

Brand recognition benefitting Selkirk and District Community Foundation grant recipients



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The importance of the Selkirk and District Community Foundation to the people it serves becomes more evident with every passing year.

A quick glance at the Foundation’s annual report reveals a lengthy list of deserving

grant recipients who represent organizations that improve the lives of everyone from children to seniors.

The Foundation gifted more than \$300,000 last year alone and has given more than \$1 million in grants in 5 years.

Twenty years ago, few people in the Tri S district were aware of the SDCF, and now, the list of people who contribute to the Foundation and those who benefit from that generosity, continues to grow.

The deadline for the fall intake of SDCF grant applications is fast approaching, so it’s worth noting that being the recipient of a grant can raise your project’s profile and bring more positive attention to what you’re doing.

SDCF Chairman Gord Henrikson said the Foundation has been around for 23 years now and board members and staff alike are thrilled with the impact the Foundation is making.

“Some of these larger projects are a nice fit for the sectors identified in our recent Vital Signs report and therefore make all the more sense to support and get involved with,” Henrikson said.

“After 23 years in existence, our name recognition is now coming into play and if that extends a higher level of credibility to a group or individual and their project, all the better.”

Steve Strang, Manitoba Director of the Red River Basin Commission, agrees the SDCF name carries a lot of weight and that became even more evident when an RRBC pilot project to revive dredging on the Red River received a \$25,000 grant from the Foundation.

Strang said the SDCF was one of the first to recognize the value of the project by committing significant dollars to it. He believes this helped bring other funders on

board and, of equal importance, has got higher levels of government thinking, and talking about, dredging.

“The money that came from the Selkirk and District Community Foundation has been the catalyst for all our funding to date. We are truly grateful for their leadership and feel that their gift has led to our success for this pilot project,” Strang said.

The RRBC is now applying for its environmental licence and expects dredging to begin in 2019.

Strang said the goal is to make dredging an annual event and bring forward marsh restoration as part of the health solution for Lake Winnipeg.

Henrikson said the Foundation is at a point where it's role in the community is well defined and it's looked to for its leadership and direction and that's a good place to be.

“We pride ourselves in the relationships and partnerships that we've fostered in our region over the years and our grant recipients, large and small, are all doing great work to make our communities better places to live, work and play,” he said.

The Selkirk Rotary Club received a \$20,000 SDCF grant for Project Echo, an initiative to bring an echocardiogram to the Selkirk Regional Health Centre.

The grant pumped life into the project and brought excited new donors to the table.

“The Selkirk and District Community Foundation was the first in with a big donation. They were THE first and that gave us a lot more confidence to go out to the other community foundations and community organizations across the entire district,” said Gayle Halliwell, co-chair of Project Echo.

“The fact the Selkirk and District Community Foundation believed in us, or showed their confidence in our project, that energized our rolling out of the other fundraising that we were doing for this project.”

Community organizations can apply now to be considered for a grant from the Selkirk and District Community Foundation. For grant applications visit sdcf.ca. The fall deadline for applications is Oct. 1.

The Selkirk and District Community Foundation is a charitable organization that provides financial support to charitable causes and agencies in their region, which includes Selkirk, St. Andrews and St. Clements. Gifts from donors enable the Foundation to support countless groups and individuals in our community. The Foundation has given in excess of \$2.1 million to more than 125 local charities and community organizations over its 22+ years. For more details contact SDCF Executive Director Bev Clegg at 204.784-0547