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Give to the Selkirk & District Community Foundation between **November 15 – 21** and **your \$5 gift becomes \$7**, thanks to stretch funding from The Winnipeg Foundation and the Manitoba government.

Anytime between **November 15 – 21**, please go on-line to www.endowMB.org, and look for **SDCF**

OR

Call the Foundation office at **204-785-9755** and we will help you make your donation. Help our community be "Here for Good"



For more information:
SDCF / 204.785.9755
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Giving Challenge just around the corner; local leaders always up for the challenge

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The annual Endow Manitoba Giving Challenge is just around the corner, running this year from Nov. 15 – 21 and featuring stretch funding from The Winnipeg Foundation and Manitoba Government that turns a \$5 donation into \$7.

The Selkirk & District Community Foundation (SDCF) is excited to take part in the Giving Challenge and Chairperson Shauna Curtin says it's a great time to remind folks of the many wonderful ways there are to give and of the countless ways the communities of Red River North benefit from the generosity.

"For me, the Giving Challenge shines a spotlight on giving and presents an opportunity to let everyone know that no matter what amount you are able to give, it's valued and does so much good work in Selkirk, St. Clements and St. Andrews," Curtin said.

"It's also a good time to thank everyone who gives in different ways, throughout the year, to recognize special events or in memory of a loved one. There are so many people who have the Foundation in their hearts at all times, including during the Giving Challenge, and for that we are always grateful."

Three community leaders – a business owner, a financial institution managing partner and a CAO – lead by example when it comes to supporting the Foundation in the workplace and in their private lives.

Kelly Lewis, owner of Packers Women's Fashion, was on the Foundation board when the Giving Challenge came to be. A week-long event today, it began as a 24-hour challenge and it not only was instantly embraced by the community, it changed the way the Foundation did things.

"We use to send out letters in November asking donors if they would like to contribute, kind of in the Christmas spirit. They could make their donation and get a tax receipt right away," Lewis said.

“But when the Giving Challenge came out with the stretch dollars it became so successful we no longer had to do that ask, because the people that were giving in December started giving during the Giving Challenge. It was a win-win.”

For Lewis and her staff, giving to the Foundation is always front of mind. Lewis said Packers always makes donations to Foundation events like the annual Bob Jefferson Golf Tournament.

“Because of the hard work of my staff I’m able to do that,” Lewis said.

Selkirk born and raised, Lewis said her parents – Wayne and the late Helen Sutherland - instilled in her the desire to give back to her community. The Parker Sutherland Fund was established in memory of Lewis’ late brother and supplies grants to environmental causes. The Sutherland family also put start up dollars towards the creation of the Marine Museum of Manitoba – Selkirk Heritage Trust Fund that supports the Marine Museum, which is managed by SDCF.

Lewis said she learned from her mom, also a business owner, that you have a responsibility to give back.

“Business owners need to help improve the community,” she said.

“I’m a Selkirk girl. I was born and raised here and my parents were born and raised here. I came from parents that volunteered a lot of their time and donated what they could because they had five kids they were raising, but you just learned that you could give back to the community.”

She’s always impressed with the growth and reach of the Foundation.

“It’s amazing to see how many areas it touches,” Lewis said.

“It’s expanded to helping everything from little kids in day cares, the skatepark and the Heritage Building in Grand Marais. We’ve helped fire departments...new moms and books, every child leaves the hospital with a book. It just hits on so many different levels.”

Cyndi Typliski, managing partner at Sunova Credit Union in Selkirk, said giving back to the community is a priority in her job too.

Sunova events – like the barbecue they host following the Selkirk parade – provide an opportunity for giving.

“Any time that we run an event, a hotdog sale or whatever, it’s nice to be able to put a donation forward. We never put a minimum, we never put a maximum, we just ask for donations to support the event,” Typliski said.

“The Selkirk & District Community Foundation has been the recipient of those donations a number of times and I’m always surprised at how much people will give.”

She says the giving mood continues at home and she’s proud to say that her teenage daughter recognizes the value of giving, no matter how much.

“A need is a need and it doesn’t matter what that need is, if you ‘ve got it to give, you give it,” Typliski said.

“It doesn’t have to be big, substantial amounts either. I’ve really come to recognize that every little contribution helps. And I see that my daughter recognizes that as well, she sees that it’s just a looney, but if she doesn’t need it and another person needs it more than her, she’ll give it. It’s a family, generational, pass it on kind of thing.”

Duane Nicol, CAO for the City of Selkirk, says about five years ago the city started a program where employees can sign on to do a regular donation from their paycheque to the Foundation and the city will match the dollars.

“We have really strong participation. Lots of employees see the opportunity to support the community and the things that they are passionate about. We see a lot of staff support for the city funds, like parks, the library fund, because they are so aware of the benefit of these services to the community,” Nicol said.

“They’re passionate about their work and this is just another way they can express their passion for their work and their community.”

Nicol started the Sean Nicol Legacy Fund in memory of his brother in 2012. Since then, he’s added four more funds – Endow Arts, Local Environmental Action Fund (LEAF), Libre Fund and Local Leaders Fund.

It’s important, he said, because after coming through COVID we’ve just been presented with a perfect example of why the Foundation is an important stabilizing source of revenue during economic downturns.

On top of that, it’s just in his system.

“I am so Selkirk I bleed Red River water,” Nicol laughed.

“I have a love for this community. I’m third generation Selkirkian, this is where my family’s from, every atom of my body is from the earth, water and air of this place and it’s defined me in many ways.

“I believe in community development and all the great work that people do to make the community better. We are what we are because of the people we have here. And people build community.”

If you want to donate during the Giving Challenge you can do so online at endowMF.org and look for SDCF. You can also call the Foundation at 204-785-9755 and a staff member will assist you.

The Selkirk and District Community Foundation is a charitable organization that provides financial support to charitable causes and agencies in the 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 \$3.4 million to more than 125 local charities and community organizations during its 25 years. For more details contact SDCF Executive Director Bev Clegg at 204.785.9755.