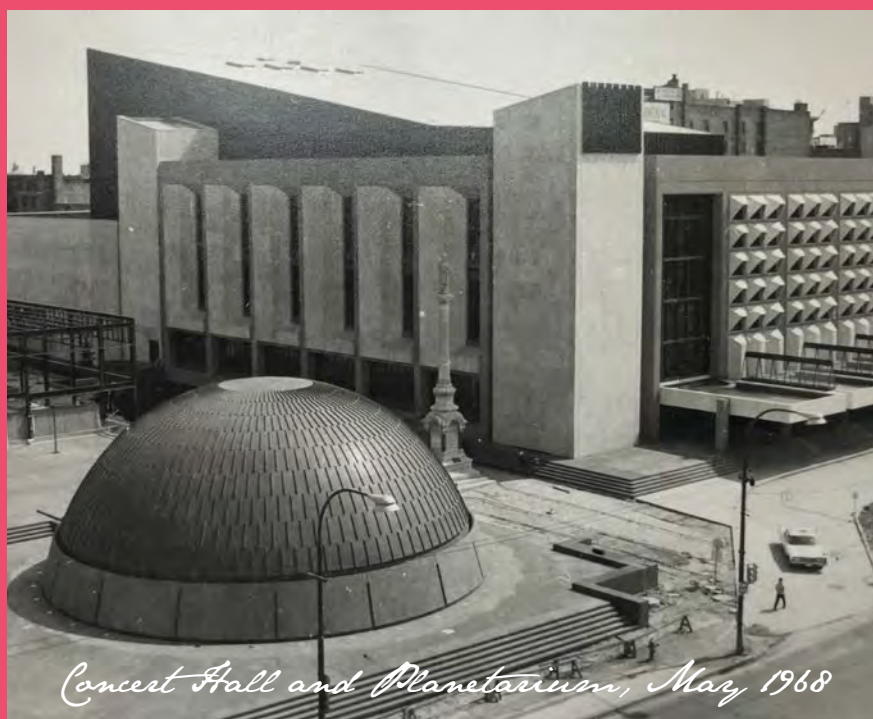
While growth and development was occurring, the separation between residents in the city's North End and the more affluent neighbourhoods continued to grow.<sup>30</sup> Many moved out to the suburbs, and the city's core neighbourhoods continued to decline.<sup>31</sup>

There was also a great migration of Indigenous people to the city. While less than 10 per cent of Manitoba's treaty populations were living off-reserve before 1960, by the mid-1970s that number had grown to 25 per cent.<sup>32</sup>

While the Canadian government began phasing out compulsory residential school in the 1950s and 1960s, Indigenous children began to be apprehended from their homes in increasing numbers. In what would be known as the Sixties Scoop, many Indigenous children were apprehended into state care, and often placed with middle-class Euro-Canadian families. The practice continued well into the '80s.<sup>33</sup> This drastic over-representation of Indigenous children in the child welfare system remains to this day. In 2015, Manitoba issued a formal apology to Scoop victims.<sup>34</sup>

There were two large projects during the decade that were particularly memorable. One was the Pan American Games, hosted by Winnipeg in 1967. There were many stars at the Winnipeg games. Elaine Tanner, the Canadian swimmer who won five medals in 1967 was the favorite with the crowds because of her great charm.

Another big event of the 1960s was the construction of the Winnipeg Floodway, recognized by engineers everywhere as a magnificent and important engineering achievement. After the 1950 flood, Premier Roblin led the effort to put together the project with its complex planning and design and its enormous budget. The cost of supporting flood victims and cleaning up the damage was about \$150 million in 1950 dollars. The disruption and costs of the 1950 flood helped Roblin convince others of the necessity of spending more than \$60 million in building the floodway. Officially opened in 1968, the floodway has been called into service a number of times since its completion, averting the kind of disaster the city suffered in 1950. In 2005, an additional \$628 million was spent to widen the floodway and increase its capacity. It is still fondly referred to as 'Duff's Ditch' in a nod to then-premier Duff Roblin.



*Concert Hall and Planetarium, May 1968*

## THE 1960s

## Expanding scope supports a growing city

**THE** Foundation's focus shifted somewhat in the 1960s towards the fields of arts, culture and recreation and to "character-building" services. The Government of Canada expanded funding for charitable organizations, enabling The Foundation to support arts organizations; its first grants in this field were made in 1961. While in previous years, minor amounts had been granted to education and culture, by 1963 they accounted for 30 per cent of the total grants budget. Health grants declined during that period from an average of 22 per cent of The Foundation's budget in the 1950s, to just 10 per cent in the 1960s.<sup>35</sup> That per cent has increased in recent decades.

This decline in health grants coincided with the introduction of universal healthcare in Canada at the end of the previous decade. The Foundation, however, continued its support of health initiatives through research. In 1965, The Foundation was one of four sponsors, along with the province, the United Way and the Community Welfare Planning Council, in the Social Service Audit – a monumental study of research and planning that involved hundreds of people in the community for four years. The Foundation took an active role supporting agencies, making assistance available for the operation of already established and new

programs not provided by government that were essential in the fields of "prevention of delinquency," the care of older people and "underprivileged children," recreation and health.<sup>36</sup>

The shift in focus towards cultural and recreation fields meant The Foundation supported not only programs and operations of cultural pillars like Winnipeg Art Gallery, Winnipeg Symphony Orchestra and Royal Winnipeg Ballet but also for the bricks and mortar to build what is now the Manitoba Museum. In 1967, The Foundation made a \$200,000 grant towards the building of the museum. The grant was an acknowledgement of the social and educational value of the museum and would set the precedent for a \$1 million grant in support of the modernization of the museum's main exhibition area, Alloway Hall, in 2015, as well as the largest grant in The Foundation's history to date: A \$6 million contribution for the building of the Canadian Museum for Human Rights in 2004.

*Old Kildonan, May 31, 1960.*



Official opening of Summer Pavilion Salvation Army Sunset Lodge. Source: Winnipeg Foundation 1971 publication.

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## A HEALTHY MEAL

In 1964, The Winnipeg Foundation made a grant to the Home Welfare Council, helping to establish Meals on Wheels<sup>37</sup> in Winnipeg. A 1961 study recommended the establishment of a Meals on Wheels delivery service for people who were unable to prepare meals for themselves, such as the elderly and infirmed. A three-year pilot project began, and they delivered the first meals on June 30, 1965. Today, Meals on Wheels delivers between 600 and 800 meals each week.

*Meals on Wheels delivery.*



Volunteers Mrs. Frank Thornhill and Mrs. Nicoll enroute with hot meal. Source: Winnipeg Foundation 1971 Annual Report.



## ARTS

## Learning, growing and healing through art

**OUR** humble city has enjoyed access to famous impressionist paintings at the Winnipeg Art Gallery, listened to world-class maestros at the Winnipeg Symphony Orchestra and watched Hollywood movie stars perform at the Royal Manitoba Theatre Centre. Our local arts scene is known to be creative, passionate, resourceful and vast. The murals that pepper our neighbourhoods reflect Winnipeg's mosaic citizenry. African drumming and Argentinian tangos are often enjoyed while eating ice cream at The Forks, and a walk through the Exchange District reveals the gems of Winnipeg's independent and local art galleries, studios and craft exhibits.

Art in Winnipeg is much more than background music or momentary awe; art inspires us to participate, to volunteer and to give. Art can also help heal.

Fifteen years ago, Artbeat Studio opened its doors in the Exchange District as a community-based studio accommodating artists experiencing mental health challenges. The emerging organization approached The Winnipeg Foundation with an innovative idea: hire a studio facilitator to enable up to 10 artists to develop their technical skills and explore new mediums under the supervision of volunteers and their peers. Participants would be individuals diagnosed with a mental illness such as schizophrenia, mood disorder, anxiety disorder, obsessive compulsive disorder or eating disorder.

Artbeat acknowledged that often, individuals with mental illness are unable to hold a typical 9-to-5 job. It would also serve as a great opportunity to help reduce the stigma around mental health issues. The Winnipeg Foundation supported the establishment of Artbeat Studio in 2005 with a \$30,000 grant. This programming was the first of its kind in Manitoba and today, the studio is a thriving organization with a social enterprise, an urban arts centre and an artist-in-residency program.

Artists in Healthcare Manitoba (AIHM) also knows the therapeutic value of the arts in recovery. Imagine the effect of having a guitarist play for you while you are having chemotherapy treatment or viewing a work of art while waiting for a procedure. AIHM was established in 2001 with a vision to improve patient, family and staff experiences in healthcare by addressing the needs of the whole person through engagement with the arts.

Shirley Grierson, AIHM Executive Director, commented about its impact in 2013.

"One of our musicians was playing in a clinic waiting area. As he was leaving, a woman tapped him on the shoulder and said, 'I just received a cancer diagnosis, but for the 10 minutes I was sitting listening to you play, I forgot.' This moment is one vignette of how arts make a difference in healthcare."

In 2018, The Winnipeg Foundation supported the expansion of AIHM's music program with a grant of \$25,000. This collaboration with the Manitoba Chamber Orchestra contributed to the quality of life for patients and residents in 17 Winnipeg hospitals, hospices and long-term care facilities, and at the Selkirk Mental Health Centre. An ensemble of musicians performed for groups of patients, helping to settle emotions, foster compassion, and normalize a healthcare environment.

Sharing human experiences creates empathy and can be part of a healing process on a broader level. Sarasvati Productions is a theatre company with a vision of inclusion, where artists and audiences of all backgrounds come together to experience what it means to be human.

The Foundation has committed to working to heal the long-lasting effects of the Residential School System. In 2019, The Foundation granted \$50,000 over two years to Sarasvati Productions for its *Seven Sacred Teachings* project. Addressing reconciliation through storytelling, this project allowed for seven local organizations to partner with Sarasvati and guest artists, to offer a creative and supportive space for Indigenous youth. The culmination was a production called *Songide'ewin*, that had been scheduled to be performed in May 2020. After pandemic-related postponement, Sarasvati offered the production in a safe space with a limited audience, and virtually, over three days in August 2020.

The arts are fundamental to a thriving Winnipeg. Its powers go far beyond inspiring joy and awe. It can be powerful and transformative, provide comfort and create social change. Its proven healing benefits contributes to the well-being of individuals and is part of a community life that flourishes for all.



“Art lets us explore what it means to be human and to see the world through someone else’s eyes.”

– Hope McIntyre, Artistic Director of Sarasvati Productions, quoted in 2017.

## GREAT GRANTS

1961 :: GRANTS ARE ISSUED TO THE ROYAL WINNIPEG BALLET, WINNIPEG ART GALLERY, WINNIPEG SYMPHONY ORCHESTRA AND MANITOBA THEATRE CENTRE, MARKING THE FIRST YEAR THE FOUNDATION ISSUES GRANTS IN SUPPORT OF THE ARTS.

1964 :: A GRANT TO THE HOME WELFARE ASSOCIATION ESTABLISHES MEALS ON WHEELS.

1965 :: THE FOUNDATION GRANTS \$15,000 TO UNITED WAY WINNIPEG, WHICH IS IN ITS FIRST YEAR OF OPERATION.

1965 :: \$12,731 IS GRANTED TO THE COMMUNITY WELFARE PLANNING COUNCIL TO UNDERTAKE A SOCIAL SERVICE AUDIT REVIEWING THE STATE OF PUBLICLY AND PRIVATELY FINANCED COMMUNITY AGENCIES.

1966 :: \$200,000 IS GRANTED TO MANITOBA CENTENNIAL CORPORATION TO HELP FUND NEW BUILDINGS IN CELEBRATION OF CANADA’S CENTENNIAL IN 1967 AND MANITOBA’S CENTENNIAL IN 1970.

1968 :: THE FOUNDATION GRANTS \$5,000 TO MANITOBA MÉTIS FEDERATION, WHICH IS A NEW ORGANIZATION.



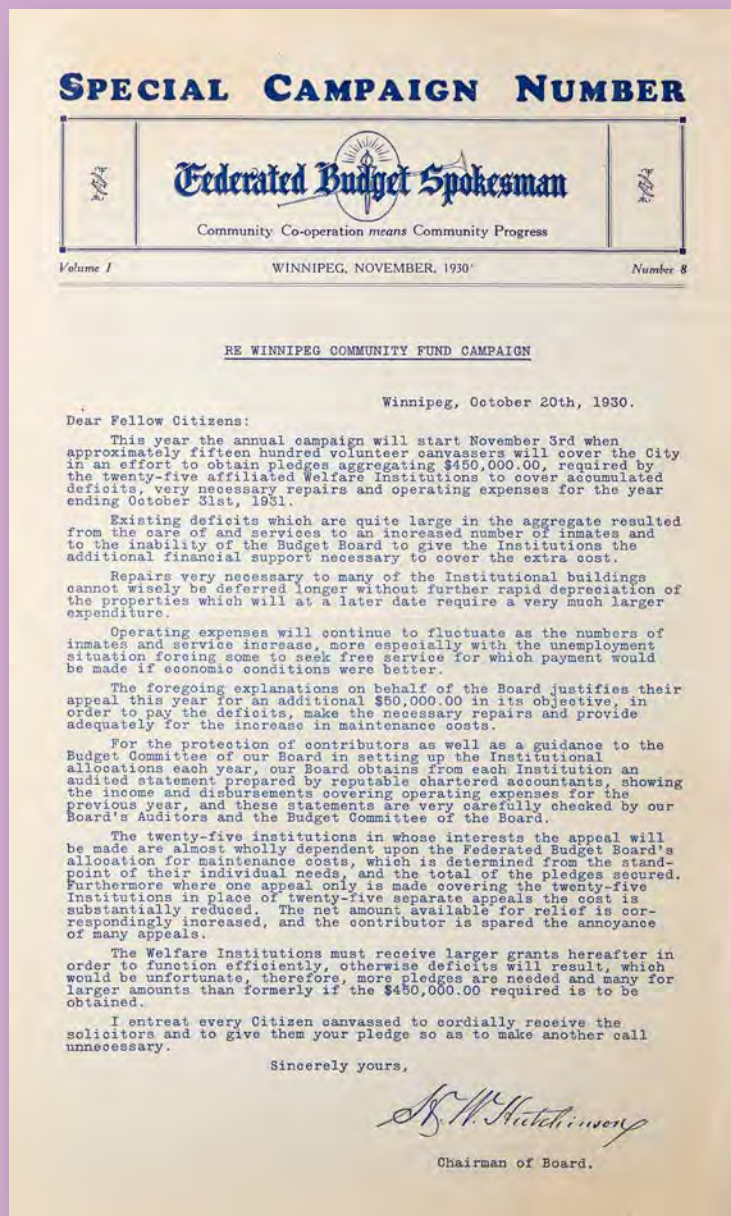
*Hope McIntyre, 2017.*

McIntyre is Outgoing Artistic Director of Sarasvati Productions.



## UNITED WAY WINNIPEG

## Working together for better outcomes



**IN** November 1922, the Federated Budget Board spawned the Community Chest of Winnipeg. Precursor to today's United Way, it was a means to fundraise more efficiently on behalf of 30 constituent welfare organizations.

The Community Chest's first campaign in 1923 was successful, as it was throughout the remaining 1920s. However, the stock market crash of 1929 led its campaign in 1930 to fall far short of its target. For the next two years, The Foundation increased its contributions to help make up the shortfall. That was the beginning of a long-term partnership and collaboration between the two organizations.

When it comes to serving the community, United Way Winnipeg has long been known for providing ongoing financial support to mainly social services agencies, while The Winnipeg Foundation in large part participates in the initiation of new or changing projects or services. Often these two goals intersect.

In 2017, The Foundation committed \$1 million over six years in support of United Way's *For Every Family* program. The \$15 million, six-year initiative aims to keep 24 family resource centres across Winnipeg open a minimum of 40 hours per week. The program empowers people in need to learn useful life skills and serves as a means to socialize for individuals who might otherwise be isolated. The initiative also helps the 40 centres access additional programming resources and build networks to share best practices.

The *For Every Family* program is just one example of the collaborative efforts of The Winnipeg Foundation and United Way Winnipeg.

*Federated Budget appeal, 1930.*

Source: Winnipeg Foundation scrapbook.

## AGENCY FUNDS

# Promoting sustainable futures for charities

**FOR** charitable organizations, securing financial support can be an ongoing challenge. Agency Funds at The Foundation provide some financial stability, enabling staff to plan for the future.

The first Agency Fund dates back to the late 1950s. If you were attending brass baritone Donald Bell's performance with the Winnipeg Symphony Orchestra on Dec. 3, 1959, you would have read this announcement from WSO's Board of Directors:

**"If we are to continue to improve, a broader base of financial support is necessary. The establishment of the Endowment Fund is one step in this direction."**

The WSO's Agency Fund continues to be one of the largest at The Winnipeg Foundation. Since the establishment of that fund more than 60 years ago, many more local charities have decided to establish Agency Funds, viewing them as an important part of long-term stability. In 1998, Creative Retirement Manitoba, Continuity Care and the Manitoba Wildlife Rehabilitation Organization all established new funds.

In 2011, after Bruce Oake tragically lost his battle with addiction at age 25, his parents Scott and Anne Oake along with brother Darcy, established a fund in his memory. Even then, the family set their sights on developing a program or facility for addictions rehabilitation.

Fast forward 10 years, and the Bruce Oake Recovery Centre is expected to open in spring 2021. The 32,000-square-foot facility in Crestview includes recovery space for 50 people, a gymnasium and a smudging room for residents. Their original fund has been converted to an Agency Fund, which is ensuring the charity will be in a strong place to do its important work.

Some of the funds established more recently include the Centre for Aboriginal Human Resources Development Endowment Fund established in 2017, and the African Communities of Manitoba Incorporated (ACOMI) Fund established in 2020. Today, there are 210 Agency Funds at The Foundation.

To help agencies develop their funds, The Foundation offers stretch grants. For the first \$20,000 raised by the agency, The Winnipeg Foundation will contribute \$15,000. Depending on the overall amount raised by an agency, The Foundation will contribute up to \$300,000. This is part of The Foundation's commitment to strengthen the charitable sector by ensuring ongoing support for local charities.

To celebrate its 25th anniversary in 2015, local theatre company Theatre Projects Manitoba (TPM) set its sights on ensuring long-term sustainability and put a major push on developing its Agency Fund.

"The endowment will help us to plan for the future, meet unanticipated costs, and overcome challenging times when support from funders and donors fluctuates," Theatre Projects Manitoba's General Manager Rea Kavanagh said in 2015.

Both TPM and the Winnipeg Folk Festival have also benefitted from Canadian Heritage's Canada Cultural Investment Fund. Through the Endowment Incentives component of this program, Canadian Heritage encourages private donors to contribute to arts organizations' endowment funds. There are more than 20 qualifying arts organizations in Winnipeg that have Agency Funds at The Foundation. Since the program began in 2001, more than \$18 million in federal payments have been made to their endowments.



Credit: Photo by Travis Ross. Courtesy of Winnipeg Folk Festival.



## THE 1970s

## Unrest locally and around the world

:: By Jim Blanchard

**IN** June of 1969, the provincial election resulted in a government that various labour politicians had been dreaming of for decades: the New Democratic Party under Edward Schreyer won, electing 28 members to the Conservative's 22.

The victory of Schreyer's social democratic party resulted in changes that stirred up opposition. One was the introduction of government auto insurance, Autopac. Private insurance brokers lobbied against the agency, as did Conservative and Liberal politicians. But Autopac proved to be popular with Manitobans.

Steven Juba was still Mayor for the first seven years of the decade. In 1977 he threw his hat in the ring but then at the last moment withdrew. Robert Steen won the election. Unfortunately, Steen died of cancer in 1979. In June of that year, Bill Norrie took over as Mayor and was welcomed by most people as a nice guy; the right Mayor to lead the city into a more mature and calm future. Norrie would also serve on The Winnipeg Foundation's Board from 1979 to 2006.

The 1970s saw the city struggle through massive changes in governmental structure. It replaced the old City of Winnipeg metropolitan scheme with the Unicity model, which centralized most functions of the 13 existing municipal governments under one roof. The number of councilors was reduced from 51 to 28 and the Mayor's Office was stripped of any legislative power.

There was a good deal of change in Winnipeg during the decade. The city signed an agreement with the Trizec Corporation to rebuild Portage and Main. The city built the underground parking garage and signed an agreement to rent the space above this garage for 99 years to Trizec. In April 1978, Trizec started work on its 31-storey office tower. Construction has started anew on the complex and a 40-storey office and residential building is presently rising over Main Street and Graham Avenue.

Across Canada and much of the western world, groups called for equal rights and treatment of women, Black and Indigenous people, and the

2SLGBTQ+ community. In the United States, the landmark decision *Roe vs. Wade* (1973), which protects a women's right to have an abortion without excessive government restriction, paved the way for legal abortion in Canada, which came in 1988. In 1974, Quebec moved to make French its official language. And in 1975, the Vietnam war finally came to an end, after 19 years and up to 4.2 million estimated total deaths.

In a move that would lead to the ubiquity of computers and technology, Bill Gates and Paul Allen founded Microsoft in 1975, and Steve Jobs and Steve Wozniak created Apple in 1976. Steven Spielberg's thriller *Jaws* opened in 1975, becoming one of the first official blockbuster movies.

Winnipeg's vibrant arts and culture scene continued to be recognized on an international scale during the 1970s. In the early part of the decade, The Guess Who had big hits with *American Woman*, *No Sugar Tonight*, and others. Tom Cochrane, born and raised in Lynn Lake, also entered the music scene, releasing his first solo album in 1974 and then fronting rock band Red Rider. Cochrane's *Life is a Highway*, released on his 1991 solo album, reached #1 in Canada and #6 in the United States. Rock band Harlequin formed in 1975, and released its first EP in 1979. It would go on to have success with songs such as *Innocence* and *Superstitious Feeling*.



Source: Winnipeg Foundation files.



*Sister Celestine with Foundation Executive Director Allan Howison, 1978.*

Celebrating a grant in support of a new van for Holy Family Nursing Home. Source: Winnipeg Foundation files.

