

# The Asper Foundation

*Creating Change  
Through Philanthropy*

*Our First 20 Years... A Work In Progress*

*A tribute to our founder  
Israel Asper 1932-2003*



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*All photos courtesy of The Asper Foundation*



## *A Message from The Asper Foundation*

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Israel Asper passed away at the age of 71 on October 7, 2003. He was one of Canada's most colourful personalities and celebrated entrepreneurs. He also wore a dozen different hats: media mogul, successful businessman, politician, lawyer, musician, a devoted supporter of Israel and one of the greatest philanthropists in Winnipeg's history. Beyond that, he was brilliant and charming, a loving husband, father and grandfather, and was a rare visionary.

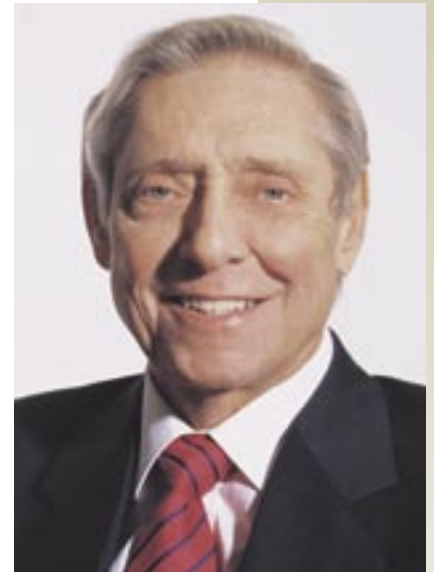
"Everything is doable," he said in an interview before he died. "If you are tenacious enough, you can do whatever you set out to do. Because all you need is more determination than the guys who are trying to stop you."

CanWest Global Communications Corporation, the company that Israel Asper founded back in 1977, has grown and expanded even beyond his expectations. Today, CanWest is a leading international, diversified media empire spanning three continents with interests in television, film production, radio, the internet and newspapers.

As a philanthropist, he is unmatched. His underlying philosophy, which he imparted to his three children from the first day The Asper Foundation was established in 1983, was for them "to do something useful with [their] lives and make a difference." He was imbued with what in Hebrew is referred to as Tikkun Olam – taking action to repair the world. "He was never content to sit back and watch while a wrong was perpetrated." As daughter Gail relates, "He created the Canadian Museum for Human Rights so that future generations could be taught that we all need to stand up for one another and be vigilant in the protection of each other's rights."

In Winnipeg and elsewhere, his generosity can be seen on many buildings and edifices, which today bear the Asper name. This was not, however, an issue of ego. He did this, said son Leonard in his eulogy to his father, "because he wanted to set an example for his descendants and for others that you give back to your community. It was particularly important to him that the future trustees of The Asper Foundation understand his philosophy of giving and appreciate the legacy they must uphold."

Israel Asper was a man of many words and passions. What follows is his final letter containing his personal feelings on the work of the foundation he created.



Israel Asper (1932-2003)

Courtesy of Gideon Lewin





## *A Message from Israel Asper, O.C., O.M., Q.C.*

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**O**n January 23, 2003, with management succession permanently in place at CanWest Global Communications Corporation (an international communications company I had launched), I relinquished my full time office as Executive Chairman of the Board to turn to my personal agenda, which I have yet to complete. A large part of this agenda is to oversee the important work that The Asper Foundation has done and will continue to do.

This marks the 20th anniversary of The Asper Foundation. When I look back to the intent of my foundation and some of its goals in the last 20 years, much has been accomplished. For example, I wanted to leave a permanent and significant endowment in the name of the University of Manitoba Law School. This was established three years ago through the Asper International Chair in Business and Trade Law and the Asper School of Business. I had also wished to make a significant gift to Winnipeg's St. Boniface General Hospital or its Research Foundation and this was accomplished as well. The fundamental purpose of The Asper Foundation is the support and encouragement of projects in Winnipeg and the Jewish community, and Jewish causes within Canada and Israel.

To this end, we have supported the creation of The Asper Jewish Community Campus in Winnipeg and created the Hebrew University Scholarship Program which has been in place for almost 20 years, which has now been expanded into a national scholarship program. We have also made significant donations to the Hebrew University to establish the Asper Centre for Entrepreneurship in Jerusalem modeled after our similar highly successful program here in Winnipeg at the University of Manitoba. The Community Action Centres, which have now been established in Beer Sheva, Israel and another one being developed in Ofakim, Israel, will provide badly needed education support to disadvantaged youth in that country.

On April 17th, 2003, on the 21st Anniversary of the Canadian Charter of Rights and Freedoms, I, along with our federal and provincial governments and the City of Winnipeg partners, announced the potential creation of a groundbreaking \$270 million Canadian Museum for Human Rights. This will be the largest human rights museum in the world and I am proud to have it located in my hometown of Winnipeg. This initiative sprung out of our continuing program in Human Rights and Holocaust Studies, with which over 3,000 students from across Canada have participated.



*Israel Asper*



## *A Message from Israel Asper Cont'd*

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Recently, we have also announced a donation of \$1 million to Yad Vashem in Israel to create the Asper International Holocaust Studies Program. Some of my other objectives, which have now been accomplished, include supporting the University of Manitoba and making its business school one of the best in Canada. We did this through a \$10 million donation and a \$1 million donation to the Asper Centre for Entrepreneurship.

Culturally speaking, we have created The Lyric, an outdoor stage in Winnipeg's Assiniboine Park, and delivered a Jazz Series and a Lecture Series to bring world-class performances and lectures to the citizens of Winnipeg.

As a guideline for my foundation, I have articulated that we specialize in just a few areas so that its effect will be meaningful and will make a difference. This has been the guiding principle of everything that The Asper Foundation has done and will continue to do in the future.

When I first established The Asper Foundation in 1983, I gathered my three children together for a family meeting. They were all then in their twenties and none had joined the business at that point. We sat down in my boardroom at home and I told them that I just incorporated a new foundation. This new foundation was to be treated as the 4th Asper sibling and all four siblings would inherit the family assets equally. I advised them that it was my strongest desire that they work together to carry out the objectives of the foundation. This would be their opportunity to do something useful with their lives and make a difference.

Today, over the last several years, between the Asper and CanWest Global foundations, we have donated in excess of \$103 million. Some of our future plans call for significant programs in two or three chosen arenas such as human rights, Holocaust education and Jewish civilization. As in the past, we will create value through and with others. Our strategy has always been to select the best projects that will make a difference, signal other funders to support our projects and demand accountability from our recipients.

I intend to bring the same level of devotion as I have in my business, political and law career to my next career, which is philanthropy.

To quote Norman MacEwan, "*We make a living by what we get, but we make a life by what we give.*"





## *A Message from Gail Asper, Managing Director*

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It is difficult to read the preceeding words of my father without feeling a great sense of loss, not just for our family but also for the world. After a life of building a business, he was greatly looking forward to devoting his considerable energy, creativity and resources to philanthropy. This report, which we worked on together prior to his unexpected death, consists of the breathtaking number of initiatives he managed to complete while focusing most of his time and talents as Executive Chairman of CanWest Global Communications Corporation. One can only wonder at how much more he could have accomplished had he been allowed to live.

The growth of The Asper Foundation, in size and scope of programming, has been nothing short of inspirational. Since its creation in 1983, the foundation has evolved from writing one or two cheques for major community-based groups, to being the lead donor and creator of innovative programming in several areas, from education, health care, human rights studies, performances and lectures, theatres and community centres both here in Canada and Israel.

To be able to play a role in the foundation's numerous activities is indeed an honour and a privilege. Knowing that each and every day your actions affect the lives of others and have a positive impact is obviously one of the most gratifying things about working with the foundation.

