Pat and Bob Migliore (front cover) have been involved with Royal MTC since the 1970s, and now their daughter Laura Frederick Schipper (middle right) and grandchildren Cassandra Frederick (left) and Samantha Frederick (not pictured) are as well. The couple’s Legacy Gift to Royal MTC’s Founders’ Circle, which is endowed through The Winnipeg Foundation, is helping ensure Royal MTC will be around for years to come. This support is vital to the theatre, say Artistic Director Steven Schipper (middle right) and Executive Director Camilla Holland (right). Read more on page 30.

The growth of Agency Funds like Royal MTC’s is just one of many success stories from our 2014-2017 Strategic Plan. Turn the page to learn more.

THANK YOU
FOR HELPING MAKE A WINNIPEG WHERE COMMUNITY LIFE FLOURISHES FOR ALL.
Pat and Bob Migliore (front cover) have been involved with Royal MTC since the 1970s, and now their daughter Laura Frederick (below left) and granddaughters Cassandra Frederick (centre left) and Samantha Frederick (not pictured) are as well. The couple’s Legacy Gift to Royal MTC’s Founders’ Circle, which is endowed through The Winnipeg Foundation, is helping ensure the beloved theatre community will be around for years to come. This support is vital to the theatre, say Artistic Director Steven Schipper (middle right) and Executive Director Camilla Holland (right). Read more on page 30.

The growth of Agency Funds like Royal MTC’s is just one of many success stories from our 2014-2017 Strategic Plan. Turn the page to learn more.
The Winnipeg Foundation has evolved over time. The Board and our team work together focused solely on making grants to charities, and gift income from your contribution to the Foundation to support permanent endowments, you’re demonstrating your support for your community and our community’s future. When we look back 10 years, doesn’t it seem obvious gifts given by The Foundation are focused on the present, and gifts that fall under The Strategic Plan. The plan was broken down into four themes, which are detailed on the two facing pages. While many of our grants, activities and programs fall under multiple themes, the stories throughout the magazine are divided into these themes so you can see how we work into areas. And so much more. The chart below illustrates the breakdown of our revenue sources.

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Donor Services Team; or something will be able to support it. We are very in the process of developing our next Strategic Plan, which will take us from 2019 to 2021 and includes 50 years from our official launch. On April 26, 2021. And you can be sure we will be celebrating with the whole community! If you’ve got some ideas about what the Strategic Plan could look like, we want you to share them. In this issue, we continue to guide our work to develop our next Strategic Plan and will continue to guide our work to develop our next Strategic Plan. We believe it’s important to reflect on and approached our past to develop a strong future. That’s why we’re promoting the theme of Centennial in this upcoming Strategic Plan. The plan was broken down into four themes, which are detailed on the two facing pages. While many of our grants, activities and programs fall under multiple themes, the stories throughout the magazine are divided into these themes so you can see how we work into areas. And so much more. The chart below illustrates the breakdown of our revenue sources.

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The Foundation has evolved with the times. The days where work focused solely on making grants to charities, and only gifts came from bequests, are long past. Today, we - and our donors - are involved in a variety of activities. We support community leadership projects; provide leadership support for United Way's For Every Family program and the Saint-Boniface Belvedere, and more. We manage charitable funds for foundations across our province. We support our city. The days when our resources were limited to just a few grants to charities, and our gifts were just a tiny fraction of what they are today, are long past. Today, we are in a position to develop our next Strategic Plan, which will be on The Foundation's 100th birthday on April 26, 2021. And you are here because you are going to be celebrating with the whole team! If you’ve not yet done so, I hope you will connect with what we are doing, and come to see how important the Good Granting initiative is to our success today. Our strategic Plan and will continue to guide our work as we develop our next Strategic Plan. And we also plan on sharing more about our process to develop our next Strategic Plan, both here in the foundation and at Communications@wpgfdn.org. And of course, the resources behind our report have been designed to ensure the most effective use of our resources. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets. And we recognize that mental health is an emerging issue requiring our support. And we augment our assets.
ENHANCING THE VITALITY OF OUR CITY

By our very nature, The Foundation is designed to be responsive to the ever-changing needs of the community, including anticipated major capital campaigns. The criteria behind our Green Spaces Strategy is broadening, to include support for barrier-free access and some neighbourhood parks. We recognize there is growing interest in activities related to human rights. In the downtown, we will continue to invest in festivals which gather the entire city to celebrate our vibrant arts and culture. The Foundation will also be watching for opportunities to support the active transportation movement in our city.

STORIES THAT FALL UNDER THIS THEME:

Page 34 | Revitalizing our downtown
Transforming the heart of our city

Page 36 | Shaping youth through hip hop
Studio 393 teaches life skills and builds community

EMPOWERING THOSE WHO WANT TO MAKE A DIFFERENCE

Our vision is ‘a Winnipeg where community life flourishes for all’ and our leadership emphasis remains on opportunities that foster a ‘flourishing community.’ Youth in Philanthropy has been a signature program for close to two decades. Endow Manitoba reflects our support for other Manitoba community foundations. Community News Commons engages people to talk about local issues that matter to them. The Winnipeg Foundation USA helps those outside our borders support their community.

STORIES THAT FALL UNDER THIS THEME:

Page 44 | Creating a caring community
Community News Commons celebrates five years of convening, educating and empowering citizen journalists

Page 48 | Vital Signs®
Vital Signs reports on Winnipeggers’ concerns, influences The Foundation’s programming
The Winnipeg Foundation is For Good. Forever.

We help people give back to our shared community by connecting generous donors with causes they care about For Good. We are an endowment-based public foundation, so gifts are pooled and invested and the annual earnings are granted back to the community Forever.

We strive to be a catalyst for strengthening community well-being, now and for future generations, by promoting philanthropy, creating partnerships and supporting diverse charitable organizations. Formed in 1921, we are proud to be the first community foundation in Canada.

We are committed to working with everyone in our community toward a shared goal of reconciliation. A copy of the Philanthropic Community's Declaration of Action was signed in 2015 by both The Foundation’s Board Chair and Chief Executive Officer, and helps guide our strategic direction.

The Winnipeg Foundation Board of Directors
Justice Deborah McCawley, Chair
Mayor Brian Bowman, Ex-officio
George Bass
Doneta Brotchie
Tom Bryk
David Cohen
Carolyn Duhamel
Spencer Duncanson
Albert El Tassi
Daniel Friedman

Registered charity number: 119300960RR0001

The Foundation recognizes Winnipeg is on Treaty 1 territory, and on the homeland of the Métis Nation.
Sign up today to make a monthly gift. It’s easy and automatic!

Help make ‘a Winnipeg where community life flourishes for all.’

wpgfdn.org/give | 204.944.9474
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Multi-Year Community Grants provide charities with three years of support
CONVENING OUR COMMUNITY
FOUNDATION EVENTS BUILD CONNECTIONS
Between 2014 and 2017, The Foundation hosted dozens of events that brought together our community. This included donor events such as Legacy Circle Luncheons and Community Learning Sessions, community events such as the Youth Vital Signs Mayoral Forum and the Vital Conversation on Mental Health Addictions and Healing, and much more. Convening the community around topics that matter is an ongoing priority for The Foundation. Watch for more information about our work in this area in the coming months.

Facing page, left to right: Her Honour, Lt.-Gov. Janice Filmon, 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.


When the Sharing Circle of Wellness gets together every week, the focus is—as their name suggests—on the interconnected aspects of well-being: physical, mental, emotional and spiritual. Members discuss and share best wellness practices with the goal of feeling the best they can. Their Donor-Advised Fund at The Foundation helps ensure the various costs of running the group are covered.

The group of 20 to 25 meets weekly at the Hindu Temple and Dr. Raj Pandey Hindu Centre in southeast Winnipeg. Members participate in yoga and meditation sessions, hold panel discussions and presentations, go on field trips, and more, all with the goal of incorporating modern wellness practices to improve their day-to-day lives.

The group, which was co-founded by Manju Lodha in 2011, is open to all.

“Holistic wellness is very important. To have money, wealth, or corporate achievements is one thing, but the well-being of the human mind, body and soul is the most important thing to enjoy anything in life,” Mrs. Lodha says. “The mantra of a good life is wellness.”

The group puts a lot of focus on the panel and group discussions. These have centered around many different aspects of wellness, including best nutrition practices, advice from holistic and traditional healers, and even the affect music can have on mood and health.

Recently, they’ve launched a program for seniors every Wednesday, focusing on issues and discussions that are relevant to the aging population of the community, including yoga sessions that are tailored to older participants.

“Leaving our home country, we came here when the climate can be very different. Most of the times we met in the houses or in the temple, and we weren’t exercising or thinking of our wellness as much,” Mrs. Lodha says. “The feeling of being connected, the feeling of belonging is very important. When we do things together, we learn from each other as well.”

Mrs. Lodha and her husband Ganpat, along with other members of the Hindu Society of Manitoba, established the Sharing Circle of Wellness Fund at The Winnipeg Foundation in 2011. Mrs. Lodha and a few other female members of the Hindu Society were initial contributors to the fund, and they’ve been helping to grow the fund annually ever since.

“In my experience The Winnipeg Foundation has been very open to any questions we had, and any way they could help us or support us. They’ve been very helpful,” Mrs. Lodha says.

Mr. and Mrs. Lodha both feel a sense of duty to give back to a community and to society, feeling blessed with the lives they’ve lived. In January, Mrs. Lodha and collaborative partner Ray Dirks received the 2017 Lieutenant Governor’s Award for the Advancement of Inter-Religious Understanding. The award was given in recognition of their work during the last 10 years to promote understanding, respect and acceptance for the many faiths and cultures that make up Manitoba.

“It’s not only about me or my family, but I think when we enjoy something that’s good for everyone, it’s good for us too,” Mrs. Lodha says.

“By God’s grace and by good luck, we have been reasonably successful in our life, but in becoming successful, we’ve gained a lot of benefits from society. Now through time, and with a little bit of money here and there, it’s our duty to also help other people in society,” Mr. Lodha says. “So, if we can contribute in any way to improve the lives of other people in our community, we do. On one hand I’ve assisted in a small way, but it has opened up my eyes to do something bigger: it’s been a lot of education and inspiration.”
THE MANTRA OF A GOOD LIFE IS WELLNESS.”

– Manju Lodha, fund holder

Fund: Sharing Circle of Wellness Fund
Type: Donor-Advised
Supports: Programs and projects donors choose, including costs associated with running the Sharing Circle of Wellness
Gift: Monthly gift to the Winnipeg Community Building Fund
Type: Community Building
Supports: Winnipeg’s most pressing needs and emerging opportunities

“THE WINNIPEG FOUNDATION AND THE COMMUNITY BUILDING FUND GIVE ME AN OPPORTUNITY TO BE INVOLVED.”

– Barbara Sharp, Foundation donor
Barbara Sharp loves Winnipeg, and she loves giving back to her community. As a self-described shy person, she’s not comfortable volunteering. That’s why supporting The Foundation’s Community Building Fund is a perfect fit for her.

“Some people are very good at being involved in charities and working on them and organizing them and I think that’s wonderful, but it’s not something that I think I could do. The Winnipeg Foundation and the Community Building Fund give me an opportunity to be involved through regular donations.”

Born and raised in Winnipeg, our friendliness is one of Ms. Sharp’s favourite things about the city.

“When I’m out and just going for a walk, I like to say hello to people on the street – smile at people, have them smile back at me. To me, little things like that make me feel good,” she says. “There’s a lot of places that don’t have that feeling. That’s another reason why I love Winnipeg – people seem to really care about each other. It’s all a sense of community.”

She first learned about The Foundation from a neighbour, and soon after participated in our 90-Hour Giving Challenge in 2011, during which time The Foundation stretched gifts made to charities. Later, she decided she would like to streamline her giving, and began making regular monthly gifts to The Foundation.

“I was getting a little annoyed with some organizations that were constantly sending [requests for] more money. And I thought, ‘Wouldn’t it be better if I just give to one place?’ It makes it easier for me.”

She spoke with a member of The Foundation’s Donor Services Team, and after discussing her interests, Ms. Sharp decided she’d like to make regular gifts to The Foundation’s general Winnipeg Community Building Fund.

“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 Building Fund because it encompasses a lot of things.”

By making gifts to the general Winnipeg Community Building Fund, Ms. Sharp is supporting the community’s most pressing needs and emerging opportunities. She’s also giving The Foundation the discretion to determine which charities receive support through its Responsive Grants program.

“I thought that that was the best thing because The Winnipeg Foundation would know best where the money was needed.”

Ms. Sharp’s partner is dealing with vision issues, and she knows he will likely one day need the support of Canadian National Institute for the Blind (CNIB). Knowing that she’s supporting all organizations, including CNIB, through the general Community Building Fund is reassuring to her.

Ms. Sharp spent her career at Great-West Life Assurance Company, working in the investments division prior to her retirement, so she sees the value of endowments, and of working together to support the community.

“I understand the importance of investing and I think this is a great idea to take the money and help it to grow. And that it’s always going to be there to make sure this community gets the help that it needs,” she says. “Every gift makes a difference and it doesn’t matter how big or how small it is. That’s the idea with an endowment fund: your contribution – no matter how big or small – is helping the community.”

Since she’s become a regular donor, Ms. Sharp has attended a number of Foundation events. She’s participated in a small group meeting with Foundation CEO Rick Frost, where she discussed what The Foundation can do to enhance her experience as a donor. She attended the opening of the Alloway Arch and Widow’s Mite fountain at The Forks in 2015, which pays homage to Foundation founder William Forbes Alloway and the second gift ever received by The Foundation. And she’s gone on Community Learning Sessions, where she’s able to learn about charities and upcoming programs and projects she’s helping to support, such as Assiniboine Park’s Diversity Gardens.

“It’s just wonderful,” she says of the events she’s participated in. “It really brings the community even closer.”

And to Ms. Sharp, building a strong community is vital.

“I love Winnipeg. I love the community feel of it. There’s so much that Winnipeg has to offer as far as entertainment, sports, things to do, and it’s a good place to raise a family… Of course, there are people who need help and I want to make sure that those people get the help that they need.”

You support Winnipeg’s most pressing needs and emerging opportunities. Contact us to learn more.
DR. TYLER PEARCE’S LEGACY HELPS LEVEL THE PLAYING FIELD

OPPORTUNITY THROUGH EMPLOYMENT

As a child, Dr. Tyler Pearce, PhD, saw how unfair the world sometimes is, so she’s devoted her life to leveling the playing field through her work in the charitable sector. Her legacy gift through The Winnipeg Foundation ensures she will continue to support the organizations and causes she believes in, forever.

Dr. Pearce grew up in what she calls a “mixed race, mixed class family.”

“My parents had union jobs, but they were the only adults in my life that did. My aunts and uncles…some did backbreaking work… others went from job to job and really struggled to keep employment. Some members of my family are Indigenous.”

As a young child, she watched family members struggle with many things, such as unsteady employment, shift work, or being the only Indigenous woman in an office setting.

“Without having words or concepts to understand, I could see that gender and race really impacted how their bodies ended up. There’s a devastation that happens to people’s bodies when they’re in tough jobs. There’s also what happens to people’s self-confidence when you’re not treated well when you go into the bank or when you’re working with a social worker.”

It wasn’t until university that Dr. Pearce gained a greater understanding of the reasons her family struggled, and today she works to improve job opportunities for people just like her relatives.

“I have broken people within my family and I don’t want that to happen to other people. I want to make the world better. I’m very privileged within my family, I’m the activist. It just comes from seeing some really beautiful humans terribly hurt by the world in a very unfair way. No fault of their own. And so, that’s what moves me.”

Today, Dr. Pearce is Executive Director of Local Investment Toward Employment (LITE), which works to promote community economic development by supporting inner-city initiatives that build capacity and provide jobs.

In the past, Dr. Pearce worked as Canadian Mental Health Association’s Manager of Regional Affairs and was Director of Operations at BUILD, a social enterprise that offers training for people who face barriers to employment. She was also Project Manager of the 2012 renovation of 765 Main Street, which transformed the old Canadian Pacific Railway Post Office into the Social Enterprise Centre – a space that today is home to many community-minded non-profits, including LITE.

