Find your BeCause!
What do you care about?

ARTS, CULTURE AND HERITAGE

CHILDREN, YOUTH AND FAMILIES

ENVIRONMENT AND ANIMAL WELFARE

HEALTH, WELLNESS AND RECREATION

LITERACY, EDUCATION AND EMPLOYMENT

COMMUNITY
We care about it too!
No matter what you’re passionate about...
...you can support it through The Winnipeg Foundation.
Your generous gifts help create ‘a Winnipeg where community life flourishes for all.’

(which happens to be our vision)
And this supports the community

For Good. Forever.
So why should you choose The Winnipeg Foundation?
There are a lot of great reasons!
The Winnipeg Foundation is a community foundation.
We’re a charity, built by generous donors like you, that supports our community.

And we do it in a sustainable way.
When you give to The Winnipeg Foundation, you work with others who are also passionate about making Winnipeg the best it can be!
We’re **stronger** when we work together.

And we have greater impact, too!

Albert El Tassi
Winnipeg Foundation donor and Board member
When you make a gift to The Foundation, we pool it with other gifts and invest it.
The annual earnings are used to make grants to the community.

Every. Single. Year.

Patricia Mainville
Winnipeg Foundation donor and Board member

A Critical Cause
Winnipeg Foundation donors
The Foundation is made up of a collection of endowment funds. These funds support our community forever.
CONSIDER THIS:
if you make a one-time donation, it will be spent on immediate needs.
If you make a gift to an endowment fund at The Winnipeg Foundation, its impact will snowball over time.

Here’s a simple illustration using a $10,000 gift as an example:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FUND BALANCE</th>
<th>TOTAL GRANTED TO COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$10,000</td>
<td>$450</td>
</tr>
<tr>
<td>10</td>
<td>$12,100</td>
<td>$5,000</td>
</tr>
<tr>
<td>20</td>
<td>$15,000</td>
<td>$11,100</td>
</tr>
<tr>
<td>30</td>
<td>$18,500</td>
<td>$18,700</td>
</tr>
</tbody>
</table>
Predicting the future needs of our community is challenging. When you support our community's CURRENT NEEDS and emerging opportunities, you are providing sustainability for Winnipeg's future.

(Learn more on page 46)
Similarly, we don’t know what Winnipeg will need in the future, but your gift to The Foundation ensures we’ll be ready to help no matter how our community changes!

The people who gave to The Foundation 90 years ago probably never imagined they’d be stopping cyber-bullying or supporting reconciliation today.
The Foundation has been around for a long time.
We were established in 1921 – which makes us the first community foundation in Canada. (Today there are nearly 200!)

This also means we know a lot about our community – and the best ways to help.

In fact, many people look to us to provide insights on community needs.
Our asset managers and financial policies ensure your gift will continue to help our community...
For Good. Forever.
Did you know?
Every year The Foundation’s responsive **COMMUNITY GRANTS** are only able to support about \( \frac{1}{2} \) of the dollars requested. **That’s where you come in!**
Notes

Did you know... when you make a gift to The Winnipeg Foundation, you’re working with like-minded people to make Winnipeg a place where community life flourishes for all!

“Because a strong, stable community starts with the health of its individuals.”

Mercy Oluwafemi, Winnipeg Foundation donor
“Because our built heritage helps us remember and appreciate our past, and creates a vibrant future.”

Cindy Tugwell, Heritage Winnipeg

Share your BeCause > #FindyourBeCause
You want to support the community through The Foundation, but how does it work?
There are just three steps:

1. CHOOSE YOUR CAUSE

2. CHOOSE HOW YOU WANT TO HELP

3. CHOOSE HOW YOU WANT TO GIVE
Step 1 CHOOSE YOUR CAUSE

Do you want to...

- **MAKE** art and culture accessible
- **CREATE** social change through art
- **CELEBRATE** our diverse cultural heritage
Choose:

Arts, Culture and Heritage
Step 1  CHOOSE YOUR CAUSE

Do you want to...

- **HELP** individuals develop their potential
- **EMPOWER** families
- **CULTIVATE** belonging and safety in neighborhoods
Choose:

CHILDREN, YOUTH AND FAMILIES
Step 1  CHOOSE YOUR CAUSE

Do you want to...

- **PROMOTE** sustainable lifestyles
- **TACKLE** climate change
- **PROTECT** animals
Choose:

ENVIRONMENT AND ANIMAL WELFARE
Step 1 CHOOSE YOUR CAUSE

Do you want to...

- **ENHANCE** food security
- **REMOVE** barriers to recreation and sports
- **REDUCE** isolation for seniors and the vulnerable
Choose:

HEALTH, WELLNESS AND RECREATION
Step 1  CHOOSE YOUR **CAUSE**

**Do you want to...**

- **CLOSE** education gaps
- **INCREASE** school readiness, high school completion, and post-secondary enrolment
- **SUPPORT** transition to the workforce
Choose:

LITERACY, EDUCATION AND EMPLOYMENT
Step 1 CHOOSE YOUR CAUSE

Do you want to...

- SUPPORT all the Causes
- DO IT ALL!
Choose:

COMMUNITY
Guiding The Foundation’s work is our commitment to reconciliation, a value that connects with every facet of grant-making.

“Because people have an inherent right to receive the basic essentials of life with dignity and respect.”

Gilbert Vielfaure, Centre Flavie-Laurent
“Because building an inclusive community ultimately creates a robust community that can overcome any obstacle.”

Rachel Bernhardt, Youth in Philanthropy intern at Inclusion Winnipeg

Share your BeCause > #FindyourBeCause
Step 2 CHOOSE HOW YOU WANT TO HELP

CURRENT NEEDS

FAVOURITE CHARITY
SCHOLARSHIPS AND BURSARIES

PROGRAMS AND PROJECTS THAT YOU CHOOSE
Step 2 CHOOSE HOW YOU WANT TO HELP

Do you want to...

- **ENSURE** our responsive Community Grants can support the changing needs and emerging opportunities in our community?
Sounds like you want to support CURRENT NEEDS
Do you want to...

- SUPPORT a charity or charities that are close to your heart?
Looks like you should choose

FAVOURITE CHARITY
Step 2 CHOOSE HOW YOU WANT TO HELP

Do you want to...

• **HELP** deserving students realize their dreams?
You want to support scholarships and bursaries.
Do you want to...

- **WORK** with Foundation staff to play an active role in your grant-making?
Then you should select

PROGRAMS AND PROJECTS THAT I CHOOSE
No matter what you care about, The Foundation can help you support it! Contact us to learn more.

“Because participating in sport and recreation helps develop leaders for the future.”

Trevor LaForte, Winnipeg Aboriginal Sport and Recreation Association
“Because we are inspired to create precious memories for youth that will carry them into adulthood.”

Tracy and Doug Amouzouvi, Winnipeg Foundation donors

Share your BeCause > #FindyourBeCause
Step 3  CHOOSE HOW YOU WANT TO GIVE

Do you want to...
Make a GIFT

Make a REPEATING GIFT

Create your own FUND

Create a LEGACY
You can make a **GIFT** or **REPEATING GIFT** to any **Cause** right now!

You can also make a gift to remember or honour someone.

(It makes a great birthday gift for that person who has it all!)
To make a gift online, head to **FindyourBeCause.org** or call us at **204.944.9474**

**We also offer more giving options!**
Contact us for details.

Alexis Kanu
Lake Winnipeg Foundation
You can establish your own endowment FUND for $2,500 (you have up to five years to build it). The amount varies depending on fund type.
An endowment FUND is a great way for you and friends/family to work together to give back to the community. You can see how much you’ve given to your fund, and how it’s helping the community. Establishing a fund also helps streamline your giving, and you get to name it! Funds are also a great way to honour a loved one. Whatever you’ve got in mind, a member of our Donor Services Team can work with you.

To establish your fund, go to FindyourBeCause.org or call us at 204.944.9474
You might want to **CREATE A LEGACY** through your Will or estate plans.
These planned gifts are a great way to honour your values and leave your mark For Good. Forever.

To learn more about how easy it is to create a legacy, go to FindyourBeCause.org or call us at 204.944.9474
“Because the arts enrich, transform, unite and strengthen us through shared understanding and expression.”

Spencer Duncanson, Little Opera Company
Winnipeg Foundation donor and former Board member
“Because his love and passion for hockey will live on through supporting others’ dreams.”  The Hamblin Family, Winnipeg Foundation donors

Share your BeCause > #FindyourBeCause
Customize your giving through The Foundation

1. CHOOSE YOUR CAUSE
   - Arts, Culture and Heritage
   - Environment and Animal Welfare
   - Literacy, Education and Employment
   - Children, Youth and Families
   - Health, Wellness and Recreation
   - Community

2. CHOOSE HOW YOU WANT TO HELP
   - Current Needs
   - Favourite Charity
   - Scholarships and Bursaries
   - Programs and Projects That I Choose

THAT I CHOOSE
Supporting your **Cause** the way you want is easy through The Foundation. Here are some examples of what your customized gift might look like. Everyone’s experience is different. Head to [FindyourBeCause.org](#) or contact us to learn more.

**3 CHOOSE HOW YOU WANT TO GIVE**

- **Make a GIFT**
  - Make a **REPEATING GIFT**
    - to a FAVOURITE CHARITY that supports LITERACY, EDUCATION AND EMPLOYMENT.
  - Create a FUND that allows the group to work with The Foundation to decide which PROGRAMS AND PROJECTS in the COMMUNITY receive support.
- **Make a REPEATING GIFT**
- **Create your own FUND**
  - A SCHOLARSHIP FUND that supports students studying the ENVIRONMENT.
- **Create a LEGACY**
  - CREATE A LEGACY that supports the CURRENT NEEDS of CHILDREN, YOUTH AND FAMILIES.
Winnipeg needs your help!

You can send kids to camp, promote green living, give someone a warm bed to sleep in, and so much more!

Head to FindyourBeCause.org to make a gift or learn more.

Or phone us at 204.944.9474
We want to help you

Find your BeCause!

ARTS, CULTURE AND HERITAGE

CHILDREN, YOUTH AND FAMILIES

ENVIRONMENT AND ANIMAL WELFARE

HEALTH, WELLNESS AND RECREATION

LITERACY, EDUCATION AND EMPLOYMENT

COMMUNITY
What does a flourishing community look like to you?
#FindyourBeCause

“Because art has the power to change the world.”
Shawna Dempsey and Dana Kletke, Mentoring Artists for Women's Art (MAWA)
“Because I want to inspire youth by being a positive role model.”

Jennifer Lansang, Youth in Philanthropy intern at Mosaic-Newcomer Family Resource Network

Share your BeCause > #FindyourBeCause
FindyourBeCause.org

THE WINNIPEG FOUNDATION

Your Community Foundation
For Good. Forever.

#FindyourBeCause

204.944.9474