

Advertorial sample

## Each \$5 gift is worth \$7 during the Endow Manitoba 24-Hour Giving Challenge on Saturday, Nov. 17

There's never been a better time to help our community flourish forever! On Saturday, Nov. 17, each \$5 gift you make to **[INSERT NAME OF CF]** is worth \$7 during the Endow Manitoba 24-Hour Giving Challenge.

The Winnipeg Foundation and the Manitoba government will stretch each \$5 gift made to the **NAME OF FUND** with \$1 each. will also contribute \$1 for every \$5 gift.

Only gifts made between 12:01 a.m. and 11:59 p.m. at [www.endowmanitoba.ca](http://www.endowmanitoba.ca) to the foundation's unrestricted fund will be eligible. Contact your community foundation for all the details.

Stretching your gift means even more benefit for your hometown. **[INSERT NAME OF CF]** plays a vital, lasting role by supporting charitable projects that improve life for all of us.

Our community foundation supports all aspects of life in **[TOWN/REGION]**, making grants to a wide variety of worthy causes – from daycares to seniors' homes, scholarships to school improvements, food banks to fitness, and much, much more.

These grants are possible thanks to generous gifts from local donors from all walks of life. Community foundations pool and endow (permanently invest) all gifts and the income earned supports a variety of projects within the foundation's catchment area. The original contributions are never spent, ensuring a lasting legacy for donors and a permanent source of support for the community.

Canada's community foundation movement started in 1921 with the establishment of The Winnipeg Foundation. Today there are 55 community foundations in our province – more than a quarter of Canada's total. These foundations are part of Manitoba's history of generosity, a tradition in which we can all participate and take pride.

Saturday, Nov. 17 is a great time to invest in the future of **[TOWN/REGION]**. (Of course, your local community foundation will be glad to receive your support at any time of year!) No matter the size of your gift, your contribution will improve life here for generations to come.

Visit [www.endowmanitoba.ca](http://www.endowmanitoba.ca) to learn more, to give, or to find the community foundation nearest you.