



MEDIA RELEASE

Manitobans work together to raise more than \$1.2 million for community foundations during the Endow Manitoba Giving Challenge

Each qualifying \$5 gift was worth \$7 thanks to stretch funding from the Manitoba government and The Winnipeg Foundation

Thursday, Dec. 3, 2020 - FOR IMMEDIATE RELEASE: This past November, Manitobans once again demonstrated why we achieve more when we work together by raising more than \$1.2 million for community foundations during the Endow Manitoba Giving Challenge.

During this year's Giving Challenge, which lasted from Nov. 9 to 15, each \$5 gift made to a Manitoba community foundation's undesignated fund was stretched by \$1 from The Winnipeg Foundation (to a maximum of \$2,000 per foundation) and by \$1 from the Manitoba government (to a maximum of \$2,000 per foundation). See attached PDF for complete results.

To qualify for stretch funding, gifts had to be made to community foundations' undesignated funds. This type of fund provides community foundations with the greatest flexibility in responding to their communities' changing needs and emerging priorities through grants to local charities. Since gifts to community foundations are endowed, Manitobans' generosity ensures permanent support for their communities. The Giving Challenge is coordinated by Endow Manitoba, an initiative of The Winnipeg Foundation.

Chief Executive Officer
Richard L. Frost

Board of Directors
Doneta Brotchie, CHAIR
Carolyn Duhamel, TREASURER
George Bass, Q.C.
Hazel Borys
Tom Bryk, FCPA, FCA
Spencer Duncanson
Albert El Tassi
Daniel Friedman
Tracy Graham, CPA, CA

Gerry Labossière, CPA, CA
Joy Loewen
Patricia Mainville
John Pollard
Maureen Prendiville
Diane Roussin
Anita Southall
Mayor Brian Bowman, Ex-Officio

Appointing Board
Lieutenant-Governor of Manitoba
Chief Justice of Manitoba
Chief Justice of the Court of Queen's Bench
Mayor of the City of Winnipeg
Registrar-General of Manitoba



"Manitoba is home to 56 community foundations – the most community foundations (CF) in a Canadian jurisdiction and, per capita, the highest concentration of CFs in North America," says Alan Goddard, Director of Endow Manitoba. "Those truths, combined with this year's results, are irrefutable evidence that Manitobans care about their communities and want to contribute to their collective well-being."

"In spite of the trying environment caused by the COVID-19 pandemic, this year also marked Brandon Area Community Foundation's most successful results for the Giving Challenge," says Laura Kempthorne, Brandon Area Community Foundation's Executive Director. "This is a testament to the resilience of our supporters and of our community. We especially want to thank the generosity of our donors and the efforts of our volunteers in supporting our work with the community, now and into the future."

Endow Manitoba Giving Challenge 2020 highlights:

- \$1,254,238.81 raised
- \$1,077,112.15 total gift value
- \$177,126.66 total stretch value
- 2,450 gifts made
- 33 community foundations received maximum stretch

Historic amounts raised during 24-Hour Giving Challenge:

- 2020 - \$1,254,238.81
- 2019 - \$1,010,386.83
- 2018 - \$1,016,666.61
- 2017 - \$893,448.89
- 2016 - \$497,115.99
- 2015 - \$555,868
- 2014 - \$245,428

Community foundations are charities, built by communities for communities. Gifts are pooled and permanently invested, and the interest earned is granted to local initiatives each year. Since the capital is never spent, your gifts support the community forever. Every year, community foundations invest millions of dollars into a wide range of local charitable projects, helping ensure our Manitoba hometowns are vibrant and thriving.



Endow Manitoba represents the network of our province's community foundations. An initiative of The Winnipeg Foundation, Endow Manitoba works with the province's 56 community foundations to increase their impact and to advance the movement.

*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 distributed back to the community **Forever.** Formed in 1921, we are proud to be the first community foundation in Canada.*

-30-

Media inquiries/questions:

LuAnn Lovlin, CFRE Director of Communications & Marketing, The Winnipeg Foundation
llovlin@wpgfdn.org C: 204.781.9336