After the sudden death of a cousin who was just a few years older than her, Dr. Pearce saw firsthand what happen when someone doesn’t have a Will. In the case of her cousin, the legal system decided what happened to his estate.

“Money is such a small part of the loss of a life, but it can overshadow all the other pain and things that people are going through, especially from a tragic loss. I don’t want to put my family in that position. And I don’t want to leave the world and be in that position.”

Working in the charitable sector, Dr. Pearce understands the difference every gift can make. That’s why she’s decided to include a gift through The Winnipeg Foundation in her estate plans.

“[We have a donor at LITE] who gives $1.30 every month… And every donation I get, I dance. I just know that the size of the gift is not what matters, it’s the actual gift. Once I experienced that firsthand, I realized it didn’t matter if my net worth is not large, what matters is that there is a gift that could be given.”

Dr. Pearce worked with Foundation staff to draft a letter of wishes, which she says was “literally pain free.” She decided to leave a Designated gift to two charitable organizations in her estate plans.

Dr. Pearce hopes through her legacy gift, she’ll continue to improve lives and spread opportunity.

“I hope my legacy is just a little bit of joy.”

THE SIZE OF THE GIFT IS NOT WHAT MATTERS, IT’S THE ACTUAL GIFT.”

– Dr. Tyler Pearce, Foundation donor

Dr. Tyler Pearce in the boardroom of the Social Enterprise Centre, which is covered in artwork made by the community members who helped renovate the building.
GIFT
Legacy gift included in estate plans

TYPE
Designated

SUPPORTS
Charitable organizations
Dr. Pearce cares about
ris Maurstad has always been good with money. From the age of five, she’d save her pennies. “I was always a saver. I always came home with more money and [my sister] came home with nothing. Often my mother or grandmother would give me 5 or 10 cents, and I’d put it in my purse. She’d give my sister the same amount, but my sister would spend it and I’d have mine when I got home.”

Ms. Maurstad’s thrifty nature has persisted, and her appreciation for responsible spending is one of the reasons she has been working with The Winnipeg Foundation for more than a decade. She’s been involved in setting up endowment funds for various organizations she’s served, including the Women’s Canadian Club of Winnipeg Centennial Educational Fund, and the Lady Gray’l Fund.

Though these funds have different interests in mind, they share a common goal: to support their particular cause forever.

The Lady Gray’l Fund was established in 2006 in honour of Lady Gray’l, the famous great gray owl. Lady Gray’l passed away in October 2005 after 21 years as an ambassador and teacher of Manitoba wildlife research, education, and conservation. The Lady Gray’l Fund was co-founded by Dr. Robert Nero, Sherrie Versluis, The Foundation’s Director of Strategic Philanthropy Cathy Auld and Ms. Maurstad. The Donor-Advised Fund supports education, research, conservation, and native habitat protection for wildlife, with particular focus on projects related to owls.

The Women’s Canadian Club of Winnipeg recently celebrated its 110th birthday. The group meets for lunch on a monthly basis “to foster the Canadian Spirit by conserving the traditions of the past and encouraging interest in the future.”

The Club established a Scholarship Fund in 2007 to provide bursaries at the University of Manitoba for students enrolled in their third or fourth year of studies in the Faculty of Arts, in the Canadian Studies Program, or the Faculty of Graduate Studies. Since 2014, the focus has shifted to support students enrolled in the Clayton H. Riddell Faculty of Environment, Earth, and Resources at the University of Manitoba.

No matter what type of fund or which projects and programs it may support, Ms. Maurstad knows endowments allow gifts to truly make a lasting impact.

“I’ve always been a fan of having money around forever, so the idea that it [an endowment fund] would be in perpetuity was perfect for any concepts I had,” Ms. Maurstad says. “With any organization, it’s a good thing to have an endowment fund so the funds go on forever. And you have money that you can depend on year by year.”

Ms. Maurstad is retired from her career as a Certified Management Accountant (CMA), but has taken her financial knowledge with her, while volunteering for, and serving on, various boards, organizations, and agencies over the years.

“A lot of people don’t see the value in putting money aside and having it for the future. They’d rather have it now, and spend it now. I try to convince them but sometimes I just throw up my hands,” she says with a laugh. “But having a fund that will carry on into the future makes me feel really good. When you invest money, it does grow. And that is a good idea.”
SCHOLARSHIP FUNDS

You help generations of students pursue their dreams. Winnipeg Foundation staff work with you to develop selection criteria. Recipients are decided by school administration. Contact us to learn more.

“WITH ANY ORGANIZATION, IT’S A GOOD THING TO HAVE AN ENDOWMENT FUND SO THE FUNDS GO ON FOREVER. AND YOU HAVE MONEY THAT YOU CAN DEPEND ON YEAR BY YEAR.”

– Iris Maurstad, fund holder

Fund: Women’s Canadian Club of Winnipeg Centennial Education Fund
Type: Scholarship
Supports: Students in the Clayton H. Riddell Faculty of Environment, Earth, and Resources at the University of Manitoba
MAKING A LASTING DIFFERENCE
CELEBRATING THE 15TH ANNIVERSARY OF THE MOFFAT FAMILY’S HISTORIC $100 MILLION GIFT

In December 2001, the Moffat family made an unprecedented gift of $100 million to The Winnipeg Foundation. Overnight, their generosity increased The Foundation’s capital base by almost 50 percent and provided for new and innovative grants.

Not only was it an incredible gift to the community; the choice to give to a community foundation was a huge boon for the community foundation movement. Creating a Donor-Advised Fund of $100 million was unprecedented in Canada. It is hard to imagine a more meaningful gesture of validation and as a result, the gift created a tidal wave of enthusiasm across the entire community foundation movement. It demonstrated such confidence that the credibility of community foundations was immediately raised to a new plateau. The Moffat Family’s trust has played a very significant role in the growing success of The Winnipeg Foundation.

The mandate of the Moffat Family Fund is ‘to enhance the quality of life and make a lasting difference in communities where Moffat Communications Limited conducted business. Its primary focus is to support and advance the social, physical and intellectual well-being of children and families.’

The Moffat Family Council assesses grant applications and makes recommendations. It has grown to now include three generations of the family.

By the time it reached its 15th anniversary in 2016, the Moffat Family Fund had made 2,273 grants totaling more than $51 million to community organizations. It has changed lives and transformed our city For Good. Forever.

Major investments like the William Norrie Centre and Merchants Corner together with countless smaller grants have delivered a profound impact on Selkirk Avenue. The Teachers’ Discretionary Fund uniquely demonstrates how hundreds of modest $350 grants can change the quality of student life for the better. The support for Marymound’s capital project and Ma Mawi Wi Chi Itata Centre’s Family Group Conferencing program shows how the Moffat family has remained steadfast in its commitment to helping the most disadvantaged.

From child nutrition to support for young mothers, every Moffat grant is about leveling the playing field so everyone has a more equal opportunity to enjoy the benefits of living in our society.

Programs and projects supported by the Moffat Family Fund

Since it was established in 2001 until Sept. 30, 2017, the Moffat Family Fund has made almost 2,500 grants totaling more than $55.1 million. Some of the projects supported include:

• FortWhyte Farms
• Art City
• Graffiti Art Programming
• Selkirk Avenue revitalization projects
• Nourishing Potential
• Very READ-y
• Camps and summer programming
• Out of town grants for the charities in the 12 communities in which Moffat Communications did business
• Teachers’ Discretionary Grants
• Wi Chilwaakanak Learning Centre at the University of Winnipeg
• Child Nutrition Council of Manitoba
• Manitoba Children’s Museum
• Pathways to Education
The Winnipeg Foundation’s new reconciliation granting stream

At The Winnipeg Foundation’s Annual Celebration in January 2018, we announced a brand-new granting stream. In 2018, $1 million in grants will be available for projects that uphold one or more of the Truth and Reconciliation Commission of Canada’s 94 Calls to Action. Program details are currently being developed by an Advisory Committee, with further information available in the spring. Grantees will be announced in fall. More info will be available at wpfgdn.org in the coming months.

The Philanthropic Community’s Declaration of Action

The Winnipeg Foundation is a signatory of this document. Read more on page 26.

Understanding Indigenous Philanthropy

REPORT AIMS TO DEFINE, SUPPORT AND ENABLE MANITOBA’S INDIGENOUS PHILANTHROPIC SECTOR

The Winnipeg Foundation is part of the team aiming to build a better understanding of the Indigenous philanthropic sector in Manitoba, to help create an enabling environment in which Indigenous philanthropy can flourish.


The report identifies that for many Indigenous people, the word charity is problematic as it implies “a deficit model of helping that is not culturally relevant and does not fit within the Indigenous conceptualization of reciprocity.” Furthermore, in some cases charities are providing services to Indigenous people that were originally guaranteed by the treaties.

Exploring and building consensus around concepts of Indigenous philanthropy was one of the project’s objectives. Amongst the terms agreed upon and defined are:

- Indigenous-focused charities: those that are registered charities with the Canada Revenue Agency (CRA) and have a mandate to serve Indigenous peoples.
- Indigenous charities: registered charities that not only serve Indigenous people, but also have significant Indigenous leadership and cultural values woven into the fabric of the organization.

Using CRA data, the report determined there are 4,392 charities in Manitoba, of which 85 are Indigenous-focused – or approximately two percent.

The report developed a definitional matrix to determine what makes a charity Indigenous. According to findings, The Winnipeg Foundation is a charity that has Indigenous beneficiaries.

The report states, “[t]here is much more work to be done to advance Indigenous philanthropy. For Indigenous charities, there is a keen interest in gaining knowledge about how to develop stronger partnerships with non-Indigenous donors, particularly large foundations. For non-Indigenous donors, there is a quest to participate in the overall societal movement towards truth and reconciliation and to engage in meaningful, equal partnerships with Indigenous peoples. There is also a real opportunity to further integrate Indigenous approaches to community caring and sharing to increase resiliency across all of Canadian society. There are many research opportunities that can build on the findings of this project to the benefit of all those who call this land home.”

Some of the report’s conclusions and recommendations include:
- Establishing an Indigenous organization accreditation process with guiding principles.
- Prioritizing funding to Indigenous communities and organizations to advance truth and reconciliation. This includes helping to “hold government accountable for equitable provision of public services to Indigenous communities as outlined in the Philanthropic Community’s Declaration of Action.” See more at left.
- Seeking out and supporting guidance from Indigenous Elders and Traditional Knowledge Keepers.
- Expanding training related to Indigenous philanthropy.
- Continuing to support research on Indigenous philanthropy.

You can view the full report on The Circle’s website: philanthropyandaboriginalpeoples.ca/resources/publications
A NEW ERA IN SUPPORT FOR YOUNG PEOPLE

KIDS HELP PHONE PILOTS 24/7 TEXTING SERVICE IN MANITOBA

Recipient: Kids Help Phone
Program: Crisis Text Line powered by Kids Help Phone
Grant: $50,000, drawn from the Puchniak Family Fund, and an Anonymous Fund, both of which are Donor-Advised Funds
The ways young people communicate are changing, and so is the way Kids Help Phone offers support — the charity is currently piloting a 24/7 texting service in Manitoba. No matter how it’s accessed, one thing won’t change: that Kids Help Phone will be there when youth need support. Ben Sabic has used the service ever since he was in elementary school.

“I believe it’s because of the Kids Help Phone counsellors I’m standing here today. They were there for me when I felt like I had no where else to turn.”

Today, the 22-year-old University of Manitoba student shares his story of overcoming the stigma of mental health. About three years ago, after a close friend committed suicide, Mr. Sabic was diagnosed with bipolar disorder, social anxiety and illness anxiety disorder. He believes the support he received from Kids Help Phone when he was younger gave him the coping skills he needed to get through.

“Each time I called [Kids Help Phone], the counsellors not only helped make me feel better… they also equipped me with a variety of tools, whether that was self-care strategies or local web sites or local services I could turn to. They helped me understand that what I was feeling was OK, and I shouldn’t be ashamed.”

Mr. Sabic has shared his story at a variety of events, including Manitoba’s We Day 2017. He sits on Kids Help Phone’s National Youth Council; a group of young people from across the country that collaborate on Kids Help Phone ideas and projects. He believes the new texting service — called Crisis Text Line powered by Kids Help Phone – will help the organization serve even more youth in the way they want.

Since 1989, Kids Help Phone has offered phone-in support for kids across the country. It also offers an online chat service, a mobile app, and an online resource database promoting resources in local communities. All services are completely anonymous and confidential.

Right now, kids reach out an average of 360 times per day for counselling and information referrals, and many more head to Kids Help Phone’s website. Unfortunately, the live chat can only address about 30 percent of the demand, says Alisa Simon, Kids Help Phone’s Vice President of Counselling Services and Programs. That’s where the texting service can help.

“The texting service is really meant for us to be able to significantly grow our capacity to serve young people,” she explains.

Plus, many young people feel more comfortable texting. Kids Help Phone research uncovered that 42 percent of young people would rather write than speak about their problem and 71 percent said they would welcome a texting option.

The 24/7 texting service is being developed thanks to a partnership with the U.S.-based Crisis Text Line, which has been operating for four years and recently took its 60 millionth text, Ms. Simon says. It’s the first time such technology will be available in Canada.

“It really allows us to make sure young people are able to connect, and also ensure we have oversight into all the conversations. Those young people in the highest level of distress or are talking about really serious issues, such as suicide, will be triaged up.”

The Foundation made a grant to support the piloting of the texting service in Manitoba, which will begin in early 2018. Although it is being piloted here, the nature of the program means people from all over Canada can access texting support. Our province was chosen in part thanks to its diversity.

“We really wanted to make sure we were testing the service in a province that has rural and remote [communities], has urban areas, has Indigenous peoples in large numbers. We wanted to make sure this is going to be a service that is going to work for all kinds of young people.”

To help ensure a successful program, Kids Help Phone developed a local Advisory Committee that discussed everything from what the volunteer training should encompass to the program’s name.

The program will be launched nationally in both official languages in fall 2018. The texting service relies on trained volunteers who can live anywhere in Canada. They must complete 36-hours of training, pass a vulnerable sector check and provide references. Volunteers commit to providing four hours of support a week, and all work is overseen by trained supervisors. Kids Help Phone anticipates needing 400 to 600 volunteers in Manitoba. To get involved, go to kidshelpphone.ca/texting-volunteers.
NOURISHING POTENTIAL REFRAAMES
HEALTHY EATING FOR COMMUNITY

Kids can’t learn, grow and reach their full potential when they’re hungry. The Winnipeg Foundation’s Nourishing Potential helps ensure charities can feed kids and teach them about healthy food. The project even attracted a high-profile Ambassador: Chicago Blackhawks Captain – and former Winnipegger – Jonathan Toews.

Nourishing Potential was launched in 2011 following consultations with community organizations. The program allowed after-school, drop-in and summer programs to apply for grants of up to $10,000 in support of healthy food, cooking equipment and food education. The initiative had two goals, both of which it aimed to accomplish in five years:

- Build a $5 million endowment. A fund of this size generates approximately $250,000 annually for granting.
- Grant $1 million to charities while the fund was being developed.

Grant recipients reported a substantial change in children’s eating habits, and that transferred back to families and community members. Ailene Deller is a Dietitian and in 2014 she was Program Facilitator of Broadway Neighbourhood Centre’s Kids in the Kitchen program.

“At the beginning I wanted to see what they were eating at home, so I made them all these dinner plate pictures and said, ‘Can you draw me what your favourite meal is and what you eat at home?’ A lot of it was hot dogs or pizza, Pizza Pops, things they can fend for themselves with.”

After attending Kids in the Kitchen for a few months, participants’ tastes changed dramatically. Their favourite meals included quesadillas, stir-frys, wraps, and fruit and yogurt parfaits. Another illustration of the program’s success? Whereas in the beginning it was often a struggle to get kids to include vegetables in their meals, after they would often ask for more.

“They say ‘I only have to have two veggies? Can I put four on [my quesadilla]? And I tell them, ‘Of course you can!’” Ms. Deller says.