Our small but dedicated team, inspired by our President, my father, Israel Asper, is able to accomplish far more than our numbers would indicate. We are effectively able to harness our financial and human resources in a way that allows us to achieve our goals of leaving the world a better place than the way in which we found it. This is accomplished by initiating and focusing our energies on major projects, by addressing unmet needs in the community and by sticking to our philosophy of only taking on initiatives which would not be completed without The Asper Foundation's involvement.

The Asper Foundation is fueled by the ideas and commitment of the Asper family members: Israel and Babs Asper, David and Ruth Asper, Leonard and Sue Asper and my husband, Michael Paterson, and me. We, in turn, are passing those values on to the eight children we have among us. Believing that it is important to give back to one's community, all family members are involved in a broad range of charitable activities and have a strong understanding of the needs of the community. We adopt or initiate projects that have a measurable positive impact and which set an example for others to follow. For, while we



*Gail Asper, Managing Director*



## *A Message from Gail Asper Cont'd*

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believe in initiating projects of importance throughout the community, we take the view that it is also the responsibility of the community as a whole to contribute their time and resources to such projects. In our view, leadership involves not only taking the lead, but also ensuring that others follow and eventually take up where we leave off so that valuable projects are carried on in perpetuity for the benefit of all. In employing this strict discipline, we are able to move from project to project in an entrepreneurial fashion, leaving the ongoing management of the project to other members of the community, while we launch new initiatives.

In the year and years ahead, in accordance with the wishes of my late father, we will continue to employ this strategy to our existing programs, working to build strong partnerships and involve more individuals, public and private foundations, governments and community groups in the projects we have initiated. Given our extraordinary success to date, we will continue to explore the expansion of our existing programs as well as the creation of brand new ones in consultation with the members of the Asper family and the members of the communities where we live.







## *A Message from Moe Levy, Executive Director*

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In four short years, Israel Asper became my mentor and friend, and together we dreamed. We dreamed of reaching for the stars (his motto on his personal coat of arms), reaching for the top. On April 24th, 2003, following the Canadian Museum for Human Rights announcement, he sent me a message stating, "When we are old we will look back with pride and amazement at what we have accomplished." Although we will not share this experience together, I will forever miss him, his company, his wisdom and his challenges.

When I started with The Asper Foundation as its first full time Executive Director, several of my acquaintances advised me that Israel Asper regarded his foundation as perhaps his most important accomplishment. It is with this background and, of course, his reputation as a legendary figure in Canada, that I knew I needed to nurture The Asper Foundation and create value for society, just as he had for his shareholders over the past 25 years.

Indebted to the people of Winnipeg, we first set out to honour all of the obligations of Israel Asper and his family to repay the community for its generous support. We focused on projects from Israel Asper's love of jazz to creating a significant partnership between the Mayo Clinic and St. Boniface General Hospital.

In each one of our charitable endeavours, the Asper family has focused on the guiding principle of Israel Asper's philanthropic intent: that primarily we will position the foundation to undertake significant and unique projects that would change society. We chose a strategy where we would undertake projects that others would not or could not accomplish. To this end, we have begun to create the Canadian Museum for Human Rights, a project of importance to Canada and the world, the largest museum of its kind anywhere.

In other words, The Asper Foundation would bring about change. Hence our motto: Creating Change Through Philanthropy.



*Moe Levy, Executive Director, with Israel Asper at the announcement of the Canadian Museum for Human Rights.*



## *A Message from Moe Levy Cont'd*

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I am pleased to note that The Asper Foundation is now a leading philanthropic organization in Canada, bringing about change and making a difference. This philanthropic report serves as a model of the strategies that we have adopted. We continue to challenge ourselves and our grant recipients. We expect accountability and ensure superior performance.

Through participation on boards, committees and required reporting, we have ensured sound practices. We have and will continue to work with other funders to achieve common goals and guarantee that our resources are targeted towards our and their objectives.

With Gail now directing the foundation and along with the other trustees, I expect that we will continue to accomplish the vision set out by its founder Israel Asper, projects that will require creativity, guts, partnerships and above all, perseverance. As noted earlier, we will dream big and deliver accordingly.

In the next 20 years and beyond, The Asper Foundation will continue to deliver on his mission, to bring about change in society here in Canada and Israel. I am privileged and proud to play a role in completing this work and accomplishing his dream.





*How wonderful it is that nobody need wait a single moment before starting to improve the world.*

*- Anne Frank*



# The Asper Family

## *A History of Giving*

The Asper Foundation (a private family foundation) and the CanWest Global Foundation (the corporate foundation of CanWest Global Communications Corp.) have undertaken and developed major initiatives locally, nationally and internationally supporting the areas of Jewish causes, arts and culture, community development, human rights, literacy and education, journalism and communication studies, media and healthcare. In the recent past, over \$103 million has been donated to various charitable causes through these two foundations.

In April 2003, The Asper Foundation, in joint partnership with the Government of Canada, Province of Manitoba, City of Winnipeg and The Forks North Portage Partnership, announced the establishment of The Canadian Museum for Human Rights in Winnipeg. The Asper Foundation's vision is to create a distinctive, architecturally exceptional museum that will help to eliminate intolerance through recognition of human rights as the foundation for human equality, dignity and freedom worldwide. It will incorporate the largest Holocaust gallery in Canada, a major component of which will be a national student program that will sponsor 100,000 high school students and their chaperones from across Canada to visit the museum each year.



*The Asper Family (from left to right) - Leonard, Babs, Israel, Gail and David Asper*

Other major Winnipeg projects supported by The Asper Foundation in the last few years have been \$10 million donations to each of the Winnipeg Foundation and the Jewish Foundation of Manitoba and developments including the I. H. Asper Clinical Research Institute at St. Boniface General Hospital, I. H. Asper School of Business, The Asper Foundation Performances Jazz Series, The Asper Foundation Lecture Series, The Asper Jewish Community Campus, the Lyric outdoor theatre at Assiniboine Park, the Asper Helping Hand Initiative as well as the Asper Centre for Entrepreneurship at the University of Manitoba. The Asper Foundation is particularly proud of its Holocaust and Human Rights Studies Program for high school students. Over the past six years, almost 3,000 students from all backgrounds from over 30 communities across Canada have participated in this initiative.



## The Asper Family - *A History of Giving (Cont'd)*

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Projects supported in Israel by The Asper Foundation include the Menachem Begin Heritage Centre, the Asper International Holocaust Studies Program at Yad Vashem's International School for Holocaust Studies, the Asper Centre for Entrepreneurship at the Hebrew University of Jerusalem, the Winnipeg Community Action Centre in Beer Sheva and the Asper Family Community Action Centre in Ofaqim.

The CanWest Global Foundation was established in 1997 with an initial contribution of \$1 million and is managed by Gail Asper. The foundation focuses its support primarily in the areas of the arts, media, literacy, journalism and communication studies across Canada. CanWest Global Communications Corporation has a long history of community involvement, offering both cash donations and in-kind support to local non-profit and charitable organizations via its television stations and newspaper holdings across the country. The CanWest head office and its operating units are also strong supporters of the United Way, not only giving corporate donations but also encouraging all employees to give generously.

CanWest's consistent commitment to the communities it serves has earned it "A Caring Company" designation from the Canadian Centre for Philanthropy. As a member of Imagine, CanWest sets aside a minimum of one per cent of pre-tax profits for cash donations to non-profit organizations and projects that enhance local communities. Additionally, in-kind donations of commercial time on television and advertising space in newspapers take the overall CanWest contribution to philanthropic causes to a level well in excess of Imagine's one per cent guideline.

CanWest has funded major initiatives in the city of Winnipeg, home to its head office, including support of the CanWest Global Park, home of the Winnipeg Goldeyes Baseball Club, the CanWest Global Performing Arts Centre, where the Manitoba Theatre for Young People resides, and the Winnipeg Blue Bombers.

The CanWest Global Foundation supports post secondary education through contributions to the University of Manitoba, The Centre for Cultural Management at the University of Waterloo and the CanWest Global Multimedia Classroom

*“Our strategy has always been to select the best projects that will make a difference...”*

*~ Israel Asper*

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and Studio at Winnipeg's Red River College, and has contributed several million dollars to numerous other post secondary institutions across Canada.