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## THE 1970s

# Supporting innovative social programming

**BY** the 1970s, The Winnipeg Foundation had a well-established reputation for supporting charities that worked to help those in need. The Foundation celebrated its 50th anniversary in 1971 and in a full-page article in the Saturday edition, *The Winnipeg Tribune* Associate Editor wrote: "Mr. Benham [Executive Director of The Winnipeg Foundation] can say with pride and justification that there has been little in the field of social welfare in the community that has been started over the years without some involvement in the part of the foundation."<sup>38</sup> It was both a celebratory and resounding statement about the work of The Foundation.

In its 50th anniversary publication in 1971, The Foundation noted,

"As more and more of the basic welfare needs have been provided by the public purse, the role of the Foundation has changed from one of 'filling the gap' to a more innovative approach that in a modest way allows for the community to experiment with new ideas or new services."<sup>39</sup>

However, The Foundation also yearned to do more. In that same year it wrote:

"...the wealth is here in Winnipeg to do a great deal more that is experimental and innovative, but as costs mount each year, quite frankly, in The Foundation we have only the funds that permit us to swim with the tide and pick up some of the flotsam and jetsam as it floats by. To get upstream and build a dam with which the community can stem the flood of misery, poverty and despair is still well beyond our means."

Continued...



## THE 1970s

## Supporting innovative social programming (cont'd)

The Foundation's call to do more was clearly heard. In 1972, The Foundation's asset base surpassed \$10 million and in 1977 it set a record, exceeding the \$1 million mark for grants to the community. Bequests, donations and additions to prior gifts also hit a record high at \$1.6 million that same year.

Many agencies and programs working for the betterment of the community were established or encouraged to grow with support from The Foundation during this period. Many are still proudly supported in 2021 by The Foundation including, Community Education Development Association (CEDA), Main Street Project and Rossbrook House.

The decade also saw the growth of the cultural and recreational scene in Winnipeg. In 1974, The Foundation made a significant contribution (\$21,500) to the Wildlife Foundation of Manitoba to build the Fort Whyte Nature Centre and in 1978 made a substantial (\$75,000) contribution to help establish the Reh-Fit Centre, a new organization focused on heart attack recovery. Almost 50 years later, Reh-Fit is a renowned fitness and recovery facility and FortWhyte Alive is still connecting humans to nature, and to the culture and heritage of the prairies, while serving as a major tourist attraction in the South End of Winnipeg.

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*Volunteer Centre of Winnipeg, 1978.*



Pictured left to right: Volunteer Centre Coordinator Janice McDonnell; Junior League President Judy Norget; Winnipeg Foundation Executive Director Alan Howison. Source: Winnipeg Foundation files.

The 1970s also saw a changing of the guard at The Winnipeg Foundation. After 19 years as Executive Director, Hugh Benham retired in 1976 and was succeeded by Alan Howison. Howison was a vocal advocate of keeping families together during his time at The Foundation, proposing innovative ideas such as a defensive marriage course, similar to defensive driving classes, and approaching social issues from a family unit perspective. Howison served at the helm of The Foundation until 1989.

## CENTRAL VOLUNTEER BUREAU

In 1978, the Central Volunteer Bureau was established to support the local volunteer sector. Originally a joint initiative of The Winnipeg Foundation and United Way Winnipeg, the organization is now known as Volunteer Manitoba and provides information, training and resources on all aspects of the voluntary sector across the province. Over the years, its programs, services and partnerships have expanded to help non-profit organizations and individuals to enhance their capacity to meet the needs of their communities.



*Smoker, the Bear.*

This photo is in recognition of a new van. No further information, including date, is available.  
Source: Winnipeg Foundation files.

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## GREAT GRANTS

- 1971 ::** THE FOUNDATION GRANTS \$5,000 TO BIG BROTHER ASSOCIATION OF WINNIPEG (NOW BIG BROTHERS BIG SISTERS OF WINNIPEG) TO ASSIST THEM IN THEIR FIRST YEAR OF OPERATIONS.
- 1974 ::** \$21,500 IS GRANTED TO WILDLIFE FOUNDATION OF MANITOBA TO BUILD THE FORT WHYTE NATURE CENTRE.
- 1974 ::** MANITOBA MUSEUM RECEIVED \$100,000 TO BUILD THE URBAN GALLERY.
- 1974 ::** A \$3,000 GRANT IS ISSUED TO MAIN STREET PROJECT, WHICH WAS ESTABLISHED TWO YEARS EARLIER.
- 1975 ::** \$1,400 IS GRANTED TO THE MANITOBA HISTORICAL SOCIETY TO MOVE THE FAÇADE OF THE ALLOWAY AND CHAMPION BANK TO A STORAGE FACILITY. FORTY YEARS LATER, IT WAS PUT ON DISPLAY FOR ALL TO ENJOY AS THE ALLOWAY ARCH AT THE FORKS. SEE STORY ON PAGE 48.
- 1976 ::** THE FOUNDATION GRANTS \$15,000 TO THE MANITOBA LEAGUE FOR THE PHYSICALLY HANDICAPPED, WHICH FORMED TWO YEARS EARLIER. THE ORGANIZATION IS NOW MANITOBA LEAGUE FOR PERSONS WITH DISABILITIES.
- 1976 ::** \$7,500 IS GRANTED OVER THREE YEARS TO THE FLEDGLING WESTERN CANADA AVIATION MUSEUM, NOW THE ROYAL AVIATION MUSEUM OF WESTERN CANADA.
- 1977 ::** THE FOUNDATION GRANTS \$12,000 TO ESTABLISH THE VOLUNTEER CENTRE OF WINNIPEG, IN PARTNERSHIP WITH UNITED WAY WINNIPEG.
- 1978 ::** THE REH-FIT CENTRE, A NEW ORGANIZATION, RECEIVES A \$75,000 GRANT.
- 1979 ::** THE FOUNDATION GRANTS \$2,000 TO COMMUNITY EDUCATION DEVELOPMENT ASSOCIATION (CEDA), WHICH IS A NEW ORGANIZATION.
- 1979 ::** \$20,000 IS GRANTED TO ROSSBROOK HOUSE, WHICH OPENED THREE YEARS EARLIER.





*Alloway Arch, Sept. 29, 2015.*

Winnipeg Foundation staff in 2015 at the official opening of the Alloway Arch at The Forks.



## The Alloway Arch and Widow's Mite Fountain

**FOUNDED** in partnership by Henry Thomson Champion and William Forbes Alloway (founder of The Winnipeg Foundation), the Alloway and Champion Bank was at one time the largest private bank in Western Canada. Its location at 362 Main Street was known as the "bank with the golden doors."

Following Champion's death in 1916, Alloway sold the bank in 1919 (made public in 1923) to the Canadian Bank of Commerce and remained president until his passing in 1930. The Canadian Bank of Commerce operated for only a few more years before vacating the building.

In 1974, the development of the multi-million-dollar Winnipeg Square project required the clearing of buildings in the area including the Alloway and Champion Bank. To preserve the bank's history, the City of Winnipeg, Heritage Winnipeg, and The Winnipeg Foundation had the building façade removed and stored. Intended to be removed intact, the façade was damaged during demolition and the more than 100 marble shards were included in the city's fragment collection and stored for future use.

*Alloway and  
Champion  
Bank.*



*Widow's Mite  
Fountain, 2015.*

The Winnipeg Foundation took ownership of the shards in 1998 and ultimately used them for the creation of the Alloway Arch at The Forks between Israel Asper Way and the Via Rail train station. The installation pays homage to Alloway's initial \$100,000 endowment creating The Winnipeg Foundation.

The Arch appears alongside the Widow's Mite Fountain, a tribute to the three gold coins gifted by an anonymous donor which solidified the premise of The Foundation: it's not the size of the gift, but the act of giving that matters. The official opening ceremony of the Arch and Fountain, officiated by Her Honour Lieutenant Governor Janice Filmon, was attended by approximately 200 Winnipeg Foundation guests and staff on Sept. 29, 2015.





*Chinese Cultural Centre, 1986.*

Winnipeg Foundation Executive Director Alan Howison and Dr. Joe Du of the Winnipeg Chinese Cultural and Community Centre, photographed in 1986. Source: Winnipeg Foundation files.

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## CULTURE AND HERITAGE

# Preserving and celebrating our history and people

**WINNIPEG** is fortunate to have such a diverse population. Our unique cultures enrich the Canadian mosaic and contribute to our collective heritage. However, for generations the dominant narrative often focused on the settler experience and perspective. Society – and charities – are now working to share stories that represent the full spectrum of our diversity.

The Foundation didn't start out supporting Culture and Heritage. In 1940, when the Winnipeg Art Gallery requested The Foundation take out a Patron's Membership, the appeal was denied on the grounds that "it would set the precedent for similar treatment of other cultural organizations."

By 1961, The Foundation had reversed that decision. In a press release issued that year, The Foundation announced it would support cultural institutions for the first time. Four charities each received \$5,000: Royal Winnipeg Ballet, Winnipeg Art Gallery, Winnipeg Symphony Orchestra, and Manitoba Theatre Centre. Through the '60s and '70s, substantial resources were delivered to these and other arts and cultural institutions.

Recognizing the importance of celebrating and sharing diverse cultures, The Foundation began making grants to grassroots cultural organizations. For example, in 1986 The Foundation made a \$20,000 grant in support of the Winnipeg Chinese Cultural and Community Centre, which had been incorporated in 1983 after 90 per cent of Winnipeg's Chinese community surveyed indicated a need for such a facility. In 1994, The Foundation granted \$20,000 to the Rusalka Ukrainian Dance Ensemble to promote interest in Ukrainian cultural traditions through education, dance, and music. And in 2001, it made a \$75,000 grant to the Philippine-Canadian Centre of Manitoba to construct the Philippine Cultural Centre.

Our city continues to diversify. In 2016, 28 per cent of the population was represented by people of colour, and 13 per cent of the population was Indigenous, compared to just 16 per cent and 10 per cent in 1991, respectively.

While the colonial narrative has dominated Canada's cultural identity for decades, in recent years more organizations are working to change that. Recognizing a need to include different perspectives in their exhibits, Manitoba Museum launched its Bringing Our Stories Forward Campaign in 2015. The Foundation contributed a number of grants to this initiative, including \$500,000 to construct an updated Alloway exhibition hall as well as \$100,000 to update the Urban Gallery, an evolving gallery/exhibit where previous eras of our city are brought to life through a recreation of full-sized city neighbourhoods; a life-sized 'snapshot in time' patrons can walk through.

"We want to ensure that when all Manitobans come in, be it First Nations, Inuit, Métis, or new Canadians, that they all see their stories reflected at the Manitoba Museum," Claudette LeClerc, Executive Director and CEO of the Manitoba Museum, said in 2019.

This is even more important because it's the community interactions that make the museum special.

"It's that day-to-day connection to the staff, our volunteers, the people who interact with the Manitoba Museum, it's those interactions that are most enriching," LeClerc said.

This sentiment is echoed by Stephen Borys, Director and CEO of the Winnipeg Art Gallery,

**"The strongest narrative that has been produced and communicated to our audiences is a non-Indigenous narrative," Borys said in 2019. "We're needing to step back a bit and let others lead."**

To celebrate its 95th birthday, a grant of \$950,000 over three years was made to Qaumajuq – the Winnipeg Art Gallery's brand new Inuit Art Centre. This space, opening in early 2021, will focus on telling Indigenous stories through artifacts, carvings, Elders, traditional knowledge keepers, filmmakers, and more.

"We're not throwing out what's been done, but at times we're putting that to the side, to allow a more authentic voice to come out. It's important for us to let go of some of the control," Borys said about Qaumajuq and its mission. "When we are responding to the Truth and Reconciliation Commission's Calls to Action for museums, one of the biggest calls is for rethinking the narrative for what we have presented, and who is behind that narrative. With the opening of the Inuit Art Centre, it's the perfect time to be laying the groundwork for that."



*Manitoba Museum, 2019.*

Legacy Circle members get a sneak peek at Manitoba Museum's new Winnipeg Gallery.



## DESIGNATED FUNDS AND FIELD OF INTEREST FUNDS

## Supporting your passions while working together

**THE** power of a community foundation is it allows citizens to work together to make a greater difference. The Foundation has always appreciated that each donor has their own passions, and offers giving options to realize those individual interests.

Almost since its beginning The Foundation has ensured donors can support their favourite charity in perpetuity. The first Designated Fund in support of a specific charity was started in 1925 by Mr. A. R. McNichol. Born in Canada, he came to Manitoba to enter the real estate and insurance business. He became a General Manager with the Mutual Reserve Fund Life Association of New York before returning to Winnipeg to establish the firm of A.R. McNichol.

A bachelor, he lived in the Fort Garry Hotel and supported many charitable activities during his lifetime. His fund was designated to support three organizations: Knowles Centre, Victorian Order of Nurses, and Margaret Scott Nursing Mission. Mr. A. R. McNichol passed away in 1931.

The Foundation is a 360-degree funder, which means it supports charities working in all Cause areas. You can support your favourite charities, no matter what kind of work they do.

Dr. F. L. Skinner, M.B.E. was a famous plant breeder from Dropmore, Man. He is credited with creating a number of hybrid plants, and was especially successful with disease resistant trees and fruit trees.<sup>40</sup> The Skinner Memorial Library at the University of Manitoba was named in his honour. After his passing in 1967, his friends established the Skinner Memorial Library Fund in 1971, which supports the purchase of books, magazines and films for the University of Manitoba.<sup>41</sup>

H. N. Bernstein loved golf and served as president of the Glendale Golf and Country Club in 1952.<sup>42</sup> After his passing in 1972, the H. N. Bernstein Memorial Fund was established by Mr. Bernstein's friends to perpetuate his interest in golfing. The annual income is used by the Manitoba Golf Association to assist promising young golfers to get more training.<sup>43</sup>

Gracie Herntier had wisdom and maturity that belied her seven years. Friendly and curious, she was able to connect with everyone she met, no matter their age. Gracie was also a happy-go-lucky kid who loved music and dancing, nature, making people laugh, and playing with her three dogs. She passed away unexpectedly in 2013, leaving family, friends, classmates and her entire community devastated. In her memory, the Gracie Herntier Fund supports the School of Contemporary Dancers and Manitoba Theatre for Young People, helping those organizations carry on activities Gracie loved.

The Foundation also offers the opportunity to support an area of work, rather than a specific charity. The first Field of Interest Fund was established in 1959 by Herbert M. Tucker. The fund continues to benefit summer camps and recreation programs for children.

Matthew Frost also had a special love of all sports – hockey in particular. In 2001, he got his dream job in the media relations department of the Toronto Maple Leafs. Matthew was a graduate of the University of Manitoba in both Political Studies and Recreation Studies. He had recently been accepted into the Master of Journalism program at the University of Western Ontario and had plans to embark on a career in sports journalism when he was diagnosed with cancer. He passed away in June 2005, at the age of 33.

The Matthew Frost Sports Fund has supported a variety of sports-related Causes. It has helped young patients at Children's Hospital to attend professional sports events. It has provided grants to youth serving organizations to enable less advantaged children to attend summer sports camp. And it also provides annual educational awards to Recreation students at the University of Manitoba.

Born deaf, Nicholette Vlassie was a strong, determined woman who wouldn't let anything get in her way of pursuing a job, a great idea, or her passions for painting and photography. Originally from Winnipeg, Nicki learned to speak and lip-read as a child at a school for the deaf in St. Louis, Mo. When the Manitoba School for the Deaf opened in Winnipeg in the mid-1960s, Nicki moved home and learned sign language. Her dual communication skills enabled her to interact with both the deaf and hearing communities in her work and social life. Following her passing in 2007, family and friends established the Nicholette Vlassie Memorial Fund at The Winnipeg Foundation. As a tribute to the challenges Nicki faced as a deaf person, and in recognition of the tremendous support she received from the local deaf community, the fund supports education, recreation and employment programs that benefit deaf children and adults.<sup>44</sup>





SCOTT



## THE 1980s

## Standing up for rights

:: By Jim Blanchard

**THE** decade from 1980 to 1990 did not begin auspiciously. Sadly, 1980 was the year that Terry Fox had to abandon his Marathon of Hope in Thunder Bay because of his deteriorating health. He had raised thousands of dollars and brought hope to vast numbers suffering from cancer and many other maladies. Fox is still remembered, and his accomplishment is commemorated every year in local events all over the country raising money for medical research.

Fellow athlete Rick Hansen carried on with Fox's spirit from 1985 to 1987 when he travelled around the world in a wheelchair. His "Man in Motion" trip raised over \$26 million to be used in spinal cord research. Hansen and Fox knew each other, and Fox played with Hansen's wheelchair basketball team.

The USSR invaded Afghanistan in 1980. Many nations including Canada boycotted the 1980 Summer Olympics in Moscow to show their opposition to the invasion.

In 1980 Parliament passed the National Anthem Act, making *O Canada* our official national song. At the July 1 signing of the legislation, Canada Day crowds across the country sang the anthem. The Constitution Act was enacted in 1982, ending the British North America Act and giving Canada independence from the Sovereign.

Jeanne Sauve became the first woman speaker of the House of Commons in 1980. In 1982 Bertha Wilson was the first female member of the Supreme Court of Canada. The next year Liberal MP Sheila Copps protested that the practice of some of her colleagues of calling her "baby" in the House of Commons was unparliamentary. At the end of the decade Audrey McLaughlin became the leader of the New Democratic Party, Canada's first female party leader.

In the world of entertainment, a low budget Canadian film, *Porky's*, set in the 1950s, became a surprise smash hit and spawned two sequels. In 1981, Canada was introduced to Bob and Doug McKenzie and "take off eh" and "g'day hosers," along with many other McKenzie-isms, became part of our national dialect. In 1983, the Canadian rock band Rush was the first rock group to perform at Radio City Music Hall. The Canadian film dealing with climate change, *If You Love This Planet*, won an Oscar for the best documentary in 1983; the film was classified as "political propaganda" by the U.S. Justice Department.

The 1980s was the decade when the world was introduced to AIDS. The epidemic motivated the gay community to become more "out and proud" and in 1988 Svend Robinson became the first Canadian MP to state he was gay. See more on page 60.

In Winnipeg, The Forks redevelopment, including the marketplace, river walk, amphitheatre, boat dock, and interpretive area, opened on Oct. 4, 1989. It continues to be one of the most vibrant locations in our city.

*Winnipeg skyline at sunset.*

Source: Winnipeg Foundation files.

## THE 1980s

## Keeping pace with the times

**THE** 1980s bring to mind big hair, big music, and big shoulder pads, and conditions were similarly big for The Foundation in terms of asset growth, granting and activities.

By 1981, The Foundation's assets exceed \$20 million – double what they were in 1972. By 1987, capital assets had once again doubled to more than \$40 million.

In 1981, The Foundation's first Donor-Advised Fund, the Thelma and Steward Martin Heritage Fund, was established. Today, Donor-Advised Funds are a popular option where donors work together with Foundation staff to direct grants each year. See more on page 85.

In 1989, following financial challenges in equity markets, The Foundation changed the way its assets were managed, transferring a large portion of its consolidated trust fund to two external investment counsellors.<sup>45</sup>

A growing capital asset base meant grants distributed also increased throughout the 1980s. Grants in the areas of medical research and health, as well as culture, increased, as did work with families and children's agencies.<sup>46</sup>

In 1980, a revision to The Foundation's Act expanded granting to include conservation of human, natural and heritage resources. Television and technology were playing an increasing role in our daily lives. In 1982, "The Computer" was named Time Magazine's Man of the Year, and three years later, The Foundation operated its own microchip computer system for accounting and administration for the first time. In 1981, the cable network MTV (Music Television) was launched. Three years later, in 1984, the Children's Hospital received a grant of \$75,000 to assist with the development of what becomes known as the Children's Hospital Television System, or CHTV.

Continued...

*University of Winnipeg, 1986.*



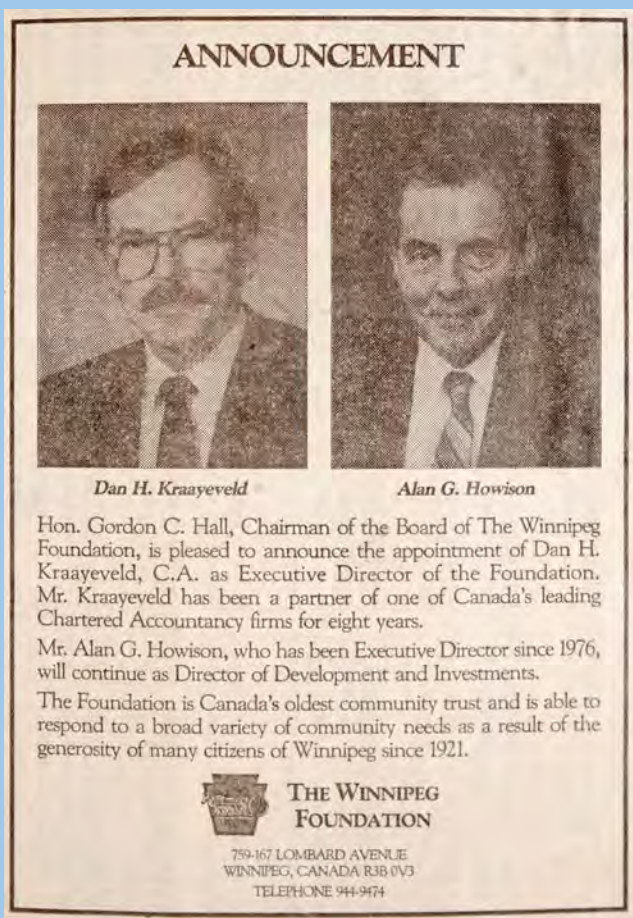
Recognition of support for the Youth Business Learning and Development Centre. Source: Winnipeg Foundation files.



THE 1980s

# Keeping pace with the times (cont'd)

*Alan Howison retirement notice,  
Oct. 21, 1989.*



Source: Winnipeg Foundation scrapbook.