Nourishing Potential also aimed to raise awareness of food security and good nutrition.

The Foundation partnered with Food Matters Manitoba to present Pulitzer Prize-winning journalist Michael Moss, author of Salt Sugar Fat: How the Food Giants Hooked Us, in February 2014.

“Knowing everything that the food companies are doing to get you to do their bidding when you walk in the front door of a grocery store is an incredible playing field leveler,” Mr. Moss says.

We also partnered with Red River College (RRC) and CTV Winnipeg 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 submitted and more than 3,500 votes cast.

In summer 2015, hockey superstar Jonathan Toews signed on to be Nourishing Potential’s Ambassador. A 10-week campaign engaged many Winnipeggers to ‘Join Jonathan’ by making a gift to the fund. The Foundation also launched a text-to-give campaign in support of the endeavour.

In the end, both of Nourishing Potential’s goals were achieved: close to $1 million was distributed between 2011 and 2016, and the value of the Nourishing Potential Fund sat at $5.35 million at the end of fiscal 2016 (the official end of the campaign). It sat at $5.51 million at the end of fiscal 2017. Nourishing Potential was incorporated into The Foundation’s regular Community Grants stream and continues to provide grants in support of healthy food programs.

The Foundation achieved these goals thanks to generous donors. We had five lead partners – Assiniboine Credit Union, Province of Manitoba, City of Winnipeg, Winnipeg Jets True North Foundation and Wawanesa Insurance – as well as hundreds of individual, family and corporate donors who stepped up to support the cause.
NOURISHING
POTENTIAL

• Provides grants so kids in after-school, drop-in and summer programs can access healthy food, cooking equipment and food education.
• Campaign to build a $5 million Nourishing Potential Endowment Fund ran 2011 to 2016, during which time $1 million in flow-through grants ensured immediate support for programs.
• Funded by Assiniboine Credit Union, Province of Manitoba, City of Winnipeg, Winnipeg Jets True North Foundation, Wawanesa Insurance, The Winnipeg Foundation, individual and corporate donors.
• Fund value at end of fiscal 2017: $5.51 million.
HELPING HOUNDS

SERVICE DOG TRAINING PROGRAM HELPS FORMERLY INCARCERATED PARTICIPANTS BUILD SKILLS AND REINTEGRATE
Service dogs change lives. For those suffering from debilitating disabilities and illnesses, a service dog can increase safety and quality of life.

For those coming out of jail, re-integrating into society can be difficult. They face stigma and barriers, and often have trouble finding employment.

Through a new program that teaches its participants to train service dogs, the John Howard Society is helping formerly incarcerated people gain volunteer and work experience, and improve their confidence and self-esteem.

“IT’S ALWAYS GOOD TO GIVE SOMEbody A SECOND CHANCE.”

_– George Leonard, MSAR’s Master Trainer_

“I saw a lot of growth just within six weeks in terms of [participants’] socialization and their comfort levels,” says Carmen Vielfaure, Coordinator of the John Howard Society’s Canine Healing Services program. “It really empowers a person when they can do something they really enjoy, feel good about themselves and feel good about the work they’re putting into it.”

The John Howard Society of Manitoba offers supports to help men coming out of jail reintegrate into society, including literacy services, and parenting and anger management courses. Canine Healing Services teaches the men to train service dogs for people with a variety of disabilities including post-traumatic stress disorder (PTSD). There is a focus on providing dogs for those who have been held in or worked at a correctional facility.

Canine Healing Services was developed in partnership with MSAR Elite Service Dogs, which trains dogs for all types of service purposes - from autism to tactical. The Foundation had previously supported development of MSAR’s K9 dog training program from 2006 to 2008 and suggested the two organizations work together when the John Howard Society began discussing plans to create the program.

“It’s always good to give somebody a second chance,” says George Leonard, MSAR’s Master Trainer. “We’re going to help the John Howard Society build the infrastructure to help even more people.”

The program launched in September 2017 with three student trainers, who each complete six weeks of volunteering with MSAR before applying and interviewing for a paid position. After completing a two-year training course, which includes an online component as well as hands-on training with Mr. Leonard, participants will be able to train dogs for the John Howard Society of Manitoba.

“It’s definitely a long-term collaboration,” says John Hutton, Executive Director of the John Howard Society of Manitoba. “The dogs themselves are certified according to standards that MSAR has developed.”

In addition to increasing participants’ skills and employability, the training program also allows them to develop prosocial skills.

“They’re surrounded by positive peers and role models and they’re supported throughout by me as a coordinator,” Ms. Vielfaure says. “If ever there are obstacles like substance abuse or just wanting to work on communication or something like that, I’m always on hand to help out.”

It takes approximately one year to train and certify a service dog. Near the end of the training, dogs and the people they’re matched with learn to work with one another. Training sessions often take place in public places like malls or grocery stores.

“[We] try and get the dog used to [having] a lot of distractions happening around them but keeping their focus on their owner,” Ms. Vielfaure says.

Ms. Vielfaure notes that having a service dog can make a big difference for someone who experiences anxiety or is affected by noises or sounds that trigger their trauma.

“It brings focus for the person so that they can just focus on the dog, try to regulate themselves and process what’s going on.”

A Community Grant from The Winnipeg Foundation provided core funding for the program and helped the John Howard Society of Manitoba develop a business plan and marketing plan to sustain the program over the long term.

In addition to having the capacity to train their own dogs during the next few years, the John Howard Society of Manitoba hopes the program will build a social enterprise that will continue to provide jobs for those facing barriers to employment.

“This project is going to take us in new directions as an organization and we’re looking forward to that,” Mr. Hutton says. “But the business plan will help us find our way and that’s something we’re receiving as a result of support from The Winnipeg Foundation.”

Educating about the importance of reducing education and employment gaps between Aboriginal and non-Aboriginal Canadians.

Justice

We call upon federal, provincial, and territorial governments to commit to eliminating the overrepresentation of Aboriginal people in custody over the next decade, and to issue detailed annual reports that monitor and evaluate progress in doing so.
Ms. Imee Gutierrez arrived in Canada from the Philippines in 2012. She is using her unique experience to help make the immigration process easier for others.

“As an immigrant myself, I can relate to the suffering, sacrifices, and huge adjustment that these newcomer women are facing,” Ms. Gutierrez says. “People have their own way of helping, and for me, it’s helping them fill out the forms and helping them understand why and how things are done. That’s a big thing, and it’s a relief for them.”

Ms. Gutierrez works as Program Coordinator at Holy Names House of Peace in the heart of downtown Winnipeg. Thanks to the skills and knowledge she gained by obtaining an Immigration Consultant Diploma from Ashton College in B.C., Ms. Gutierrez guides newcomers through the complicated process of becoming a Canadian citizen. A Professional Development Grant from The Winnipeg Foundation helped cover some of the costs related to obtaining the diploma.

Holy Names House of Peace is a charity that provides a warm and engaging home for 18 newcomer women from diverse backgrounds.

“Everyone is welcome in Holy Names House of Peace,” she says.

Ms. Gutierrez had helped immigrants from many different countries, including the Philippines, Myanmar and other areas of southeast Asia, as well as African countries like Burundi, Rwanda, Somalia, Kenya, and Ethiopia. She helps them with some of the more complicated aspects of immigration, such as acquiring temporary resident visas, extensions, study permits, and work permits.

Many of the people Ms. Gutierrez works with are fleeing extremely harsh and difficult political and social situations, so it can be difficult to connect with these women, at least initially.

“You have to get to know who they are. When they learn that I’m an immigrant myself, they begin showing me a little trust. If they know that I learned and studied immigration, that gives them confidence,” Ms. Gutierrez says. “You have to build trust. All of us are strangers to them.”

Ms. Gutierrez has worked with Holy Names House of Peace since September 2013, after living there when she first moved to Canada, and she is pleased to be able to give back to the organization and help the newcomer women on their potentially difficult transition to Canada.

“It’s heartwarming and it’s very inspiring, because I understand now, and I can share my knowledge,” Ms. Gutierrez says. “That, for me, is what I want to do in my life.”

Recipient: Imee Gutierrez, Program Coordinator at Holy Names House of Peace
Program: Immigration Consultant Diploma
Grant: $3,000 Professional Development Grant, drawn from the hundreds of Community Building Funds held at The Foundation, including the Mr. and Mrs. E. J. Tarr Memorial Fund, the Hugh Avery Benham Fund, and the Miko’s Mabuhay Fund

The Foundation’s Professional Development Grants

• The Winnipeg Foundation budgets $100,000 annually for our Professional Development Grants program.
• From Oct. 1, 2013 to Sept. 30, 2017, 261 Professional Development Grants were distributed to 169 charitable organizations totalling $390,933.
• This gave more than 500 individuals and 44 groups the opportunity to benefit from professional development in some capacity.
ROLLING OUT THE WELCOME MAT

FOUNDATION OFFERS SUPPORT TO SYRIANS AND OTHER NEWCOMERS

The Foundation provided support to newcomers and refugees in a variety of ways during the 2014–2017 Strategic Plan. Some highlights are noted here.

WELCOME TO WINNIPEG FUND

• In March 2016, with support from lead national donor CN, Community Foundations of Canada (CFC) contributed $500,000 to the Welcome to Winnipeg Fund to help with the urgent influx of Syrian refugees, as well as other newcomers.
• Winnipegers were also invited to make gifts to the fund.
• Gifts flowed directly to local settlement organizations.
• Between the date it was established and Sept. 30, 2017, the Welcome to Winnipeg Fund granted $500,475 to seven organizations:
  - Manitoba Interfaith Immigration Council (Welcome Place)
  - Immigrant and Refugee Community Organization
  - Canadian Muslim Women’s Institute
  - Société de la francophonie manitobaine
  - All Saints Church
  - Mennonite Central Committee Manitoba
  - Salvation Army Manitoba and Northwest Ontario

EMERGENCY SUPPORT FOR WELCOME PLACE

• In February 2017, Welcome Place, which houses newcomers to Winnipeg, was full to the brim due to an influx of refugees crossing the Canada/US border.
• The Foundation announced $33,000 in emergency support to help ease the burden. Of the total amount, $23,043 came from an anonymous Foundation donor with a Donor-Advised Fund who felt compelled and inspired to support the refugees. The remaining amount was drawn from The Foundation’s CEO Emergency Fund.
• These grants were used for: off-site accommodations to house refugees, Welcome Place’s In-Canada Protection Services program, staffing costs, and other necessities.
• This was in addition to grants The Foundation had already made to support Welcome Place’s In-Canada Protection Services. This program provides refugee claimants with shelter, food, transportation and appropriate clothing; access to health and translation services; and paralegal services to fill out necessary documentation. These grants totalled $200,000 over three years (2015 to 2017).
PROMOTING RECONCILIATION

PHILANTHROPIC COMMUNITY’S DECLARATION OF ACTION HELPS GUIDE FOUNDATION’S WORK

Truth and reconciliation is a journey that calls on all of us – individually and collectively, corporately and institutionally – to respond.

The Winnipeg Foundation is committed to working with everyone in our community toward a shared goal of reconciliation. Like so many, we’re still discovering exactly what that means. We know education plays a significant role.

In 2015, coinciding with the Truth and Reconciliation Commission of Canada’s (TRC) closing events in Ottawa, The Circle on Philanthropy and Aboriginal Peoples in Canada (The Circle), together with a number of philanthropic organizations, drafted the Philanthropic Community’s Declaration of Action. The Winnipeg Foundation’s then-Chair Susan Millican was in Ottawa at the ceremonies to sign the Declaration.

This document commits to ensuring positive action on reconciliation will continue. It invites others to join in moving forward in an atmosphere of understanding, dignity and respect toward the goal of reconciliation, and it is intended to be signed by philanthropic organizations that wish to make a commitment to using their resources in service to reconciliation. It has now been signed by more than 75 philanthropic organizations across Canada. You can read it at left.

The Philanthropic Community’s Declaration of Action is helping to guide The Foundation’s work.

The TRC issued its 94 Calls to Action in 2016. These represent, among other things, important steps to be taken to redress the legacy of the residential school system and the intergenerational impact it has had on so many.

Many of the Calls to Action are aimed at government and institutions such as museums, archives and educational organizations. The Winnipeg Foundation and other philanthropic organizations have identified an important role for philanthropy in advancing education and understanding in our community.

Winnipeg’s Vital Signs® 2017, released last October, presented a snapshot of life in Winnipeg as identified by citizens and supported by secondary research. The project is informing our 2019–2021 Strategic Plan, which will be released in late 2018. One of Vital Signs’ key findings emphasized the importance of reconciliation, and the fact many citizens are still uninformed about the Calls to Action. This message was so strong The Foundation knew it couldn’t wait to address the issue.

In January, we committed $1 million in 2018 to a new granting stream that supports projects and programs that respond to one or more of the Calls to Action. Further details on the application process will be released in the spring, with grants issued in the fall.

The Foundation recognizes these are just preliminary steps. We are looking forward to exploring new opportunities to support the implementation of the spirit, intent and content of the Truth and Reconciliation Commission’s findings and Calls to Action.

Patricia Maniville announces a new granting stream focused on supporting reconciliation during The Foundation’s Annual Celebration in January 2018. Ms. Maniville is a Foundation Board member and Chair of the reconciliation granting stream Advisory Committee.
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 safer 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.
Kids learn about the world, and about themselves, by exploring music, dance, sport and cultural activities. Growing Active Kids (GAK) helps ensure young people living in and around Manitoba Housing have the same opportunities as their peers throughout Winnipeg.

A project of The Winnipeg Foundation, GAK was a grassroots program that was piloted between 2013 and 2017. The four Manitoba Housing sites involved in the project – Plessis, Tuxedo/Edgeland, Concordia and Gilbert Park – have a combined total of 1,000 families.

GAK included a unique funding partnership between the Governments of Canada and Manitoba, The Winnipeg Foundation, individual donors and charitable organizations. Canada and The Winnipeg Foundation each contributed $350,000 in flow-through funds. The Province of Manitoba contributed $1 million to an endowment fund, with donors contributing additional gifts. Charitable organizations contributed $337,817 in-kind.

GAK had four primary goals:

1. To improve life outcomes for children, youth and families in and around social housing complexes.
   
   *Between 2014 and 2017, 76 projects received grants totaling more than $640,000. This impacted close to 1,500 children, youth and their families with educational, recreational or cultural programming.*

2. To engage community members and stakeholders to work together.

   *A GAK Advisory Committee was established to ensure community members, resource centres and agencies worked together to identify programming that was reflective of the community. The Advisory Committee included Manitoba Housing residents, community leaders, representatives from Manitoba Housing and the Winnipeg Police Service.*

3. To foster partnerships and networks to address existing and emerging social issues.

   *Twelve charitable organizations came together to deliver programming in and around the four pilot sites. The resource centres formed a Resource Centre Network in response to specific needs and each community formed a multi-stakeholder committee to ensure that programming needs were met.*

   *The need for increased supports for family resource centres has also become a United Way priority area. The United Way launched the For Every Family initiative, and The Winnipeg Foundation is contributing $1 million over six years to support this program.*

4. To create an endowment fund to provide a permanent source of support.

   *Thanks to gifts from the Province of Manitoba and other generous donors, the value of the Growing Active Kids Fund was $1.4 million by the end of fiscal 2017.*

   Although the program’s pilot phase wrapped up at the end of 2017, the Growing Active Kids Fund will provide between $45,000 and $50,000 each year to support collaborative projects in and around social housing.

   *The following charities will receive grants support from 2018 to 2021. After that, recipients will be reviewed.*

<table>
<thead>
<tr>
<th>Location</th>
<th>Grant amount</th>
<th>Manitoba Housing site supported</th>
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</thead>
<tbody>
<tr>
<td>The Wrench</td>
<td>$8,000</td>
<td>All four</td>
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<tr>
<td>CanU</td>
<td>$8,000</td>
<td>Gilbert Park</td>
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<tr>
<td>YM/YWCA</td>
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<td>Frontier College</td>
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<tr>
<td>Art City</td>
<td>$4,225</td>
<td>Plessis</td>
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<tr>
<td>Boys and Girls Club</td>
<td>$8,000</td>
<td>Tuxedo/Edgeland</td>
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</table>

**Total:** $44,225/year

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*Charities receiving Growing Active Kids grants, 2018 to 2021*
LITERACY PROGRAM SUPPORTS HUNDREDS IN POINT DOUGLAS

At early learning child care centres throughout Point Douglas, a mouse doesn’t scare kids away – he brings them running. Moe the Mouse® is a plush toy who visits almost every day with songs, stories and books to read.