In the arts sector, the foundation is a long-time supporter of the National Arts Centre in Ottawa and Winnipeg arts institutions such as Manitoba Theatre Centre, Rainbow Stage, the Royal Winnipeg Ballet, Manitoba Opera and the Winnipeg Symphony Orchestra, among many others. Arts festivals such as the Winnipeg Folk Festival, the Jazz Winnipeg Festival, the Saskatchewan Jazz Festival and Atlantic Theatre Festival are among many other events receiving support.

The foundation's innovative and award-winning Raise-A-Reader Program is a national fundraising and public awareness initiative in support of children's literacy. As well, CanWest's newspapers across Canada support numerous healthcare institutions and programs.

Through its two foundations, the Asper family has demonstrated its commitment to the community in which it lives and does business. At the heart of these foundations is the philosophy of its founder that insists that one has to give back to society and that one should, while still alive, enjoy seeing the benefits of their giving.

In addition, each of the three children, David, Gail and Leonard, along with their spouses, have recently established their own significant foundations which collectively have contributed several million dollars to their communities.



*C*anadian  
*I*nitiatives



# *Human Rights*



# The Canadian Museum for Human Rights



**O**n April 17th, 2003, The Asper Foundation announced that it was seeking to create the Canadian Museum for Human Rights, to be built along the Red River in the heart of downtown Winnipeg.

The announcement was the culmination of three years of conceptual research and development by The Asper Foundation and a group of Canadian museum consultants, along with architectural, engineering, legal and economic experts.

The site chosen for the museum includes approximately nine acres located on empty city and Forks land. This property is Winnipeg's premier gathering place at the confluence of the Red and Assiniboine Rivers.

The Asper Foundation has proposed a unique partnership for funding the capital cost of the museum, estimated at \$200 million for the first phase, with an additional \$70 million being required for an eventual possible second phase. These sums include perpetual endowments to provide the income to fund student travel from across Canada.

On April 17th, 2003, the government announced their support and commitment to the project, with negotiations as to their further contributions to continue as the final details and costs of the museum are developed. These contributions will be administered by the three levels of government.

Alongside the unique public/private partnership, the private sector coalition is contributing just as strongly. To date, commitments of support have been tabled from a broad cross-section of diverse social, religious and ethnic cultural groups. So far, the Jewish, Ukrainian, Aboriginal, Japanese, Chinese, Franco-Manitoban, Canadian Francophone, Acadian, Women's Rights and Gay/Lesbian communities have unanimously endorsed the plan.

As an institution for understanding and advancement of human rights, the Canadian Museum for Human Rights will have a lasting impact on Canada's perception of itself and the world.

As stated in the proposal, permanent galleries will include the Causes of Human Rights Abuses, the Hall of Fame/Walk of Shame, the Holocaust



*Israel Asper delivers the opening address for the Canadian Museum for Human Rights, April 17th, 2003.*



## Canadian Museum for Human Rights *Cont'd*

Gallery, The Canadian Stories, The Human Rights in Crises and Responses and The Canadian Commitment. The Grand Hall will exhibit the winners of the international awards for freedom and democracy.

The foundation of the museum, through its education and public programs, will produce a series of beneficial effects that will resonate throughout Canadian society, both tangible and intangible. The national student program will sponsor 100,000 high school students and their chaperones from across Canada to visit the museum each year. The museum will live up to its aspiration of being truly a national institution by delivering public programs on a national basis. This will include on-site traveling exhibitions with an emphasis on smaller communities and education extension programs.



Heritage Minister Sheila Copps, Premier Gary Doer, Israel Asper and Veterans Affairs Minister Dr. Rey Pagtakhan



Western Economic Diversification Minister Stephen Owen, Mayor Glen Murray, Dr. William Norrie, Gail Asper and Lieutenant Governor Peter Liba

The museum will contain about 5,574 square metres (about 60,000 square feet) of powerful visitor experience and permanent exhibit space. The building itself will be 18,500 square metres (200,000 square feet) by 24,000 gross square metres (260,000 square feet).

The federal government was represented at the announcement by: the Hon. Sheila Copps, Canadian Heritage Minister, who personally contributed many of the key ideas to the plan, the Hon. Stephen Owen, Secretary of State for Western Economic Diversification Canada, who has publicly defended Winnipeg as the logical location for this museum and whose department is making the first federal contribution of \$30 million, and the Hon. Rey Pagtakhan, Minister of Veterans Affairs Canada. Additionally, the private sector has committed to raise \$60 million.

The Premier of Manitoba, the Hon. Gary Doer, has committed the Province to 10 per cent of the total costs and the Mayor of Winnipeg, His Worship Mayor Glen Murray, has committed \$20 million in land, infrastructure and other benefits to the project.

The museum will be an international symbol that will celebrate Canada's tolerance and multiculturalism. Through its signature architecture, galleries, collections

*“Our commitment to human rights is at the heart of our collective identity as Canadians.”*

~ Hon. Sheila Copps  
Minister of Canadian Heritage

and programs, the museum will address the 21st century challenges of bridging and strengthening relationships between communities and vigilantly guarding our human rights. The message of universal individual rights can be Canada’s legacy to the future. The time and opportunity now presents itself to Canadians to lead and create an international institution which will serve as a model for all humanity.



Conceptual model of the Canadian Museum for Human Rights

*“The Canadian Museum for Human Rights will be more than a tableau of past events; it will be an education centre dedicated to promoting understanding of and respect for ethnic, religious and racial diversity, especially among our youth.”*

~ Israel Asper

# The Holocaust and Human Rights Studies Program

The program's mission is to promote the education of Canada's youth in the history of the Holocaust and human rights in order to disseminate knowledge, raise the moral and spiritual questions of these events in human history, and generate change for the benefit of society. The Asper Foundation contributes and raises, with partners, over a million dollars annually to the program. The Winnipeg Foundation is one such organization which supports almost 50 students every year on the program.

Through this program and others, The Asper Foundation is working towards educating the youth of Canada to preserve the memory of those who suffered under the Nazi regime. The six million Jews, three million Polish Christians and two million others — physically and mentally disabled individuals, Jehovah's Witnesses, homosexuals, Roma and Sinti (Gypsies), Soviet POWs and dissidents — who were murdered must never be forgotten, lest history repeat itself.



Program Brochure

*"I try to imagine  
Try to remember and I,  
Personally  
Will  
Never  
Let it happen ever,  
Ever again."*

*~ Marissa Steindel,  
2000 program participant*

*"It was one of the most  
unbelievable educational  
experiences of my life."*

*~ Student participant*

*"I have learned lessons that  
never in my life will I ever  
forget."*

*~ Student participant*

The Holocaust and human rights studies program was developed for grade 8 and 9 Jewish students and has been expanded to include non-Jewish students who wish to participate. Almost 3,000 Canadian students, from over 30 communities spanning Vancouver to Halifax, have participated since the program's inception in 1997.

The intensive 16 hours of training sessions cover a variety of topics, from the history of the Holocaust to an examination of current human rights issues in the world. The program culminates in a visit to the United States Holocaust Memorial Museum in Washington, D.C. As students tour America's national institution for the documentation, study and interpretation of Holocaust history, the issues they have studied come to life and are indelibly imprinted in their minds. In addition, they hear from survivors and from individuals such as Congressman Tom Lantos, himself a Holocaust survivor.

Many of the students of The Asper Foundation Holocaust and Human Rights Studies Program are also expected to undertake and complete an approved 16-hour community

*“The trip was provided (to our son) at an extremely formative time in his life. Thank you for making a difference.”*

~ Arlene and Gerry Hochman

service project. The objective of this aspect of the program is to underscore each person’s responsibility as citizens and to impress upon the students the difference one person can make.

