

**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.**

5



Your generous  
gifts help create

6 **‘a Winnipeg  
where  
community  
life flourishes  
for all.’**

(which happens to be our vision)



And this supports  
the community

**For Good.** <sup>7</sup>  
**Forever.**



**So why should  
you choose  
The Winnipeg  
Foundation?**

8



**There are a  
lot of great  
reasons!**





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**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.**

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Kal Barteski  
Winnipeg  
Foundation  
donor



Cynthia Drebot  
North End  
Women's Centre



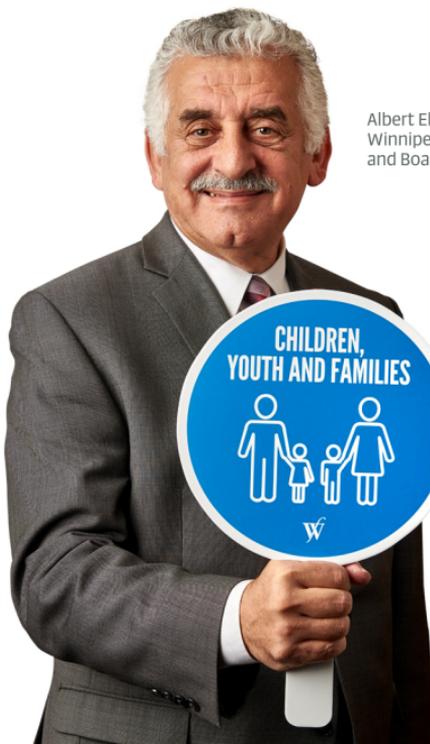
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**When you give to  
The Winnipeg Foundation,  
you work with others who  
are also passionate about  
making Winnipeg the best  
it can be!**

We're **stronger** when we  
**work together.**

**And we  
have greater  
impact, too!**

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Albert El Tassi  
Winnipeg Foundation donor  
and Board member



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**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.**

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Patricia Mainville  
Winnipeg Foundation donor  
and Board member



A Critical Cause  
Winnipeg Foundation donors





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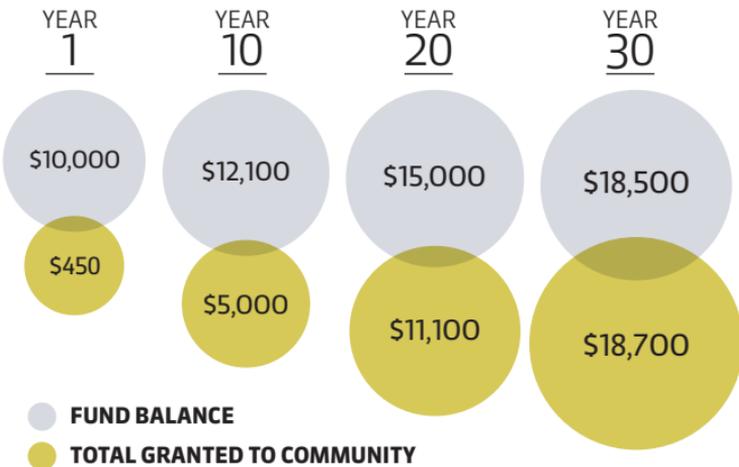
**The Foundation is made up  
of a collection of endowment  
funds. These funds support  
our community forever.**

## 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:





5

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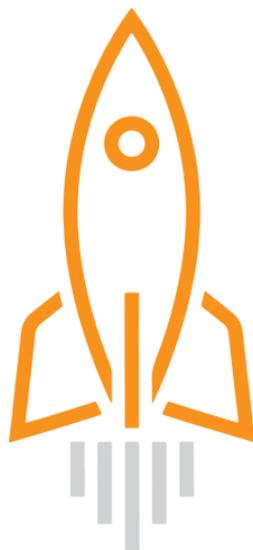
**Predicting the future needs of our community is challenging. When you support our community's CURRENT NEEDS and emerging opportunities, you are providing sustainability for Winnipeg's future.**

**(Learn more on page 46)**



The people who gave to The Foundation 90 years ago probably never imagined they'd be stopping cyber-bullying or supporting reconciliation today.

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!





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**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.**

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**In fact, many people look  
to us to provide insights on  
community needs.**



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**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



of the dollars requested.

**That's where  
you come in!**





**You want to  
support the  
community  
through The  
Foundation,  
but how does  
it work?**

# It's easy!

There are just three steps....

**1**

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**CHOOSE YOUR CAUSE**

**2**

---

**CHOOSE HOW YOU  
WANT TO HELP**

**3**

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**CHOOSE HOW YOU  
WANT TO GIVE**

# Step **1** CHOOSE YOUR **CAUSE**

## Do you want to...

---

30

- **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...

---

32

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

# Choose:



# Step **1** CHOOSE YOUR **CAUSE**

## Do you want to...

---

34

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

# Choose:

**ENVIRONMENT  
AND ANIMAL WELFARE**



# Step 1 CHOOSE YOUR **CAUSE**

## Do you want to...

---

36

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

# Choose:



# Step **1** CHOOSE YOUR **CAUSE**

## Do you want to...

---

38

- **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...