When they hear Moe is about to appear, children scramble from all corners, putting away toys and gathering on the carpet. Moe and his animal friends bring storytelling, rhymes, activity-based songs and stuffed animals to cuddle. Little do these preschoolers know, while engaging in Moe’s lively world they’re gaining key language skills that will equip them for Kindergarten.

Moe the Mouse® is one element of Very READ-y, a Winnipeg Foundation initiative that ran from 2012 to 2017 and supported parents and the early learning community to prepare Point Douglas kids for school.

Working with lead partner agencies Bookmates and Manidoo Gi Miini Gohnaan, Very READ-y took a collaborative, family-centred approach that aimed to reach approximately 3,000 neighbourhood kids (aged 0-5) with programming that builds and reinforces speech and language, reading, numeracy, and social skills.

The Early Development Instrument (EDI) measures how ready children are to begin Kindergarten. Teachers score students, and these scores are used to place neighbourhoods on a scale from ‘Very Ready’ to ‘Not Ready.’ In practical terms, ‘Not Ready’ means children lack basic literacy skills, such as identifying letters or attaching sounds to them.

Based on EDI scores from 2010/11, 40 percent of Point Douglas children were not ready to start Kindergarten. This score is significantly higher than children from other city neighbourhoods. The greatest disparity was in language and thinking skills.

Point Douglas is a neighbourhood where almost half the population identifies as Indigenous. It is essential that programming reflects the community. As a project and partnership, Very READ-y integrated the community’s cultures, traditions and diverse languages. For example, Moe the Mouse® was developed by the B.C. Aboriginal Child Care Society and can be delivered in several languages, and children’s books by Indigenous authors are shared with families.

Very READ-y led to several partnerships with community organizations, many of which The Foundation has made grants to support. These included The Learning Partnership’s Welcome to Kindergarten program, First Book Canada, Families and Communities Together (FACT): Point Douglas Parent-Child Coalition, Frontier College/Pathways to Education, and more.

Under Very READ-y, The Foundation provided more than $900,000 in support over six years to address school readiness in Point Douglas. The project also leveraged dollars from other sources, including Donor-Advised Funds at The Winnipeg Foundation.

The 2014/15 EDI scores, released in early 2017, showed fewer children in Point Douglas we considered ‘Not Ready’ for school compared to previous years. However, the neighbourhood still lags behind others in Winnipeg. The EDI is just one measure, and any improvement in scores can’t be attributed to Very READ-y alone, as The Boldness Project and other initiatives are at work in Point Douglas.

The Foundation’s investment in Point Douglas has created a strong base. Trained Moe the Mouse® facilitators continue to provide programming to neighbourhood children, and community organizations may apply to for Community Grants or Literacy for Life Grants in support of their work.

Grants to Bookmates for Moe the Mouse® and related programming

<table>
<thead>
<tr>
<th>Year</th>
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Grants to literacy enhancement projects in Point Douglas

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DONORS TAKE CENTRE STAGE
Volunteering at Royal Manitoba Theatre Centre is a family affair for Bob and Pat Migliore. The couple has been involved with Royal MTC since the 1970s, and now their daughter Laura Frederick and granddaughters Cassandra and Samantha Frederick are as well.

They’ve built a community at Royal MTC, and their Legacy Gift to Royal MTC’s Founders’ Circle, which is endowed through The Winnipeg Foundation, is helping ensure their beloved theatre community will be around for years to come.

BUILDING A TRADITION, AND A COMMUNITY

Opening Saturday of each run is the Migliores’ night at mainstage. As Head Usher, Mrs. Migliore has built a pool of volunteers vying to usher that night – she has even developed a points system to ensure everyone gets a fair shot at the coveted shifts. Having a committed crew of volunteers is important, she says.

“They show the public how they feel, how they perceive the theatre and how important it is,” she says. “I feel very, very committed to the theatre. And I think it’s something that the theatre really needs, they’re always saying how much they need it. And we enjoy doing it so much.”

The couple moved from New York to Winnipeg in 1970. Mr. Migliore was first introduced to Royal MTC through work shortly after the move, and he started volunteering soon after. Mrs. Migliore started volunteering for Royal MTC in 1978 as a part of her sorority Beta Sigma Phi and, as she likes to joke, she never left.

“We’ve stayed committed to the theatre and watched it grow and grown with it. And I’ll probably do this until I can’t do it anymore,” she says.

The couple volunteers with many different organizations. According to their daughter Laura Frederick, giving back to the community is something her parents have always done.

“Back as far as I can remember they’ve always been volunteering in something,” she says. Today, the couple is so busy volunteering they have to schedule time together, she says with a laugh.

Laura Frederick was about 15 when she started working and volunteering at Royal MTC. And her daughters Cassandra and Samantha were around the same age when they first got involved – it’s one of the best ways to spend time with their grandparents, they joke.

As far as Mr. and Mrs. Migliore know, theirs is the only volunteer night that features three generations ushering together – something Mr. Migliore is proud of.

“People may force their kids to do something. But here we invited them, they took us up and now they couldn’t be more passionate.”

Cassandra Frederick loves that going to the theatre is a special night out for her and her family.

“If you go to the movies you’re just going for that one movie, and once it’s over, that’s it. Here, during the breaks and even on your way here, you see everyone dressed up for the theatre and it’s fun. After, we go out. It’s not just while the show is on – the night is more of an event,” she says.

The Migliores have developed friendships and community because of their involvement with Royal MTC. Patrons look for Mr. and Mrs. Migliore during their ushering shifts, and some even bring them cookies. Through volunteering with Royal MTC and local theatre company Shakespeare in the Ruins, they have become friends with many in the theatre scene and think of some actors as their ‘unofficial family.’

“Every time we look to see who’s in the cast. In the performance [of A Christmas Carol] there were at least three people who we consider to be our ‘kids,’” Mr. Migliore says.

“I IMAGINE THE THEATRE MIGHT SAY WE’VE GIVEN A LOT TO THEM, BUT THEY HAVE GIVEN SO MUCH TO US.”

– Pat Migliore, donor
I looked at the review in Saturday’s paper, it was like, ‘We’re having a reunion! There’s Rob (Paterson), there’s Arne (MacPherson), there’s Kevin (Klassen),’” Mrs. Migliore adds.

They also feel appreciated for their time and effort. “I’m very proud every time that Steven [Schipper, Artistic Director of Royal MTC] will see us and say, ‘Hello Bob, hello Pat’ and shake our hands. He recognizes us. That’s really nice. It’s a good feeling,” Mr. Migliore says.

“Pat and Bob Migliore exemplify the many qualities of Royal MTC volunteer – helpful, humble, and hard-working,” Mr. Schipper says. “Like Pat and Bob, our volunteers transform a visit to Royal MTC into a reunion with family and friends.”

That sense of community contributed to the couple’s decision to join Royal MTC’s Founders’ Circle. “They’ve made us feel [we’re part of the community]. I want future generations to feel that too,” Mrs. Migliore says.

ROYAL MTC FOUNDERS’ CIRCLE

Royal MTC launched its Founders’ Circle campaign in 2017 in celebration of its 60th anniversary. The Founders’ Circle invites people to include a gift to Royal MTC in their estate plans. Founders’ Circle gifts are endowed in Royal MTC’s Agency Fund, which is managed by The Winnipeg Foundation. The goal is to grow to 60 members for the anniversary, and eventually more.

“Our Founders’ Circle ensures that the future of Royal MTC is secure for generations to come. Membership, no matter how small the gift, is like planting a tree knowing full well its shade will only benefit others,” says Kris Olafson, Royal MTC’s Individual Giving Officer.

“It’s an extraordinary act of generosity and selflessness that benefits both the donor and Royal MTC,” says Mr. Schipper.

Although the couple had already included three gifts to the Royal MTC in their estate plans – to the Mainstage, Warehouse, and Fringe Festival – when the Founders’ Circle was announced, Mrs. Migliore immediately knew it was a place for her. “I want to be part of that,” she says with a big smile.

Knowing their gift is endowed and will support Royal MTC in perpetuity is comforting to the couple – but they also hope more people will get involved. “It’s a really, really good, happy feeling. And you really want to believe it is going to happen, and you’re scared that it may not. Is everybody giving enough? Will the theatre keep on going? To have this kind of theatre in this town is great,” Mr. Migliore says.
AN AGENCY FUND SUCCESS STORY

Royal MTC’s Agency Endowment Fund is an incredible success story, one that’s only possible thanks to generous donors like Bob and Pat Migliore.

Established in 2001, the fund has quickly grown to provide a permanent source of support on which the theatre can rely. As of fiscal 2017, the fund was valued at $18.88 million. In 2018 it will generate more than $854,000 in revenue back to Royal MTC.

“Legacy gifts contribute to the overall financial viability of the theatre. The amazing growth we have experienced in our Agency Fund has come from connecting directly with our donors and discussing the benefits of gifts to the endowment fund. All gifts are welcome and contribute to build a lasting legacy,” says Ms. Olafson.

Charities can have one main Agency Fund at The Winnipeg Foundation, and many have sub-funds for various reasons. Prior to the 2014–2017 Strategic Plan, The Foundation managed a total of 262 funds on behalf of 158 agencies. By the end of 2017, The Foundation managed 344 on behalf of 198 agencies.

Many charities establish Agency Funds at The Foundation because they can count on the income each year, and have discretion over the spending.

“Contributions we receive through our endowment fund allow the theatre to make long-range plans and gives us the flexibility to take creative risks and maintain performance levels of the highest standards which are so important to allow the theatre to grow and flourish,” Ms. Olafson says.

The Foundation’s Spending Policy ensures distributions will not drop or vary drastically from year to year.

“For almost 100 years, gifts entrusted to The Winnipeg Foundation have been handled with responsibility, under strict policy guidelines and with a deep commitment towards the community of Winnipeg. We know and trust that under The Foundation’s Spending Policy our donors’ investments will grow and provide substantial income for Royal MTC well into the future,” Ms. Olafson says.

A flourishing theatre company is important to the Migliores.

“I imagine the theatre might say we’ve given a lot to them, but they have given so much to us,” says Pat Migliore. “I felt that [joining the Founders’ Circle] is a way to give back to them and know it will continue. Once we’re gone, I’m expecting my [volunteer usher] group to continue. And everybody that we possibly can get involved in volunteering, I want them to know why we were involved. I felt this was a good way to do it.”

AGENCY FUND GROWTH

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(in millions of dollars)

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<tr>
<td>2013</td>
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(in millions of dollars)

WHAT ARE AGENCY FUNDS?
- Agency Funds are endowments established by registered charities.
- Charities can rely on the annual distributions, and have discretion over how to spend that money.
- The Winnipeg Foundation manages Agency Funds on behalf of 198 charitable organizations, including Royal MTC.
- We saw steady growth in this area between 2014 and 2017.

ROYAL MTC’S AGENCY FUND
- Date Established: July 2001
- Average number of gifts per year: 154
- Value at the end of fiscal 2017: $18,882,873
- Total distributed in fiscal 2017: $786,290
- Projected distribution in fiscal 2018: $854,600

LEGACY CIRCLE
The Winnipeg Foundation’s Legacy Circle honours people who have chosen to include a gift to The Foundation in their estate plans. Legacy Circle members are invited to an annual reception, receive special publications, and more. All donors to the Royal MTC’s Founders’ Circle can become members of The Foundation’s Legacy Circle.
The Winnipeg Foundation’s vision is ‘A Winnipeg where community life flourishes for all.’ We believe a flourishing community includes a vibrant downtown. Our official 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 we’ve supported during the past 10 or so years. The colour indicates when grants were approved.

### PRIOR TO 2014–2017 STRATEGIC PLAN

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.

### DURING 2014–2017 STRATEGIC PLAN

7. **Manitoba Museum, Alloway Hall** | $500,000. The exhibition space was expanded to accommodate larger traveling exhibits and is available for rentals.

8. **Winnipeg Arts Council** | $50,000. A public art project commemorating the 1919 general strike at Pantages Theatre Plaza will soon be constructed.

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, Inuit Art Centre** | $950,000. The forthcoming centre 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, South Point at The Forks** | $500,000. The project will renovate lands running through South Point Park at The Forks. It will improve the walkway, create permanent interpretative signs recognizing the Indigenous history of the area, and more. 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. The project will renovate the public space along Taché Avenue between Provencher Boulevard and Despins Street, creating an elevated lookout above the riverbank that incorporates public art.

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1) Photo courtesy of Gordon Bell High School. 2) Photo courtesy of Red River College. 3) Photo courtesy of Manitoba Museum. 4) Artist rendering of Bloody Saturday by Bernie Miller and Noam Gonick. 5) Photo courtesy of Scatliff + Miller + Murray.
REVITALIZING OUR DOWNTOWN
TRANSFORMING THE HEART OF OUR CITY
INCREDIBLE IMPACT

STRATEGIC THEME | ENHANCING

SHAPING YOUTH THROUGH HIP HOP

STUDIO 393 TEACHES LIFE SKILLS AND BUILDS COMMUNITY

Walk by the studio and you can sense the energy; it radiates into the Portage Place Shopping Centre skywalk. Inside to the right is a dance floor with people moving their bodies in ways that don’t seem possible. On the left, young people are working diligently on their next hit track.

This is Studio 393.

One of those young people is Osani Balkaran, aka The OB, who has been coming to Studio 393 for more than five years. Mr. Balkaran, 18, is an aspiring rap artist. He’s learned dedication to his craft thanks to Studio 393.

Back when he first started performing, he showed up late to a concert and was told he couldn’t perform.

“At the time I was pretty mad about it, but as I grew older I realized why it was so crucial to be on time. That lesson sticks with me… now I want to be prepared.”

Located within the Portage Place Shopping Centre skywalk adjacent to Hudson’s Bay, Studio 393 is a satellite program of Graffiti Art Programming (GAP). GAP uses all forms of art to promote community, social, economic and individual growth. Opened in 2011, Studio 393 focuses on using hip hop culture to reach young people aged 13 to 28. It is youth-led and provides a safe space to learn and grow.

Hip hop is generally broken down into four elements: rapping, DJing, breakdancing and graffiti art. Each is a form of expression, and a form of art. Studio 393 utilizes these elements to teach life skills such as teamwork, responsibility and commitment.

Due to its central location, Studio 393 is accessible to anyone. You can find youth from all parts of the city here, learning and practicing what they love.

“A lot of people, even though they don’t live downtown, still come to this space,” Mr. Balkaran says. “I think it forms a cool little diversity thing here and I think that’s really important.”

Patrick Skene, Studio 393 Studio Manager, is proud of the sense of community Studio 393 fosters.

“We really do have a special sort of family here,” he says. “Youth spend quite a bit of time here. I’ll see them mentoring or helping others who are newer to things… It’s that sort of attitude that keeps this place really special and vibrant… People care about each other.”

Studio 393 features a rap studio, dance floor, art studio and space to work with film and photography. It’s a drop-in and also offers free workshops. Each year, the young people who attend put on DowntownMOVES in Portage Place’s Edmonton Court. In 2017, the event ran over three days and featured dance crews including the GAP Inc. Dance Troupe, DJ’s and emcees, an art party and dance party, and more.

“People can learn a lot of things from Studio 393… In terms of goal setting, project managing, using time wisely and efficiently,” says Mr. Balkaran. “You can learn about how to become a team player, learn about your community, you can meet people from other communities too.”

Mr. Balkaran hopes to work with and strengthen the local hip hop community, and make a sustainable career for himself as a rap artist. He is currently working on a special EP for Studio 393 that he is mixing and mastering. It includes the collaborative work of local artists along with some of his own tracks.