*“Both my wife and I thoroughly enjoyed meeting the thoughtful young people who participate in the program. It is always wonderful to see the youth take a real interest in foreign affairs, the Holocaust, human rights and other major political issues. I congratulate and commend you on this outstanding program. (It) helps to bring up a new generation of people committed to creating a better world.”*

~ Congressman Tom Lantos

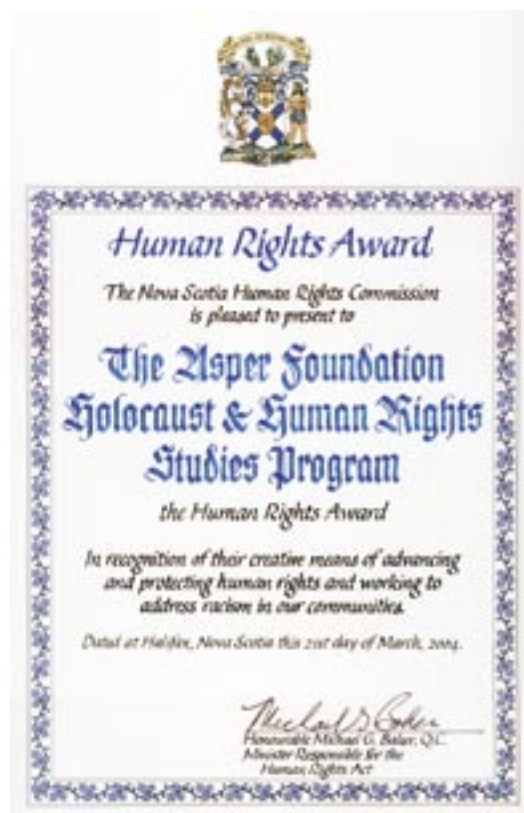


Congressman Tom Lantos

Graduates of the program were presented with a *Memorandum for Personal Responsibility* which was then signed by each student and Israel Asper. The memorandum certificate is, in essence, an oath to share the lessons of the Holocaust with others and take personal responsibility for the world community.



Gail Asper and Rick Frost, Executive Director of the Winnipeg Foundation, present the Memorandum for Personal Responsibility to graduating students.



*The Asper Foundation was presented with the Human Rights Award by the Nova Scotia Human Rights Commission. The award was presented “in recognition of their (The Asper Foundation) creative means of advancing and protecting human rights and working to address racism in our communities.”*



# *Education & Training*





# I.H. Asper School of Business

*On May 24, 2000, the University of Manitoba announced the naming of the Faculty of Management as the I.H. Asper School of Business to recognize and honour the achievements of Israel Asper, O.C., O.M., Q.C., distinguished alumnus, Manitoban and Canadian.*

**M**otivated by the belief that the University of Manitoba is a pivotal and indispensable cornerstone of all aspects of life in Manitoba, The Asper Foundation has always been a loyal supporter of the school. The university has benefited greatly over the years, including the establishment of the Asper Centre for Entrepreneurship in the Faculty of Management and the Asper Chair in International Business and Trade Law in the Faculties of Law and Management.

Early in 2000, responding to government cutbacks and what Israel Asper called “an appalling lack of private sector endowments”, The Asper Foundation made a multi-million dollar donation to the university hoping to set an example to others about the importance of funding education. The university responded by naming the Faculty of Management for I.H. Asper.

*“By allowing his name to grace one of our academic units, Dr. Israel Asper indicates to the world that this faculty and this university are worthy of his, and thereby others’ support.”*

*~ Emöke Szathmáry,  
President, University of Manitoba*



*Emöke Szathmáry, President of the University of Manitoba, Dean Jerry Gray, Israel Asper and Art Mauro, at the naming of the Asper School of Business.*



## I.H. Asper School of Business *Cont'd*

In November 2000, Israel Asper made a \$10 million gift to the I.H. Asper School of Business, launching the school's \$30 million fundraising campaign. Again he challenged other businesses and individuals to add their support, saying that anyone who has gone to the university should also give a little.

*"It's time for the private sector to pick up their responsibilities. Governments can no longer dole out all the money to universities."*

~ Israel Asper

*Coinciding with the announcement of Israel Asper's \$10 million gift to the business school, The Asper Commemorative Room was officially opened on November 30, 2000. The room contains a graphic representation of Israel Asper's many achievements in the areas of law, business, community service and philanthropy. It serves as a student study lounge and the professionally designed exhibits stand as inspiring testimony to the accomplishments of one of the university's most illustrious alumni.*



Israel Asper, Dean Jerry Gray, Campaign co-chair Bill Watchorn, Moe Levy and Campaign co-chair Arni Thorsteinson at the celebration of the \$20 million raised for the school.

# Asper Centre for Entrepreneurship

*The many programs conceived and operated by the Asper Centre for Entrepreneurship share a single focus: to support and encourage tomorrow's business leaders in Manitoba. Providing the insight of, and exposure to the business community, teaching good business practices, nurturing potential and generating healthy competition helps ensure the success of students preparing for a career in business. Strong entrepreneurial activity diversifies our regional economic base and generates local employment opportunities. The Asper Foundation contributed \$1 million to the University of Manitoba's Faculty of Management to establish the Asper Centre for Entrepreneurship in 1997 and provides ongoing support for its programs.*

## Curry BizCamp in Entrepreneurship

Operated by the Asper Centre for Entrepreneurship and sponsored by the Peter D. Curry Foundation, the Curry BizCamp is a three-week summer day camp for students aged 15 - 20 interested in entrepreneurship but lacking the resources and role models necessary to pursue it. Generally from lower socioeconomic backgrounds or identified as being at risk (of substance abuse, gang involvement, truancy, unplanned parenthood, etc.), students attend the program at no cost and are provided with transportation and daily lunches. Through classroom work, guest speakers, field trips and team building exercises, students discover what is required to become an entrepreneur. Many of the skills learned — the science of investing, the art of negotiation, the importance of teamwork and interacting with others — benefit the students in all aspects of their lives. By the end of the three-week program, students must complete their own business plan and present it to a panel of business people. Cash awards are given to the top three plans and the top overall student receives a one-year scholarship to the I.H. Asper School of Business at the University of Manitoba.



*Students display their business plans during BizCamp.*

## Prairie Centre for Business Intelligence

The Prairie Centre for Business Intelligence (PCBI) performs services such as market assessments and competitive analysis to clients of the National Research Council's Industrial Assistance Research Program. With offices in Winnipeg, Saskatoon and Barcelona, the centre identifies and qualifies companies in the Americas and Spain offering complementary technologies and arranges trade missions to link Canadian clients with foreign firms. The centre is the competitive intelligence hub for the Manitoba-Saskatchewan region.

## Asper Centre for Entrepreneurship *Cont'd*

### Business Plan Competitions

The Asper Centre regularly provides coaching and financial assistance to undergraduate and graduate students representing the University of Manitoba in international business plan competitions. With the Asper Centre's support, the University of Manitoba teams have won several prestigious competitions over the years, earning in excess of \$150,000 in prize money. Many of the proposed businesses have been successfully launched including a market research team, a bee leasing business, a biodiagnostic producer and a software house.



2001 BizCamp grad Yanira Lemus-Flores and Robert Warren.

The Asper Centre has also formed partnerships with other organizations in creating local competitions. Sponsored by the Young President's Organization, the YPO Business Plan Competition recognizes outstanding entrepreneurial efforts of University of Manitoba students. The VIA Rail Canada Entrepreneurial Excellence Award, sponsored by VIA Rail, Western Economic Diversification and ENSIS Growth Fund, is presented to a Manitoba student who has taken the initiative to start and operate a business enterprise while attending a post-secondary institution. Each term, the young associates provide prize money for the Best Business Plan Award in the New Venture course.

In 2003, with support from Leonard Asper who sponsors an Entrepreneurial Program at Brandeis University, the Asper Centre agreed to work with Brandeis to prepare a joint business plan to be entered in competitions across North America.