As governments focused on fiscal responsibility, requests to The Foundation increased. By 1985, The Foundation reported:

“...both the Federal and Provincial Governments must reduce their deficits or face severe consequences including further currency devaluation. In view of the fact that many of the agencies with which we work are dependent upon government funding, we are now seeing them turn to us and others in the private sector for some of the support they had previously obtained.”<sup>47</sup>

This, no doubt coupled with the fact that 1985 saw bonds yielding 24 per cent and common stocks on major exchanges approximately 17 per cent,<sup>48</sup> led The Foundation to increase its staff for the first time in 36 years.<sup>49</sup>

In 1986, nearly \$700,000 was invested in the area of Family and General Services, more than double what had been invested the year before. The largest grants in this area were to the Citizenship Council of Manitoba for the construction of a hostel to accommodate refugees; to Marymount School to hire more staff; and to Volunteer Centre of Winnipeg to develop a Manitoban branch of the Canadian Centre for Philanthropy.

The following year, in 1987, there was a sense of excitement about our city's possibilities. The Foundation reported, “Exciting things are now happening in this city as governments have assumed responsibility for most of the massive costs of the Core Area Initiative,”<sup>50</sup> which was a 10-year program initiated by Mayor Bill Norrie to reinvigorate the downtown area.<sup>51</sup>

This sense of excitement continued into 1988, and The Foundation's Board became more comfortable with the organization's innovative capabilities.

“The Winnipeg Foundation sees its role in society as a facilitator or initiator of worthy projects. We make capital grants to assist in the creation of new agencies or new projects that are worthy of support, and that have a demonstrated place in our changing society. The Winnipeg Foundation is a risk taker... The Foundation believes it is our place to encourage services demanded by our changing society. We are not disheartened when they are not all successful.”<sup>52</sup>

In 1989, Alan Howison, who held the position of Executive Director beginning in 1976, decided to relinquish the position moving instead to the role of Director of Development and Investments. Dan H. Kraayeveld was hired as the new Executive Director.

## CHILDREN, YOUTH AND FAMILIES

## Supporting families of all forms

**SUPPORT** for children, seniors and family agencies, along with health, was a main grant focus for much of The Foundation's early years.

In the early 1900s, children whose parents had died, or otherwise could not look after them, were frequently put into institutions, often run by churches or agencies. Of The Foundation's first six grants, three went to support the care of children in the welfare system: Knowles Home for Boys, Home of the Friendless, and Children's Aid Society. In 1934, a Royal Commission on Child Welfare chaired by social activist Charlotte Whitton released its report. Rather than institutionalized care, it recommended community-based programs like foster homes, as well as the establishment of a family case working agency staffed by trained social workers. Acting on a suggestion from Foundation secretary Peter Lowe, in 1939 the Council of Social Agencies established a committee to look into placing children from the Jewish Orphanage and Children's Aid Society into homes.

As government policy transitioned to supporting more of society's basic needs, The Foundation pivoted its focus to supporting innovative and experimental work.<sup>53</sup>

For a time, The Foundation focused on the rate of marriage breakdown, and even went so far as to propose supporting "defensive marriage" and "defensive parenting" courses, similar to a defensive driving course. In 1977, Foundation Executive Director Alan Howison was quoted in the *Tribune*:



*Media coverage, March 23, 1977.*

Credit: The Tribune. Source: Winnipeg Foundation scrapbook.

**"I am sure there would be all sorts of cries of invasion of privacy at such a suggestion. The same cries I am sure that there were when driving licenses were first brought out. The present rate of separation and divorce indicate that some radical steps must be taken."**<sup>54</sup>

Soon after The Foundation conceded that "in some cases the children may, in fact, be better off with a single parent, but we are now seeing a new trend of young unmarried mothers wanting to keep their babies."<sup>55</sup>

As parents increasingly entered the workforce, the need for reliable daycare centres increased. Understanding this need, and the benefits of such environments, The Foundation has supported many daycares and early childhood education centres. In 1971, a \$41,000 grant was issued for a brand-new building for Day Nursery Centre on Flora Avenue in the North End. In 1976, a grant of \$22,658 was made to the Children's Home of Winnipeg in support of a training program for paraprofessional child care workers, developed in conjunction with Red River Community College (now Red River College). And in 1980, The Foundation supported the purchase of a bus that was shared between three daycares: Action Centre, Freight House, and Brooklands. This allowed for "individual, unique and extensive" programs to be developed such as senior/child mentorship programs, swimming programs, and parent shopping nights. "The ability for agencies and daycare centres to have access to this bus has provided endless opportunities and programs for many inner city families," Action Day Centre's Director Brenda Paley wrote reflectively in 2006.

Continued...





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*Family Dynamics' Keenleyside  
family resource centre, 2017.*



## CHILDREN, YOUTH AND FAMILIES

# Supporting families of all forms (cont'd)

The Foundation has also supported many family resources centres throughout the years. In 1976, The Foundation made a \$8,150 grant to Barber House, a new group home run in conjunction with Argyle School. That year The Foundation noted that Barber House, "was developed because Argyle School noted a lot of its students were dropping out of specialized programs because of a lack of a stable home and were often living alone."<sup>56</sup>

In 1979, The Foundation made its first grant, valued at \$20,000, to Rossbrook House. Established by Sister Geraldine MacNamara in 1976, Rossbrook's guiding principle is that "no child who does not want to be alone, should ever have to be." To this day, it is a pillar in its North End community.

In 2016, The Foundation approved a \$1 million grant in support of United Way's For Every Family Initiative, which aims to keep family resources centres open in communities throughout the city.

Children and youth with different needs and abilities often require a team of multi-disciplinary professionals able to serve and support the whole

family. After more than 10 years of planning and fundraising, Specialized Services for Children and Youth (SSCY) opened in spring 2016 in the newly renovated Christies Biscuits warehouse. It's a one-stop shop with more than 200 staff providing services for Manitoba children and youth with disabilities and special needs. SSCY is an alliance of government departments, the Winnipeg Regional Health Authority and various service provider agencies. The Winnipeg Foundation supported renovation of the space in 2012 with a \$249,214.47 grant - one example The Foundation's long standing support of those who are differently-abled.

The Foundation has also played a leading role in ensuring seniors are well supported. For example, in 1961, The Foundation issued a grant to assist in furnishing the new Middlechurch Home, which was under construction. It supported the establishment of what would grow to become A&O (see story page 30) and Meals on Wheels, and has made many grants to develop seniors' complexes. Support for seniors continues to be an important area for The Foundation. In late 2019, The Foundation held a Vital Conversation focused on how people can stay as healthy as possible for as long as possible, and how we can make communities more age-friendly. The event featured a keynote by Dr. Verena Menec, a Professor in the Department of Community Health Sciences at the University of Manitoba. It was convened in partnership with the Manitoba Association of Senior Centres.

The Foundation's support for community services such as Siloam Mission, Main Street Project and other organizations caring for those who are experiencing homelessness also falls into this category.

United Way's For Every Family initiative supports 24 family resource centres across Winnipeg, including Family Dynamics' Keenleyside location. Left: Participants in front of the centre. Below: Pictured left to right: Fran Reilly, Sharon Lagimodiere and Charlene Picard cook together in the kitchen at Family Dynamics' Keenleyside family resource centre.





## 2SLGBTQ+ PEOPLE

# Building an equitable society for all

**THE** history of 2SLGBTQ+ (2-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, + other non-cisgender identities) people in Canada is difficult to reconcile. It wasn't until 1969 that Bill C-150 decriminalized sexual activity between men. It wasn't until 1995 that it was illegal to discriminate based on sexual orientation. And it wasn't until 2005 that same-sex marriage was legalized nationwide. We have taken strides to right the pain and prejudices of the past.

In 1984, activists in Manitoba pushed to include protection from discrimination on the grounds of sexual orientation in the Human Rights Code. Tactics deployed included a 59-day hunger strike by Richard North, and in 1987, the legislation passed.

It was only the middle of the 1980s that recognition of gay men became a focus of mainstream society. The 2SLGBTQ+ movement has grown and evolved exponentially since then, but it was often a struggle for recognition to anyone who self-identified outside the hetero-normative spectrum. Initial conversations almost solely focused on the experiences of gay men and the HIV/AIDS epidemic. More recently the focus has expanded to include the full spectrum of genders and sexualities.

"The system is by no means perfect, but I think that we've come a lot further in the last decade than we've ever been," Noreen Mian, Executive Director of Rainbow Resource Centre, said in 2020.

One of The Winnipeg Foundation's first recorded grants in support of this Cause was in 1989, when it issued \$20,318 to the Winnipeg Gay Community Health Centre (an organization that no longer exists) to develop a plan providing service to individuals with AIDS. The AIDS virus was first identified in Canada in March 1982, and the first AIDS awareness week was started in 1984 in Toronto.

Since then, healthcare providers have expanded their understanding and scope to not solely support gay men and focus on HIV/AIDS but to also focus on the full gamut of sexual health for all genders and sexual orientations.

"It's important to recognize discrimination still exists," Mian said. "There has been a lot of work to dismantle barriers in healthcare, whether that is visibly letting patients know it's an inclusive space, asking healthcare professionals to consider the language they're using, or additional barriers that may impact somebody's health, not necessarily related to the physical."

The Winnipeg Foundation has supported many organizations working to help the 2SLGBTQ+ community during the past three decades, including grants to Nine Circles Community Health Centre, Rainbow Resource Centre, and Klinik Community Health.

Prevention, testing, treatment, and support are vital to the health and wellness of our city, and the work continues to adapt as communities evolve.

Since the '80s and '90s, there has been tremendous growth in public education, conversation, and acceptance of the 2SLGBTQ+ community.

"Yes, the laws are in place, but the system hasn't caught up to reflect those laws," Mian said. "This work is still important to undo systemic homophobia that still exists."

Michael Payne has been with Nine Circles Community Health Centre for more than 20 years and has watched the system slowly evolve.

"The movement has been focused on empowering people with information so they can make an informed choice to do what's right for them," Payne said in 2020. "The core concept, given to us from our Indigenous partners, is the notion of there being no wrong doorway. Whichever agency people stop at, we should have the capacity to help people navigate to the place they need to be."

Different Indigenous groups have had their own traditions and approaches to transgender people, gender variance and/or sexual identity. Communities often treated transgender people with reverence, and they often acted as caretakers of children who had lost their families.

"We need to take a meaningful look at what unique needs in our community are not being met in the healthcare system, as it transforms," Payne said. "It will be important we make sure we're thinking about who in our community is reflected in these new systems, and who might be left behind."



*Rainbow Resource Centre, 2013.*

Pictured left to right: Jared Star, Youth Program Coordinator; Dianna Grywinski, Youth Counsellor and Programming; Lillian Chartrand, Volunteer.

## GREAT GRANTS

- 1981** :: \$16,604 IS GRANTED TO THE MANITOBA CHILD CARE ASSOCIATION TO BECOME A STAFFED ORGANIZATION .
- 1981** :: THE UNIVERSITY OF MANITOBA, DEPARTMENT OF ANTHROPOLOGY RECEIVED \$5,000 FOR EXCAVATION OF UPPER FORT GARRY.
- 1982** :: WOMEN'S HEALTH CLINIC, A NEW ORGANIZATION, RECEIVED \$15,000.
- 1982** :: \$13,000 IS GRANTED TO MANITOBA SPECIAL OLYMPICS, WHICH WAS INCORPORATED TWO YEARS EARLIER.
- 1983** :: \$25,000 IS GRANTED IN SUPPORT OF THE BUILDING OF THE PEDIATRIC ONCOLOGY FAMILY CENTRE, ALSO KNOWN AS RONALD MCDONALD HOUSE.
- 1984** :: A GRANT OF \$5,000 IS MADE TO STUDY THE FEASIBILITY OF A CHILDREN'S MUSEUM IN WINNIPEG. THE MANITOBA CHILDREN'S MUSEUM RECEIVED ITS FIRST GRANT OF \$5,000 IN 1986.
- 1984** :: ST. BONIFACE HOSPITAL RESEARCH FOUNDATION RECEIVED \$50,000 TO HELP BUILD A LOCATION ADJACENT TO THE HOSPITAL.
- 1984** :: ALZHEIMER SOCIETY, THEN JUST A TWO-YEAR OLD-ORGANIZATION, RECEIVED \$8,000 TO DEVELOP A RESOURCE CENTRE.
- 1984** :: A \$17,212 GRANT IS ISSUED TO AGAPE TABLE, WHICH WAS ESTABLISHED IN 1980.
- 1984** :: THE FIRST WINNIPEG INTERNATIONAL CHILDREN'S FESTIVAL RECEIVED A GRANT OF \$11,564.
- 1985** :: \$5,000 IS GRANTED TO WINNIPEG HARVEST, A NEW AGENCY.
- 1986** :: \$12,000 IS GRANTED TO THE INDEPENDENT LIVING RESOURCE CENTRE, A NEW AGENCY.
- 1986** :: ROYAL WINNIPEG BALLET RECEIVED A \$100,000 GRANT FOR ITS BUILDING ON GRAHAM.
- 1986** :: A GRANT OF \$20,000 IS USED TO CREATE THE WINNIPEG CHINESE CULTURAL AND COMMUNITY CENTRE.
- 1986** :: \$113,000 IS GRANTED OVER THREE YEARS TO KLINIC FOR PROJECT EVOLVE, A FAMILY VIOLENCE COUNSELLING PROGRAM STILL ACTIVE TODAY.
- 1987** :: GRANTS ARE MADE TO THREE CHILDREN'S LITERACY PROGRAMS: MANITOBA LEARNING CENTRE, READING COUNCIL OF GREATER WINNIPEG AND READING PARTNERS/BOOKMATES.
- 1988** :: \$50,000 IS GRANTED TO THE ZOOLOGICAL SOCIETY OF MANITOBA FOR THE KINSMEN DISCOVERY CENTRE. ANOTHER \$50,000 IS GRANTED IN 1989.
- 1989** :: A GRANT IS ISSUED TO HABITAT FOR HUMANITY, A NEW ORGANIZATION IN WINNIPEG.
- 1989** :: A GRANT IS ISSUED TO THE RECYCLING COUNCIL OF MANITOBA (NOW GREEN ACTION CENTRE), WHICH WAS THE FOUNDATION'S FIRST ENVIRONMENTAL GRANT.
- 1989** :: \$20,318 IS GRANTED TO WINNIPEG GAY COMMUNITY HEALTH CENTRE TO DEVELOP A PLAN TO PROVIDE SERVICE TO INDIVIDUALS WITH AIDS.
- 1989** :: \$25,560 IS GRANTED TO IKWE-WIDDJIITWIN AND \$12,500 IS GRANTED TO MANITOBA HOSPICE FOUNDATION FOR START-UP COSTS.
- 1989** :: VICTORIA HEALTH GUARD RECEIVED \$33,750 TO DEVELOP A PERSONAL EMERGENCY RESPONSE SYSTEM, NOW VICTORIA LIFELINE.



## THE 1990s

# The rises and falls of a prairie city

**THE** 1990s opened with the federal government reducing its transfer payments to the provinces in order to deal with its own deficit. Provincial governments are still complaining.

During the 1980s, then Prime Minister Brian Mulroney attempted to introduce various amendments to the Constitution designed to make it possible for Quebec to join the other provinces in supporting the Act. In June 1990, after seemingly endless negotiations, it appeared the Meech Lake Accord was close to receiving the support of all provinces. During the approval process, Manitoba MLA Elijah Harper refused to give his support to the Accord because it ignored Indigenous issues. With that, support crumbled in other provinces and the Accord failed to be ratified. Shortly after that, in July, the Oka Crisis began. For many Canadians, it was their first glimpse into the tensions between government and Indigenous peoples.

In 1993 Yvan Dumont was appointed Lieutenant Governor of Manitoba, the Province's first Métis Queen's representative. In June of the same year, Kim Campbell won the Progressive Conservative Leadership, defeating Jean Charest and becoming the first female Prime Minister of Canada. Her time was short lived, however, when Jean Chretien won a majority in the election of October 1993. Two Winnipeggers, Lloyd Axworthy and Jon Gerrard, were appointed to the cabinet. In celebration of Axworthy's support for our community, a fund was established in his name at The Winnipeg Foundation in 1998.

In 1992, the Canada 125 Corporation was established to lead Canada's 125th birthday celebrations. It concluded its mandate by proposing Canadians build a Trans Canada Trail that would run from Newfoundland to Vancouver Island. Today, the route has been built across the country by many local groups. It is now called the Great Trail of Canada and runs through Winnipeg.

In 1993, smoking was banned in the Winnipeg Arena, except in the basement. Ten years later, Winnipeg would be one of the first cities to ban smoking in restaurants.

That same year, residents of Headingley seceded from Winnipeg saying its needs were not being met by the capital city. Also in 1993, it was revealed that the inspiration for the cartoon of Walt Disney's Snow White was a Winnipeg waitress, Kristin Solvadottir. The character was drawn by Charles Thorson, a Winnipegger who went to Hollywood and worked for Walt Disney.

The Winnipeg Jets left the city in 1996, moving to Phoenix, Arizona. It was a crushing blow for many in the city. Winnipeg was not without a hockey team for long as the Manitoba Moose came to the town later that year, however return of NHL hockey would not come until 2011.

In 1997, Winnipeg experienced the "Flood of the Century" – the most severe flood since the early 1800s. It resulted the evacuation of 28,000 people and damages totaling \$500 million. Luckily, the Red River Floodway, completed after the 1950 flood, diverted some of the water away from Winnipeg, but flooding outside the city was extensive.

In 1999, tempers flared at a Winnipeg School Division (WSD) Board meeting over the issue of introducing anti-homophobic curriculum. Despite objections from some, the Board of Trustees passed a motion to ensure all staff were aware of existing anti-racist and anti-harassment policies.

On July 23, 1999 Princess Anne officially opened the second Pan Am Games to be held in Winnipeg. Approximately 5,000 athletes from 42 nations participated at the games. An enormous number of local people – 20,000 volunteers – worked to make the games a success. Financially, the 1999 games ended with a surplus of \$8.9 million dollars, half of which was gifted to The Winnipeg Foundation to establish the Pan Am Legacy Fund in support of the National Sports Centre-Manitoba, known today as the Canada Sport Centre Manitoba.



## THE 1990s

## Reflecting on its role in the community

**THE** 1990s were a time of steady growth and deep reflection for The Foundation. It began 1990 with assets valued at \$59 million and having distributed close to \$3.5 million in grants to the community in 1989; by the end of 1999, total assets had increased to more than \$143 million and grants paid totaled close to \$6.5 million.

In 1994, The Winnipeg Foundation debuted a new logo, as well as its signature maroon colour. The simpler design of Geoff Yuen, a second-year student of Creative Arts at Red River College, is the logo still in use to this day.

The Foundation celebrated its 75th anniversary in 1996 with a special event. On June 6, 1996 – 75 years after its first gift – The Foundation extended an open invitation to all asking them to join a celebration at the Sculpture Garden in Assiniboine Park. In 1991, after Leo Mol donated a collection of artwork, The Foundation made a \$50,000 grant towards the creation of the Leo Mol Sculpture Garden. In honour of The Foundation's 75th anniversary, Mol's bust of William Alloway was installed in the Garden. For its 75th year, The Foundation's capital assets were now more than \$100 million, having doubled in just eight years, and tripled in 11.

In 1995, it was reported that due to government restraint, The Foundation had “an important lead role to play as a major funder in the community. Using our resources, human as well as financial, to benefit the community, we look to the future with a sense of hope and a desire to initiate change.”<sup>57</sup>

This set the stage for a special strategic planning session in 1996. That year, The Foundation noted the Board held many thought-provoking discussions, and pondered many important questions:



The Marsh is an initiative of Ducks Unlimited. This was a recognition event for donors. Source: Winnipeg Foundation files.

“Our prime reason for existence is to benefit the people of Winnipeg – are we making maximum impact? Are we in tune with community needs? Our mission is to support non-profit charitable, educational and cultural organizations. Should we look at expanding operating funding in addition to our traditional role as a project and capital funder? Are we as responsive as we can be to needs across the community? Are we effective? Are we proactive? Should we be? Do we need to do more in the area of community leadership? Should we work with other agencies more often? How? What are the risks?”<sup>58</sup>

As a result of the discussion, the Board decided to develop a special committee consisting of Board, staff and community advisors.

In 1997, The Foundation reported that applications for funding increased 30 per cent over 1996. It called on the charitable sector to think strategically about its future:

“We hear much of the term the ‘new economy’ and the need for nonprofit agencies to regroup and rethink age-old traditions. The reality is that government funding is less and volunteers are facing growing demands for their time, yet Revenue Canada reports that there are 10 new charitable groups registered each week. The time is now to reflect upon community capacity: commitment, resources and skills don’t just ‘happen.’ Rather they are developed through effort and will, initiatives and leadership.”<sup>59</sup>

Continued...



## THE 1990s

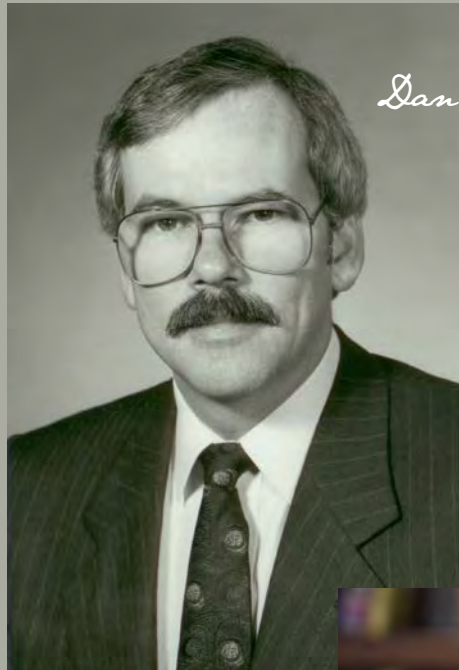
## Reflecting on its role in the community (cont'd)

As an example of this important work, The Foundation cited two separate organizations which successfully merged. The Foundation wrote that Big Brothers and Big Sisters “came to the realization that there was a need for change. They turned to us and United Way Winnipeg to support their efforts. Board and staff brought in experts to review the situation. Ultimately it has meant the amalgamation of these two organizations. We are proud to have been a part of the process, and congratulate them on their efforts to increase potential in our children and our community.”<sup>60</sup>

On Dec. 1, 1997, Richard Frost joined The Foundation as Executive Director, replacing Dan H. Kraayeveld. Frost has led The Foundation through unprecedented growth and success, and will retire on April 26, 2021 – The Foundation’s 100th anniversary.