Studio 393 is shaping our community’s future leaders in a way that is cooperative, educational, and most important of all, fun.

“The present me really likes it – I like being here right now – but I also think future Osani will like that [I was here] as well,” Mr. Balkaran says. “I think it’s important to think about your future and I think that you can also have fun in the present too.”

Recipient: Graffiti Art Programming
Program: Studio 393
Grant(s): $165,000 between 2014 and 2017, drawn from the Moffat Family Fund and Youth Vital Signs

From 2014 to 2017, Graffiti Art Programming received an additional $117,984 in support through its Agency Fund held at The Foundation, which is also used to support Studio 393.
STUDIO 393 OPERATES IN PORTAGE PLACE SHOPPING CENTRE, BUT ITS REACH EXTENDS FAR BEYOND THAT. HERE ARE SOME OTHER PROJECTS IT OFFERS.

WALL TO WALL
A collaborative project with Synonym Art Consultation that paired young artists with professionals to create murals throughout the city. Mending, a vibrant 60-foot mural located at 782 Main St. that was part of this project, was named the 2016 Mural of the Year by Murals of Winnipeg.

YOUNG LEADERS PROJECT
This project employs and mentors at-risk youth to become leaders in the community.

PAINTED PIANOS
A project that saw youth from Studio 393 painting pianos that would be placed all over downtown to bring harmony to the city during the Junos in 2014.

Performers at DowntownMOVES. Photo courtesy of Graffiti Art Programming.
INCREDIBLE IMPACT

STRATEGIC THEME | ENHANCING

Recipient: North End Community Renewal Corporation
Program: Merchants Corner (the redevelopment of the Merchant Hotel)
Grant(s): $600,000 total over two years, drawn from the Moffat Family Fund and The Burns Foundation, which are two Donor-Advised Funds

CREATING A COMMUNITY HUB

Dr. Jim Silver and Kathy Mallett in front of Merchant’s Corner.
**MERCHANTS CORNER’S MIXED-USE CAMPUS HONOURS AND INVIGORATES NEIGHBOURHOOD**

The Merchants Hotel is undergoing a transformation reflective of the community spirit in the North End. Not that long ago, Aj’a Oliver remembers things were very different at the corner of Selkirk Avenue and Andrews Street. “It was a very scary place to go,” says Ms. Oliver, a student in the University of Winnipeg’s Urban and Inner-City Studies program, which is now located in the renovated building. “Some people wouldn’t even want to walk in front of it.”

Community members had talked about closing the Merchants Hotel for decades. It was originally built as a hardware store in 1913 and converted to a hotel 20 years later. As ownership changed hands several times and the neighbourhood experienced a decline, the hotel became associated with violence and crime.

“It had been a magnet for problems here in the North End,” says Dr. Jim Silver, Professor and Chair of the Department of Urban and Inner-City Studies at the University of Winnipeg.

In 2011, Dr. Silver brought together the North End Community Renewal Corporation, the Community Education Development Association (CEDA), and other North End community organizations to form the Merchants Corner Steering Committee. The group convinced the Government of Manitoba to purchase and shut down the Merchants Hotel in 2012, paving the way to redevelop the hotel and six adjoining lots into a mixed-use residential and community space.

While the provincial government committed to providing funding for the redevelopment, it was contingent on the Merchants Corner Steering Committee raising an additional $1.7 million. Dr. Silver noted grant support from The Winnipeg Foundation has been important not only as a financial contribution, but as a vote of confidence that helped attract other funders.

Opening in phases in early 2018, the new Merchants Corner will be home to three classrooms shared by the U of W’s Department of Urban and Inner-City Studies and CEDA Pathways to Education, 30 units of student housing, and a community café. Community involvement was integral to the project, with workshops and door-to-door consultations providing input on the design of the new space as well as the cultural activities to be offered.

While the façade of the hotel building has been maintained, the interior was gutted. Many components of the renovation reflect and honour Indigenous cultures and perspectives. Four feathers form part of the façade of the new addition, a design feature requested by the community during consultations. Faculty offices are arranged in a circle, honouring the importance of the circle in Indigenous cultures and promoting faculty-student interaction.

“This community deserves a nice place to go to,” says Kathy Mallett, who was the Co-Director of CEDA until her retirement and remains active on the Merchants Corner Steering Committee. “It’s far beyond the bricks and mortar... That building of community is so important.”

The renovation of Merchants Corner is part of a continuing effort to build a “community campus” of educational initiatives on Selkirk Avenue, which also includes the Urban Circle Training Centre and the University of Manitoba’s Inner City Social Work program. Urban Circle also created the Makoonsag Intergenerational Children’s Centre, which offers child care with preference going to students in the area. With the added housing at Merchants Corner, Dr. Silver notes the increased opportunities for adult learners, many of whom have children, to continue their education.

“I don’t think there’s any other place in Canada where a university department deliberately moves into a low-income and largely Indigenous neighbourhood and then works cooperatively with a high school program,” says Dr. Silver. “We think, among other positives that will come out of this, high school graduation rates are going to take off.”

While education programs are key to Merchants Corner, the new space will also house a variety programming geared to the community. An Elder-in-Residence will provide spiritual support and Meet Me at the Bell Tower will host its community gatherings on Fridays as well as family-based programming on Saturdays, including Oji-Cree language programming.

“It’s going to become a real hub for positive, energetic cultural and educational activity,” says Dr. Silver.

Ms. Mallett foresees that young people taking part in the programming at Merchants Corner will stay in the area and continue to build a viable community.

“I see [Merchant’s Corner] as a shining diamond. It’s going to sparkle in throughout the whole community and I think it’s going to spread. It’s beautiful.”

“I SEE [MERCHANT’S CORNER] AS A SHINING DIAMOND. IT’S GOING TO SPARKLE IN THROUGHOUT THE WHOLE COMMUNITY AND I THINK IT’S GOING TO SPREAD. IT’S BEAUTIFUL.”

— Kathy Mallett, Merchants Corner Steering Committee
Can you make a difference in three minutes? That’s what charitable sector leaders are learning to do, thanks to The Winnipeg Foundation’s Fast Pitch.

Fast Pitch is a fun, engaging way to showcase how local organizations are solving social issues and working together to create a more vibrant community. The program is part of an international movement that helps organizations create powerful, high-energy cases for support, delivered in three minutes or less.

Fast Pitch pairs charitable sector leaders with coaches from the business community. In 2016 and 2017, a total of 32 charities and 59 coaches participated, and more than $55,000 in grants were distributed. Foundation donors also participated, and in some cases, chose to support participating charities.

The program is back in 2018, with 15 charitable sectors leaders and 30 coaches participating and $35,000 in grants on the line.

During the program, participants engage in a number of professional development activities. In 2017 and again in 2018, The Story Source’s Cate Friesen and Dave McLeod of Native Communications Inc. facilitate the orientation, pitch development and coaching sessions. The program culminates at the Showcase, during which the audience gets to help choose which charity takes home one of the awards.

According to participants, Fast Pitch is a great way to build connections and learn about the community.

“I think everyone, regardless of a win or not, or even making it to the final, walked away with a full heart. It was inspirational to see this many different people in Winnipeg working towards such wonderful causes,” says Fast Pitch coach Doug Darling, who is Executive Producer and founder of Tripwire Media Group. Mr. Darling, along with Alana Keefe, coached Sunshine House’s Chelsea Jalloh, who was last year’s Grand Prize winner.

“The sense of comradery that’s developed [is great],” Ms. Jalloh says. “Everyone is so earnestly pumped about the success of our companions, everyone was just jazzed when each person got recognized because people worked really hard, so that was wonderful to see.”

This year’s Showcase takes place Wednesday, March 14. Head to fastpitchwinnipeg.org for details and tickets.
While some people her age are busy taking photos of their avocado toast, 19-year-old Indigenous leader Vanessa McKay is working to improve the lives of those in her community. Her First Nations heritage has taught her that everyone is equal and should help each other, a value she continues to honour each day. With the help of The Winnipeg Foundation’s Young Winnipeg Connect programming, Ms. McKay’s hard work and dedication to her city has led her down an amazing path of success.

Thanks to her participation in Young Winnipeg Connect’s Youth in Philanthropy (YiP) and Student Internship Program (SIP), Ms. McKay has learned about philanthropy and has volunteered for charities across Winnipeg. Learn more about YiP and SIP below.

“[YiP] really opened my eyes for a whole lot of stuff across the city that I didn’t even know existed,” she says, citing her volunteer work with Koats for Kids, Habitat for Humanity and the Children’s Hospital Foundation, amongst others.

One of her most rewarding experiences was as Co-Chair for her YiP committee, where she gained leadership skills and learned about grant-writing. Although the lessons learned were important to her, making lasting friendships and meeting new people were just as important.

“Without YiP, I wouldn’t have been able to meet everyone I have, or have the same opportunities I’ve had today.”

During her SIP placement at The University of Winnipeg’s Global College, Ms. McKay was able to sit in on lectures and learn from mentor Marilou McPhedran, who is now a Senator in Ottawa. While many of her duties were clerical, Ms. McKay also met with various organizations where she learned about human rights.

She is currently a second-year chemistry major at The University of Winnipeg with interests in biochemistry and anthropology. While some students may have struggled with the high school to post-secondary transition, Ms. McKay was able to do it successfully thanks to SIP.

“I got to see before I went to university, how lectures were, how profs were, what the classrooms were like in the university environment,” she says. “It not only helped me in a working sense, but with my education.”

YOUNG WINNIPEG CONNECT DEVELOPS COMMUNITY COMMITMENT IN YOUTH

The Foundation engages young people in philanthropy and teaches them about the charitable sector through the following programs:

**YOUTH IN PHILANTHROPY (YiP)**

- Engages high school-aged youth in grantmaking to charitable organizations based on issues important to them and needs in their community.
- In 2017, 27 schools and three community organizations had YiP Committees.
- About 600 students and 50 advisors participate annually.
- Value of grants from 2014 to 2017: $740,000.

**STUDENT INTERNSHIP PROGRAM (SIP)**

- Builds on the experience of YiP, by providing youth with eight-week paid internships in the charitable sector.
- Approximately 10 to 15 placements per year.
- Value of SIP internships from 2014 to 2017: $176,122.

**EMERGING LEADERS’ FELLOWSHIP (ELF)**

- Winnipeggers aged 18 to 35 apply for a grant of up to $10,000 in support of a project they create and implement, together with a charitable organization.
- Participants gain project management skills and hands-on experience working in the charitable sector.
- Between 2014 and 2017, 19 fellows received $162,969.
Residents in Northern Manitoba are documenting history on their own terms thanks to the work of Erin Yaremko. The second-year Master’s of History student recently returned from an excursion to O-Pi-Pon-Na-Piwin Cree Nation, 1,072 km north of Winnipeg. It’s just one of many trips she’ll take as she works in partnership with northern Indigenous communities to create accessible archives.

“The Northern Community Archive Project partners with northern Indigenous communities in the repatriation and reclamation of information and documents pertaining to their community’s history so that community members, teachers and families can work to... educate and empower current and future generations,” Ms. Yaremko says.

“Academics have for too long simply studied groups and moved on, without assisting the groups they work with in some way other than providing a paper. I wanted there to be somewhere I could leave everything and anything I used towards my research so community members could use the documents.”

Ms. Yaremko was able to fund her northern project after receiving the Graduate Award in Canadian History, which is available to students studying Canadian history or history of Indigenous peoples in the joint program offered by the University of Manitoba and University of Winnipeg. The award was established by The Winnipeg Foundation.

“Without funding like this, I wouldn’t be able to do the work that I’m doing,” Ms. Yaremko says. “The Winnipeg Foundation and the amazing awards and grants they give, really assist communities and students like me, to further these projects and initiatives... We really have only brushed the top of history, we have so much history to still create.”

Ms. Yaremko received a Graduate Award in Canadian History valued at $2,000 in 2016 and $3,000 in 2017. She was one of five students to receive the award each year.

Funding for the awards comes from the Friends of our History Endowment Fund, an initiative of The Winnipeg Foundation. See more on the next page.
The Winnipeg Foundation is a strong advocate of education. Whether it is administering the endowments that support hundreds of student awards, helping a family to establish a Scholarship Fund in memory of a loved one, or developing an awards program to encourage inner-city youth to pursue post-secondary education, we are proud to support our students.

Here are some projects we’ve worked on during the 2014–2017 Strategic Plan.

1. FRIENDS OF OUR HISTORY FUND
   - As the first ever Community Foundation in Canada, The Winnipeg Foundation believes understanding our history is vital to all Manitobans. The Friends of our History Fund aims to keep the best and brightest historians in our province.
   - The fund currently supports the Graduate Award in Canadian History, which is available to students studying Canadian history or history of Indigenous people in the joint Master’s program offered by the University of Manitoba and The University of Winnipeg.
   - In its inaugural year in 2016, five students received a total of $10,000. In 2017, $15,000 was awarded to the same five students.
   - The Foundation will continue to grow the endowment and the value of the gifts.
   - To make a gift, visit wpgfdn.org.

2. YOU CAN DO IT AWARDS
   - Established in 2011, these awards provide annual support to inner-city students from Grades 5 to 12.
   - Students can earn $1,000 awards each year based on hard work, attitude and commitment to learning.
   - Awards can be accumulated annually.
   - Supported by the Province of Manitoba’s Bright Futures Fund, the Winnipeg School Division, The Winnipeg Foundation and generous donors.
   - Between Oct. 1, 2014 and Sept. 30, 2017, 1,393 YCDI Awards were presented, with 325 students receiving the award multiple times.
   - To date, 38 recipients have claimed 64 awards totaling $62,745.53.

3. BUSINESS COUNCIL OF MANITOBA INDIGENOUS EDUCATION AWARD
   - Launched in 2001 by the Business Council of Manitoba, these awards are given to students of Indigenous ancestry based on personal achievement, academic standing and financial need.
   - Supported by the Governments of Manitoba and Canada, business leaders, post-secondary institutions, Indigenous organizations and The Winnipeg Foundation, which plays an administrative role.
   - Since the program launched, more than 2,000 awards totaling more than $5 million have been distributed to students.
   - Between 2014 and 2017, 405 awards valued at more than $800,000 were issued.

SCHOLARSHIPS AT THE FOUNDATION

Scholarship Funds administered by The Winnipeg Foundation grew from 356 to 457 between 2014 and 2017.

Value of scholarships distributed

<table>
<thead>
<tr>
<th>Year</th>
<th>Value of Scholarships Distributed</th>
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<tr>
<td>2017</td>
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<tr>
<td>2016</td>
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<tr>
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<td>$1,658,389*</td>
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<tr>
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<td>2013</td>
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</table>

*there was a slight dip in distributions in 2015 due to a change in reporting
CREATING A CARING COMMUNITY

Community News Commons celebrates five years of convening, educating and empowering citizen journalists

My experience with Community News Commons has been life changing.

I love the idea; the concept was to protect and develop democracy through citizen journalism.

I love meeting people. I also love learning. CNC has been so helpful on both fronts.

These are just a few of the comments from citizens who participated in Community News Commons, the citizen journalism/community engagement initiative that, after five years in operation, came to an end on Dec. 8, 2017.

It was 2012 when The Winnipeg Foundation, with the help of a matching three-year grant from U.S.-based Knight Foundation, unveiled the unique CNC project. After the initial three years of support from Knight, The Foundation solely funded the project.

Over the years, under the guidance of Convener Noah Erenberg, CNC successfully trained and engaged hundreds of citizens in creating multimedia, online journalism.

This effort led to the publishing of thousands of stories and photographs as well as numerous audio and video files, contributed by a diverse group of citizens of all walks of life from various neighbourhoods across Winnipeg and Manitoba.

The project’s primary partners, the Winnipeg Free Press and Free Press Café, Winnipeg Public Library, Red River College and 93.7 CJNU, helped train citizens by offering up local media professionals as instructors and by providing locations for multi-media workshops, held twice-a-week for six weeks, every spring and fall from 2012 to 2017.