Leonard Asper at the founding meeting of the Collegiate Entrepreneurs Organization.

### Collegiate Entrepreneurs Organization (CEO)

Sponsored by the Asper Centre, this student-run group is dedicated to improving the entrepreneurial awareness and skills of students at the University of Manitoba. It accomplishes this goal through a series of educational, practical and social activities. Some of the programs sponsored include a toy care race in support of the BizCamp program and a how to series on establishing a new business.

The club draws its members from across the campus. A major activity is attending the annual international convention each fall. This convention brings together approximately 800 students from throughout the Americas and elsewhere to discuss entrepreneurship. The students compete for a variety of

*“I think all CEOs, chairs, entrepreneurs and senior management have an obligation to make our minds and experiences available to the kids who will one day be us.”*

~ Israel Asper

awards including best chapter business plan, best club officer and faculty advisor. In 2002, its first full year of operations, the Asper Centre sponsored club won four out of eight awards.

### **Distinguished CEO Lecture Series**

Run in conjunction with the Manitoba Chapter of the Collegiate Entrepreneurs Organization, this program looks to show students how classroom theory is applied to real world business problems. Leading CEOs from Manitoba, Canada and around the world are invited to discuss the strategic direction of their firms, participate in panel discussions on key business issues and/or appear as guests on the Centre's weekly UMFM radio show, The Entrepreneurs' Show.

### **Canada / Manitoba Business Service Centre**

Along with Red River College, the Asper Centre is an authorized satellite location for the Canada/Manitoba Business Service Centre. This joint federal/provincial government program is designed to serve as a one-stop information source for entrepreneurs and small business owners. The centre makes available a library of business ideas and how to books, several publications listing trade and support groups by industry category and a series of audio and videotapes covering all aspects of launching a business. Access to the Canada/Manitoba Business Service Centre databases via an internet connection and an analysis fax back service is also available through the Asper Centre.

### **Outreach**

To promote entrepreneurship, the Asper Centre provides a variety of outreach activities to community groups, schools and government organizations around Manitoba. This includes providing guest speakers for luncheon and dinner events, operating business-planning seminars and serving as analysts and commentators for the press.

*“The Biz Camps have become one of the most important outreach programs of the University of Manitoba.”*

~ David Asper,  
Member of the Board, Asper Centre



David Asper



## The Asper Chair in International Business and Trade Law

*In 1999, The Asper Chair in International Business and Trade Law at the University of Manitoba's Faculty of Law in partnership with the Faculty of Management was established through a \$2 million contribution by The Asper Foundation.*

The Asper Chair is filled by Bryan Schwartz, professor of law, who has distinguished himself in this area. The donation allowed for the addition of two new courses, upgrades to equipment and library material and will create opportunities to bring in guest speakers and to attend conferences. In addition, it publishes *The Asper Review of International Business and Trade Law* that has a subscription base of 100 academic law libraries and is carried on both the Quicklaw and Lexis-Nexis electronic databases. As a result, it is available to approximately four million subscribers of these two services.

In March 2003, Dirty Money/Clean Hands conference was the first to be hosted by the Asper Chair for International Business and Trade Law in partnership with the Canadian Credit Management Foundation. The conference offered a legal, political and practical look at new federal and provincial laws that address dealing in ill-gotten gains. Topics included new federal laws on money laundering, terrorist property, corruption of foreign public officials and new provincial laws – including those in Manitoba – that permit provincial confiscation of the proceeds of unlawful activities.



*Dr. Bryan Schwartz addresses the opening of Dirty Money/Clean Hands conference, March 2003.*

*"The endowment gives us not only the resources to expand the number of courses we can offer, but will also include over time, funding for publications, distinguished visitors, conferences and support for research by students and professors. The chair also helps to bring together the faculties of law and management, the two faculties which match what goes on in the real world of commerce and legal issues".*

*~ Harvey Sexter,  
Dean of the Faculty of Law, University of Manitoba*

# CanWest's Commitment to Education and Training

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## **The Centre for Cultural Management at the University of Waterloo**

The CanWest Global Foundation is honouring its commitment of \$25,000 over three years to the Centre for Cultural Management's online institute at the University of Waterloo in Ontario. This unique program is dedicated to helping arts and cultural managers build stable, productive organizations by equipping them with the information and professional development they need to successfully manage a cultural organization.

## **Red River College - CanWest Global Multimedia Classroom and Studio**

The CanWest Global Foundation's commitment to training for broadcasting careers begins close to home, with a financial commitment to Winnipeg's Red River College.

In June 2000, Red River College in Winnipeg officially opened the new CanWest Global Multimedia Classroom and Studio with the support of a \$50,000 donation from the CanWest Global Foundation. The newly renovated facility is used in the production of videotape, CD-ROM and internet based training materials for the college's on-site and distance education programs.

## CanWest's Commitment to Education & Training *Cont'd*

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### Academic Support

CanWest's contribution to the media and broadcast industry in Canada ensures that this emerging generation is given every opportunity to excel. The funding provided to post-secondary education programs across the country will help sustain a tradition of excellence in Canadian media.

The CanWest Global Foundation helps young people train for careers in the media and assists colleges and universities in providing the resources they need to offer leading edge educational opportunities. In 2000, CanWest announced an \$84 million benefits package to be disbursed over five years: \$12.3 million of the package has been earmarked to help fund communications and media studies in Canadian colleges and universities, \$2.25 million for industry training centres, \$23.9 million for a production fund, plus additional funds for Canadian programming initiatives.

- **Red River College** in Winnipeg received \$50,000 to launch the new CanWest Global Multimedia Classroom and Studio.
- **Lethbridge Community College** received \$225,000 to fund a news broadcasting centre.
- **University of Lethbridge** was given a \$100,000 contribution for a multimedia production centre.
- **Red Deer College** received \$225,000 to open Alberta's first applied degree program for motion picture arts.
- **Grant MacEwen College** was the recipient of \$150,000 to be used for bursaries and scholarships for students in the communications and broadcast journalism fields.
- **University of Alberta** received \$100,000 to endow the Global Television Network's Acting for the Camera program.
- **Athabasca University** was given \$100,000 to fund the formation of a Media Studies Website.

*“Our future as a city, a province and a country depends on the creation of more and better explorers, risk-takers in business who are able, willing and trained to scan the wider horizons of national and international commerce, to realize the infinite opportunities the world offers.”*

*~ Israel Asper*

- **University of Calgary** received \$100,000 for a communications studies lecture series.
- **The University of British Columbia** was given \$500,000 for a chair in journalism.
- **Simon Fraser University** received \$200,000 for a graduate fellowship in communications.
- **Camosun College** in B.C. received \$200,000 for a centre for electronic field production.
- **Royal Roads University** in B.C. was given \$100,000 for awards funding.
- **University of Victoria** received \$250,000 for a scholarship in film and video arts, an equipment fund and a new video artists studio.
- **North Island College** in Victoria, B.C. received \$50,000 for student bursaries and a Success in Communications award.
- **British Columbia Institute of Technology** was given \$250,000 for the creation of the Global Television News Centre of Excellence.
- **Mohawk College** in Hamilton received \$1 million for the establishment of the Global Television Network Technology Endowment Fund, which will ensure communications students at Mohawk maintain a level of proficiency with industry standards.
- **McMaster University** in Hamilton, Ontario received \$1 million for the establishment of the Global Television Chair in Communications in the Faculty of Humanities.



## CanWest's Commitment to Education & Training *Cont'd*

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CanWest's newspapers have been strong supporters of media education, contributing to a chair in business and financial journalism at Carleton University and the Concordia University School of Media Studies at Loyalist College, among others.