Following Frost’s appointment, The Foundation conducted a thorough review of its mission and policies. This work was conducted with support from the Jewish Foundation of Manitoba, United Way Winnipeg, and colleagues in the community foundation movement in Manitoba, and across the country. It resulted in a new strategic plan, restructured staff roles and responsibilities, and a new vision statement: “a Winnipeg where community life flourishes.”

That vision statement was amended in 2017 to include the words “for all” at the end, paying homage to The Foundation’s focus on social justice and equity.



*Dan H. Kraayeveld*



*Richard L. Frost*



The Foundation's logo prior to 1994.

## GREAT GRANTS

- 1990 :: \$15,000 IS GRANTED TO THE YM-YWCA ON BEHALF OF A GROUP OF YOUTH-SERVING ORGANIZATIONS COMING TOGETHER FOR THE SKY (STREET KIDS AND YOUTH) PROJECT TO PROVIDE STREET OUTREACH AND A DROP-IN RESOURCE CENTRE FOR YOUTH DOWNTOWN.
- 1990 :: COMMUNITY FOUNDATIONS OF CANADA'S INAUGURAL CONFERENCE RECEIVED A GRANT OF \$5,000.
- 1991 :: \$50,000 IS GRANTED FOR THE LEO MOL SCULPTURE GARDEN AT ASSINIBOINE PARK.
- 1991 :: ASSOCIATION FOR COMMUNITY LIVING WINNIPEG RECEIVED A GRANT OF \$21,000 FOR THE OPEN ACCESS PROJECT, NOW OPEN ACCESS RESOURCE CENTRE.
- 1992 :: \$24,000 IS GRANTED TO ST. BONIFACE MUSEUM FOR BUILDING REHABILITATION.
- 1994 :: MANITOBA MUSEUM RECEIVED \$125,000 FOR ALLOWAY HALL EXHIBITION SPACE.
- 1995 :: \$10,000 IS GRANTED TO SIERRA CLUB OF CANADA FOR ITS ZERO DISCHARGE OZONE ACTION PLAN.
- 1997 :: A \$50,000 GRANT HELPED THE ITALIAN CANADIAN LEAGUE OF MANITOBA TO BUILD THE ITALIAN CANADIAN CENTRE (CABOTO CENTRE).
- 1997 :: \$5,000 IS GRANTED TO EACH OF THE CANADIAN RED CROSS AND SALVATION ARMY TOWARDS LOCAL FLOOD RELIEF EFFORTS AFTER THE "FLOOD OF THE CENTURY".
- 1998 :: \$600,000 IS GRANTED TO ASSINIBOINE PARK CONSERVANCY TO CREATE THE PAVILION GALLERY MUSEUM.
- 1999 :: FORT WHYTE RECEIVED NEARLY \$300,000 FOR INNER-CITY PROGRAMMING AND THE ALLOWAY RECEPTION CENTRE .
- 1999 :: ABORIGINAL CENTRE OF WINNIPEG HERITAGE CORPORATION RECEIVED \$20,000 TO RENOVATE AND RESTORE THE CP RAIL STATION TO HOUSE THE ABORIGINAL CENTRE (NOW KNOWN AS NEEGINAN CENTRE).

### *Leo Mol Sculpture Garden, 1996.*

The Foundation celebrated its 75th birthday at the Leo Mol Sculpture Garden in Assiniboine Park, which it had supported through grants. This sculpture is of bush pilot and entrepreneur Tom Lamb. Source: Winnipeg Foundation files.





ENVIRONMENT AND ANIMAL WELFARE

# Creating eco-conscious citizens

**WHILE** Environment and Animal Welfare grants are relatively recent in The Foundation's history, they have made a lasting impact on the vitality of our community.

One of The Foundation's first grants in the area of Environment was made in 1974 to the Wildlife Foundation of Manitoba. The forerunner of FortWhyte Alive, Wildlife Foundation would go on to establish the Fort Whyte Nature Centre to educate the public about wildlife and conservation. A \$21,500 grant from The Winnipeg Foundation built a sheltered environment for ducks and geese during the winter.

In 1981, the Wildlife Foundation began developing a new building on a larger acreage, which would become the Fort Whyte Centre for Environmental Education. The Winnipeg Foundation supported the construction of the new building, which opened in 1983, with \$150,000 over a three-year period. The Foundation also contributed to development (\$25,000 in 1984) and capital costs (\$30,000 in 1987) for a freshwater aquarium.

Throughout the 1980s and 1990s, The Foundation continued to support environmental organizations, although these grants were often allocated under the Family and Community or Social Work and Education granting areas.

With the support of a \$30,300 grant from The Foundation, the Recycling Council of Manitoba (today known as Green Action Centre) produced a research report in 1989 for its Symposium on Recycling, which was held the next year and informed Manitoba's provincial recycling strategy. In 1996, The Foundation would grant \$27,500 to the organization, which rebranded that year to Resource Conservation Manitoba, to support recycling and composting programs.



A \$15,000 grant to the Manitoba Wildlife Rehabilitation Organization in 1994 helped establish a veterinary clinic for injured and orphaned wildlife at a University of Manitoba research station south of Winnipeg. Over the years, the organization – which became known as Wildlife Haven Rehabilitation Centre in 2003 – would provide care for an increasing number of wildlife, growing to the point where it launched a capital campaign for a permanent home. In 2018, The Foundation provided a grant to support the interior finishings of its new Wildlife Hospital and Education Centre, situated on an 18-acre property in Île des Chênes.

In 1995, The Foundation granted \$7,300 to the Manitoba Naturalists Society (today known as Nature Manitoba) to continue its Natural Areas Inventory in Winnipeg – the first of its kind in our city. The inventory would go on to be hosted on its own website, making the data and maps publicly accessible. This research has helped advocate for

the protection of some of Winnipeg's natural areas. Today, some of the information continues to be accessible from an interactive map on the City of Winnipeg's website.

In 1999, for its signature Millennium project, The Foundation supported Fort Whyte Centre's Reaching New Horizons capital campaign with a \$250,000 grant towards its Alloway Reception Centre, which opened in the summer of 2000. An additional \$45,000 grant provided opportunities for 2,400 inner-city youth to visit Fort Whyte Centre, providing free busing and field trips.

Two \$6,864 grants, in 2000 and 2001, to the Manitoba Eco-Network supported development of the EcoCentre, a shared meeting space and resource centre for environmental non-profits and groups. In 2003, The Foundation granted \$30,000 to Resource Conservation Manitoba toward renovations to new office space in the Mountain Equipment Co-op building, which would become the new home of the EcoCentre, housing it along with five other environmental organizations.

Continued...

*Wildlife Haven, 2018.*

Tiffany Lui, Haven's Animal Care Coordinator, with Avro. Avro is a Swainson's Hawk that was admitted to Wildlife Haven in 2011. She was hit by a car, which led to the loss of her right eye and reduced vision in her left. Since she can't be released, she is now a Wildlife Haven Ambassador.







*Green Action Centre, 2017.*

Pictured left to right: Executive Director Tracy Hucul and Kelly Kuryk discuss the importance of composting on Green Action Centre's rooftop patio garden.

## ENVIRONMENT AND ANIMAL WELFARE

# Creating eco-conscious citizens (cont'd)

The first year Environment grants were made in their own category was 2001. Among those seven grants was a \$10,000 grant to Resource Conservation Manitoba for a pilot program to encourage kids to walk, bike or wheel to school. The program remains active with Green Action Centre under its current name, Active and Safe Routes to School.

In 2010, The Foundation launched Enviro Grants, a program which granted up to \$5,000 to help charitable organizations move toward sustainability by conserving water and energy and reducing waste and greenhouse gas emissions. The program distributed a total of \$247,101 to 47 Winnipeg charities from its inception to May 2013.

As the 2010s drew to a close, climate change became an urgent issue worldwide. In 2019, The Foundation partnered with Green Action Centre to convene a Vital Conversation on the risks and realities of climate change and the effects it has on human health, with discussions and insights on how people can become more aware and take action.

**“The environment is the most pressing issue of our time. We are eager to get more Winnipeggers composting and taking other actions to address climate change.”**

– Tracy Hucul (pictured left),  
Green Action Centre Executive Director, quoted in 2017



## COMMUNITY FOUNDATIONS OF CANADA

## National body represents community foundation movement

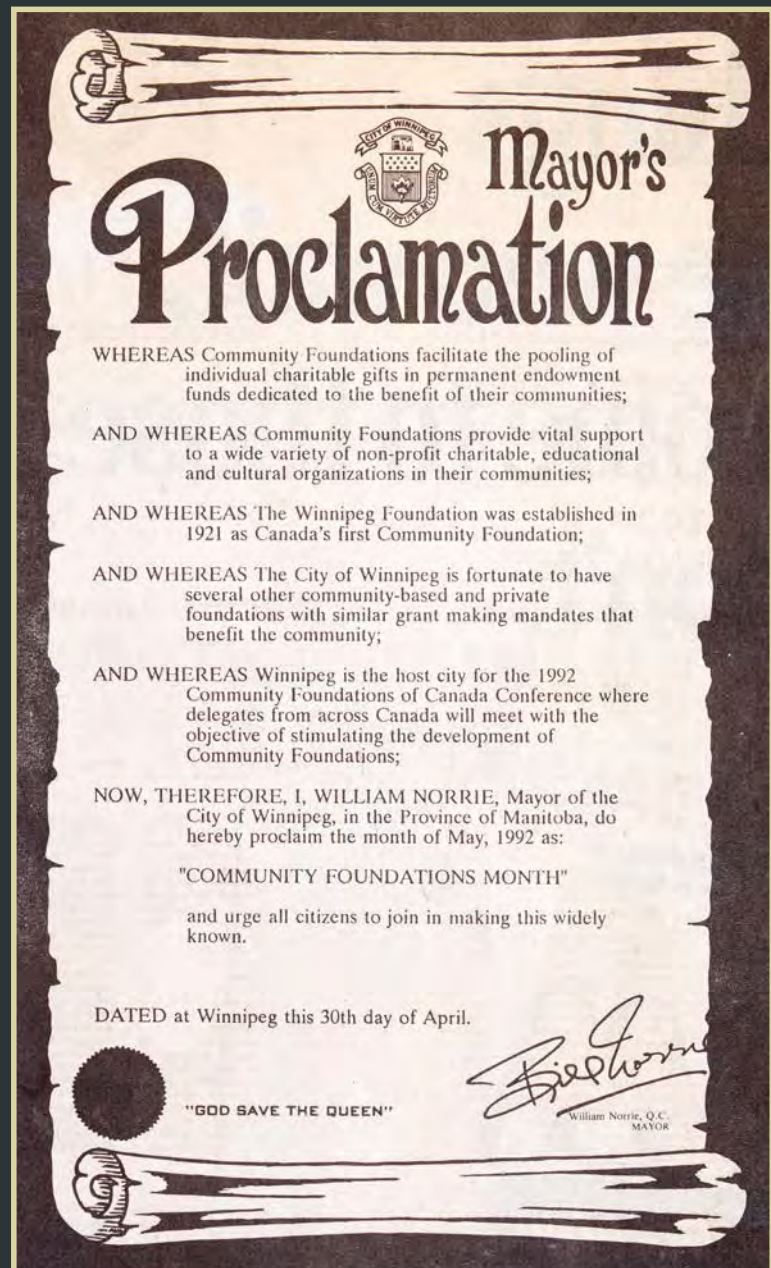
**COMMUNITY** Foundations of Canada (CFC) is the national leadership organization for Canada's 191 local community foundations. Based in Ottawa, it helps drive local solutions and national systems-level change in Canadian society and the community foundation movement.

The concept of a national network began evolving in 1988 as the number of community foundations across the country began to increase more rapidly. In 1990, a meet-up of representatives from established and potential community foundations from across the country occurred in Ottawa.

The Foundation was one of the organizations that spearheaded the initiative. Two years later, in 1992, The Winnipeg Foundation hosted the second conference, officially incorporating the national network as Community Foundations of Canada. The enthusiastic gathering produced eight national objectives, a steering committee and a platform for ongoing sharing of information and mutual support for foundations across the country.

The inauguration of CFC created an interest and curiosity in local communities. A direct result of the Ottawa conference was a request from the Town of Virden for advice in the establishment of a community foundation. Today, the Virden Area Foundation is one of Manitoba's 56 active community foundations.

*Mayor's Proclamation of  
Community Foundation  
Month, May, 1992.*





The Kelwood Playground and Wellness Committee received a grant to redevelop a playground. Credit: Courtesy of Beautiful Plains Community Foundation.

*Kelwood, 2015.*



70

100

## ENDOW MANITOBA

# Building the community foundation movement

**COMMUNITY** foundations throughout the province help their local communities flourish. Endow Manitoba, the network of our province's community foundations, delivers responsive and proactive programming to help build an even stronger foundation movement.

The Winnipeg Foundation's support to grow community foundations in the province began more than two decades ago. It first started with a regional scholarships program delivered in partnership with the provincial government. This presented a unique opportunity to support capacity building throughout Manitoba.

In 1996, The Foundation reported there were 18 established community foundations in the province with many more emerging. In its annual report that year, The Foundation noted, "An annual conference brings us together each year and face-to-face visits have helped us to rediscover, share and learn."<sup>61</sup>

The Endow Manitoba brand was developed in the early 2000s. Since then, the growth of the movement has been impressive. In 2004, there were 31 community foundations in Manitoba; by 2020 it had grown to 56. Manitoba has the most foundations, per capita, in North America. When joining Endow Manitoba, foundations receive a variety of supports and the opportunity to pool investment assets with The Winnipeg Foundation, thereby increasing access to investment opportunities.

One successful Endow Manitoba initiative is the Giving Challenge, a time period in November during which community foundations solicit gifts from donors to their unrestricted funds. Since the initiative began in 2014, The Winnipeg Foundation has been supporting the efforts by stretching each \$5 gift by an additional \$1, to

a maximum of \$2,000 per foundation, per year. Beginning in 2017, the Manitoba government also began supporting the program by offering an additional stretch of \$1 for every \$5 raised, also to a maximum of \$2,000 per foundation, per year. In 2020, more than \$1.2 million was raised, and every eligible community foundation participated. Since it began, the Giving Challenge has resulted in more than \$5.47 million being contributed to Manitoba community foundations' unrestricted funds.

In 2018, Endow Manitoba was expanded with the addition of program-dedicated staff, to provide more support to the growing number of foundations. Since then, a variety of activities have taken place, including establishment of an Endow Manitoba Provincial Advisory Board. The Advisory Board helps ensure programs in development and delivered through Endow Manitoba will continue to support the needs of Manitoba community foundations in an effective and collaborative manner. The Advisory Board includes representatives from community foundations across the province.

"Representatives are the people on the ground in their respective communities and regions. They carry the knowledge about the wants and needs of their foundation – what works and what doesn't, but also the desire to learn and grow as a movement," Reg Black, Chair of the Brokenhead River Community Foundation and a founding member of the Advisory Board, said in 2019. "Collaboration among members of the Advisory Board will no doubt be a huge benefit for the foundation movement in our province."

In 2020, Endow Manitoba benefitted from a \$10 million endowment created by the Manitoba government to help ensure foundations have access to training, technology, research and resources. Some of the first priorities include capacity-building foundation board workshops delivered in each of the province's foundation communities; research and development projects in partnership with Manitoba universities aimed at advancing the movement through "made in Manitoba" innovations; and information technology support to ensure equal access.

## PRESERVING OUR HERITAGE

**The Manitoba Heritage Trust Program (MHTP) is helping support museums and heritage institutions across our province by helping grow endowment funds to provide annual revenue.**

**MHTP, created by the Manitoba government, is administered by The Winnipeg Foundation's Endow Manitoba initiative, with support from the Association of Manitoba Museums and the Association for Manitoba Archives.**

**Between 2018 and 2021, the Manitoba government is encouraging museums, archives, and supporting organizations to create an endowment fund at their local Manitoba community foundation. Stretch dollars are provided for gifts to these heritage funds.**

**At the end of 2020, there were more than 50 MHTP Funds supporting museum and heritage organizations throughout Manitoba.**





## THE 2000s

## Defending the underdog

**THE** beginning of the new millennium was duly celebrated at The Forks in Winnipeg. By midnight it was exceedingly cold with a north wind blowing directly from the arctic; the fireworks were cancelled because the wind was blowing bits of burning paper into the crowd. All the worry about computers crashing and the lights going out with the start of the new year proved to be baseless.

In September 2000, Justin Trudeau delivered a moving eulogy at the funeral of his father Pierre Elliott Trudeau. Lloyd Axworthy retired from politics that same month, and in 2004 began a new career as President of the University of Winnipeg.

In 2000, Israel Asper and Conrad Black merged their organizations, Canwest Global and Hollinger. Asper made an incredibly generous \$10 million gift to The Foundation in 2001, and in 2004 The Foundation would make the largest grant in its history – \$6 million – to help realize Asper's vision of creating a museum for human rights. By the end of the decade, however, Canwest Global was bankrupt.

On Main Street, Thunderbird House was opened in March 2000. It was a centre for Indigenous spirituality and called “a symbol of inner-city hope.”

The Sept. 11, 2001 terrorist attacks brought down the Twin Towers in New York, and part of the Pentagon in Virginia. Heightened security and anxiety over air travel continue to this day, as do increased anti-Muslim hate crimes. The war in Afghanistan began less than a month after 9/11 and has yet to end.

Graduated driver's licenses were introduced by the province in 2001. Novice drivers who had just passed their tests would not be allowed to drive by themselves for one year.

In 2003, The Weakerthans released their album *Reconstruction Site*. The song *One Great City*, which includes the line “I hate Winnipeg,” became a rallying cry for those who at once loathe and defend our city.

In 2008, Brian Sinclair, an Indigenous man, died of a treatable infection after waiting 34 hours for medical attention at the Health Sciences Centre. His death drew widespread attention to racism and the state of healthcare in Canada.

In 2009, the Red River flooded in North Dakota and Manitoba. Ice jams in the river contributed to the second worst flooding in 150 years. Winnipeg was largely spared because of the Floodway, but areas north of the city were under water.

In May 2009, Faron Hall, a man experiencing homelessness, jumped into the Red River to save a teenage boy from drowning. In September of that same year, Hall rescued a second person from the river. He was a hero in Winnipeg for his brave act and received the Mayor's Medal of Valour. Hall struggled with drug and alcohol addiction, and his body was pulled from the Red River in 2014. The Faron Hall National Fund for the Homeless was established at The Foundation in his memory. The fund supports charities across the country that provide programming to those experiencing homelessness.

Philip Lee was appointed as Lieutenant Governor in 2009. He was the first person of Asian origin to hold the position.

Premier Gary Doer was appointed Canadian Ambassador to Washington in 2009. Greg Selinger and Steve Ashton competed to be his replacement – a competition Selinger won.

That same year, Canadian astronauts Julie Payette and Robert Thirsk completed a rendezvous in outer space. Payette would go on to be named Governor General in 2017.

In October 2009, the H1N1 pandemic was at its height in Winnipeg and thousands of people lined up to get vaccinated.

### *The Foundation's 85th birthday party, 2006.*



Pictured left to right: Gregg Hanson, former Winnipeg Foundation Board Chair; Richard Frost, Winnipeg Foundation CEO; Maribette Dahl, Winnipeg Foundation donor and daughter of Winnipeg Foundation's first employee, Peter Lowe; The Honourable John Harvard, PC, OM, LLD 23rd Lieutenant Governor Of Manitoba; Gary Doer, former Premier of Manitoba.





*Community BBA*

Celebration held during The Foundation's Centennial Neighbourhood Project.

## THE 2000s

# Viewing its work from a new vantage point

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**THE** Foundation began the new millennium from a new vantage point – the 13th floor of the Richardson Building. In June 2000, The Foundation moved into offices that occupied about half the floor; it remains there to this day but after multiple expansions, now takes up the entire floor.

That same year, The Foundation's brand-new Youth in Philanthropy (YiP) program, which had been established in 1999, issued its first 56 grants. YiP inspires young people to get involved with grantmaking and philanthropy; learn more on page 82.

The year 2000 was also successful in terms of grants issued and total assets. That year, more than \$8.2 million in grants was distributed – an amount which had doubled in the past seven years and more than tripled in the past 14 – and assets were valued at more than \$175 million. By 2009, grants issued had grown to \$21 million and assets were at \$467 million. However, that growth was impacted by two major challenges.

The terrorist attacks of 9/11 had a huge impact on the world, including financial markets. With a fiscal year end of Oct. 31, 2001, there was little time for the markets to recover and The Foundation reported an annual return of -3.1 per cent. This was an enormous contrast from 2000 returns, which were 19.8 per cent. However, these challenging returns were offset by two large gifts received in 2001: \$10 million from Israel Asper, and \$100 million from the Moffat family. Read more on page 85.

In 2008, the most serious stock-market downturn since the Great Depression again took a toll on The Foundation's assets, reducing market value from \$447 million to \$419 million, despite new gifts of more than \$25 million. The full effect of the economic situation was not reflected in The Foundation's granting, however, which that year exceeded \$20 million. However, the 2008 recession triggered a change in The Foundation's long-standing spending rate, which in 2009 dropped below 5 per cent of average market value for the first time.

Despite these two large challenges, The Foundation's activities in the 2000s were immense.

In 2002, The Foundation launched its first-ever website. It marked its 80th anniversary with a special, two-year Post-Secondary Grants program, supporting more than 100 special projects for individual faculties. In 2002 total cumulative grants surpassed \$100 million; the grant which marked this milestone was a \$20,000 distribution to Manitoba Children's Museum. Just six years later, in 2008, cumulative grants issued would double to \$200 million.

Continued...



## THE 2000s

## Viewing its work from a new vantage point (cont'd)



The 2000s were also the time when The Foundation began to initiate leadership projects in the form of funds. In 2003, The Foundation launched its Literacy for Life Fund, a small grants program that supports family literacy in libraries and community centres across the province. A partnership with Literacy Partners of Manitoba and the Winnipeg Public Library, it received generous matching support from the National Literacy Secretariat. Literacy for Life continues to be a successful program to this day. Read more on page 81.

Also in 2003, The Foundation launched the Centennial Neighbourhood Project, a five-year, \$3 million initiative to revitalize one of Winnipeg's most economically challenged neighbourhoods. The multi-faceted project built strong partnerships and created tangible impact in the areas of education, safety and housing. See more on page 78.