“I’ve enjoyed the opportunity to learn about writing, photography and videography, podcasting, investigative journalism, and I’ve learned from an amazing array of people actively engaged in Winnipeg’s varied communities,” says Ian Irvine, who participated in CNC for most of its tenure.

“I’ve learned about citizen journalism and its increasing value and importance in today’s ever-changing society.”

CNC also hosted forums where community members gathered to discuss issues, including active transportation, youth engagement, poverty, and more.

Citizen journalist Doug Kretchmer covering Nuit Blanche in 2016 for CNC. Photo by Greg Petzold.
In addition, once a month, citizen reporters met as a group to discuss story ideas and to exchange advice on how best to cover specific topics.

“Today, I am less afraid and less tentative in writing for an audience,” says Susan Cameron, one of many citizens who participated in CNC.

“I look at the world with more curiosity and wonder,” she explains. “I am able to ask the questions and get the backstory. From street people to bus riders to politicians, everybody has a backstory. That is the empowerment philosophy [project Convener] Noah has given me.”

CNC successfully created a platform where hundreds of novice journalists published posts that were consumed and commented on by readers locally and from around the world.

Several CNC stories were picked up by media outlets and shared by local organizations, as an active social media presence helped disseminate content.

CNC participants successfully built their capacity as communicators, with some going on to acquire jobs in communication-related fields, or to sell their stories, photos and videos that first appeared on CNC.

“It has been a wonderful experience,” says Doug Kretchmer, one of the citizen reporters who sold some of his work after it was posted to CNC. “The workshops have been so wonderful. The monthly writing meetings are also so inspirational. I feel so indebted to Noah Erenberg for his help and guidance in helping me become a writer.”

An online archive of content published on CNC is available at cncwpg.org and serves as a testament to the dedication displayed by those who participated in this project.

“My experience with Community News Commons was, as a writer, an unimaginable opportunity,” says Shirley Kowalchuk, who wrote on a myriad of topics.

“It’s so much more than the stories,” explains another writer, Anne Hawe. “It’s all the relationships I have made through CNC, the experiences I’ve had. So many highlights ... so many things I’ve learned through doing research for CNC, and above all it’s been having Noah as our convenor, editor.”

“Noah Erenberg brought such a level of professional ability with personal ability,” says Gloria Romaniuk. “He’s a wonderful nurturer, he’s very respectful and this CNC enterprise allowed a wide range of people to have the chance to experiment with their ideas and with their abilities.”

CNC successfully fulfilled its goals of prompting citizens to be more curious about their community and in turn, to care more about its future.

“Community News Commons characterizes community journalism at its best,” says participant Barry Colby. “Community journalism is intimate, caring, and very personal. It reflects the community and tells its stories. And, it embraces a leadership role at the grassroots.”

As this successful and innovative project wraps up, it’s clear that Community News Commons achieved its stated goal, that ‘A more informed and engaged community is a more caring and giving community.’

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**CNC BY THE NUMBERS**


- CNC helped train nearly 400 citizens in a wide range of online journalism skills.

- More than 1,000 citizens signed up to CNC to ‘become a citizen reporter.’

- CNC garnered an average of 10,000 to 15,000 online page views per month.

- The story by Denise Campbell in Sept. 2012 about an altruistic Winnipeg bus driver, who gave his shoes to a barefoot man in the street, was read more than 150,000 times.
Every Thursday at 12 noon, you can find your community foundation on the FM dial. In partnership with CJNU, The Winnipeg Foundation produces River City 360, an hour-long program that highlights the people and organizations that are working together to help make Winnipeg a better place.

Hosted by Foundation staff Nolan Bicknell and Robert Zirk, River City 360 began as a half-hour program in March 2015, later expanding to 45 minutes and then a full hour.

Along with ‘views and news from around Winnipeg,’ the show features an upbeat mix of nostalgic music from the CJNU library and information about upcoming community events.

“Having the privilege of co-hosting RC360 has given me so much, both personally and professionally,” says Nolan Bicknell, who also produces the show.

River City 360 shines a spotlight on the culture of generosity in our city, from people who are giving back to the work going on in all areas of the local charitable sector. The ‘360’ in the name of the program is a nod to The Foundation’s work as a 360-degree grant-maker – meaning it supports all types of charities – and many stories tie back to initiatives supported through The Foundation’s granting.

“Being able to speak with good people doing great work in Winnipeg is really inspiring, and has made me realize there are amazing, uplifting stories happening all over our city,” Mr. Bicknell says.

During the course of three seasons, River City 360 has produced 141 episodes, along with six year-in-review specials. Some of the program’s highlights include coverage of the Little Free Library Build Day project, a discussion panel on walkability in Winnipeg, and community conversations on mental health and reconciliation that were held as part of The Foundation’s Vital Signs project.

The program has also featured some high-profile guests, including investigative journalist Michael Moss, NHL hockey star Jonathan Toews, and comedian Mike MacDonald.

“I’ve been living here just over four years. I’m so proud of this city,” says CJNU station manager Adam Glynn. “There are stunning things happening here all the time that people have no idea about. And RC360 helps to fill that void and get the word out.”

Tune in to 93.7 CJNU-FM or listen online at cjnu.ca Thursdays at 12 noon. You can also hear the rebroadcast Saturdays at 8 a.m. on CJNU or subscribe to the podcast at rivercity360.org.
PARTNERSHIP BETWEEN CJNU AND THE FOUNDATION BRINGS NEW SOUNDS AND STORIES TO WINNIPEG’S AIRWAVES

You could say Canada’s first community foundation and Winnipeg’s non-profit radio cooperative are tuned to the same frequency – the foundation of a partnership that truly exemplifies the spirit of ‘working together.’

Since CJNU took to the airwaves in 2006, The Winnipeg Foundation has been a strong supporter of ‘the little station that could,’ serving as one of its annual host sponsors to promote The Foundation’s Will Week initiative and sponsoring its morning and afternoon newscasts.

It’s a partnership that station manager Adam Glynn sees as vital for CJNU. “Several people within The Winnipeg Foundation, especially Rick Frost, saw real value in what the folks at CJNU – this volunteer-driven organization - were doing,” Mr. Glynn says. “That’s something that we don’t take lightly.”

Geared toward a 50+ audience underserved in the Winnipeg market, CJNU is primarily known for its nostalgia music from decades gone by. “CJNU was founded on the idea of the music and the message, with the aim of playing tunes that you don’t hear anywhere else,” Mr. Glynn says. “And then the message is trying to talk about things that are not getting talked about adequately in the rest of the media.”

The station received its full-time community radio license from the CRTC in 2013, increasing its power and moving to 93.7 on the FM dial. Owing to its roots, when the station broadcast under 28 day-long special events licenses, CJNU broadcasts from a different host sponsor – typically a local non-profit organization – each month.

“The message is always on behalf of charities, not-for-profits or community groups in our city,” Mr. Glynn says.

Though CJNU continues to broadcast from different host sponsors under its full license, the growth of the station necessitated a permanent home for its day-to-day operations and transition days between host sponsors.

In 2014, The Winnipeg Foundation provided space on its floor for CJNU to set up its offices and a home studio on the 13th floor of the Richardson Building at Portage and Main. This enhanced partnership has helped CJNU continue to amplify the voices of Winnipeg’s charitable sector as well as provide more opportunities for The Foundation to share stories with new audiences, particularly with the launch of its weekly radio program, River City 360.

“It’s been incredibly important for the growth of CJNU to have that home base where we can record things and produce programs like River City 360,” Mr. Glynn says. “Somewhere that our volunteers can come and have a meeting if we need to - it’s little things like that that make a huge difference.”
A SNAPSHOT OF LIFE IN WINNIPEG

VITAL SIGNS REPORTS ON WINNIPEGGERS’ CONCERNS, INFLUENCES THE FOUNDATION’S PROGRAMMING
Winnipeg’s Vital Signs® 2017 is a snapshot of life in our city. A project of The Winnipeg Foundation, Vital Signs convened Winnipeggers around issues of importance, surveyed 2,171 citizens on what matters most to them, and looked at research to identify significant needs and trends.

From the information gathered, we learned a lot about our city and the people that live here. The key findings that emerged from the research fell into four main areas: Reconciliation, Belonging, Well-being and the Lines That Divide our community.

The Foundation’s goals for Winnipeg’s Vital Signs are to:
- Inspire new discussion, connections and advancement on community issues.
- Enhance resources on issues/opportunities for our donors and the broader community.
- Increase the effectiveness of The Foundation’s grant-making.
- Inform our Strategic Plan as we define the path toward our centennial in 2021.

The release of Winnipeg’s Vital Signs in October 2017 was met with enthusiasm and continues to have an overwhelmingly positive response from the community. In January 2018, The Foundation announced a reconciliation granting stream in response to findings in Vital Signs. In 2018, grants valued at $1 million will be available to programs and projects that uphold one or more of the 94 Calls to Action. Additional details will be released shortly. Go to wpgfdn.org to find more.

Convening the community for Vital Conversations showed us the importance of bringing people together to talk about the issues that matter the most. Stay tuned for more information on future Vital Conversations.

Visit wpgvitalsigns.org for more info. To receive a copy of the report, or to request a presentation about Vital Signs for your group or organization, contact vitalsigns@wpgfdn.org or call 204-944-9474.

Vital Signs key findings:

**RECONCILIATION**

More than 150 years of systemically racist Canadian government policies regarding Indigenous people, combined with centuries-old anti-Indigenous sentiments entrenched in society, have resulted in the recent and long overdue calls for reconciliation between Indigenous and non-Indigenous citizens. Parliament’s 2008 apology for the residential school legacy, followed by the Truth and Reconciliation Commission (TRC) of Canada (2008-2015) and its subsequent Calls to Action (2016), are challenging Canadians to examine our own attitudes and address issues of justice, safety and inclusion for Indigenous people.

WHAT VITAL SIGNS TOLD US ABOUT RECONCILIATION:

MANY CITIZENS ARE STILL UNINFORMED

Older Winnipeggers and those living in Southwest, Southeast and Central neighbourhoods say they are the most familiar with the TRC and its Calls to Action. Citizens who think our community is doing enough to address reconciliation are likely to be men, people aged 35+ and those who have lived in Winnipeg more than 10 years.

A LONG ROAD AHEAD

While attitudes among Canadians during the past decade have shown an increased awareness on issues affecting Indigenous citizens, a large portion of the population is still unaware of the true history of how governments and society have treated Indigenous people and the impact this has had on all communities.

WHAT VITAL SIGNS TOLD US ABOUT RECONCILIATION:

**BELONGING**

Feeling you belong is vital to ensuring a meaningful life. It’s about how much we believe we fit in a group or place – and how much that place or group welcomes or includes us. A sense of belonging is a human need, just like the need for food and shelter.

WHAT VITAL SIGNS TOLD US ABOUT OUR SENSE OF BELONGING

THERE IS NO ‘ONE SIZE FITS ALL’ WHEN IT COMES TO BELONGING

Winnipeggers find their connections in a variety of places. Whether it’s at a community or cultural centre, in the arts or through social media, it differs for everyone. What is key, are the meeting places and the opportunities to share common interests and experiences.

NOT ALL WINNIPEGGERS FEEL WELCOMED IN OUR CITY

Multiculturalism is part of our national identity. Winnipeggers are proud of the cultural diversity of our city. But if you’re Indigenous or new to our country or city, chances are you don’t feel as welcomed or connected to the community.

**WELL-BEING**

Extending beyond the traditional definition of health, well-being brings together the interconnected dimensions of physical, mental and social well-being. Physical vitality, mental acuity, social satisfaction and connectedness, a sense of accomplishment, and personal fulfillment are all commonly associated with a positive sense of well-being.

WHAT VITAL SIGNS TOLD US ABOUT OUR WELL-BEING

MENTAL HEALTH IS AN ISSUE

Mental health is a community concern. Just like physical illnesses can take many forms, so too can mental illnesses. In any given year, one in five people in Canada will personally experience a mental health challenge or illness.

NOTHING HAPPENS IN A VACUUM

Well-being is tied to our surroundings, finances, nutrition, work and stress levels, physical activity, connectedness, and sense of belonging. These elements do not exist in isolation; they are all interconnected.

THE LINES THAT DIVIDE

We form communities based on commonalities and interests, and by their very nature these communities may exclude others. These divisions can be influenced by the geographic area in which we live, our age, education level, income, employment, culture, religious beliefs, values, gender, sexuality, and more.

WHAT VITAL SIGNS TOLD US ABOUT THE WAYS IN WHICH WE’RE DIVIDED:

WHERE YOU LIVE IN WINNIPEG MATTERS

We love to ask where people live and where they grew up. This helps build connections, but it also enables us to pass judgement. Where you live in our city influences your quality of life and beliefs.

SO DOES HOW LONG YOU’VE BEEN HERE

The longer you’ve lived here, the more connected and engaged you are, the more likely you are to rate your quality of life as very good and your sense of well-being as high, and the stronger your sense of belonging. You’re more likely to say Winnipeg is doing enough to welcome newcomers and to say our city is doing enough to address reconciliation and the TRC’s Calls to Action, meaning the longer you’re here, the more likely you are to be satisfied with the status quo.
As more and more Manitobans are seeing the value in permanent community support, community foundation across our province are flourishing.

There are 55 community foundations across Manitoba – the most, per capita, in all of Canada. As the first community foundation in the country, The Winnipeg Foundation has taken a leadership role in working with and supporting our Manitoba colleagues under the Endow Manitoba banner.

Through Endow Manitoba and endowmanitoba.ca, The Foundation offers a unified platform where people throughout our province can come to learn about community foundations, find the foundation closest to their home, and make gifts to foundations across our province. All foundations that are members of Community Foundations of Canada, the national network for community foundations, are included in Endow Manitoba.

Through Endow Manitoba, Manitoba community foundations may choose to have The Winnipeg Foundation manage their investments. They also gain access to administrative and professional development support, as well as marketing and communications resources, including the 24-Hour Giving Challenge.

During the 24-Hour Giving Challenge, which happens one day a year in November, The Winnipeg Foundation stretches each $5 gift made to community foundations with $1 (to a maximum of $2,000 per foundation). To receive the stretch, gifts must be made to a foundation’s undesignated fund. The program has seen great success since it was launched in 2014, and in 2017 the Province of Manitoba signed on as a partner, contributing another $1 for every $5 gift (to a maximum of $2,000 per foundation). That meant each $5 gift was worth $7.

In 2017, 52 of Manitoba’s 54 community foundations participated in the 24-Hour Giving Challenge. Many were able to leverage additional stretch funding from local community partners such as what happened with the Winkler Community Foundation. There, each $5 gift to the Winkler Community Foundation was stretched by an incredible $5, thanks to additional support from the City of Winkler, Access Credit Union and Winkler Auto-Dealers.

“We are elated with the response from the 24-Hour Giving Challenge. The event is an opportunity to talk to people in our community about the Winkler Community Foundation and its impact,” says Myra Peters, Winkler Community Foundation Executive Director. “Thank you to our sponsors for helping us make this fundraising drive such a success. Donors wait for this event annually to give, knowing the impact of their gift will be stretched. The challenge brings awareness as well as new donors.”
MULTI-YEAR COMMUNITY BUILDING GRANTS PROVIDE CHARITIES WITH THREE YEARS OF SUPPORT

In 2017, The Foundation piloted a new Multi-Year Community Grants stream, giving charities three years of program or capacity building support. This program, which was developed in consultation with community organizations, allows charities to have financial security and the opportunity to do longer-term planning. For The Winnipeg Foundation, it means less time spent reviewing new applications and more time to assess the impact of our grantmaking and report back to donors. In 2017, 35 organizations received Multi-Year Community Building Grants.

<table>
<thead>
<tr>
<th>CHARITY</th>
<th>GRANT AMOUNT OVER THREE YEARS</th>
<th>CHARITY</th>
<th>GRANT AMOUNT OVER THREE YEARS</th>
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<tr>
<td>Agassiz Music</td>
<td>$15,000</td>
<td>Pathways to Education Canada</td>
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<td>Art City</td>
<td>$75,000</td>
<td>Resource Assistance for Youth</td>
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<td>Oak Table Community Ministry</td>
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Donors’ generosity makes it possible for The Foundation to support a variety of organizations and projects in our community. The following grants were announced between September and December 2017.