### **Industry Support**

- The Banff Television Festival received \$500,000 for the Global Television Grand Prize at the Rockie Award. This award is the highest honour at the Banff International Television Festival and celebrates excellence in television programming.
- The Academy of Canadian Cinema and Television received \$500,000 towards the creation of a humanitarian award handed out at the annual Gemini Awards.
- The National Screen Institute - Canada was given \$1.25 million towards the creation of the Global Television International Marketing Program.
- Canadian Women In Communications received \$500,000 for a women's mentoring program.
- The Canadian Film and Television Production Association was given \$500,000 towards a Global Television British Columbia Mentoring Program.
- The Canadian Film Centre received a \$1.5 million contribution towards the building of the Global Television Network Multimedia Production Studio.

Other recipients include: Concerned Children's Advertisers (\$500,000), National Blind Reading Service (\$500,000) and Historica (\$500,000).

*“CanWest believes in giving back to the communities in which we live and work - volunteering time and donating resources to community groups and charitable causes, and supporting arts initiatives to ensure that a vibrant cultural community can be enjoyed by all. ”*

*~ Leonard Asper*

## **CanWest Scholarships**

As a major media player, CanWest recognized the need to take a leading role in the education of future journalists and broadcasters, and to ensure that those working in the media today have access to professional development. CanWest scholarships provide these opportunities.

### *The Broadcaster of the Future Award for Aboriginal People*

CanWest Global Foundation is committed to mentoring Aboriginal people in the broadcasting field. The Broadcaster of the Future Award for Aboriginal People is valued up to \$10,000 and places the recipient in a four month paid internship program at a Global Television station.

### *The Scholarship Award for a Canadian Visible Minority Student*

CanWest Global Foundation is similarly committed to encouraging visible minorities to thrive in broadcasting. The award provides \$4,500 in support of a student's broadcast education.

### *The Scholarship-Internship Award for a Canadian with a Physical Disability*

This award is valued at \$15,000 and provides financial assistance for one year of broadcast education and an internship at the Global Television Network.

### *The I.H. Asper Broadcast Entrepreneur of the Future Award*

Five prizes of \$1,000 are presented each year to broadcast executives whose entrepreneurial skills, creativity and vision set them apart from their peers.

### *Global Television Network/Canadian Women in Communications Management Development for Women Award*

CanWest is a sponsor of the annual \$7,500 Global Television Network/Canadian Women in Communications Management Development for Women Award, which provides the recipient the opportunity to attend the National Association of Broadcaster's Management Development Seminar for Television Executives at Northwestern University.



# *Community Support*



# The Winnipeg Foundation and The Jewish Foundation of Manitoba

*On November 22, 2000 The Asper Foundation contributed \$20 million to the future of philanthropic work in Manitoba.*

The beneficiaries of this donation were The Winnipeg Foundation and The Jewish Foundation of Manitoba. Ten million dollars was given to each foundation, the largest donation either of the two organizations had ever received at one time. The Winnipeg Foundation and The Jewish Foundation of Manitoba perform philanthropic work in the community, much like The Asper Foundation.

The Asper Foundation has been a long-time supporter of The Jewish Foundation of Manitoba. Mr. Justice Guy Kroft, foundation president, said that as a result of Asper's \$10 million donation, the organization's fund "grew by one-third in a single morning."

*"There's something about Winnipeg that brings out the best in people."*

*~ Mr. Justice Guy Kroft,  
President of The Jewish Foundation of Manitoba*

Helen Hayles, past chair of The Winnipeg Foundation said the donation means it can give about \$500,000 more per year to charitable institutions.

*"It is very exciting. There are a lot of needs in this community, and it's important."*

*~ Helen Hayles,  
Chair of The Winnipeg Foundation*



*Israel Asper, Helen Hayles and Mr. Justice Guy Kroft*

Israel Asper made these donations as part of his effort to "support the communities that have supported him and his family." By building these foundations, general needs of the community will be met in perpetuity.

*"By making public these donations, it is our mutual hope that others will share this view and come forward in any capacity that their financial or personal means allows."*

*~ Israel Asper*

## The Asper Jewish Community Campus

*The vision of the Asper Jewish Community Campus is an outstanding, vibrant, comprehensive complex to serve as the centerpiece of the Jewish community of Winnipeg, rekindling the spirit and pride of earlier days. It brings together many of the Jewish organizations serving the City of Winnipeg. The Asper Foundation committed over \$2 million to the \$28 million project developing the buildings and grounds of the former Fort Osborne Barracks and Agricultural College.*

**T**he 250,000 square foot Asper Jewish Community Campus opened in the fall of 1997 after 11 years of planning and development. It represents a comprehensive cultural, educational, recreational and social multi-use facility for the Jewish community of Winnipeg.

The campus was named for the Asper family in recognition of their contribution to the campus and as a tribute to the many Jewish immigrants and settlers who came to Manitoba in the late 19th and early 20th century, among whom were Israel Asper's parents, Leon and Cecilia, and his wife Bab's parents, Sara and Maurice Bernstein.

The campus is home to many Winnipeg's Jewish organizations including:

- the Gray Academy of Jewish Education, accommodating over 600 students from Kindergarten to grade 12
- the Rose and Max Rady Jewish Community Centre featuring a double gymnasium, aquatic centre, cardiovascular area, 3-lane running track, aerobics and wellness centres and more
- Jewish Child and Family Service
- the Jewish Federation of Winnipeg/Combined Jewish Appeal
- Winnipeg Jewish Theatre
- the Jewish Foundation of Manitoba
- the Jewish Heritage Centre of Western Canada.



Asper Jewish Community Campus

*“The Campus is the most important thing the Winnipeg Jewish community has ever, ever done.”*

*~ Israel Asper*

In addition, the campus houses a library, museum, boardrooms, sports fields, a restaurant, a theatre, administrative offices and exceptional rental facilities for meetings and programs.

This gathering together of like-minded organizations — sharing resources, knowledge and capabilities — makes the offerings truly excellent. The campus has become a centre of cultural and community pride.

The Asper Jewish Community Campus Wall Mural contains the following dedication:

*They came by the thousands in successive waves in the late nineteenth and twentieth centuries, from the far corners of the world. They came to the New World with nothing but their hopes and dreams. They came to escape inquisitions, ghettoization, pogroms, racial discrimination and ultimately genocide – the fate inflicted upon Jews for centuries. Here in Winnipeg they learned a new language, overcame enormous hardship, became committed Canadians and found freedom, equality and opportunity – and created the Jewish Community of Winnipeg. The Asper Jewish Community Campus is respectfully dedicated to all the immigrants among whom were our parents.*

*Leon and Cecilia Asper and Maurice and Sara Bernstein*

*The Kaufman Silverberg Library at the Asper Jewish Community Campus contains the Asper Zionism Collection, established in June 2000 to collect and maintain an excellent selection of books and videos on the history of Israel and of the Zionist movement. The Asper Foundation purchased newly published material and out of print books for the collection, and will continue to add to it as new works become available.*



Asper Jewish Community Campus Main Entrance



## Jewish Federation of Winnipeg/ Combined Jewish Appeal

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**T**he Jewish Federation of Winnipeg/Combined Jewish Appeal is the central address of the Jewish community of Winnipeg and supports vital programs and services in the city and around the world. As it helps to feed and clothe the poor, educate the young, keep programs accessible to all and enhance Jewish community life, it is driven by Jewish values, energized by people and motivated by the idea of “tikkun olam”, the obligation to work toward bettering the world.

In 2002, The Asper Foundation donated \$750,000 towards the general activities of the Combined Jewish Appeal and designated programs of The Asper Foundation.

# The Asper Helping Hand Initiative

In June 2003, motivated by a desire to reduce poverty in the Jewish community of Winnipeg, as articulated in Moses Maimonides' belief that a "loan is better than charity, for it enables one to help oneself", Israel Asper and his son in law Michael Paterson, Board President of Jewish Child and Family Service (JCFS), announced the creation of The Asper Helping Hand Initiative. With support from The Asper Foundation, JCFS offers this service to members of the Jewish community in Manitoba who are experiencing temporary hardship and are in need of financial assistance. The Asper Helping Hand Initiative is similar to other Hebrew Free Loan Societies that have existed for over 100 years (and continue to exist) in many communities around the world. Hebrew Free Loan Societies operated in Winnipeg until approximately the last decade. Interest free loans are available to people at every stage of life.