---

40

- **SUPPORT** all the Causes
  - **DO IT ALL!**
-

# Choose:







Step **2** CHOOSE HOW YOU  
WANT TO HELP

**CURRENT  
NEEDS**

44

---

**FAVOURITE  
CHARITY**

# **SCHOLARSHIPS AND BURSARIES**

---

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**PROGRAMS AND  
PROJECTS THAT  
YOU CHOOSE**

## Step **2** CHOOSE HOW YOU WANT TO HELP

### Do you want to...

---

46

- **ENSURE** our responsive Community Grants can support the changing needs and emerging opportunities in our community?
-

Sounds like you  
want to support

**CURRENT  
NEEDS**

## Step **2** CHOOSE HOW YOU WANT TO HELP

### Do you want to...

---

48

- **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...

---

50

- **HELP** deserving students realize their dreams?
-

You want  
to support

**SCHOLARSHIPS  
AND  
BURSARIES**

## Step **2** CHOOSE HOW YOU WANT TO HELP

### Do you want to...

---

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

Then you  
should select

**PROGRAMS  
AND PROJECTS  
THAT I CHOOSE**







Step **3** CHOOSE HOW YOU  
WANT TO GIVE

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**Do you want to...**

**Make a  
GIFT**



**Make a  
REPEATING GIFT**



**Create your  
own FUND**



**Create a  
LEGACY**

## Step **3** CHOOSE HOW YOU WANT TO GIVE

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.

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Alexis Kanu  
Lake Winnipeg Foundation

## Step **3** CHOOSE HOW YOU WANT TO GIVE

**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.

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To establish your fund, go to  
**FindyourBeCause.org**  
or call us at

**204.944.9474**



Pauline and Melissa Emerson-Froebe  
Winnipeg Foundation donors

Step **3** CHOOSE HOW YOU  
WANT TO GIVE

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**

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Patrice Yamada and Peri Venkatesh  
Winnipeg Foundation donors





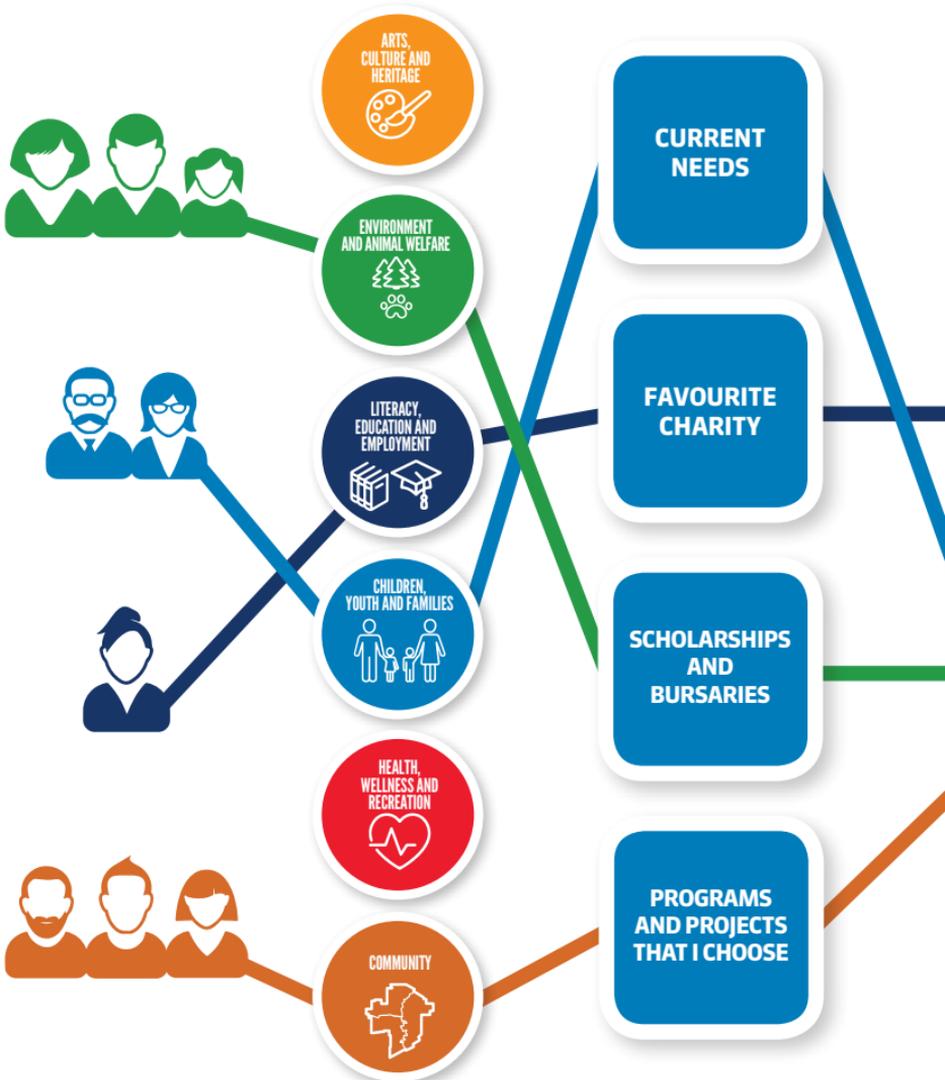
# Customize your giving through The Foundation

1

CHOOSE YOUR CAUSE

2

CHOOSE HOW YOU WANT TO HELP



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.

Make a REPEATING GIFT

Create a FUND that allows the group to work with The Foundation to decide which PROGRAMS AND PROJECTS in the COMMUNITY receive support.

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!**

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**FindyourBeCause.org**

**THE WINNIPEG FOUNDATION**  **Your Community Foundation For Good. Forever.**

**#FindyourBeCause**



**204.944.9474**