

# PHILANTHROPY

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WAYNE GLOWACKI / WINNIPEG FREE PRESS

Rick Frost of the Winnipeg Foundation, which is involved in the Nov. 14 challenge. It will pay \$1 for every \$5 raised by community foundations on that day.

## The gift that keeps on giving

*Nov. 14 challenge  
rings up more money  
for local foundations*

**H**ELPING your community could be as easy as throwing a curling rock or picking up the phone. Just make sure you mark Nov. 14 on your calendar to do it.

That's the day the 50 community foundations across the province are holding a 24-hour Giving Challenge, with help from the Winnipeg Foundation.

If you make a donation to your local community foundation on that day, it will generate extra cash courtesy of the Winnipeg Foundation.

Foundation CEO Rick Frost said for every \$5 donated, his foundation, created by banker William Forbes Alloway in 1921, will contribute a dollar, up to a maximum of \$2,000.

"Across Manitoba, we have 50 other foundations," Frost said.

"There are 191 community foundations in Canada. We have a really large number of community foundations enhancing the well-being of communities.

"We see the community foundations across the province as our colleagues, and we want them to be as successful as they can be."

The Giving Challenge is an initiative of Endow Manitoba, which was created in 2010 as a marketing initiative to help raise the profile of Manitoba community foundations and encourage current and past residents to support their hometowns.

During the last couple of years, it has started the

challenge. The Winnipeg Foundation provides promotional and administrative support.

Community foundations could benefit even more on the challenge day because of a second challenge, which was issued by the Thomas Sill Foundation.

That foundation will donate \$1 for every \$2 raised during an 18-month period, to a maximum grant of \$25,000. A foundation must raise at least \$10,000 to get its first contribution from the Thomas Sill Foundation.

It means if a community foundation can raise \$50,000 in new money in 18 months, its endowment fund will then grow by another \$25,000.

Hugh Arklie, the Thomas Sill Foundation's executive director, said 47 of Manitoba's 50 community foundations have so far accepted the challenge.

"The date they sign the agreement with us is when the 18-month period starts," Arklie said.

"We're trying to increase the endowment capital for rural and northern Manitoba foundations."

Arklie said the Thomas Sill Foundation has been working with rural communities for more than two decades to create their own community foundation.

"We began because we saw that for every \$10 of endowed capital in Winnipeg, rural communities had \$1," he said.

"The community foundations we helped start now have more money than the Thomas Sill Foundation."

Arklie said the more money in an endowment fund, the more available for annual grants to organizations.

"People watch what you are doing, and then they start writing you into their wills," he said.

The North Norfolk-MacGregor Community Foundation and the Morden Area Community Foundation are two foundations taking part in both challenges.

Shawn Friesen, treasurer of the North Norfolk-MacGregor Community Foundation, said he's thrilled to know if they raise \$10,000 on Nov. 14, it will automatically grow by another \$2,000.

"And because of the Thomas Sill Foundation our \$10,000 will turn into \$16,000," Friesen said.

"A lot of the money we get donated to us when people die, but on this day we're going to try getting people to donate."

Friesen said they are contacting previous donors

as well as people who are with organizations the community foundation has gifted money to.

"We want to push the fact we can build up the fund that day," he said.

Friesen said his foundation was created 19 years ago and now has more than \$1 million in its endowment fund.

It gives out \$40,000 in grants annually.

"We help the Manitoba Agricultural Museum in Austin, the rink in MacGregor, the Bible camp, and all sorts of smaller organizations," he said.

The Morden Area Community Foundation hopes people will donate to it on Nov. 14.

Lynda MacLean, executive director of the foundation, said they are holding a curling funspiel on Nov. 14 from 9 a.m. to noon.

MacLean said if the event sells out, it will generate \$2,200 in registration fees from 22 teams.

MacLean encourages people to call the office and the special Winnipeg Foundation number so even more can be raised that day.

"We'll also have people phoning others," she said. "This is an excellent way to raise funds."

Currently, the Morden foundation has \$1.4 million in its endowment coffers and has given out \$800,000 in grants since it was created in 1990.

Frost said money raised Nov. 14 will help the communities in which the foundations are based.

"Maybe you want to pay back to the community you spent your childhood in," he said.

"If the money leaves the community, it is gone forever, but if the money is endowed in the community, it is there (to help) forever."

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### Philanthropy briefs

A fundraising concert in memory of an RCMP officer who had PTSD is being held Nov. 14. The concert and raffle in memory of Ken Barker is being held at the Pyramid Cabaret, with funds going to a trust to help first responders receive psychological help. The event features the Fuse music group while a guitar autographed by Elvis Costello will be raffled off. Tickets are \$25 and can be purchased by calling Ticketmaster, going to Eventbrite.ca or calling 1-855-985-5000.

Can DO People is holding a CHAIRity auction and craft sale on Nov. 15 to help adults living with autism and other developmental disabilities. The event, at 17 Muir Rd., is being held from noon to 4 p.m. The charity is also looking for artists willing to paint the chairs. Call Susan at 204-505-2243 or Joan at 204-781-9725.

They'll be looking at you kid at the Winnipeg Humane Society's Bow Wow Ball Nov. 14. The 22nd annual event, called Catsablanca this year, will feature dinner, dancing and live and silent auctions. It is being held at the Fairmont Winnipeg and tickets cost \$200. Call 204-982-2021.

The curtain will go up on the Royal Manitoba Theatre Centre's annual Black and White Ball Nov. 7. The event, being held in the Grand Ballroom at the Fort Garry Hotel, features music by the Danny Kramer Dance Band. Tickets cost \$225. Call Stephanie at 204-954-6410 or email blackandwhite@royalmtc.ca.

Only heaven will have more angels Dec. 1. The Misericordia Foundation will try to set a Guinness World Record with the largest gathering of angels. The event will be held in the Mulvey School playground, at 750 Wolseley Ave., at 8:30 a.m. The first 1,200 participants will get a free halo and wings. Go to [www.misericordiafoundation.com](http://www.misericordiafoundation.com).

The Manitoba Down Syndrome Society is looking for volunteers to help with its social clubs for young people. Volunteers aged 16 or older who want to help young people with Down syndrome socialize and have fun in a variety of activities for about two hours twice a month are asked to contact Brandy at [b-kowal@live.com](mailto:b-kowal@live.com) or [info@manitobadownsyndromesociety.com](mailto:info@manitobadownsyndromesociety.com). Volunteers over 18 may have to do criminal record and child-abuse checks, but those costs will be reimbursed.

# For Good. forever.

**November 14: Your day to make a difference!**

There's never been a better time to give to your local community foundation. When you give to an unrestricted fund at a Manitoba community foundation during the Endow Manitoba - 24 Hour Giving Challenge, your gift will receive extra support from The Winnipeg Foundation. For every \$5 you give, The Winnipeg Foundation will add \$1\*, helping your hometown community **For Good. Forever.** (\*The Winnipeg Foundation will provide up to \$2,000 per community foundation.)

To make a gift or for more information, visit [www.endowmanitoba.ca](http://www.endowmanitoba.ca).

For more on The Winnipeg Foundation, visit [www.wpgfdn.org](http://www.wpgfdn.org) or call 204.944.9474 or toll-free 1.877.974.3631.



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