The program aids individuals and families to become or remain self-supporting and valued members of the community through self respect and dignity. A borrower must be a Jewish resident of Manitoba and able to demonstrate both a need for the loan as well as the ability to repay the loan. There are six different loan categories – student loans, loans for special medical needs, home health care loans, emergency loans to obtain basic needs, immigration loans to sponsor family members who wish to immigrate to Canada and life cycle loans to assist in celebrating events such as weddings or bat/bar mitzvahs.

David Asper, Chair of The Asper Helping Hand Initiative Steering Committee commented, "The Asper Foundation supports this new program because it allows people the opportunity to help themselves. The Asper Helping Hand Initiative is different in that it assists people in becoming self-sufficient and independent."

*"Our ability to be able to support people who are facing a difficult period in their lives due to financial constraints will be tremendously enhanced by this program. We are very grateful for the support of The Asper Foundation in providing us with another vehicle to strengthen the lives of individuals and families in the community."*

~ Michael Paterson

The Asper Helping Hand Initiative is administered by the Jewish Child and Family Service.



The Asper Helping Hand Initiative Program



Michael Paterson announcing the initiative, June 2003.

## The Asper Helping Hand Initiative *Cont'd*

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### The Tzedakah Fund

The Asper Foundation and The Jewish Foundation of Manitoba contribute equally to the Tzedakah Fund. The fund provides grants to members of the Jewish community in Manitoba who are in special circumstances. Financial aid is provided on an emergency basis for sustenance of basic needs such as food, shelter, clothing, health or secondary needs like transportation, education or vocation, without which the recipient's livelihood, family or other dependents would suffer. The Asper Helping Hand Initiative and the Tzedakah Fund differ in the scope of needs that each addresses.

The Tzedakah Fund is also administered by Jewish Child and Family Service.

*“Jewish tradition teaches us that a loan is better than charity for it enables one to help oneself.”*

~ Moses Maimonides

# The Winnipeg Zionist Initiative

Israel is at a critical crossroads in its history. With the waning of Diaspora Jewry's connection to the country, action needed to be taken to bolster that link. The Winnipeg Zionist Initiative, initiated and funded by The Asper Foundation, is addressing this need. It has successfully reignited and rekindled the passion of Winnipeg's vibrant Zionist groups of the past such as Habonim and other organizations. At this crucial time in Israel and the world, when support of Diaspora Jewry and others is needed most, the role of the Winnipeg Zionist Initiative is timely and relevant.

Headed by an executive director and a five person volunteer executive team, the Winnipeg Zionist Initiative boasts 130 paid members including adults, university students, families, corporations and organizations, and the number is growing. As well, the Winnipeg Zionist Initiative works closely with its newly formed sister organization, the Toronto Zionist Initiative, and played an instrumental role in its establishment.



*Winnipeg Zionist Initiative gathers to thank its supporters.*

The Winnipeg Zionist Initiative is comprised of several chapters:

## **Youth Chapter:**

Addresses the essential need to teach the younger Jewish generation about the importance of Israel in their history and lives. Learning, supporting and visiting Israel is strongly encouraged.

## **Media Watch and Response Chapter:**

Brings together a variety of community members whose goal is to monitor and respond to growing anti-Israel and antisemitic coverage in the Canadian media.

*"The Winnipeg Zionist Initiative is making it possible for everyone, from school-age children to seniors, to show support for Israel."*

*~ Jeremy Feuer,  
Member of Media Watch and Response Chapter*

## The Winnipeg Zionist Initiative *Cont'd*

**University Chapter** focuses on two areas:

### Leadership Group

Consists of a number of dedicated, dynamic university students committed to building bridges between Israel and young people in the community to work towards stronger Jewish involvement in, and dedication to, Israel and its people.

### Israel Behind the Headlines

This program seeks to give university students an understanding of Israeli history and Zionism as well as educate them on the current Middle East conflict.



Youth Chapter is involved in innovative programming.

*“The Winnipeg Zionist Initiative has provided me with an outlet to express support and solidarity with the State of Israel through activism and involvement.”*

~ Amy Greenfeld, Member of University Chapter

*“Upon returning home (to Winnipeg) from Israel last summer, I was surprised and grateful to find a concerned, aware, active Jewish community – one far different than the relatively complacent one I had left merely ten months prior. (This) collective vigour is largely due to the inspirational and educational efforts of the Winnipeg Zionist Initiative.”*

~ Benji Goldenberg, Member of University Chapter

*“Our involvement and support of Israel has never been more important. Zionism, the movement that created, built and continues to build the Jewish State, must be sustained by future generations. Only through participation and education can we achieve these goals.”*

~ Mel Lazareck, Member of University Chapter

### **Adult Chapter:**

Dedicated to the development of the next generation of leadership, which will advocate on behalf of the state of Israel in the community.

# CanWest's Commitment to the Community

CanWest believes in supporting projects that improve community life, particularly in the city it calls home. In Winnipeg, where the corporate head office is based, CanWest has helped fund the celebrated CanWest Global Park, home of the Winnipeg Goldeyes Baseball Club, as well as the CanWest Global Performing Arts Centre, where the Manitoba Theatre for Young People resides.

## CanWest Global Performing Arts Centre

The CanWest Global Performing Arts Centre is a state of the art facility that houses the Manitoba Theatre for Young People, Manitoba's only professional theatre devoted solely to young audiences.

CanWest pledged \$700,000 for the construction of this arts centre. The 28,000 square foot venue opened in October 1999 and is located at The Forks, the most vibrant meeting place in Winnipeg. The facility is designed to accommodate staging of children's theatre and offers rehearsal halls for the development of new performances and a theatre school. Not only did CanWest pledge its support, but Ruth Asper, daughter in law of Israel Asper, also led the multi-million-dollar campaign to complete the state of the art facility.

The building promises to offer thousands of theatregoers years of entertainment, providing talented young actors with a place to cultivate their art. MTYP's theatre school has an enrolment of over 1,400 students.

The CanWest Global Foundation provides ongoing support of the performance series of the Manitoba Theatre for Young People. Each season MTYP offers five mainstage plays for children and three plays for teens, reaching an audience of over 50,000 per year.

*"We believe in helping to build the communities we serve. We are committed to playing a supporting role in developing the future of the performing arts and nurturing the artistic excellence of today's youth, the brightest stars of tomorrow."*

~ Gail Asper,  
President, CanWest Global Foundation



CanWest Global Park



Ruth Asper announcing the opening of the MTYP.



CanWest Global Performing Arts Centre



## CanWest's Commitment to the Community *Cont'd*

CanWest television stations and newspapers support local community initiatives, charitable events and non-profit organizations through donations of airtime and advertising space, as well as monetary contributions.

- Saskatchewan's Teddy Bear's Bash, raising money for the Children's Health Foundation of Saskatchewan (donated broadcast of a three-hour television special).
- Global Winnipeg's Variety Show of Hearts broadcast, which has raised over \$550,000 for disabled and disadvantaged children in Manitoba.
- Global Ontario's commitment to supporting KidsAction, a charity committed to making a difference in the lives of children with disabilities.
- Global Maritimes' work with Junior Achievement and Sport Nova Scotia.
- Global Quebec's contribution of \$10,000 for the Missing Children's Network.
- The Vancouver Sun's sponsorship of the Sun Run, the third largest 10K run in the world, raises money for Vancouver charities and the United Way.
- The Victoria Times Colonist 10K Run, an annual event for the past 13 years, raises funds for the Heart and Stroke Foundation.
- The Saskatoon Star Phoenix is a major sponsor of the Saskatoon City Hospital Foundation, Junior Achievement and the Children's Wish Foundation.
- The Montreal Gazette Christmas Fund has been in existence for three decades, raising funds for the city's less fortunate.