### Youth Employment Services (YES)
**Employment Facilitator at the NorWest Youth Hub**

- **$23,468, drawn from the Moffat Family Fund**

YES is a local charity that provides employment services for young people aged 16 to 29. The Youth Hub opened January 2017 and brings together YES, Addictions Foundation of Manitoba, Manitoba Adolescent Treatment Centre and NorWest Community Health Centre.

**MEGAN TATE, DIRECTOR OF COMMUNITY GRANTS**

“YES recently launched a Youth Hub out in Gilbert Park... It brings together a number of services that support young people and it’s a great example of organizations working together. YES is located downtown and it’s not always easy for young people to take the bus downtown to access the services they need. YES is bringing the services to Gilbert Park, so young people have access to resume writing workshops, job listings, that kind of thing.”

### Pathways to Education Canada
**The Peer Helper program, Nutrition Initiative and Summer School delivered by Pathways to Education Canada and Community Education Development Association (CEDA)**

- **$150,000, drawn from the Moffat Family Fund and Nourishing Potential Fund**

Pathways to Education is a national charity that provides young people from low-income communities with a combination of financial, academic and social support to help them graduate from high school and transition into post-secondary education. CEDA is a community development organization in the inner-city.

**KERRY RYAN, COMMUNITY GRANTS ASSOCIATE**

“I think this grant is really important for Winnipeg because it’s helping build capacity among inner-city youth, helping to ensure they graduate from high school and in turn, helping them to break that cycle of poverty so many of them experience.”

### Lake Winnipeg Foundation
**Finance and Administration Manager**

- **$150,000, drawn from Community Building Funds ($50,000 per year)**

Lake Winnipeg Foundation is an environmental, non-governmental organization that focuses on improving the health of Lake Winnipeg and its watershed. This grant is part of The Winnipeg Foundation’s pilot program for Multi-Year Community Grants.

**JOANNA TURNER, COMMUNITY GRANTS ASSOCIATE**

“The great thing about this grant is that it’s for three years of secured funding, which will help the organization increase its stability internally, which in turn helps them as they work with a long-range view to help secure the health of Lake Winnipeg.”
Spence Neighbourhood Association
Youth/Newcomer Drop-In program

$35,000, drawn from the Moffat Family Fund, Chipman Family Fund, Nourishing Potential Fund, and Community Building Funds

The Spence Neighbourhood Association works to revitalize and renew its community in the areas of housing, community connecting, community economic development, environment and open spaces, and youth and families.

RICK LUSSIER, GRANTS ASSOCIATE

“It’s a safe place. Youth get engaged in all kinds of activities, they go on outings throughout the city. But most importantly, they get to learn from each other. It really is an opportunity for further integration between various cultures and from that, they learn understanding, they learn leadership. One of the main things that really drew me to the project was the opportunity to give kids in the neighborhood a real sense of belonging.”
IN PURSUIT OF ‘PIMADAZIWIN’

DIANE ROUSSIN BRINGS HER SEARCH FOR ‘THE GOOD LIFE’ FOR FAMILIES AND CHILDREN TO THE FOUNDATION’S BOARD OF DIRECTORS

Appointed in January 2018, Diane Roussin is the newest addition to The Winnipeg Foundation’s Board of Directors. This is not her first involvement with The Foundation – she led our Centennial Neighbourhood project from 2004 to 2009, which saw $2.5 million invested in a 10-square block area of our inner-city.

Ms. Roussin has worked on a variety of initiatives, primarily in Winnipeg’s inner-city, that promote Indigenous people’s values, world views and ways of knowing, being, doing and feeling. She was Executive Director of Ma Mawi Wi Chi Itata Centre, Co-Director of Community Education Development Association and is currently Project Director for the Winnipeg Boldness Project, an initiative working to improve outcomes for young children in the Point Douglas area.

Ms. Roussin is an Anishinaabe community leader committed to the pursuit of pimadaziwin (the good life) for all families and children. She is a proud member of Skownan First Nation.

Q: What excites you most about serving on The Foundation’s Board?

I am excited to be a part of an organization that is involved in so many facets of Winnipeg life and has impact on many levels in our community. Additionally, The Foundation contributes at a regional and national level and I hope to understand more fully the significant role that philanthropy plays in flourishing communities across the country. I believe we are all interconnected and all benefit when we share our knowledge, insights and wisdom with one another. We can achieve greater impact when we work collectively toward a shared vision.

Q: You worked with The Foundation on the Centennial Neighbourhood project. How will that familiarity aid you in your new role as a Board member?

Having previously worked for The Winnipeg Foundation is a benefit because I have a core understanding of the organization that allows me to quickly jump in and get right to work. There is much to do and The Foundation has a tremendous workload and responsibility. I am inspired to walk with a team that is so committed to the health and well-being of all Winnipeggers.

Q: What do you see as Winnipeg’s most pressing need?

We are in an era where truth and reconciliation is at the forefront of the hearts and minds of Canadians. We have all been called to action. I feel this is a very pressing issue for Winnipeggers as well and I am pleased The Winnipeg Foundation has seriously embraced this journey of learning and leadership. I am honoured to add my energy and passion to this effort as we create a new path forward together.
FUND HIGHLIGHT

NEW FUNDS AT THE FOUNDATION

Donors from all walks of life choose to establish funds at The Foundation. We offer a variety of fund options depending on how involved you want to be and how much you want to contribute. Contact us to learn more! While each fund expresses a donor’s unique philanthropic goals and wishes for our community, all share The Foundation’s vision of making ‘a Winnipeg where community life flourishes for all.’ Thank you to all our generous donors!

These funds were created between May 1 and Dec. 31, 2017.

INDIVIDUAL AND FAMILY FUNDS

Aarhus-Lucas Family Fund  
Anonymous Fund No. 63  
Anonymous Fund No. 64  
Geoff and Regan Archambault Scholarship Fund  
Blue Bomber Hall of Fame Legacy Fund for Kids  
Hugh Alexander Brown Fund  
Lawrie and Susan Deane Family Foundation  
Bill and Kristine Easton Family Fund  
Hey That Rhymes Family Fund  
Hintsa Family Fund  
Helmut and Eleanor Jaeger Family Fund  
Eric and Carol Johnson Scholarship Community Support Fund  
Eric and Carol Johnson BGCW Invitational Basketball Fund  
Eric and Carol Johnson Holy Names House of Peace Scholarship Fund  
Eric and Carol Johnson Siloam Mission Fund  
Eric and Carol Johnson Lighthouse Mission Fund  
Eric and Carol Johnson Holy Names House of Peace Hospital Fund  
Eric and Carol Johnson Lake of The Woods District Hospital Fund  
Eric and Carol Johnson BGCW Scholarship Fund  
Lessard/Nichols Scholarship Fund  
Loewen Family Fund  
Keith Lofvendahl Fund  
Wayne and Rosanne Lowe Fund  
Macdonald/Cageorge Citizenship Award Fund  
Macdonald/Cageorge Fund  
Clair and Iris Maurstad Fund for Human Health and Animal Welfare  
Brad and Madeline McKenzie Fund  
McLean Rush Foundation Fund  
O’Reilly Urquhart Family “YCDI” Scholarship Fund  
O’Reilly Urquhart Family Foundation Fund  
Ron and Janet Smith Fund  
Soubry Community Fund  
Tate Van Bastelaere Family Fund  
Taylor Hope Fund  
Taylor Missions Fund  
To Nurture Body and Soul Fund  
Marianne Wawrykow and Chris Kowal Fund  
Elder Harry Bone WHEAT Institute Award Fund  
Sonya and Scott Wright Fund  
Joseph Zuken Municipal Research Fund  
Joseph Zuken Scholarship Fund

MEMORIAL AND TRIBUTE FUNDS

Richard J. Bevan Memorial Award Fund  
Betty Cole Memorial Scholarship Fund  
Elmwood High School Legacy Fund - Val Harder Memorial Scholarship  
Irv Hanec Legacy Fund  
Jennifer Jensen Memorial Fund  
Sheila K. Skinner Memorial Fund  
Doug and Dorothy Thomson Scholarship for Geriatric and Palliative Care Nursing Fund  
Ray Turnbull Memorial Curling Fund  
Gwen Watson Memorial Fund

BEQUESTS

The Albert and Beatrice Brady Memorial Fund  
George and Mary Doney Family Fund  
Charles and Pearl Finn Memorial Fund  
Herbert Jackson Memorial Fund  
Lyne and Don MacFarlane Fund  
Katherine Mulholland Memorial Fund  
The Jean Margaret Pearson Memorial Trust Fund  
The Robert and Wilhelmina Memorial Trust Fund  
James Finley and Kathleen Mary Scaife  
“Summer in the Sun” Fund  
Anne Simpson Memorial Fund  
George and Mary Stevenson Fund

GROUP LEGACY FUNDS

Barbados Association of Winnipeg Scholarship Award Program Fund  
Manitoba Association of School Superintendents/Manitoba Teachers’ Society Indigenous Teacher Candidate Scholarship Fund  
Premio Campo Fogolar Fund  
Rotary Club of Winnipeg East A.M. Canada 150 Scholarship Fund  
West Kildonan Curling Club Legacy Fund

AGENCY FUNDS

CAHRD Endowment Fund  
CSC Manitoba Olympians and Paralympians Fund  
House of Peace Endowment Fund  
Innovative Life Options Endowment Fund  
Japanese Cultural Association of Manitoba Fund  
Soulard Woods Community Foundation Fund  
Main Street Project Endowment Fund  
Naomi House Fund  
Palliative Manitoba Endowment Fund  
Premier Personnel Endowment Fund  
Winnipeg Architecture Foundation Endowment Fund  
Women’s Musical Club of Winnipeg Endowment Fund

Kari and David Urquhart established the O’Reilly Urquhart Family Foundation Fund, which is a Donor-Advised Fund, as a legacy for their family. The couple works with The Winnipeg Foundation to support initiatives or organizations of importance to them, focusing on those helping the homeless.

“We chose to make our first grant to Agape Table,” Kari Urquhart says. “We had the opportunity to spend some time at Agape Table where we really got to experience and see what that donation is going to do, specifically who it is going to help. We think it changes the game when you can see and talk to people who have been specifically impacted by hunger and homelessness.”

The Urquharts hope to inspire those close to them to give back to the community in any way they can. They will continue to connect volunteer opportunities to their grant-making and invest time to learn about the organizations they support.
Vic Peters had an amazing ability to inspire people. After the curling champion passed away, his daughter Kasandra Leafloor heard stories from many people about how much he meant to them.

“The biggest takeaway from those stories was that people always felt better about themselves after being with him, even if they just shared a 10-minute conversation,” Ms. Leafloor says. “I found that to be really inspiring and thought, ‘What an amazing gift he had that he could do that for people just by being himself.’”

The family established a Donor-Advised Fund at The Foundation in memory of Vic Peters, so they can continue to spread that gift.

Mr. Peters was one of Canada’s top curlers, winning the 1992 Brier and finishing third at that year’s world championship. He was a three-time Manitoba champion (1992, 1993 and 1997) and was inducted into the Manitoba Curling Hall of Fame in 2005. He was universally known as a good sport.

Born March 24, 1955 in Steinbach, Man., Mr. Peters was a natural athlete. He and wife Deb married in 1979 and made their life in Winnipeg. They had three children: son Daley and daughters Kasandra Leafloor and Elisabeth ‘Liz’ Fife.

In summer, Mr. Peters worked as a golf course Superintendent, first at Rossmere, then at Larters and finally at The Meadows. In winter, he worked as an Icemaker, and he curled. Family meant the world to him and he was a very involved parent and grandparent.

“He was fun and kind and very involved with our lives and that of his grandchildren,” Ms. Leafloor says.

He was also a great mentor, offering up his expertise to young curlers.

Mr. Peters overcame melanoma in the ’70s, and in 2011 it came back; he passed away in March 2016.

At the time, his family decided to establish a Memorial Fund at The Foundation, which allowed them to quickly have a place to which memorial gifts were directed. See sidebar at right for more information about Memorial Funds. Vic and Deb Peters always said if they won the lottery they would build a golf course for under-served youth, a place where kids would feel special – and so the fund was named Vic’s Little VIPs.
Since Mr. Peters’ passing, hundreds of gifts have been made to the fund. The family has also held two golf tournaments to raise money for the fund and is planning a third for summer 2018.

After some time had passed, the family decided to convert their Memorial Fund into a Donor-Advised Fund. This type of fund allows the family to work with Foundation staff to decide which charities will receive grants.

“The fund will help us to keep [his] spirit alive in our family as we make granting decisions together and most importantly, the grandkids will be able to see how great their ‘Bopa’ was even though they missed out on growing up with him.”

The fund’s mandate is to support programs and projects that ‘help young people in this community develop critical skills to assist them in their pursuit of sporting excellence.’ The family recently made their first grant from the fund, supporting West Broadway Youth Outreach.

“When it came time to make decisions about what direction we wanted the fund to go in, it was really important to me that we could continue to work on [dad’s] behalf,” Ms. Leafloor says. “Setting kids up for success by maybe making their lives a little better with these grants is what I am very passionate about. Learning life skills like how to work as a team and building confidence though participation and success can go so far in kid’s development and I know that [my dad] would be so proud.”

The family is honoured so many people have made gifts to the fund and participated in the golf tournaments.

“His legacy is not only of sporting excellence but also of being ‘a hell of a guy,’ which is how his peers described him. I think that is why people have allocated their financial support to the fund, and for me it is so satisfying that so many people remember him as being as great as I do. Everyone thinks their dad is the best and I am so honoured that the donors agree too.”

Memorial Funds
Honour a loved one with a memorial gift

At a time of loss, a gift to our community is a meaningful way to remember a loved one. The Winnipeg Foundation offers a number of memorial gift options.

Give to an existing fund
You can give, or direct memorial gifts, to an existing fund at The Winnipeg Foundation.

Create a new fund
Creating a Memorial Fund provides a lasting legacy in honour of someone you love and offers a simple, flexible way to look after memorial gifts. The Foundation offers you the flexibility of quickly creating a fund to which gifts can be directed. You can take your time deciding how those gifts will support our community. Memorial Funds can be ready to accept gifts within 24 hours.

Memorial Fund options
Once you are ready, you can decide how you want the fund to be used.

You may choose to:
• Establish an endowed (permanent) fund that gives back every year. This fund’s purpose may reflect your loved one’s values and favourite cause or benefit the community as a whole.
• Contribute the gifts to an existing fund at The Winnipeg Foundation.
• Give a one-time grant to a charitable organization of choice.

How The Foundation can help
We can help you with fund wording for the obituary, provide customized gift forms for a service, and create an online page where people can give through our website. We’ll notify you of all gifts received, thank each donor individually, and provide a tax receipt for each gift. Contact us to learn more.

Vic’s Little VIPs was one of 17 Memorial Funds established between 2014 and 2017.

Vic’s Little VIPs was one of 17 Memorial Funds established between 2014 and 2017.
In 2017, the following groups and people were honoured or remembered with gifts to The Winnipeg Foundation.

* Denotes funds created in honour or memory of individuals in the past year. Gifts were made in The Foundation’s fiscal 2017 year (Oct. 1, 2016 to Sept. 30, 2017).
**Perform a not-so-random act of kindness**

**Will Week returns**

Want to learn more about the importance of having an up-to-date Will, Power of Attorney and Health Care Directive? Will Week is a series of free estate planning seminars delivered by local lawyers. New this year are Will Week Express sessions.

Seminars are free on a first come first served basis. Seating is limited. Pre-registration will not be available until April 3, 2018.

To register, call 204-948-3394 or email pgt@gov.mb.ca starting April 3, 2018.