In 2004, The Foundation made the largest grant in its history - \$6 million to the Canadian Museum for Human Rights, payable over 10 years.

To encourage Winnipeggers to consider making charitable bequests in their estate plans, Will Week was launched in 2004. The initiative is in partnership with the Manitoba Bar Association and the provincial Office of the Public Guardian and Trustee.

The Foundation's Downtown Green Spaces Strategy was launched in 2008. This investment in public amenities, which was initially proposed to last for five years and total \$3 million, proved so successful it has continued to this day. Highlights of projects supported include the Upper Fort Garry Gate historic site, upgrades to Central Park and Old Market Square, and initiatives at Old St. Boniface City Hall. Learn more about other projects supported through the Downtown Green Spaces Strategy on page 92.

In 2009, The Foundation launched its Legacy Circle, to recognize donors who have planned future gifts. Learn more on page 86.

*Artist's rendering of the Canadian Museum for Human Rights.*

# A COAT OF ARMS

Did you know? The art of heraldry is ancient. Initially, in the 12th century, it had a practical application as a form of individual identification. It has evolved as a highly decorative and sophisticated art form.

The Foundation's official Coat of Arms was unveiled by Lieutenant Governor Peter Liba at a ceremony in April 2000. It was a gift of Dr. Robert Thorlakson and Deborah Thorlakson. Dr. Thorlakson researched the development of the coat of arms and noted heraldic artist Gordon Macpherson of Burlington, Ont. guided its final form.

Some generalizations can be made about the creation of a coat of arms. It should be simple, bold, and well balanced. The basic rule is that simple heraldry is good heraldry.

## Here's information about The Foundation's Coat of Arms:

### THE SHIELD

A field of green has been taken from the lower portion of the Shield of the City of Winnipeg and 13 Bezants, gold coins, represent the 13 municipalities that make up the City of Winnipeg.

### THE CREST

A coronet with sheaves of wheat represents Winnipeg's agricultural heritage and role as a grain trading centre. From the centre of the coronet a lion holds a golden Bezant in each paw. As The Winnipeg Foundation is the first community foundation in Canada, the lion is symbolic.

### THE MANTLING

The mantling takes its colours from the Shield and is a tincture (colour) lined with a metal, green-lined gold.

### THE SUPPORTERS

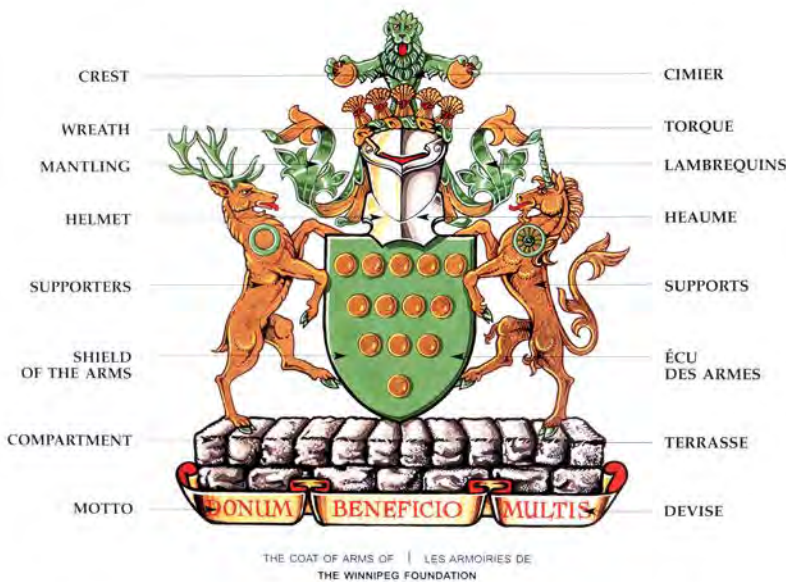
Two golden stags, of heraldic significance, appear with green antlers and hooves. On the shoulder of the dexter (viewer's left) is an annulet, a circular form symbolizing the circle of philanthropy, the giving of gifts and the enduring state of The Foundation as a permanent endowment fund. On the shoulder of the sinister (viewer's right) stag is a Red River ox cart wheel. This recognizes the great significance of the 40,000 Red River carts that helped open up the west in Winnipeg's formative years.

### THE COMPARTMENT

The Compartment is a wall of dressed limestone, our special and native stone, and is a play on the word "foundation." This alludes to The Winnipeg Foundation's fiscal solidity and security, and community standing.

### THE RIBBON AND MOTTO

On a stylized ribbon the motto DONUM BENEFICIO MULTIS, A Gift To Benefit Many, appears in black lettering. This reflects the wide terms of reference of The Winnipeg Foundation's grantmaking activities. This is further depicted by the lion in the crest with arms outstretched in an enfolding gesture and offering the golden Bezants to worthy citizens and organizations within Winnipeg.







*Hospitality House, 2007.*

Pictured left to right: John Mukesa Salumu-Kasongo, John Jr. and Fatuma Bernadette Yuma.



## NEWCOMERS AND REFUGEES

# Welcome to Winnipeg

**CONTEMPORARY** Canada is a country known for its generous immigration policies, supporting family reunification through sponsorships, recruiting newcomer professionals from around the world and providing safe haven for refugees fleeing persecution and war. The numerous expressions of cultural diversity in Winnipeg reflect how our city has opened its arms and heart to newcomer and refugee communities.

Waves of immigration to Canada change each decade and are influenced by global events. The Winnipeg Foundation has supported newcomer services and communities since its founding in 1921. One of the first grants The Foundation ever made was to the Margaret Scott Nursing Mission, an organization that provided health services, food and clothing to Winnipeg's under-served eastern European immigrant population.

Supports for temporary housing, basic needs and employment and education opportunities are key to the success of the newly arrived in Winnipeg. For decades, The Foundation has established community connections and made grants to organizations that provide these much-needed settlement services.

In 1986, the Citizenship Council of Manitoba, now known as the Immigrant Centre, partnered with Knox United Church and Knox Day Nursery to jointly propose the construction of a new building. The Winnipeg Foundation provided \$50,000 for the capital project that included a hostel to accommodate some of the more than 1,000 refugee immigrants that were arriving annually during that decade.

Today, the Immigrant Centre largely supports immigrating newcomers, while Manitoba Interfaith and Immigration Council, or Welcome Place, serves the refugee community. The clients of Welcome Place are often fleeing persecution and civil war.

"I arrived in Canada on a frigid morning in January, with the hope of finally touching peaceful soil after many years of struggle as a refugee. The name 'Welcome Place' began to sound in my ears, and I quickly found the meaning of the name: compassion, support, integration, the light at the end of the tunnel," Jean Pierre Venegas, Welcome Place's former Senior Manager of Building Services, said in 2016. Almost 90 per cent of Welcome Place staff are former clients, which brings humanity to the daily job and the best example of integration into Canadian lifestyle.

In 2016, immigration to Manitoba increased almost 24 per cent compared to 2015 levels. This increase was largely a result of over 1,200 Syrian refugees that were resettled to Manitoba as part of the National Syrian Refugee Resettlement Initiative. In response to the Syrians' arrival, The Foundation supported Welcome Place in the fall of 2015, with \$150,000 grant over two years, as part of a coordinated effort to receive up to 300 refugees per month, for resettlement services.

The Immigrant and Refugee Community Organization of Manitoba (IRCOM) is also part of the coordinated resettlement network in Winnipeg. The organization provides secure housing to newcomers. It began in 1991 with 67 suites on the western edge of Winnipeg's Exchange District, which were created at the time to house a wave of boat people and refugees from Southeast Asia.

IRCOM provides housing and wraparound programs and services for both parents and children of newcomer families. Supports include childcare, asset and capacity building and literacy programming, to name just a few of its services. More than 90 per cent of IRCOM's participants are refugees; two-thirds are children and youth, and the organization also serves 1,000 non-tenant newcomers through numerous settlement and social service programs.

The high demand for secure and stable housing for newcomers was the impetus for construction of IRCOM 2, a second location at Isabel and Ross Street in Central Winnipeg. The Foundation's Moffat Family Fund supported the construction and furnishment with \$50,000 in 2013 and \$50,000 in 2014.

Newcomers and refugees landing in Winnipeg are also part of the strength of the resettlement network, developing organizations and services to help their own communities find their way. For example, in 2017 and 2018, The Foundation supported Sierra Leone Refugee Resettlement with \$20,000 to provide culturally appropriate camp for kids and in-house tutoring during the summer months. Projects like these are critical in putting down roots in a new land while honouring a home culture.

The network of immigrant and refugee services in Winnipeg is compassionate, responsive and key to the success of meaningful integration into Canadian society. The work of organizations that welcome newcomers, goes above and beyond basic human kindness to help ensure security of the displaced and care for the traumatized. The Winnipeg Foundation is a long-time supporter of grassroots organizations in response to the pressing needs and emerging issues in the newcomer community.



## CENTENNIAL NEIGHBOURHOOD PROJECT

# “Education is the ticket out of poverty”

**IN** 2003, The Winnipeg Foundation undertook a multi-faceted, five-year initiative to make a lasting impact in one of Winnipeg’s most challenged neighbourhoods.

Based on the premise that “education is the ticket out of poverty,” The Foundation’s Centennial Neighbourhood Project (CNP) was anchored in Dufferin School in the city’s Centennial neighbourhood, an area bound by Sherbrook Street to the west, Princess Street to the east, William Avenue to the south and the CPR tracks on the north.

The goal of the project was to improve the prospects of students by addressing underlying social inequities and economic conditions in the neighbourhood.

Collaborations and partnerships were a crucial element of the project. CNP built on the strengths in the neighbourhood by ensuring organizations were consulted and residents played a key role in steering the project.

The Centennial Community Improvement Association, established in 2003, allowed residents to identify local priorities, and contribute to the strategies and implementation of CNP. The Association tackled many housing issues, such as poorly maintained rental properties and low homeownership rates, and worked on building relationships between residents, community agencies and the Winnipeg Police Service to improve safety. More than 15 years later, the Association continues to be a resident-driven organization providing health, housing and safety supports and a strong voice for the neighbourhood.

Community School Investigators (CSI) is also having a lasting impact in the community. Established at Dufferin School and John M. King School in 2005, the five-week summer program provided kids in the area with educational activities and field trips to help them retain their academic skills over the summer break. CSI is now available for free to hundreds of students at 13 Winnipeg School Division schools in partnership with the Boys and Girls Clubs of Winnipeg.

Building Urban Industries for Local Development (BUILD) is a program initiated by CNP to address the neighbourhood’s low employment rate. The program, in partnership with Manitoba Hydro, trained residents who face barriers to employment, to insulate homes reducing heating costs for homeowners. Since BUILD was established in 2006, it has grown into a social enterprise that helps trainees complete trade-based training and secure employment in the construction sector.

From 2003 to 2008, The Foundation invested close to \$3 million and leveraged more than \$15 million from partners, including the governments of Canada and Manitoba, City of Winnipeg, Winnipeg School Division, United Way Winnipeg, the private sector, and other foundations. The Foundation continues to support programs and projects, building on relationships and support systems that have endured in Centennial neighbourhood.

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Jennifer Spence (right), active resident of the Centennial Neighbourhood, with her children Jacob, Hannah and Matthew (left to right). Photographed in 2008.







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*Literacy for Life participant, 2007.*

Turtle Island Tots and Families program, R.B. Russell Infant Centre.



## LITERACY FOR LIFE

## It takes a village to build a lifelong love of reading

**LEARNING** is a lifelong journey. It is remarkable when grandparents, parents and children can learn together. Honing literacy skills benefits entire families as the importance of reading and learning is passed through generations. This is the goal of The Winnipeg Foundation's Literacy for Life Fund.

The fund is an endowment supporting family literacy programs in libraries and community centres across Manitoba. It was established in 2003 through a partnership between The Foundation, Literacy Partners of Manitoba and the Winnipeg Public Library. It was the first, in what has become a series of endowments, established by The Winnipeg Foundation to meet the needs of children. It is unique in that it is the only Foundation fund that grants to organizations province-wide.

The original goal of the fund was to build a \$2 million endowment to generate approximately \$100,000 per year for small grants – up to a maximum of \$4,000 per project. Thanks to the generosity of the

three levels of government and donors, the fund has now reached \$2.25 million. As of October 2020, a cumulative total of 556 Literacy for Life grants have been awarded totalling more than \$1.8 million.

Many of the supported programs focus on meeting the needs of newcomers, the Indigenous community, isolated families, teen parents and people who face educational and financial barriers.

The St. Malo Little Métis Sing with Me program, run by the Louis Riel Institute, is one such program. Funded since 2013, the program brings families together for rhyme and song circle, take home book sharing, the Michif language and craft time. A Métis dance circle ends off each session, with fun and active songs that have caregivers, grandparents, parents and children alike tapping their toes to jigging music.

The Little Métis Sing with Me program provides a reason for intergenerational interaction and naturally leads to providing parental support and helps build the bonds needed for children to grow happy and healthy. "We enjoy getting out of the house, the kids have a blast playing with the other kids, doing crafts and dancing," shared a participant in 2018. The program creates a space where Métis culture and heritage is embraced and celebrated.

Family literacy programs funded through Literacy for Life help develop language and reading skills, build more confident parents and stronger families, and in turn, healthier communities.



*Little Métis Sing with Me participants, 2014.*



## YOUTH ENGAGEMENT PROGRAMMING

# The future of philanthropy

**YOUTH** engagement programming empowers students to be the future of philanthropy in our city. Through programs like Youth in Philanthropy (YiP), students can engage with community leaders and assess where grant dollars make the largest impact.

As a YiP alumna, The Foundation's Youth Engagement Coordinator Aliya Mrochuk has a unique perspective on youth programming.

"[YiP] showed me how I, as a young person, was a vital component of the community in a way that no class or club had done before," Mrochuk said in 2020. "Returning to YiP as Youth Engagement Coordinator was a lot like when I first walked into the program 10 years ago: looking for a space where I could contribute meaningful work, and hoping to connect with people who were also interested in the needs and strengths of our community."

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YiP is designed to introduce youth to philanthropy by providing hands-on experience working with local charitable organizations. Each September, schools or organizations form YiP committees. Every committee receives \$5,000 from The Winnipeg Foundation to distribute to charities of their choice. Committees research charities and learn about them through visits and interviews to decide which charities will receive grants, how much each will receive, and how it is spent. The YiP program was established in 1999. Its first 56 grants totaled \$145,000; it has since granted more than \$1.9 million within the community.

"The Foundation provides a guiding hand and resources but it's the young people who are the real leaders in our programming," Mrochuk said. "Both YiP youth and our community benefit most when youth are enabled to discover the Causes that they care about, the organizations working toward that Cause, and the ways in which they can contribute to and shape their community."

The Foundation added a Summer Internship Program (SIP) in 2005 to further expand students' experience in the local non-profit sector. SIP is a paid, eight-week internship that builds on the experience of Youth in Philanthropy participants. Youth are paired with mentors at local registered charitable organizations who open the door to knowledge-sharing, skills building, and new partnerships within the sector. Through SIP, students gain meaningful summer employment at local registered charities, increasing charities' capacity to undertake important, short-term projects.

The Foundation added the Emerging Leaders Fellowship (ELF) in 2013. ELF was designed to encourage young professionals and post-secondary students in Winnipeg to learn more about the non-profit sector, while increasing their experience and understanding of community issues. Currently on hiatus, ELF provided young people 18-to-35 with the opportunity to gain experience and learn more about the non-profit sector through hands-on experience. The Fellowship is an opportunity for applicants to take ownership on a major project in partnership with a local charitable organization.

*Youth in Philanthropy, 2004.*



Participants Rui Santos, Nicole Sadler and Chayanika Abeysekara.

Frontier College and Community Education Development Association Truth and Reconciliation Summer Camp participants, 2017.



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### YIP IN NUMBERS:

TOTAL NUMBER OF YIP PARTICIPANTS SINCE 1999:	5,286
TOTAL NUMBER OF SCHOOLS/ORGANIZATIONS PARTICIPATING IN YIP 2019/20:	30
TOTAL VALUE OF YIP ENDOWMENT FUNDS:	\$522,916
TOTAL AMOUNT GRANTED:	\$1.95 MILLION
NUMBER OF SIP PARTICIPANTS PER YEAR:	BETWEEN 10 AND 15
TOTAL NUMBER OF SIP PARTICIPANTS:	128
TOTAL NUMBER OF ORGANIZATIONS INVOLVED IN SIP SINCE 2005:	73
NUMBER OF ELF PROJECTS PER YEAR:	BETWEEN 4 AND 7
TOTAL NUMBER OF ELF PROJECTS SINCE 2013:	20





## GREAT GRANTS

- 2000 :: THE FIRST 56 YOUTH IN PHILANTHROPY GRANTS ARE ISSUED, INCLUDING \$1,000 TO BOYS AND GIRLS CLUBS FOR HEALTHY SNACKS.
- 2000 :: A GRANT OF \$35,150 IS ISSUED TO BROADWAY NEIGHBOURHOOD CENTRE FOR ART CITY, WHICH IS NOW AN INDEPENDENT ORGANIZATION.
- 2000 :: PAN AM GAMES SOCIETY RECEIVED A GRANT OF \$19,390 IN SUPPORT OF THE PAN AM GAMES CAULDRON AT THE FORKS.
- 2001 :: \$27,500 IS GRANTED TO MACDONALD YOUTH SERVICES FOR GRAFFITI ART YOUTH OUTREACH DROP-IN.
- 2001 :: NEEGINAN FOUNDATION RECEIVED \$50,000 IN SUPPORT OF CIRCLE OF LIFE THUNDERBIRD HOUSE.
- 2001 :: A GRANT OF \$5,000 CONTRIBUTED TO THE PURCHASE SGT. TOMMY PRINCE'S MEDALS AT AUCTION FOR THE MANITOBA MUSEUM.
- 2001 :: PHILIPPINE-CANADIAN CENTRE OF MANITOBA RECEIVED \$75,000 IN SUPPORT OF THE CONSTRUCTION OF THE PHILIPPINE CULTURAL CENTRE.
- 2001 :: \$20,000 IS GRANTED TO MANITOBA CHILDREN'S MUSEUM, BRINGING THE FOUNDATION'S TOTAL CUMULATIVE FOUNDATION GRANTS TO \$100 MILLION.
- 2002 :: THE MOFFAT FAMILY FUND ISSUED ITS FIRST GRANT: \$50,000 TO FORT ROUGE CHILD CARE FOR RENOVATIONS.
- 2002 :: URBAN CIRCLE TRAINING CENTRE RECEIVED \$50,000 TOWARDS ITS CAPITAL CAMPAIGN FOR THE BUILDING AT 519 SELKIRK AVENUE.
- 2002 :: WINNIPEG HUMANE SOCIETY IS GRANTED \$50,000 FOR A NEW BUILDING.
- 2003 :: THE FIRST LITERACY FOR LIFE GRANT IS ISSUED TO WINNIPEG PUBLIC LIBRARY FOR \$10,000.
- 2003 :: THE CENTENNIAL NEIGHBOURHOOD PROJECT KICKED OFF, AND WOULD DISTRIBUTED \$3 MILLION OVER FIVE YEARS TO A VARIETY OF PROJECTS.
- 2003 :: \$50,000 SUPPORTED THE CONSTRUCTION OF THE HINDU CENTRE.
- 2004 :: THE LARGEST GRANT IN THE FOUNDATION'S HISTORY – \$6 MILLION OVER 10 YEARS – IS GRANTED TO THE FRIENDS OF THE CANADIAN MUSEUM FOR HUMAN RIGHTS.
- 2004 :: \$30,000 IS ISSUED TO GREEN ACTION CENTRE TOWARDS THE ECO-CENTRE, WHICH IS SHARED OFFICE SPACE FOR ENVIRONMENTAL ORGANIZATIONS LOCATED ABOVE THE MEC BUILDING.
- 2005 :: \$100,000 SUPPORTED WEST END CULTURAL CENTRE'S NEW BUILDING.
- 2005 :: \$20,000 IS GRANTED TO VOLUNTEER MANITOBA TO LAUNCH THE LEADERSHIP WINNIPEG, A PROFESSIONAL DEVELOPMENT PROGRAM FOR EMERGING COMMUNITY LEADERS.
- 2006 :: \$150,000 HELPED ESTABLISH THE NORTH END WELLNESS CENTRE (WIN GARDNER PLACE).
- 2006 :: A GRANT OF \$125,000 SUPPORTED A NEW PERFORMING ARTS FACILITY AT THE CENTRE CULTUREL FRANCO MANITOBAIN.
- 2007 :: CHILD NUTRITION INITIATIVES ARE SUPPORTED WITH \$675,000 OVER FIVE YEARS, DRAWN FROM THE MOFFAT FAMILY FUND.
- 2007 :: RESOURCE ASSISTANCE FOR YOUTH (RAY) RECEIVED \$100,000 FOR IN SUPPORT OF ITS CAPITAL CAMPAIGN FOR ITS SHERBROOK STREET LOCATION.
- 2009 :: GRANTS ARE ISSUED TO REDEVELOP OLD MARKET SQUARE, CENTRAL PARK AND ST. BONIFACE CITY HALL – ALL PART OF THE FOUNDATION'S \$3 MILLION GREEN SPACES STRATEGY.
- 2009 :: RED RIVER COLLEGE RECEIVED \$300,000 OVER THREE YEARS IN SUPPORT OF THE REDEVELOPMENT OF THE UNION BANK TOWER FOR THE CULINARY ARTS PROGRAM.

*Manitoba Children's Museum, 2006.*





*The Moffat Family in 2011.*

## DONOR-ADVISED FUNDS

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# Working together for greater impact

**I**n recent decades, donors have become increasingly interested in working together with The Foundation to select which charities receive support. Donor-Advised Funds allow this to happen.

While the first Donor-Advised Fund was created at The Foundation in 1980, it wasn't until the early 2000s that this type of giving really began to gain popularity.

In 2001, The Moffat family made a \$100 million gift; at the time it was the largest gift ever made to a community foundation in Canadian history. In 2017, the family made an additional gift of \$50 million to its fund.