Steve Darling of Global TV (BCTV News) participates in the 2003 Sun Run in Vancouver.

*“A responsibility to create new opportunities rests with those who have achieved some measure of success.”*

*~ Israel Asper*

## Raise a Reader

Raise a Reader, the Foundation’s initiative to increase awareness and raise money for children’s literacy programs, was launched nationally in the fall of 2002. Based on a successful program designed by the Vancouver Sun, Raise a Reader campaigns are led by the CanWest daily newspaper in each major market, with support from its sister Global television station, the city portal of canada.com as well as generous community and national sponsors.

Raise a Reader includes events that raise awareness of literacy issues, all leading up to national Raise a Reader day. On that morning, newspaper columnists, Global personalities, city officials and other local volunteers stand on downtown street corners selling special editions of the National Post, the local market CanWest paper and other newspaper partners, such as the Winnipeg Free Press, in exchange for donations to the Raise a Reader program. One hundred per cent of the donated funds are distributed to local literacy organizations in the city where the money is raised.

In its first year, the national Raise a Reader campaign raised over \$439,000 for literacy programs across Canada and was honoured by the Centre for Philanthropy and Government of Saskatchewan. Over 1,300 celebrities and volunteers in nine cities gave their time to help make the 2002 campaign a success. In 2003, Raise a Reader day took place on Thursday, September 25 and over \$717,200 was raised, far surpassing its targeted goal of \$500,000. Plans for next year’s Raise a Reader are already well underway.

## Health & Welfare

Many of CanWest’s newspapers have committed financial and in-kind resources to support healthcare institutions and programs across the country. Their support has included financial contributions to the Toronto Hospital for Sick Children, Ottawa Civic Hospital and Advanced Coronary Treatment of Canada. Commitments by individual newspapers include:

- The Ottawa Citizen – supporting Ottawa area hospitals and the Ottawa Heart Institute
- The Victoria Times Colonist – supporting Victoria Search and Rescue, the Vancouver Island Cancer Centre and Greater Victoria Hospital Foundation
- Pacific Press – supporting Vancouver General and Lions Gate



*Leonard Asper promotes Raise a Reader.*



## CanWest's Commitment to the Community *Cont'd*

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### Hospitals

- The Calgary Herald – supporting the Canadian Liver Foundation, Kids Cancer Care Foundation and Calgary Health Trust at Foothills Hospital
- The Saskatoon StarPhoenix – supporting Saskatchewan Cerebral Palsy, Saskatoon Crisis Nursery and St. Paul's Hospital Foundation

### The United Way

The CanWest head office and the company's television stations and newspapers make annual corporate donations to their local United Way/Centraide agency and encourage staff to take part in employee campaigns. Several CanWest executives, including Gail Asper, have chaired their community's campaigns. In 2003, CanWest and its operating units contributed more than \$249,800 to the United Way in Manitoba alone. CanWest is also proud to be included among the handful of Canadian companies which raise \$1 million or more for the United Way from employee and corporate campaigns.

### Global Opportunities

CanWest's commitment to communities extends beyond Canada into all the countries where it operates, building a stronger world community. Its international operations – TV3 and TV4 New Zealand, TV3 Ireland and Network TEN Australia – are actively involved in supporting local charities and organizations.

#### *New Zealand*

TV3 New Zealand raises over \$500,000 a year in support of children and youth charities. The annual Variety Club Bash, sponsored by TV3, has become New Zealand's biggest, most colourful and most financially successful fundraising event for the benefit of needy children. Funds raised go to projects that improve the quality of life for disadvantaged children. TV3 New Zealand also supports Project K, an innovative educational program designed to build self esteem and give life direction to young New Zealanders with an ongoing airtime commitment. In addition, TV3 has donated airtime for a campaign to promote the Kids Help Line, a national telephone counseling service.

#### *Ireland*

TV3 Ireland raised over 1,142,760 EUR for the less fortunate in Kosovo and Ethiopia as part of two on-air appeals to its viewers. TV3 Ireland airtime promotional support for local fundraising events includes the Meningitis Research Fund, the Irish Cancer

*“No matter what happens to CanWest in the future, the communities which depend on our support will have continued financial support. That is the legacy I want my successors, in management and in ownership, to inherit and nurture.”*

~ Israel Asper

Society and Pennies From Heaven, a charity raising money for children’s projects. The news program Ireland AM has broadcast live from the Temple Street Children’s Hospital in Dublin to promote the hospital’s fundraising drive, as well as to provide a day of fun for the sick children at the facility.

#### *Australia*

For the past 12 years, Network TEN Australia has sponsored a national youth achievement award that recognizes the contribution of outstanding young people to society. Network TEN is both a proud sponsor and the broadcaster of the popular Young Australian of the Year awards honouring Australian achievers under the age of 28. Past winners include Olympic champions Ian Thorpe, Keiren Perkins and Cathy Freeman, astronomer Dr. Bryan Gaensler, pianist Rebecca Chambers and rural health advocate James Fitzpatrick. Network TEN is also active in Winter Sleepout, a national fundraising event in support of city missions throughout Australia, the work of UNICEF, The Salvation Army and St. Vincent de Paul, among many others.

#### **CanWest Global Community Spirit Awards**

Established in 1996, the CanWest Global Community Spirit Awards celebrate the extraordinary volunteer contributions of its staff. CanWest employees are selected each year based on significant volunteer contributions to charitable organizations and community related activities. These employees then select a charity of their choice and CanWest donates \$1,000 in each employee’s name.

#### **Corporate Matching Gift Program**

CanWest encourages its employees to contribute to the community through the Matching Gift Fund, where CanWest matches employee cash donations dollar-for-dollar – up to \$200 annually – to registered charities.

#### **Izzy Awards**

Each year CanWest recognizes employees who demonstrate the attributes of entrepreneurship and community spirit. Izzy Awards are given to the employees who best combine these qualities that are characteristic of CanWest’s founder. Since the program’s inception in 2001, Izzy Awards have been awarded to employees in all parts of CanWest’s operations, including a recipient in New Zealand’s television operations. All the recipients have shown a desire to go the extra mile, both in their business dealings and in their communities.



*Health*



# I.H. Asper Clinical Research Institute

*Every so often the philanthropic community of Manitoba is able to work to achieve something truly remarkable that is destined to have an undeniable impact on the lives of Manitobans for generations to come. In 2002, the St. Boniface General Hospital & Research Foundation's HeartCare Campaign became one such program.*

*The \$25 million capital campaign was the recipient of a \$5 million donation from The Asper Foundation, in support of two revolutionary health care initiatives: the I.H. Asper Clinical Research Institute and the Mayo Clinic Partnership.*

**T**he St. Boniface Campus has been home to the world-class St. Boniface General Hospital Research Centre since the centre was constructed in 1987. This facility and its dedicated researchers have long been regarded as leaders in the field of basic medical research, with a special emphasis in the area of cardiovascular disease.

The I.H. Asper Clinical Research Institute will allow St. Boniface General Hospital researchers to bring their groundbreaking discoveries to Phase 1 clinical patient trials here in Manitoba within what, once completed, will be one of only four such facilities in the country. The potential medical breakthroughs and economic impacts resulting from the new facility are virtually unlimited, with the institute maintaining a special emphasis on new treatments and possibly even a cure for cardiovascular disease.



*The new state of the art, 100,000 square feet, I.H. Asper Clinical Research Institute.*

Construction of the I.H. Asper Clinical Research Institute began in early 2002 and was completed ahead of schedule in July 2003. But the bricks and mortar are only part of the equation. Progress has also been made in the establishment of the programs to be housed within the institute and the people who will lead them.

A number of recent developments, along with many more to come in the near future, will help St. Boniface General Hospital establish a clinical research facility that will soon make a direct impact on the health of Manitobans, Canadians and people around the world.

# The St. