

Let's get the giving going early and make November the start of the Christmas season with 24 Hour Giving Challenge for SDCF



Erna Iwanoczko and Audrey Zieroth getting ready for giving season and the 24- Hour Giving Challenge

*FOR IMMEDIATE RELEASE: November 2, 2018*

Most months of the year are synonymous with something – June is the start of summer, September sends the kids back to school and October brings out the trickers and treaters.

We all know that December is the season of giving, but Selkirk sisters Erna Iwanoczko and Audrey Zieroth like to get

the giving underway a bit early, so they've made November the official kick off to the Christmas season.

Every November for the past four years the sisters have donated to the Selkirk and District Community Foundation through Endow Manitoba's 24 Hour Giving Challenge and they plan to do it again this year on Nov. 17.

Both say they give in memory of their parents, Ernie and Myrtle Zieroth, and Erna's son, Dale Iwanoczko, a doctor and celebrated volleyball player who passed away in September 1998.

"I always give in November because it's the start of Christmas. I give in memory of my parents and my nephew. I always think that's the start of Christmas, and it's such a good cause," Audrey said.

Erna agreed.

"I do the same, I do it in memory of our parents and of Dale. Dale was always one that was community minded in Selkirk, so it's a perfect chance to remember him at Christmas. He would be happy because the money's all going back into the community. That would be a big thing in his eyes," she said.

This is the fifth year for the 24 Hour Giving Challenge, where community foundations across the province encourage people to donate to their Community Fund, with every \$5 donation topped up by \$2, half from the Winnipeg Foundation and half from the Province of Manitoba, to a maximum of \$2,000 each.

Gord Henrikson, Chair of the SDCF, said any time is a good time to donate to the foundation, but if you can only donate once, the 24 Hour Giving Challenge is the day to do it.

“The fact that there’s a top up for donating during that 24 hour period makes it really important for us and for the community. People are kind enough to consider the foundation as a worthy cause to support and having the Winnipeg Foundation and the Province of Manitoba make their dollars go further is huge,” Henrikson said.

“We’re thankful for all donations, and we appreciate each and every one of them, and once again this year we hope that the good folks from Selkirk, St. Andrews and St. Clements and beyond can make this year’s challenge another great one.”

Audrey said the opportunity to have her donation topped up is another big incentive to give on November 17. The fact the money helps local organizations, from community clubs to schools and everything in between, is also important to the sisters.

They both say they donate whenever they can, and often give money in others’ names as birthday or anniversary presents. But the bonus dollars from the Winnipeg Foundation and the Province of Manitoba make the November gift so crucial that Erna didn’t let being out of town last year deter her.

She was visiting her daughter in another province when she realized the 24 Hour Giving Challenge was taking place.

“I had gone away without thinking about it so I just phoned Eileen at the office and we did it over the phone. I didn’t want to miss it,” Erna said.

The 24 Hour Giving Challenge is also a day to promote the SDCF and make everyone aware of all the good work it does locally. The foundation is a charitable organization built through gifts from community members. The gifts are pooled and permanently invested and the interest earned is granted to local charities each year. The initial investment is never spent, so your gift will help your community flourish forever.

Audrey and Erna also said the SDCF board members are terrific people who work tirelessly on behalf of the community and they “admire them greatly for what they do and bring forth”.

In 2014, SDCF received \$27,688 in on-line donations during the 24 Hour Challenge and in 2015 the community bested that by giving \$63,495, which included \$25,000 from the RM of St. Andrews. In 2016, SDCF brought in \$39,855 to make it the second highest in the province and last year the total was \$62,005 to again sit in second place.

On-line donations to the Community Fund received during the 24 hours of Nov. 17 will count as part of the challenge, so you can make your donation from home computer, on your phone, laptop or tablet. You just go to [endowmanitoba.ca](http://endowmanitoba.ca) and look for the Selkirk and District Community Foundation on the map or in the list of foundations. Simply click 'Make an On-Line Gift Now' and use your credit card.

If you prefer a face-to-face transaction, you can come to the Gaynor Family Regional Library on Saturday, Nov. 17, from 10 a.m. to 3 p.m. and the fine folks from SDCF will be on hand with a support team to make the donation with you, while you enjoy some coffee and dainties.

"The foundation is "Here for Good", and every dollar that people are kind and caring enough to donate is appreciated."

For more information on the SDCF go to [sdcf.ca](http://sdcf.ca). For more information on Endow Manitoba's 24 Hour Giving Challenge, go to [endowmanitoba.ca](http://endowmanitoba.ca) or contact the Foundation office at 204-785-9755.