The family's vision is "a Canadian society where all individuals have equal opportunities to develop their potential." The Moffat family works closely with Foundation staff to select recipient charities by determining which are most consistent with its mandate. The family has also identified special areas of interest.

The family's commitment has significantly impacted the quality of life in our city – from small grants at inner-city classrooms to a host of capital projects along Selkirk Avenue. And through innovative programs such as the Centennial Neighbourhood Project and Ma Mawi's Family Group Conferencing program, the Moffat Family Fund has focused on leveling the playing field for our least advantaged citizens.

Numerous local charitable organizations serving our community benefit every year from the Moffat family's grantmaking. Three generations of the family are now actively engaged in the decision-making process. The Moffat Family also works through community foundations across Canada, in 12 other communities where Moffat Communications did business. As of fiscal year-end 2020, the Moffat Family Fund has granted more than \$74 million.

The Foundation works closely with all fundholders that have established Donor-Advised Funds, to help integrate their grantmaking with The Foundation's Responsive Grants program. This means if The Foundation only has capacity to support a portion of a charity's grant request, a donor's fund may be able to 'top up' a request with additional funding.

Today, there are more than 200 Donor-Advised Funds held at The Winnipeg Foundation.



## LEGACY CIRCLE

# Celebrating gifts made through a Will or estate

**SINCE** The Foundation was established in 1921, hundreds of people from all walks of life have created legacies through The Winnipeg Foundation. Many of these gifts are made through a Will or estate and often The Foundation becomes aware of this generosity only after a donor passes away. To better show appreciation to these thoughtful individuals during their lifetimes, and to help demonstrate the impact their gifts have on our community and future generations of Winnipeggers, The Foundation established the Legacy Circle in 2009.

Legacy Circle members include those who have named The Winnipeg Foundation as a beneficiary of a bequest, charitable trust, life insurance policy, retirement fund, TFSA or other type of legacy gift.

The Foundation's very first legacy gift was made by Elizabeth Alloway, wife of Winnipeg Foundation founder William Forbes Alloway. Elizabeth was independently wealthy and a philanthropist in her own right; she left her entire private estate to The Foundation. Following William's death in 1930, the residue of his estate was also contributed to The Foundation.

That the Alloways decided to create a community foundation named for the city they loved – rather than for themselves – and then fund it with the total equity of both of their individual estates shows their charitable endeavours were a partnership. Today, thousands of donors from all walks of life support the community by making gifts. And the reasons behind each legacy gift are extremely personal.

## LEGACY CIRCLE



*Legacy Circle, 2016.*

Summer Bear Dance Troupe performs during The Foundation's Legacy Circle Celebration





*Charles Tax with his sister Susan, 2018.*

Charles Tax's younger sister Susan was born with Williams Syndrome, a rare genetic condition. She has been involved with Imagine Ability for 47 years and lives in Shalom Residences, which are two charities.

"Because of my sister, we've been a beneficiary of the wonderful services available in the community," Charles said in 2018. "The community has done so much for her - we must give back."

Charles has included a gift in his estate plan in support of youth. He believes endowments are the key to building a permanent legacy.

"If you want to do something that's lasting, you have to go the legacy route. I think it's the best way," Charles said. "Even a larger, one-time gift doesn't have the same permanence."

Frances Kusner's legacy is the gift of education. Along with her sister Stella Wujek, Frances created scholarships for students at Murdoch MacKay Collegiate Institute and Transcona Collegiate Institute. To date, these funds have helped more than 400 students.

"I'm glad to do something for someone else," Frances said in 2016. "Because life has been very good to me, I've been quite a lucky girl. I had very good parents, a good husband, a good brother-in-law, and a very wonderful sister."

Frances was born in Transcona in 1916. She volunteered for Revenue Canada for 40 years, completing thousands of tax returns for individuals with modest incomes who were unable to prepare returns on their own. When Revenue Canada went electronic, Frances - in her 80s then - went to Adult Education classes so she could learn how to do tax returns on the computer. At 100 years of age, she received a Sovereign's Medal for Volunteers from the Governor General. Frances passed away in 2019 at the age of 103.

Members of the Legacy Circle attend special events hosted by The Foundation, receive specialty publications and more.



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**"We may not be remembered for who we are as humans, but that financial gift will plant a seed and that seed will make our community better."**

– Peri Venkatesh and Patrice Yamada, Legacy Circle members





*Orange Shirt Day, 2019.*

A Round Dance is held at Portage and Main to educate people about the Residential School System and its impact on Indigenous communities.

THE 2010s

## A renewed sense of opportunity

:: By Jim Blanchard

**THE** second decade of the new millennium began with Winnipeg being declared a “Cultural Capital.” This designation was based on the strong arts community and the many orchestras, choirs and other arts organizations operating in the city.

In March 2010 at the Vancouver Olympics, Sydney Crosby scored the winning goal in the gold medal hockey game. The Canadians defeated the Americans.

Throughout the decade, Manitoba encouraged immigration, with more than 150,000 immigrants arriving between 2000 and 2014. From 2012 to 2014 alone, more than 30 per cent of the 42,000 immigrants who arrived were from the Philippines.

In January 2011, Target stores announced they were opening for business in a number of Canadian cities, many in former Zellers stores. In what was called an “unmitigated disaster” the move was not completed successfully, and all stores closed in 2015.

In February 2011, the Paddlewheel Room in the downtown Hudson’s Bay store was taken over by new owners. Unfortunately, the change couldn’t save the once-beloved space, and the restaurant served its last meal in January 2013.

In May 2011 it was the Assiniboine River’s turn to flood. The province’s solution was to send heavy machinery to the location on the river called Hoop and Holler, a bend close to Portage la Prairie. Holes were dug to allow the swollen river to flow out over the countryside, preventing flooding further east but angering nearby farmers and residents.

In June 2011, the thing many Winnipeggers had been waiting for happened: the Atlanta Thrashers hockey team arrived in the city and shortly after changed their name to the Winnipeg Jets. In the 2017-18 season, the Jets advanced beyond the second round of the playoffs and thousands of Winnipeggers celebrated at the whiteout street parties. Unfortunately, the Jets lost the Western Conference finals.

For many, the return of the Jets signaled a reversal in Winnipeg’s fortune. The city’s downtown saw growth and development throughout the 2010s, including condo development along Waterfront Drive, an extensive renovation of the convention centre, and the construction of True North Square.

In October 2014, bakers Beau Burton and Joanne Toupin realized a dream and opened the Sleepy Own Bakery in Winnipeg’s West End. It is one of a number of “from scratch” bakeries operating in the city and today signals a growing trend of supporting local and independent businesses and makers.

In June 2015, national news magazine *Maclean’s* dubbed Winnipeg as Canada’s most racist city. Later that year, the Royal Commission on Truth and Reconciliation released its final report, which included 94 Calls to Action intended to, “Redress the legacy of residential schools and advance the process of reconciliation.”

In September 2019, a reported six million people, including thousands in Winnipeg, participated in Climate Strikes around the world to demand action be taken to address climate change. The movement was inspired by teenage Swedish climate activist, Greta Thunberg.

An early snow and ice storm in October 2019, dubbed a “tree-apocalypse” or “tree-magedon,” impacted at least 300,000 city trees which had yet to drop their leaves that fall. Many were damaged beyond saving. It placed a renewed focus on the importance of Winnipeg’s expansive urban forest, with Mayor Brian Bowman reiterating his goal of planting one million trees within the next 20 years.

2019 ended on a high note, when the Blue Bombers ended a 28-year championship drought by winning the 2019 Grey Cup. Unfortunately, they were unable to defend the title in 2020 as the arrival of COVID-19 meant there was no Canadian Football League (CFL) games played in 2020.



## THE 2010s

## Leading with community

**THROUGHOUT** the 2010s, The Foundation engaged in new and innovative programming to support the community, while seeing steady growth in grants distributed and contributions received.

The Foundation marked its 90th anniversary in 2011 with a public celebration at the Manitoba Museum and by hosting the 90-Hour Giving Challenge. The 90-Hour Giving Challenge encouraged gifts to charities' Agency Funds and was hugely popular, resulting in 2,465 gifts totaling more than \$400,000.

Also in 2011, The Foundation launched Nourishing Potential, an initiative dedicated to ensuring young people have access to healthy food, and to the equipment and education needed to prepare that food. Learn more about Nourishing Potential on page 94.

In 2011, The Foundation distributed \$22.1 million to the community, and received \$22 million in contributions. By 2019, those numbers had grown to \$57.5 million in distributions and more than \$252 million in gifts.

The Foundation believes a more informed community is a more caring and equitable community. That's why it launched its public media project, Community News Commons (CNC), in 2012. For five years, CNC successfully trained hundreds of people on how to create multi-media online journalism, paving the way for the publishing of 3,000 stories, thousands of photographs, and numerous video and audio segments, posted by a diverse and energetic group of citizen journalists. Visitors from around the block and around the world consumed and commented on the stories, pictures, video and audio posted on the CNC website. The initiative was a partnership between Knight Foundation, Winnipeg Free Press and Free Press Café, Winnipeg Public Library, Red River College, 93.7 CJNU and The Winnipeg Foundation.

That same year, The Foundation launched Growing Active Kids to help support educational, recreational and cultural activities for Winnipeg youth living in and around social housing neighbourhoods. Read more on page 18.

In 2014, more than 1,800 youth aged 14 to 29 graded our city in 15 key areas in The Foundation's *Youth Vital Signs* project. This experience paved the way for the development and release of Winnipeg's *Vital Signs*® 2017, a snapshot of life in Winnipeg. The report measured the vitality of our community, identifying significant needs and trends by combining research with the results of community surveys and conversations. *Vital Signs* identified four areas of pressing concern in our community: reconciliation, belonging, well-being and lines that divide. As an immediate response to these findings, The Foundation launched a Reconciliation Grants Program, which worked with an Advisory Committee to distribute more than \$1 million to the community in support of projects that support truth and reconciliation. Read more on page 32.

Continued...

## *Royal Aviation Museum of Western Canada, 2017.*

The Winnipeg Foundation celebrates its 2016 year and announces that cumulative distributions to the community had reached \$400 million.





## THE 2010s

## Leading with community (cont'd)

Another lasting legacy of *Vital Signs* are The Foundation's ongoing Vital Conversations, which bring community members together to learn about and discuss topics of interest. The Foundation held a number of in-person events between 2016 and 2020 and is currently reviewing its approach in light of COVID-19.

In 2015, working with community partner CJNU Nostalgia Radio (93.7 FM and online), The Foundation launched River City 360, a weekly radio show featuring views and news from around Winnipeg. The show rebranded in 2019 to be called BeCause Radio and continues to broadcast its hour-long show each week.

With the goal of building the capacity of, and creating visibility for, Winnipeg's charitable sector, The Foundation launched its Fast Pitch coaching program in 2016. Charitable sector leaders are paired with business sector coaches to develop the pitches, which are eventually delivered in front of a live audience for a chance to receive awards for the organizations represented. Fast Pitch presenters receive professional development sessions to develop their storytelling, stage presence, confidence, and case for support.

"I learned so much, being a participant, that my gratitude is bottomless," said 2020 award winner Susan Berthiaume, who is a Coordinator at Ndinawemaaganag Endaawaad.

Left to right: Dr. Linda Hamilton, Winnipeg Foundation donor; Albert El Tassi, Winnipeg Foundation Board member and donor; Liz Wilson and Ian Barnett, FortWhyte Alive; Mercy Oluwafemi, Youth in Philanthropy alumna, Winnipeg Foundation donor; Suhki Mann, LiteracyWorks; Doris Koop, Vision Impaired Resources Network.



Celebrating \$500 million in cumulative grants to the community in 2019. Pictured left to right: Rick Frost, Winnipeg Foundation CEO; Doneta Brotchie, Winnipeg Foundation Board Chair; Stephanie Abraham, The WRENCH volunteer; Pat Krawec, The WRENCH Managing Director; Matthew Raffey, The WRENCH Board Chair.

Continuing its focus on research, in 2018 The Foundation produced a report which found that while commitment and passion are strong, Winnipeg's charitable sector as a whole is under incredible stress. The report, called *Stressed, Stretched and Still-Standing*, took a closer look at Winnipeg charities through in-person focus groups, online and telephone surveys and by reviewing Canada Revenue Agency tax filings of 439 Manitoba-based charities.

In 2019, The Foundation worked together with the Centre for Effective Philanthropy to understand how grantees perceive The Winnipeg Foundation and its work. The results were published in a report called *Perspectives*.

The Foundation's cumulative granting surpassed \$500 million in 2019. The distribution which took The Foundation over this milestone was a \$21,000 grant to The WRENCH – which stands for Winnipeg Repair Education and Cycling Hub. It took The Foundation 80 years to reach \$100 million in cumulative grants back to the community, a benchmark that was reached in 2001. From there, as The Foundation's assets continued to grow, so too did community distributions – a true testament to the power of endowments.





## CAUSES

In 2017, The Foundation reimagined how it presented its work to the community. With the goal of making endowment building more accessible and understandable The Foundation realigned its work around Causes. Causes invite everyone to support what they care about, while still working together to build “a Winnipeg where community life flourishes for all.”

The Foundation now talks about its distributions in terms of the Causes under which charities work. Likewise, donors can choose to support one of six Cause areas close to their heart:

**ARTS, CULTURE AND HERITAGE**

**CHILDREN, YOUTH AND FAMILIES**

**ENVIRONMENT AND ANIMAL WELFARE**

**HEALTH, WELLNESS AND RECREATION**

**LITERACY, EDUCATION AND EMPLOYMENT**

**COMMUNITY (WHICH ENCOMPASSES ALL THE CAUSES)**



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Left to right: Diane Roussin, Winnipeg Boldness Project, Winnipeg Foundation donor and Board member; Kal Barteski, Winnipeg Foundation donor; Patrice Yamada and Peri Venkatesh, Winnipeg Foundation donors, Legacy Circle Members; Spencer Duncanson, Little Opera Company, Winnipeg Foundation donor and former Board member; The Ross family: Julie, James, William and Andrew, Winnipeg Foundation donors.





## DOWNTOWN GREEN SPACES STRATEGY

## Transforming the heart of our city

A flourishing community includes a vibrant downtown. The Foundation's official Downtown Green Spaces Strategy, launched in 2008, commits support to green space projects in our downtown. Many of our other grants have further enhanced the downtown landscape.

This map illustrates some of projects The Foundation has supported during the past 15 years.

**1 | Winnipeg School Division, Gordon Bell High School Athletic Field** | \$95,000. A lot that once housed a car dealership was transformed into an athletic field for Gordon Bell High School students and the broader community.

**2 | City of Winnipeg, Central Park** | \$500,000. Renovations to this historic park included improvements to lighting and landscaping, upgraded facilities for weekly summer markets, a soccer field and splash pad, refurbishment of Waddell Fountain, and more.

**3 | City of Winnipeg, Old Market Square** | \$500,000. This project included landscaping, lighting and improved seating, plus the construction of the Cube Stage.

**4 | Red River College, Paterson GlobalFoods Institute** | \$500,000. Union Bank Tower was transformed into the Paterson GlobalFoods Institute, which houses the Culinary Arts and Hospitality and Tourism programs and a student residence. The redevelopment also included adjacent Bijou Park, which links Old Market Square to Main Street.

**5 | Manitoba Children's Museum** | \$1.1 million. The Children's Museum got a major facelift which included the welcome centre addition, milk machine, lasagna lookout, mellow marsh, and lots more.

**6 | Canadian Museum for Human Rights** | \$6 million. The Winnipeg Foundation made the largest grant in its history to support construction of this national treasure.

**7 | Manitoba Museum, Alloway Hall & Winnipeg Gallery** | \$1.5 million. Alloway Hall exhibition space was expanded to accommodate larger traveling exhibits and is available for rentals. The Winnipeg Gallery features updated, inclusive stories of the city.

**8 | Winnipeg Arts Council** | \$50,000. A public art project commemorating the 1919 General Strike installed at Pantages Theatre Plaza in time for the strike's 100th anniversary.

**9 | Friends of Upper Fort Garry** | \$500,000. The new heritage park at Upper Fort Garry includes a 400-foot interpretive wall built of steel and lights that marks the height, depth and location of the Fort's original west wall.

**10 | Winnipeg Art Gallery, Qaumajuq (Inuit Art Centre)** | \$950,000. The centre, opening in early 2021, will showcase the world's largest collection of Inuit art.

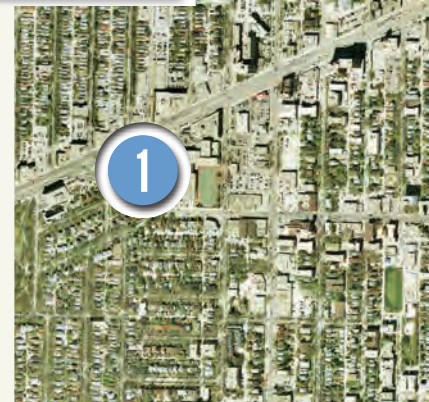
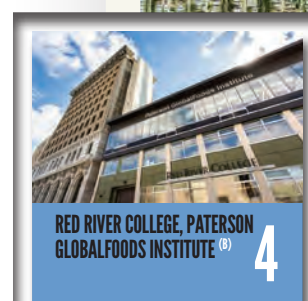
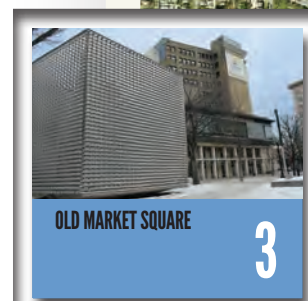
**11 | The Forks Foundation, Alloway Arch and Widow's Mite Fountain** | \$425,000. Constructed at The Forks and opened in 2015, the Alloway Arch features shards from the Alloway and Champion Bank, which was owned by Foundation founder William Forbes Alloway. It also features the Widow's Mite Fountain, which pays homage to the second gift received by The Foundation – three gold coins valued at \$15.

**12 | The Forks Foundation, Niizhoziibeane at The Forks** | \$500,000. The project will renovate lands running through what was formerly known as South Point Park at The Forks. It includes walkways and permanent interpretative signs recognizing the Indigenous history of the area. It is part of the 2.5 km pedestrian loop connecting The Forks, Esplanade Riel and the Saint Boniface Belvedere.

**13 | City of Winnipeg, Saint Boniface Belvedere** | \$1 million. Public space along Taché Avenue between Provencher Boulevard and Despins Street was transformed to create an elevated lookout above the riverbank incorporating public art and downtown vistas.

**14 | The Forks Foundation, Installations by Indigenous artists at The Forks** | \$600,000. Three installations will recognize the integral role truth and reconciliation plays in our nation's collective journey forward. Val Vint's *Chi-kishkayhitamihk si te li neu Biizon* was installed in 2020, while works by KC Adams and Jaimie Isaac will be complete in 2021.

**15 | The Forks Foundation, The Gathering Space at The Forks** | \$150,000. Located at Niizhoziibeane, this space will provide a quiet place to meet, away from the bustle of The Forks. Expected completion in early 2021.





(A) Photo courtesy of Gordon Bell High School. (B) Photo courtesy of Red River College. (C) Photo courtesy of Manitoba Museum. (D) Photo courtesy of Anthony Kiendl. (E) Photo courtesy of Scatliff + Miller + Murray. (F) Photo courtesy of The Forks.





## NOURISHING POTENTIAL

# Access to healthy food a ‘recipe for a success’

**KIDS** can't perform at their best when they're hungry. In response to child-serving agencies' input, The Winnipeg Foundation's Nourishing Potential initiative was established in 2011 to help provide healthy food and nutrition education to Winnipeg youth. The goal was to build a \$5 million endowment in five years, which would generate approximately \$250,000 each year in grants.

Having access to healthy food and learning about cooking and nutrition are not only key to a child's health and well-being – they also set up lifelong healthy eating habits that can help kids reach their full potential.

The Winnipeg Foundation launched Nourishing Potential to support after-school, drop-in, and summer programs to provide healthy food and nutrition education to Winnipeg kids.

“We were hearing from many youth-serving organizations that they didn't necessarily have the resources available to provide healthy snacks,” Megan Tate, The Foundation's Director of Community Grants, said in 2019. “We established the Nourishing Potential Fund as a way for donors to contribute, and for The Winnipeg Foundation to provide support to these community organizations.”

Along the way, several projects were launched to promote Nourishing Potential and its community impact.

In 2014, The Foundation partnered with Red River College (RRC) and local broadcaster CTV to present the Recipe for Success Video Cooking Contest. Kids in Grades 2 to 4 were invited create their best sandwich and share it on video to win great prizes, including one of three \$500 grants, and a Junior Master Chef Culinary Adventure at RRC's School of Hospitality and Culinary Arts. The results were fantastic – 56 videos were submitted, and more than 3,500 votes cast. The Grand Prize winner, Strathcona Elementary School's Wrap of Awesomeness, was featured at RRC's Culinary Exchange restaurant.

To help in the push toward the fund's \$5 million goal, NHL star and Stanley Cup Champion Jonathan Toews became an ambassador for Nourishing Potential in the summer of 2015. Over 10 weeks, 341 generous donors joined Jonathan supporting Nourishing Potential and raised \$644,000, helping the fund reach its goal by fall 2015.

In 2015, applications for the program were integrated with The Foundation's larger Community Grants program. However, following a re-evaluation of its grantmaking, Nourishing Potential was re-introduced as a separate granting stream in early 2019.

“We heard from community organizations that Nourishing Potential was valued as a dedicated program and having it in this stand-alone capacity allows organizations to continue to apply for support while also applying for a diverse range of projects through our Community Grants program,” Tate said.

Nourishing Potential was developed through a collaboration with Assiniboine Credit Union, City of Winnipeg, Manitoba government, Wawanesa Insurance, Winnipeg Jets True North Foundation and The Winnipeg Foundation, along with generous support from donors.

*Rawbook House, 2014.*



Youngsters prepare healthy food, made possible by a Nourishing Potential grant.



*Nourishing Potential, 2015.*

Hockey superstar and Nourishing Potential ambassador Jonathan Toews visiting Winnipeg Aboriginal Sport Achievement Centre.