### Will Week Express Sessions

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Monday, April 23</td>
<td>12:05 – 12:55 (Express Session)</td>
<td>Richardson Conference Centre 1 Lombard Place – Concourse Level Salon A</td>
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<tr>
<td></td>
<td>1:00 pm – 3:00 pm</td>
<td>ACCESS Fort Garry 135 Plaza Drive</td>
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<td></td>
<td>1:00 pm – 3:00 pm</td>
<td>Norberry-Glenlee Community Centre 26 Molgat Avenue</td>
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<td>7:00 pm – 9:00 pm</td>
<td>Winakwa Community Centre 980 Winakwa Road</td>
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<td></td>
<td>7:00 pm – 9:00 pm</td>
<td>Seven Oaks General Hospital, Wellness Institute Room 4, 1075 Leila Avenue (limited seating)</td>
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<tr>
<td>Tuesday, April 24</td>
<td>12:05 – 12:55 (Express Session)</td>
<td>Millennium Library – Buchwald Theatre 251 Donald Street</td>
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<td>1:00 pm – 3:00 pm</td>
<td>ACCESS Transcona 845 Regent Avenue West – Room 163 (very limited seating)</td>
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<td>1:00 pm – 3:00 pm</td>
<td>Lindenwoods Community Centre 414 Lindenwood Drive</td>
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<td>Gwen Secter 1588 Main Street</td>
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<td>Centre de services bilingues 100 – 170 Goulet Street (places très limitées) *Ce séminaire est en français seulement</td>
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<td>Wednesday, April 25</td>
<td>12:05 – 12:55 (Express Session)</td>
<td>Royal Manitoba Theatre Centre 174 Market Avenue</td>
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<td>1:00 pm – 3:00 pm</td>
<td>Sturgeon Heights Community Centre 210 Rita Street</td>
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<td>7:00 pm – 9:00 pm</td>
<td>First Unitarian Universalist Church of Winnipeg 603 Wellington Crescent</td>
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<td>7:00 pm – 9:00 pm</td>
<td>Maples Community Centre 434 Adsum Drive</td>
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<td>7:00 pm – 9:00 pm</td>
<td>Bronx Park Community Centre 720 Henderson Highway</td>
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<td>6:30 pm – 8:30 pm</td>
<td>ACCESS Transcona 845 Regent Avenue West – Room 163 (very limited seating)</td>
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<tr>
<td>Thursday, April 26</td>
<td>1:00 pm – 3:00 pm</td>
<td>Reh-Fit Fitness Centre – Seminar Room D 1390 Taylor Avenue (limited seating)</td>
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<td>7:00 pm – 9:00 pm</td>
<td>Dakota Community Centre 1188 Dakota Street</td>
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<td>7:00 pm – 9:00 pm</td>
<td>Corydon Community Centre – River Heights Site 1370 Grosvenor Avenue</td>
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<td></td>
<td>6:30 pm – 8:30 pm</td>
<td>ACCESS Transcona 845 Regent Avenue West – Room 163 (very limited seating)</td>
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<tr>
<td>Friday, April 27</td>
<td>12:00 pm – 2:00 pm</td>
<td>BDC Building 155 Carlton Street, Lower Level, Meeting Room B</td>
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**Bequest 101**

Learn more about including a charitable gift in your Will or estate plan. Join us for Bequest 101.

May 10, 5 to 7 p.m.
May 16, 1 to 3 p.m.
May 29, 11 to 1 p.m.

Light refreshments served.

All meetings are held at The Foundation’s office in the Richardson Building, 1350 – One Lombard Place.

To learn more or RSVP, please contact us at 204-944-9474.
FORMER BOARD CHAIR RECEIVES ORDER OF CANADA

At a 2017 ceremony in Ottawa, Gregg Hanson received the Order of Canada from then-Governor General of Canada, David Johnston. The Order was established in 1967 by Her Majesty Queen Elizabeth II to recognize outstanding achievement, dedication to the community and service to the nation. Mr. Hanson, who served on The Foundation’s Board from 1999 to 2012 and as Chair from 2006 to 2009, received the Order for his accomplishments as a business leader and his continuing commitment to his community, notably for his support for poverty reduction and Indigenous people.

MUSICAL GIFTS

Congratulations to Sistema Winnipeg on receiving two gifts totaling $1 million! The Winnipeg Foundation provided a grant to the Winnipeg Symphony Orchestra to launch Sistema back in 2011. It is an after-school program which provides daily musical training to inner-city youth at no cost. Since then, the program has seen many positive changes in students as well the community where the program is offered. Long-time program supporters, Tannis Richardson and the Michael Nozick family, each donated $500,000 to the WSO to create an endowment fund at The Winnipeg Foundation to ensure Sistema Winnipeg continues and grows.

20 YEARS OF LEADERSHIP

Chief Executive Officer Rick Frost celebrated 20 years at The Winnipeg Foundation on Dec. 1, 2017. During his time at The Foundation, he has spearheaded many initiatives such as the Downtown Greenspaces, Nourishing Potential and Literacy for Life, and The Foundation’s assets and support for the community have grown significantly. Congratulations on 20 years, Rick!

Rick Frost was joined by staff and family to celebrate his 20th anniversary.

FOUNDATION FAMILY

In November, our Director of Strategic Philanthropy Cathy Auld travelled to Nitra, Slovakia to join our sister community foundation for their 15th anniversary. Since the Nitra Community Foundation was established in 2002, delegates from both foundations have visited each other over the years, building an international, collaborative relationship. In honour of the anniversary, The Winnipeg Foundation and Thomas Sill Foundation contributed to the Manitoba Fund in Nitra.

Cathy Auld speaks during the Nitra Community Foundation’s 15th anniversary celebration in Slovakia.

Sistema participants are joined by (adults in centre row, left to right) Derek Dabee, Chair of Board of Trustees of Seven Oaks School Division; Alexander Mickelbrwate, WSO Music Director; Michael Nozick; Cheryl Ashley; Tannis Richardson; Trudy Schroeder, WSO Executive Director; Aaron Benarroch, Principal of King Edward School. Photo courtesy of WSO.
INSPIRING YOUTH

The Manitoba Chapter of the Association of Fundraising Professionals (AFP) celebrated National Philanthropy Day on Nov. 15 by recognizing Manitobans and organizations for their philanthropy. Chelsey Meade was the recipient of the Outstanding Youth in Philanthropy (16-25) award, sponsored by The Winnipeg Foundation. Ms. Meade actively embraces her responsibilities as a role model in her Indigenous community and volunteers for countless community programs and initiatives including Bannock and Backpacks, an initiative she co-founded to provide those less fortunate with a backpack with personal items.

HELPING YOUNG INDIGENOUS PATIENTS

The Children’s Hospital Foundation is helping kids from northern communities to be better prepared for trips to Winnipeg hospitals. It has developed a new book, available in three Indigenous languages, that explains what to expect during a hospital visit. The book is distributed free of charge to children and their families.

CONNECTING DONORS TO OUR COMMUNITY

Community Learning Sessions provide our donors with opportunities to learn about local charities that help our community thrive. In 2017, donors visited Elmwood Community Resource Centre, Canadian Muslim Women’s Institute, Assiniboine Park and Camp Manitou. To learn how you can participate in Community Learning Sessions, contact DonorServices@wpgfdn.org.

RURAL HERITAGE

Last summer, our CEO Rick Frost took part in the ribbon cutting of the T.A. Burrows Museum in Grandview, Man. The museum recognizes T.A. Burrows’ contributions to the community. Mr. Burrows was the father of Kathleen Burrows Lightcap, who was a supporter of The Winnipeg Foundation.

The province of Manitoba shares The Foundation’s commitment to helping communities celebrate our heritage. In December, the Province announced a new Heritage Trust program providing $5 million over three years to create endowment funds for Manitoba museums and archives at local community foundations.

Susan Hagemeister, our Director of Finance (left), with Chelsey Meade. Photography by: April-Marie Imagery (courtesy of Manitoba Chapter of AFP)

MAKING THINGS RIGHT

An international and a local charity have joined forces to develop a framework to help non-Indigenous organizations incorporate an Indigenous lens into their work. The Mino Stat An project, which is Cree for ‘making things right’, is a collaboration between Cuso International and Ma Mawi Wi Chi Itata Centre, and is supported by The Winnipeg Foundation. The project is upholding portions of the Truth and Reconciliation Commission’s of Canada’s Calls to Action.

OUR PROVINCE’S COMMUNITY SPIRIT

Welcome to our province’s newest community foundation! Last year, The Onanole Foundation joined the more than 191 community foundations across Canada. It is Manitoba’s 55th community foundation!
Between 2014 and 2017, our staff grew substantially – from 32 in 2014, to 43 at the end of fiscal 2017. Many of the additions were in the area of Donor Services, which allows us to provide even better support for our donors. Here are our staff teams as of January 2018.
DONOR SERVICES | Back row, left to right: Katie Gupta, Donor Services Administrative Assistant; Darlene Ott, Director of Donor Services; Kirsten Davidson, Donor Services Specialist; Carly Demchuk, Donor Services Specialist; Pauline Emerson-Froebe, Donor Services Administrative Coordinator; Pat Lilley, Legacy Circle Convener; Jaime Kyle, Legacy Services Coordinator.

Front row, left to right: Kathryn Cardwell, Gift Planning Associate; Dianne Maendel, Donor Services Fund Administrative Coordinator; Cathy Auld, Director of Strategic Philanthropy.

Missing: Alana Squire, Donor Services Specialist; Tiffany Gray, Donor Services Administrative Coordinator (maternity leave).

FINANCE | Back row, left to right: Paul Stepnuk, Senior Accountant; Julie Giesbrecht, Receptionist; Susan Hagemeister, Director of Finance; Denise Campbell, Program Specialist – Endow Manitoba.

Front row, left to right: Ali Saltel, Accountant; Rachel Forbes, Finance Administrative Assistant; Devan Ostapyk, Accountant; Lindsay Auld, Senior Accountant; Jennifer Aarhus, Student Awards Specialist; Anna-Maria Pozzi, Finance Administrative Assistant.

GRANTS | Back row, left to right: Noah Erenberg, Community Grants Associate; Kerry Ryan, Community Grants Associate; Donna Edmundson, Community Grants Specialist; Joanna Turner, Community Grants Associate; Ana Hrynyk, Community Grants Administrative Assistant; Neneth Banas, Community Grants Associate; Rick Lussier, Senior Grants Associate.

Front row, left to right: Megan Tate, Director of Community Grants; Jan McLellan, Community Grants Administration Coordinator; Brigette DePape, Youth Engagement Coordinator.

COMMUNICATIONS | Back row, left to right: Carolina Stecher, Community Engagement Convener; Stacy Cardigan Smith, Publications Editor; Brittine Schmitz, Communications Administrative Assistant; Sonny Primolo, Communications Assistant.

Front row, left to right: Robert Zirk, Communications Coordinator; LuAnn Lovlin, Director of Communications & Marketing; Nancy Mak, Website Specialist.

Missing: Nolan Bicknell, Communications Coordinator
Back in June, Foundation staff spent an afternoon pedaling a really, really big bike in support of Heart and Stroke Foundation – just one of the ways we give back to our community. From volunteering at local organizations to donating to causes they care about, each staff member has a unique way of supporting our community. The Foundation’s Employee Charitable Contribution Committee encourages a culture of generosity in our workplace by providing different ways to give back and get involved.

TEAM ACTIVITIES

The Committee organizes opportunities for Foundation staff to participate in activities or events presented or hosted by local charitable organizations. In 2017, staff helped weed gardens and harvest honey at FortWhyte Farms, served up meals at Siloam Mission, and rode around the city on Heart and Stroke Foundation’s Big Bike.

EMPLOYER MATCHING PROGRAM

All staff are encouraged to contribute to their own charitable fund, established at The Winnipeg Foundation. The Foundation ‘stretches’ contributions by 50 percent, up to $600 per year per employee. We are proud to report 100 percent of Foundation staff once again participated in the Employer Matching Program in 2017.

JEANS DAYS

On the last Friday of every month (except July and August) staff can dress more casually in the office in exchange for a contribution. Total dollars raised from participants are matched by The Winnipeg Foundation and then granted to a local charitable organization each month. In 2017, our Jeans Days supported:

- Ronald McDonald House
- Village Child Care
- Manitoba Opera
- Siloam Mission
- Pan Am Place
- Helping Hands for Manitobans with Breast Cancer
- Cerebral Palsy Association of Manitoba
- Anxiety Disorders Association of Manitoba
- The Salvation Army
- Esther House
WORKING TOGETHER

The Winnipeg Foundation has evolved over time. The decisive years for the growth of the Foundation were in the 1970s – a decade that saw many community foundations arise across Canada. The Winnipeg Foundation subsumed the services and assets of the Winnipeg Community Chest, which had been established in 1924 and was responsible for soliciting contributions to many charitable causes. In 1973, the Winnipeg Community Chest joined with the Winnipeg Foundation to establish the Winnipeg Community Foundation, and the essential work of supporting community foundations continued.

Since then, the focus at The Winnipeg Foundation has been on building permanent endowments, you’re emerging opportunities. When you work with our community’s changing needs and the Winnipeg Foundation to support charitable causes they care about. We work with donors to support thriving community foundations.

The plan was broken down into four themes, which are detailed in the two facing pages. While many of our grantees, activists and programs fall under multiple themes, the stories throughout the magazine are divided into four categories so you can see how your dollars move forward to support the community.

We encourage you to download the Strategic Plan. The plan was broken down into four themes, which are detailed in the two facing pages. While many of our grantees, activists and programs fall under multiple themes, the stories throughout the magazine are divided into four categories so you can see how your dollars move forward to support the community.

FROM OUR BOARD CHAIR

REFLECTING ON OUR PAST, EMBRACING OUR FUTURE

PAYING HOMAGE TO OUR 2014-2017 STRATEGIC PLAN IN THIS EDITION OF \"Working Together\" magazine highlights key accomplishments both during and after our 2014-2017 Strategic Plan. The plan was broken down into four themes, which are detailed in the two facing pages. While many of our grantees, activists and programs fall under multiple themes, the stories throughout the magazine are divided into four categories so you can see how your dollars move forward to support the community.

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FROM OUR 2014-2017 STRATEGIC PLAN

CONNECTING OUR GENEROUS DONORS TO THE WORK OF COMMUNITY AGENCIES

A key theme during our last Strategic Plan was an emphasis on the stewardship of what already exists. Stewardship of what already exists demands prudence in investing, monitoring and recognizing the benefits of endowment funds. The plan was broken down into four themes, which are detailed in the two facing pages. While many of our grantees, activists and programs fall under multiple themes, the stories throughout the magazine are divided into four categories so you can see how your dollars move forward to support the community.

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FROM THE FOUNDATION’S BOARD CHAIR

SETTING THE STAGE FOR OUR CENTENNIAL

HOW THE COMMUNITY IS PLAYING A ROLE IN OUR DIRECTION

The Foundation has many special initiatives aimed at addressing the growing demand for progressive philanthropy by supporting the growing impact of endowments through The Winnipeg Foundation. The plan was broken down into four themes, which are detailed in the two facing pages. While many of our grantees, activists and programs fall under multiple themes, the stories throughout the magazine are divided into four categories so you can see how your dollars move forward to support the community.

We encourage you to download the Strategic Plan. The plan was broken down into four themes, which are detailed in the two facing pages. While many of our grantees, activists and programs fall under multiple themes, the stories throughout the magazine are divided into four categories so you can see how your dollars move forward to support the community.

FROM OUR 2014-2017 STRATEGIC PLAN

ADDRESSING HUMAN AND ALCHEMY COMPARISON

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FROM THE FOUNDATION’S BOARD CHAIR

THE LAST WORD WITH CEO RICK FROST

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Pat and Bob Migliore (front cover) have been involved with Royal MTC since the 1970s, and now their daughter Laura Frederick (below left) and granddaughters Cassandra Frederick (center left) and Samantha Frederick (not pictured) are as well. The couple’s Legacy Gift to Royal MTC’s Founders’ Circle, which is endowed through The Winnipeg Foundation, is helping ensure Royal MTC will be around for years to come. This support is vital to the theatre, say Artistic Director Steven Schipper (center right) and Executive Director Camilla Holland (right). Read more on page 30.

The growth of Agency Funds like Royal MTC’s is just one of many success stories from our 2014-2017 Strategic Plan. Turn the page to learn more.