## Ensuring The Foundation is 'for all'

**SISTER** Lesley Sacouman, SNJM, known as Sr. Lesley, has made an indelible mark on our community. Her compassion and wisdom act as a pathway and a voice for those at the margins of our community. She is a bridge-builder, ensuring resources and people of vision are empowered in impactful, new ways.

Sr. Lesley was appointed to the Board of The Winnipeg Foundation in 2001. In 2002 she embarked on her own version of a sabbatical, living in New York in a shelter with people experiencing homelessness. She brought this life-changing experience back to Winnipeg, sharing a dream of creating a transitional shelter for women from many countries, circumstances and faiths. The result is the House of Peace, which opened in downtown Winnipeg in 2004. This has become Sr. Lesley's chosen home, offering her time and experience, without remuneration.

Sr. Lesley embodies an attractive spirit: fearless, welcoming, good humoured and smart, harnessed in a life of service. She sees the world through the eyes of others, embedded in her education as a teacher.

In her previous role as Chair of The Foundation's Grants Committee, she was sensitive to matters of inclusion, welcoming new voices and ideas drawn from our diverse community, particularly in the Indigenous community and from newcomers and refugees. Sr. Lesley also served on The Winnipeg Foundation's Strategic Initiatives and Governance committees and at meetings of the Manitoba Foundations Council.

Perhaps her most generous contribution to The Winnipeg Foundation is the gift of two simple words: "for all." Sr. Lesley advocated for The Winnipeg Foundation to amend its vision statement, which was previously "A Winnipeg where community life flourishes" to include those two additional words, ensuring equitable support for all.

*Sister Lesley Sacouman,  
SNJM.*



## GREAT GRANTS

- 2010 :: \$1 MILLION IS GRANTED FOR THE DEVELOPMENT OF THE CHILDREN'S PLAYGROUND AT ASSINIBOINE PARK.
- 2010 :: A \$200,000 GRANT SUPPORTS THE REDEVELOPMENT OF OLD MARKET SQUARE.
- 2011 :: ONE OF THE FIRST NOURISHING POTENTIAL GRANTS - \$4,000 - IS ISSUED TO HELPING HANDS RESOURCE CENTRE FOR IMMIGRANTS.
- 2012 :: VERY READ-Y IS LAUNCHED BY BOOKMATES, IN PARTNERSHIP WITH THE FOUNDATION, WHICH INVESTS \$900,000 OVER FIVE YEARS.
- 2014 :: \$4,225 IS GRANTED TO ART CITY FOR PROGRAMMING IN MANITOBA HOUSING COMMUNITIES, THROUGH THE GROWING ACTIVE KIDS PROGRAM.
- 2015 :: QAUMAJUQ, THE NEW INUIT GALLERY AT THE WINNIPEG ART GALLERY, RECEIVES A GRANT OF \$950,000 OVER THREE YEARS.
- 2016 :: \$500,000 IS GRANTED TO THE ASSINIBOINE PARK CONSERVANCY FOR THE INDIGENOUS PEOPLE'S GARDEN, PART OF ITS DIVERSITY GARDENS PROJECT.
- 2016 :: MANITOBA INTERFAITH IMMIGRATION COUNCIL RECEIVES \$150,000 TO HELP SYRIAN NEWCOMERS ADJUST TO LIFE IN WINNIPEG.
- 2016 :: MA MAWI WI CHI ITATA CENTRE'S FAMILY GROUP CONFERENCING PROGRAM RECEIVES A GRANT OF \$1 MILLION, DRAWN FROM THE MOFFAT FAMILY FUND.
- 2016 :: THE UNITED WAY'S FOR EVERY FAMILY INITIATIVE RECEIVES A GRANT OF \$1 MILLION, ISSUED OVER FIVE YEARS, FOR FAMILY RESOURCE CENTRES ACROSS THE CITY.
- 2016 :: \$250,000 IS GRANTED IN SUPPORT OF MACDONALD YOUTH SERVICES' NEW FACILITY.
- 2017 :: \$150,000 IS GRANTED TO CANDACE HOUSE FOR A FULL-TIME EXECUTIVE DIRECTOR; THIS IS ONE OF THE FIRST MULTI-YEAR CAPACITY BUILDING GRANTS.
- 2018 :: A GRANT OF \$200,000 IS ISSUED IN SUPPORT OF AUGUSTINE UNITED CHURCH'S TRANSFORMATION TO A COMMUNITY HUB, WHICH INCLUDES A PERFORMING ARTS CENTRE, LICENSED CHILDCARE CENTRE, PROGRAMS RUN BY OAK TABLE AND 1JUSTCITY, AND A PUBLIC WASHROOM.
- 2018 :: SPENCE NEIGHBOURHOOD ASSOCIATION'S 24/7 SAFE SPACE FOR YOUTH RECEIVED A GRANT OF \$50,000.
- 2018 :: A GRANT OF \$1 MILLION HELPED CREATE THE ST. BONIFACE BELVEDERE, IN PARTNERSHIP WITH THE CITY OF WINNIPEG, GOVERNMENT OF CANADA, ENTREPRISES RIEL, THE FORKS AND WINNIPEG ARTS COUNCIL.
- 2019 :: AS PART OF THE FOUNDATION'S \$1 MILLION RECONCILIATION GRANTS PROGRAM, SEVEN OAKS SCHOOL DIVISION RECEIVED \$100,000 IN SUPPORT OF ITS BLUE THUNDERBIRD LAND-BASED TEACHINGS LEARNING CENTRE.
- 2020 :: CHARITIES RECEIVED \$12.8 MILLION IN COVID-19-RELATED GRANTS SUPPORT BETWEEN MARCH AND JULY.

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*Manidoo Gi Miini Gonaan Childcare Centre, 2012.*

The Very READ-y initiative, a partnership between Manidoo and Bookmates and supported by The Foundation, was launched in 2012.





## THE 2020s

## Living through a pandemic

**AS** this publication goes to print, the world is in the grips of a pandemic the likes of which no one living has experienced before.

In March 2020, Canada went into lockdown because of COVID-19, and while the virus let up a bit in summer, the second wave in fall 2020 hit harder than the first. Manitoba has been particularly challenged, with Steinbach, Winnipeg and Indigenous communities having some of the highest test positivity rates in Canada.

COVID-19 revealed cracks in society through which those experiencing vulnerability can fall. It is these most vulnerable community members who have been disproportionately affected by both the virus itself, and the impact of the related restrictions. This includes individuals and families with low incomes, the Indigenous community, newcomers, people with disabilities, and older adults.

Local charities providing front-line services are experiencing increased demand, and must continually adapt programming and service delivery to ensure they are meeting current public health guidelines.

The Foundation's approach to supporting the community through COVID-19 involves three types of funding: emergency support for front-line organizations meeting the needs of our most vulnerable community members; stabilization funding for all charitable organizations financially impacted by COVID-19; and resilience and recovery funding, which is currently focused on capacity building and connecting with and listening to the sector. See more on facing page. When COVID-19 first struck, The Foundation convened a group of 18 charities to learn more about how the pandemic is impacting their organizations. Then in the summer and early fall, The Foundation conducted a series of small roundtable discussions through online conferencing with representatives from across the sector, to again understand the impacts of the pandemic. These activities have informed The Foundation's decision making.

Between March and July 2020, The Foundation distributed COVID-19-related grants totaling more than \$12.8 million. At this writing, The Foundation has 254 more applications in the queue requesting more than \$12 million; for comparison, at this time in 2019 we received 105 applications totaling \$4.5 million. It is safe to say the repercussions of the pandemic on our charitable sector are immense, and will not be eliminated in the immediate future.

While much of society was in the grips of the first lockdown, the May 2020 killing of George Floyd in Minneapolis, Minn. shone a light of the treatment of Black people in the United States. Floyd – a black man – died after police knelt on his neck for close to nine minutes, despite Floyd telling officers "I can't breathe."

This has resulted in increased focus on the inequities and injustices that impact citizens – including those here in Canada – who are BIPOC (Black, Indigenous, People(s) of Colour). This has inspired many – including The Foundation – to think differently about how we live, how we treat each other, and our priorities. Read more on page 105.

STABILIZATION  
GRANTS**\$8.9**  
MILLIONCOVID-19  
EMERGENCY  
RESPONSE GRANTS**\$2.5**  
MILLIONEMERGENCY  
COMMUNITY  
SUPPORT FUND**\$1.4**  
MILLION

Between March and July 2020, The Foundation supported the community with more than \$12.8 million in COVID-19-related grants

**STABILIZATION GRANTS** support the short- and medium-term financial needs of local charities affected by revenue loss and unexpected expenses due to the COVID-19 pandemic. There were 279 charities that shared in the \$8.9 million. Grants were allocated in mid-July.

**COVID-19 EMERGENCY RESPONSE GRANTS** provided immediate support for charities caring for basic needs of those experiencing vulnerability in our community. More than 120 grants were distributed between March 13 and June 2.

**EMERGENCY COMMUNITY SUPPORT FUND** from the Government of Canada makes funding available to charities serving vulnerable populations disproportionately impacted by COVID-19. The Winnipeg Foundation worked with national umbrella group Community Foundations of Canada, along with local partners Canadian Red Cross and United Way Winnipeg, to deliver the program. Funds were delivered in June and July.

**THANK YOU TO THE GENEROUS DONORS WHO MAKE THIS COMMUNITY SUPPORT POSSIBLE.**



## Support for mental health, addictions and community safety

**IN** January 2020 – prior to COVID-19 arriving locally – The Foundation announced \$5.27 million in strategic grants for charities that work in mental health, addictions and community safety.

The Foundation recognizes that mental health and addictions are often linked to inequity, poverty, and colonialism, and can also lead to concerns over community safety. Based on feedback from

the charitable sector and community leaders through focus groups and ongoing conversations, The Foundation developed a strategic response falling under four pillars: Prevention, Crisis Intervention, Treatment and Post-Treatment.

Six charities providing support for those experiencing mental health and addictions received more than \$4.6 million. In addition, 12, one-time grants totaling \$650,000 were distributed to front-line community organizations. This funding was unrestricted, in acknowledgement that organizations know best how to use the funds in their community.

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*Mental health, addictions and community safety grant recipients, January 2020.*





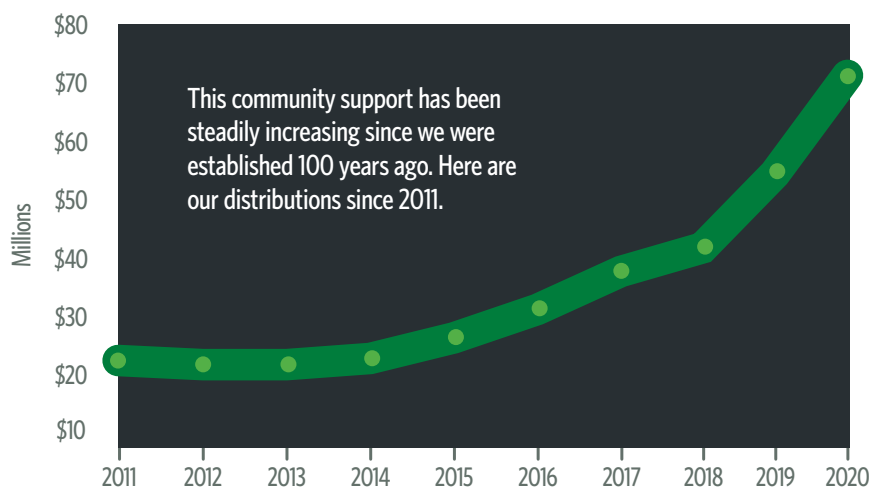
## Working together to achieve more

**FOR** 100 years, citizens have been working together through The Winnipeg Foundation to achieve more. The charts below show the growth of funds at The Foundation as well as total distributions to the community. The Foundation's sound Investment Policies ensure reliable annual distributions upon which charities can rely. This is why more than 200 charities have decided to establish Agency Funds at The Foundation.



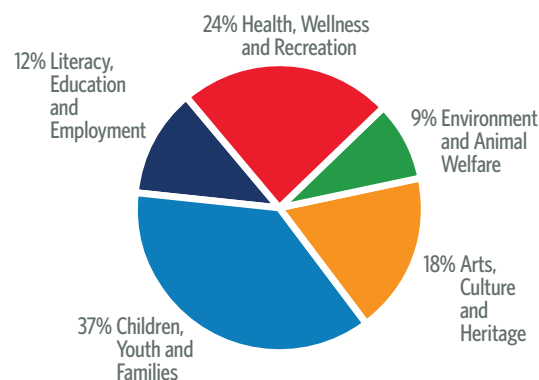
Winnipeg Foundation CEO Richard Frost addresses attendees at Agency Breakfast, 2018.

### TOTAL DISTRIBUTIONS TO THE COMMUNITY



### SUPPORT BY CAUSE AREA

As a 360-degree funder, The Foundation supports charities working in all different Cause areas in our community. Here is the breakdown of support by Cause area for 2020.



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### NUMBER OF FUNDS





CENTENNIAL INSTITUTE

# Aiming to make history inclusive

**THE** Winnipeg Foundation's Centennial Institute is a legacy initiative that endeavours to enrich the study of Canadian and Indigenous history.

The importance of human rights as part of our collective identity, the creation of a civil society and the underlying philanthropic values that characterize our city and province are all important elements of the past that have relevance to the present. Supporting those with interest in the life and times of earlier generations is an opportunity to not only tell the story of Canada but also to include the heritage of all Canadians whose many diverse social and cultural backgrounds shape our national identity. The Centennial Institute aims to make the study of history more inclusive.

Alexandra Moreau, a grad student in University of Manitoba's Faculty of History, has received a Centennial Institute scholarship to support her examination of folklore as a way of preserving Franco-Manitoban culture.

"Making history more inclusive, is what draws me to it," the 26-year-old said of studying history.

Moreau's father is Franco-Manitoban, and the Université de Saint-Boniface graduate closely identifies with this culture.

Prior to 1870, the majority of Manitoba's population was francophone. This changed quickly with immigration and by 1890 francophones represented just 10 per cent of the population. The Official Language Act of 1890 made English the only official language of Manitoba, which meant services were offered solely in English. All Catholic schools – which were the only ones which offered education in French – were defunded.

The Act was ruled unconstitutional in 1979 by the Supreme Court of Canada. However, by that time much damage had been done to the French culture in Manitoba, Moreau explains. That's where her thesis comes in.

Folklore, which can encompass oral traditions, material culture and customs, was how some of the Franco-Manitoban culture was preserved. Moreau's focus is on oral tradition: how stories are transmitted and preserved through generations.

"Folklore has always been part of my childhood; I was always being told stories by my grandparents or my parents."

As an historian, Moreau feels a responsibility to ensure our shared history is representative.

"We have a very long history of Canadian history being considered European settler history. And now, being a new generation of historians, [we] are having to write and correct it and say, 'No it's not just white European settler history; it's the history of Indigenous peoples. There is a long history in Canada that predates contact.'"

The Centennial Institute's Interim Steering Committee is currently refining its mission and defining the governance structure. Twelve graduate level scholarships are already in place. The Centennial Institute Endowment Fund will provide ongoing discretionary revenues to support related projects.

*Alexandra Moreau,  
2020.*



## The Foundation's first grant of its second century

**THE** Winnipeg Foundation is bolstered by 100 years of working with, investing in and learning from the community. As we enter into our second century, we have a responsibility to set a course for the next 100 years of grantmaking. In this vein, the importance of the first grant of our centennial year comes into focus: it will represent not only a milestone for our organization, but an encouraging way forward for the community. It will be the first of many grants made in 2021 and beyond, in our role as a funder of many different Causes.

Reconciliation is among The Foundation's top priorities as we continue to define a path towards the future of grantmaking at The Winnipeg Foundation. It has been a significant area of focus and a guide for our work since the Truth and Reconciliation Commission released its report years ago.

As we continue to actively weave our commitment to truth and reconciliation through all facets of our grantmaking, it is fitting that this be reflected in the first grant of 2021. The Clan Mothers Turtle Lodge's Healing Village is the recipient of a \$100,000 grant – the first of our Centennial year.

Established by a collective of Indigenous women in 2015, Clan Mothers Turtle Lodge works to establish healing and restorative programs for Indigenous women who have been victims of systemic, multi-generational trauma, sexual violence, sexual exploitation and human trafficking.

With decades of experience working with thousands of women and girls, this group of Clan Mothers created the organization and set out to build a village to create healing through collaboration and understanding. From that vision, an Indigenous-led solution came to life.

The Village currently being developed will be situated on a 130-acre parcel of land just north of Winnipeg. This land was recently purchased by the Réseau Compassion Network (formerly Catholic Health Corporation), and is now in the process of being gifted to Clan Mothers.

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Pictured left to right: Elder Mae Louise Campbell, Elder Billie Schibler, Jamie Goulet (drummer in back) and Charlotte Nolin. Credit: Photo by Krista Anderson, courtesy of Clan Mothers.



## The Philanthropic Community's

# DECLARATION of ACTION

The Truth and Reconciliation Commission (TRC) has done a great service by focusing the attention of Canadians on the shared and ongoing impact of the Indian Residential School System.

The participants and the work of the Truth and Reconciliation Commission have brought forward important truths of Canada's relationship with the Aboriginal peoples — the First Nations, Inuit, and Métis, be they in urban, rural or remote locations.

The Truth and Reconciliation Commission has provided a platform for Indian Residential School Survivors, as well as their descendants, to share their stories and experiences. It has given voice to those who were previously silenced, who had not been heard, listened to, or believed. These courageous Survivors have brought understanding and hope into the lives of those affected across generations. The Truth and Reconciliation Commission process has also begun to map the direction to healing and reconciliation.

This historic process has provided both a place and a way for Canadians, Aboriginal and non-Aboriginal alike, to learn and remember, to understand and acknowledge, as well as to participate and take action in supporting the healing and reconciliation so necessary for our country to become stronger and more inclusive for future generations.

Aboriginal peoples in Canada have contributed much, often willingly and freely, but too often without consent or choice. Yet they have persevered, demonstrated strength and resilience, and held faith that a better relationship is possible.

It falls on all people living in Canada to continue the hard work of healing and reconciliation, each in our own way and where possible, together, in our families and communities, in the organizations we work with and belong to, and as a nation. This is an important calling to which all of us are duty bound to respond.

Today we, the undersigned, come to you as a group from Canada's philanthropic community. We thank the Truth and Reconciliation Commission for inviting us into this circle that is built on the seven sacred lessons of: Truth, Humility, Honesty, Respect, Courage, Wisdom, and Love. These teachings are consistent with our collective purposes, principles and missions.

This is an opportune moment for Canada's philanthropic community to engage in and demonstrate leadership on reconciliation. We bring with us our networks, our voices, and our resources, along with new ways of thinking and doing to our work in areas such as: Inclusion, Culture and Language, Health, Housing, Education, Employment, and Environment.

We are committed to supporting the fulfillment of the vision of Aboriginal peoples, to building a fairer and more just country, and to the recommendations that will be outlined by the findings of the Truth and Reconciliation Commission. We will work, each in our own way, and together, towards achieving the goal of reconciliation and, in the end, a much stronger, more inclusive Canada.

Therefore, here in this space made sacred through the sharing of the stories and experiences of the Survivors and their descendants, we bring our diversity and distinctiveness, our emerging vision of renewal, and our determination to ensure that the philanthropic community is engaged in the work of reconciliation.

We will:

*Learn and Remember by...*

- 1) Listening with respect, compassion and empathy while reaching out to those who have given voice to the tragedy that was the Indian Residential School System experience, understand the cumulative impact of unresolved trauma passed from generation to generation as well as to remember the voices that were silenced; and
- 2) Engaging the philanthropic community in the dialogue necessary to ensure that we do this with, and not for, Aboriginal peoples in all their diversity.

*Understand and Acknowledge by...*

- 3) Learning about the history and legacy of the colonial system that imposed the Indian Residential School System, that dispossessed and inflicted harm upon Aboriginal peoples and their cultures, so that we can understand how to work toward the reconciliation that is needed now and into the future; and
- 4) Recognizing the need for an ongoing commitment to support the continuation of this multi-generational journey of healing and reconciliation.

*Participate and Act by...*

- 5) Sharing our networks, our voices, and our resources to include and benefit Aboriginal peoples;
- 6) Committing to building relationships with Aboriginal peoples, and extending the reach of our efforts in both policy and practice; and
- 7) Exploring new opportunities to support healing and reconciliation and the implementation of the spirit, intent and content of the Truth and Reconciliation Commission's findings and recommendations.

## Conclusion

The Truth and Reconciliation Commission has set a path that will determine what reconciliation could look like in Canada, as well as how it may be achieved. We are honoured to participate, encouraged by the work that has been done, and emboldened to ensure that Aboriginal peoples' voices and needs remain an essential part of our work.

We thank the Commissioners and the staff who have worked tirelessly to support the mandate of the Truth and Reconciliation Commission, and those who shared their stories, memories, and experiences.

*We place our Declaration of Action herewith to symbolize that this is concrete and will continue. Our signatures are a call to action inviting others to join in moving forward in an atmosphere of understanding, dignity and respect towards the shared goal of reconciliation.*

THE  
WINNIPEG  
FOUNDATION   
For Good. Forever.

Board Chair



Chief Executive Officer



Adopted by The Winnipeg Foundation Board of Directors on June 23rd, 2015



## SETTING THE STAGE FOR OUR NEXT CENTURY

## Re-confirming our vision

:: By Richard L. Frost, CEO, The Winnipeg Foundation

**VOLUNTEERING** or working for The Winnipeg Foundation is a very inspiring experience. Because of the incredible generosity of our donors combined with the tireless commitment and passion of the charitable agencies our grants support, The Foundation is delivering ever increasing impact for the betterment of our community. Just being part of this philanthropic process brings immense satisfaction to everyone who is motivated by community service.

Community foundations everywhere are taking a hard and critical look at how and why they were created and whether their current operations reflect today's mores and attitudes. Our centennial year presents an opportunity to reflect on the past and to make plans for the future.

The story of our beginning has been told many times. In 1921, just following World War One, the influenza pandemic and the General Strike of 1919, a prominent banker named William Forbes Alloway donated \$100,000 on condition that only the annual investment income it generated could be used for public benefit. As a result, in 1922 The Foundation made its first \$6,000 in grants using the interest it earned from Alloway's founding gift. It was not until 1924 that a second gift was received. Three gold coins worth \$15 came in a plain white envelope simply marked "The Widow's Mite." These two gifts established the value base of Canada's first community foundation – it's not the size of the gift but the giving that matters. By working together and pooling resources, it would ultimately be possible to profoundly impact the quality of life in Winnipeg for generations to come.

Elizabeth Alloway was a woman of courage and conviction. She was a founding member of the Victorian Order of Nurses and played an active philanthropic role in our community at a time when women did not have the vote. She made the first bequest to the new Winnipeg Foundation – an incredible gift of \$800,000 in 1926 – the largest bequest at the time in western Canadian history.

Together, William and Elizabeth Alloway were the architects of the Canadian community foundation movement. They were civic optimists and community builders of the first order, who found a way to provide sustained financial support for the social challenges facing Winnipeg in their day.

As with those first six grants of \$1,000 each approved by The Winnipeg Foundation in 1922 which addressed public health, inequity and support for vulnerable people, our activity and mandate remains firmly focused on social justice and community vitality. This past fiscal year, The Winnipeg Foundation supported approximately 1,000 organizations with distributions of \$73 million. The capacity of The Foundation was particularly noticeable during the early weeks of COVID-19 when millions of dollars in immediate response and stabilization grants were provided to hundreds of local charities. Again, we acknowledge that The Foundation's community support is only possible because of the generosity of donors who have built our endowments during the past 100 years.

We naturally want to celebrate the life and times of those who have created this remarkable legacy for our community. We also must acknowledge the more troubling aspects of the society in which The Foundation was created and nurtured. We can't ignore or gloss over the past; failing to recognize who had power, influence and means. For many decades, the history of our province has included racist attitudes against Métis and Indigenous peoples.

As a banker, Alloway was a specialist in trading Métis scrip and his business supported new immigrants in the settlement of the West. More recent interpretations of Canadian history argue that the relative economic prosperity of the new settler society came at the expense of those who were disadvantaged.

In recent years, The Foundation has placed particular emphasis on supporting the Calls for Action issued by the Truth and Reconciliation Commission of Canada in 2015. We know that the society in which The Winnipeg Foundation has grown and prospered during the past 100 years is the same society that failed to uphold its treaty obligations and does not yet treat all people equitably. During the past year, with the emergence of the Black Lives Matter movement, Winnipeg has also seen other examples of institutional racism and bias against diversity in our community.

We acknowledge the harms and mistakes of the past and we are committed to creating a more equitable society in the future. To quote the Philanthropic Community's Declaration of Action signed by The Foundation in 2015, "It falls on all people living in Canada to continue the hard work of healing and reconciliation..."

The Winnipeg Foundation has a proud history of supporting countless community projects during the past 100 years. With our growth as a community "trust," we face increasing expectations to balance competing opportunities. At this centennial milestone, it is particularly important for our Board and staff to re-confirm our vision: "A Winnipeg where community life flourishes for all." This is the journey we are on and the goal we will continue to pursue.



## Current Board as of 2021

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Doneta Brotchie, Chair  
2009-Present



George Bass  
2017-Present



Hazel Borys  
2019-Present



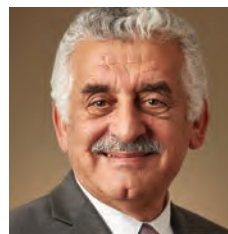
Tom Bryk  
2013-Present



Dr. Tina Chen  
2021-Present



Phil Chiappetta  
2021-Present



Albert El Tassi  
2012-Present



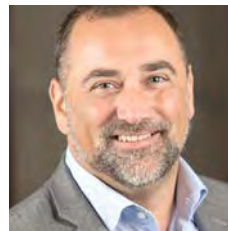
Daniel Friedman  
2017-Present



Tracy Graham  
2012-Present



Joy Loewen  
2019-Present



Dan Lussier  
2021-Present



Patricia Mainville  
2017-Present



John Pollard  
2019-Present



Maureen Prendiville  
2012-Present



Diane Roussin  
2018-Present



Anita Southall  
2017-Present



Mayor Brian Bowman,  
Ex-Officio  
2015-Present

## HISTORIC BOARD

We thank those who have served on the Board of The Winnipeg Foundation since it was established by an act of Legislature in 1921.

Chief Justice Thomas Graham Mathers	1921-1927
Justice Robert Maxwell Dennistoun	1921-1928
Sir Hugh John MacDonald, K.C.	1921-1922
Archdeacon R.B. McElheran	1921-1926
Edward Parnell	1921-1922
Frank Oliver Fowler	1922-1923
W.E. Macara, K.C.	1922-1929
Seymour J. Farmer	1923-1924
Lt. Col. Ralph H. Webb, D.S.O., M.C.*	1925-1927
A. McTavish Campbell	1927-1942
Chief Justice D.A. MacDonald	1927-1937
Lt. Col. Dan McLean	1928-1930
Colin C. Ferguson Senior	1929-1938
Col. Hugh F. Osier	1929-1944
*Lt. Col. Ralph H. Webb, D.S.O., M.C. (second term)	1930-1934
John Queen*	1935-1936
Chief Justice Ewen A. McPherson, K.C.	1937-1954
Frederick Warriner, D.D.S.	1937-1937
*John Queen (second term)	1938-1942



### MADAME JUSTICE DEBORAH MCCAWLEY

BOARD CHAIR 2016 - 2018

“[The Foundation] obviously has to be nimble and responsive to the changing world around us. But the core values that really underpin The Foundation and have made it so successful, and not only respected, but beloved by Winnipeggers and other Canadians, those are the things that are enduring.”

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### CHIEF JUSTICE RICHARD J. SCOTT

BOARD CHAIR 2001 - 2005

“The critical thing is that we maintain the confidence of Winnipeggers who have been remarkably supportive and generous in the work of The Winnipeg Foundation. I think we’ve had the right people, and in particular over the last quarter of a century, led by Rick, that have helped to move the city in the right direction.”

## HISTORIC BOARD (CONT'D)

Edgar J. Tarr, K.C.	1938-1942
William H. Gardner	1942-1951
Garnet Coulter, K.C.	1943-1954
Muriel S. Richardson	1944-1962
Alan E. Tarr	1950-1977
Roderick A. Copland	1951-1959
Justice Paul G. DuVal, Q.C.	1955-1966
George E. Sharpe	1955-1956
Stephen Juba	1957-1977
Augustus S. Leach S.R.	1959-1974
Gordon Lawson	1962-1974
Anna M. Speers	1962-1970
Justice Robert G.B. Dickson	1967-1973
Charles Kroft	1969-1977
Kathleen M. Richardson, C.C.	1970-1982
Justice Gordon C. Hall	1973-1990
Robert P. Purves	1974-1991
Alan G. Howison	1975-1976



## HISTORIC BOARD (CONT'D)

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James A. Hillman, C.A.	1976-1993
Robert A. Steen, Q.C.	1977-1979
David S. Kaufman	1977-1992
Robert G. Graham	1977-1984
William Norrie, C.M., Q.C.	1979-2006
Helen Hayles, C.M.	1980-2001
Robert M. Chipman	1982-1986
Sonya C. Wright	1982-1989
William B. Parrish, C.M.	1984-1996
Gerald F. Reimer	1986-2006
Susan A. Thompson	1989-1998
Chief Justice Richard J. Scott	1990-2005
*Lawrie O. Pollard	1992-2006
Justice Guy J. Kroft	1992-2006
Dr. Marsha P. Hanen, C.M.	1993-1998
Dr. June James	1997-2008
Glen Murray	1998-2004

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**RICHARD R. BRACKEN**

**BOARD CHAIR 2010 - 2012**

“I believe The Foundation’s reputation in our community is its most important asset. If The Foundation maintains its competence and grantmaking, its stewardship of donor funds, and its Spending Policy guidelines, I’m very hopeful that The Foundation will thrive during the next 100 years.”



**HELEN HAYLES**

**BOARD CHAIR 1997 - 2000**

“I think The Foundation has to look at the community right now – what’s happening, are more people working than ever before? People are retiring and are going to want to get involved in things.”

**SUSAN MILLICAN**

**BOARD CHAIR 2013 - 2015**

“The Winnipeg Foundation has a stellar reputation across this country, and I hope in the next hundred years they can lead by example and make our city and our country a more pluralistic, inclusive place to live. A place that everyone feels comfortable calling home.”



## HISTORIC BOARD (CONT'D)

Gregg Hanson, F.C.A.	1999-2012
Sister Lesley Sacouman	2002-2016
Sam Katz	2004-2014
Richard Archer, F.C.A.	2005-2008
Catherine Cook	2005-2016
Dr. Romulo Magsino	2005-2008
Susan Millican	2006-2017
Eric Stefanson, F.C.A.	2006-2011
Richard R. Bracken	2007-2016
Madame Justice Deborah McCawley	2007-2018
David Cohen	2007-2018
Spencer Duncanson	2009-2020
Carolyn Duhamel	2009-2020
Deborah Gray	2012-2016
Gerry Labossiere	2012-2020
Bob Puchniak	2012-2018



**WILLIAM PARRISH**

**BOARD CHAIR 1993 - 1996**

“Right now, one of the biggest problems is that with COVID-19, a lot of organizations are really hurting. We have to help [them to] move forward. I’m sure the Board is thinking this way.”

## GREGG HANSON

**BOARD CHAIR 2006 - 2009**

“For the future of The Winnipeg Foundation, I offer nothing but the very best. To grow in the same way they have been in the last decade; the trajectory has been astronomical, and I know that they support so many worthwhile organizations in our community, for the good of all.”



## Did you know?

The Winnipeg Foundations Act authorizes the Appointing Board to appoint Foundation Board Members. The Appointing Board is comprised of the following positions:

- The Lieutenant Governor of Manitoba
- The Chief Justice of Manitoba
- The Chief Justice of the Court of Queen’s Bench
- The Mayor of the City of Winnipeg
- The Registrar General of Manitoba





Winnipeg Foundation staff and Turtle Lodge staff and volunteers during a retreat. Turtle Lodge International Centre for Indigenous Education and Wellness, also known as Anishnabe Mikanack Kinamaka, was established by Anishnabe Elder Dave Courchene as a place for sharing universal and ancient knowledge, reconnecting to the earth and nature, and sharing among people of all nations. It is located on Sagkeeng First Nation.

The following people have served at The Winnipeg Foundation since it was created by an act of the Manitoba Legislature on April 26, 1921. Thank you for your dedication to creating, 'A Winnipeg where community life flourishes for all.'

Peter Lowe	1930-1957	Nadine Slight	1998-2007
Flora McCallum	1946-1949	Helen Quinn	1999-2002
Dorothy Morrison	1949-1951	Megan Tate	1999-present
Greville E. Winter	1949-1984	Joanne Boychuk	2000-2001
Jessie Nisbet	1951-1952	Linda Brown	2000-2001
H. Alice Sutherland	1952-1955	Monica Dinney	2000-2008
Lois Chamberlain	1955-1959	Christine Masyk	2000-2004
Hugh Benham	1957-1976	Carol Baccay	2001-2006
Laverne Banman	1959-1960	Denise Campbell	2001-present
June Deeley	1960-1962	Donna Edmundson	2001-2018
A. McMillan	1962-1963	LuAnn Lovlin	2001-present
Myrtle Chartrand	1963	Darlene Ott	2001-present
Roberta L. Winton	1963-1964	Kevin Selby	2001*
Solange M. Mercer	1964-1965	Debbie Bean	2002-2008
Eleanor Zipp	1965-1981	Kerry Ryan	2002-present
Alan Howison	1976-1989	Tom Simms	2002-2005
Judy Weeks	1981-1999	Debbie Harasym	2003-2016
John R. Hayes	1984-1993	Jennifer Litchfield	2003-2013; 2018-present
Hazel Blennerhassett	1985-1989		
Dan Kraayeveld	1989-1997	Diane Roussin	2003-2008
Cathy Auld	1990-present	Brent Bailey	2004-2013
Mary Maciorowski	1991-1993	Marie Bouchard	2004-2017
Keren Hawkins	1993-1998	Susan Hagemeister	2004-present
Rick Lussier	1993-2017	Chayanika Abeysekera	2005*
Allan Godfrey	1994-1996	Nancy Mak	2005-present
Ian Barnes	1996-2000	Glenn Marquez	2006-2013
Richard L. Frost	1997-present	Jennifer Partridge	2006-present
Maretta Emery	1998-2004	Tara Woodbury	2006*

Karina Cardona	2007-2008	Carolina Stecher	2016- present
Erin Duncan	2007-2008	Cecilia Weldon	2016
Lindsay Huska	2007*	Christine Ahrens	2017*
Isabel Jerez	2008-2010	Neneth Banas	2017-present
Adele Kavanagh	2007-2018	Brigette DePape	2017-present
Christine Peters	2007-2008	Pauline Emerson-Froebe	2017-2019
Leslie Weir	2007-2017	Rachel Forbes	2017-present
John Jabs	2008	Katie Gupta	2017-2019
Christopher Kwan	2008*	Kristi Nikkel	2017
Jennifer Beanland	2009-2012	Sonny Primolo	2017-present
Carly Demchuk	2009-present	Sharon Redsky	2017
Pat Lilley	2009-present	Brittine Schmitz	2017-present
Joanna Turner	2009-present	Nina Bayona	2018-present
Mike Bazak	2010-2011	Michelle Bergen	2018-present
Jenette Martens	2010-2012	Jenna Boucher	2018-present
Felix Alvarado-Flores	2011-2014	Kayla Dauphinais	2018-present
Lindsay Auld	2011-present	Alan Goddard	2018-present
Noah Erenberg	2011-present	Preeti Kaur	2018
Jan McLellan	2011-2018	Mary Beth Taylor	2018-present
Jennifer Lucas	2012-present	Raquel Bracken	2019-present
Jenna Friesen	2012*	Courtney Feldman	2019-present
Alexander Hocken	2012-2013	Jocelyn Harron	2019-present
Ali Saltel	2012-present	Shlwyn Herrera	2019-present
Alana Squire	2012-2020	Jeremy Morantz	2019*-2020
Jason Booth	2013-2014	Aliya Mrochuk	2019-present
Stacy Cardigan Smith	2013-present	Kevin Parsons	2019-present
Jessica Chaboyer	2013-2015	Brent Retzlaff	2019-present
Tiffany Gray	2013-2020	Andy Robert	2019-present
Tolu Ileleboye	2013-2017	Manal Youssef	2019-present
Bukola Salako	2013-2014	Andrea Zimmer	2019-present
Barb Schneider	2013-present	Mirha Zohair	2019*
Nolan Bicknell	2014*-present	Julian Kirchmann	2020
Dianne Maendel	2014-present	Lynda Lambert	2020-present
Glenn Seburn	2014-present	Bryce Lavigne	2020-present
Robert Zirk	2014-present	Jennifer Ching-Faux	2021-present
Victoria Anderson	2015-2016	Beverly Klym	2021-present
Kathryne Cardwell	2015-present		*summer intern
Kirsten Davidson	2015-present		
Stacy Markusson	2015-2016		
Mercy Oluwafemi	2015*		
Devan Ostapyk	2015-present		
Hannah Seo	2015-2016;		
	2019-present		
Paul Stepnuk	2015-2018		
Ana Tisaj	2015-present		
Julie Banville	2016-present		
Nicole Chartrand	2016-present		
Jaime Kyle	2016-present		
Ashley Liu	2016		
Anna-Maria Pozzi	2016- present		

We have made every effort to ensure this list is complete as of January 1, 2021. Please excuse any errors or omissions and advise us of inaccuracies so we may update our files.

### EXECUTIVE DIRECTORS OF THE WINNIPEG FOUNDATION

Peter Lowe	1930-1957
Hugh Avery Benham	1957-1976
Alan Grant Howison	1976-1989
Dan Kraayeveld	1989-1997
Richard Frost	1997-present



- <sup>1</sup> *Manitoba Free Press*, 5 June 1921.
- <sup>2</sup> "Community Trusts or Foundations." Winnipeg Foundation minute books, 1920s.
- <sup>3</sup> "Women's Section." *Manitoba Free Press*, 15 July 1911, page 4.
- <sup>4</sup> Werier, Val. "Fortunes were made in scrip." *Winnipeg Tribune*, 16 June 1971.
- <sup>5</sup> Werier, Val. "Fortunes were made in scrip." *Winnipeg Tribune*, 16 June 1971.
- <sup>6</sup> "Taxation has brought the charitable instrument of Rockefellers and Carnegies within the reach of thousands." Winnipeg Foundation Minute Books.
- <sup>7</sup> Kelly, Fred. "Who Shall Spend Your Money?" *Collier's Magazine*, 2 Feb. 1924. Previously appeared in article by Tim Higgins.
- <sup>8</sup> *Annual Report*. The Winnipeg Foundation, 1986.
- <sup>9</sup> Goldsborough, Gordon. "The Early Years of The Winnipeg Foundation." *90th Anniversary Publication*. The Winnipeg Foundation, 2011.
- <sup>10</sup> Winnipeg Foundation Minute Books, 25 Feb. 1930.
- <sup>11</sup> *50th Anniversary Publication*. The Winnipeg Foundation, 1971.
- <sup>12</sup> *Annual Report*. The Winnipeg Foundation, 2005.
- <sup>13</sup> *50th Anniversary Publication*. The Winnipeg Foundation, 1971.
- <sup>14</sup> *Annual Report*. The Winnipeg Foundation, 2007.
- <sup>15</sup> Wall, S. *The Nurture of Nature: Childhood, Antimodernism, and Ontario Summer Camps, 1920-55*. University of British Columbia Press, Vancouver, Toronto, 2009. 369 pages.
- <sup>16</sup> "Lowe Takes New Post in War Savings Drive." *Winnipeg Free Press*, 6 Feb. 1941.
- <sup>17</sup> "Air Observers School No. 5 (Winnipeg)." Manitoba Historical Society. <http://www.mhs.mb.ca/docs/sites/airobserversschool5.shtml>, accessed 16 Dec. 2020.
- <sup>18</sup> Lowe, Peter. "Distribution policies." Winnipeg Foundation Minute Books, 30 April 1951.
- <sup>19</sup> Winnipeg Foundation Minute Books, 5 Oct. 1950; 22 March 1951; 29 May 1951.
- <sup>20</sup> Press Release. The Winnipeg Foundation, 1958.
- <sup>21</sup> "The Indian and Métis Friendship Centre." Manitoba Archival Information Network. <https://main.lib.umanitoba.ca/indian-metis-friendship-centre>, accessed 16 Dec. 2020.
- <sup>22</sup> *The New Nation*. May/June 1977.
- <sup>23</sup> Quoted in "Annual Report." The Winnipeg Foundation, 2005.
- <sup>24</sup> "Winnipeg Foundation gives city \$19,800 to help start native translators' program." *Winnipeg Free Press*. 25 Feb. 1981.
- <sup>25</sup> *Annual Report*. The Winnipeg Foundation, 1992.
- <sup>26</sup> *Annual Report*. The Winnipeg Foundation, 1988.
- <sup>27</sup> *50th Anniversary Publication*. The Winnipeg Foundation, 1971.
- <sup>28</sup> *Annual Report*. The Winnipeg Foundation, 2001.
- <sup>29</sup> Moffat Rozniatowski, Susan. "A Fallen Splendour: the Challenger Murals of Winnipeg's Royal Alexandra Hotel." *Manitoba History*, No. 42, Autumn/Winter 2001/2002.
- <sup>30</sup> *The Divided Prairie City: Neighbourhood Inequality, Winnipeg 1970-2010*. Edited by Jino Distasio and Andrew Kaufman. Institute of Urban Studies, The University of Winnipeg, March 2015.
- <sup>31</sup> *The Divided Prairie City: Neighbourhood Inequality, Winnipeg 1970-2010*. Edited by Jino Distasio and Andrew Kaufman. Institute of Urban Studies, The University of Winnipeg, March 2015.
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## THE LAST WORD

# Reflections after nearly a quarter century of humble leadership, and on the eve of retirement

:: By Richard L. Frost, CEO, The Winnipeg Foundation

A century of community service is certainly a milestone worth celebrating! The incredible generosity of our donors combined with the tireless commitment of charitable agencies has assured The Winnipeg Foundation's impact today and for the long term. Anyone associated with The Foundation cannot help but be inspired by the passion that underlies the charitable sector. I hope everyone reading this centennial publication shares our sense of pride in the history of this beloved Winnipeg institution and the role it plays supporting local philanthropy.

With the creation of Canada's first community foundation here in our city in 1921, William and Elizabeth Alloway became the architects of a Canadian philanthropic movement and this is the wonderful legacy we have inherited. In 2020, The Winnipeg Foundation distributed grants amounting to \$73 million which benefitted more than 1,000 charitable agencies. Many grants are designated based on donor preferences; some are scholarships and still others are provided in response to applications. Community organizations make a vital contribution to the quality of life we all enjoy in Winnipeg – they benefit our individual and collective well-being in countless ways. Because generations of donors have followed in the Alloway tradition, charities working in every field have enjoyed the support of The Winnipeg Foundation.

This "last word" may well be my final opportunity to write as CEO because my retirement date is fast approaching. After more than 23 years, it's time to pass my leadership responsibilities to the next generation.

I want to take this opportunity to express my deep appreciation to the current and past Board members who have provided unwavering support and a steady hand – always raising appropriate questions and assuring that we stayed true to our vision: **"A Winnipeg where community life flourishes for all."** Success for a community organization is impossible without a strong governance structure and The Foundation has always been blessed with a caring and thoughtful Board of Directors.

I also want to recognize the contribution of The Foundation's staff who are unquestionably the source of our collective achievements. Successful leadership at the Board and CEO level depends enormously on the professionalism and dedication of staff. Our Management Team and all the Departmental Teams have consistently demonstrated a strong commitment to the vision and values of The Winnipeg Foundation for which I am both indebted and grateful. Looking to the future, I feel very comfortable that The Foundation has the needed depth of experience to continue delivering meaningful impact. On all fronts, I am proud of my staff colleagues – past and present – and the excellence of service they provide.

Winnipeg is widely recognized for its generosity and for the strength of its charitable agencies. It has truly been my privilege to serve this amazing organization and this remarkable community. **FOR GOOD. FOREVER.**

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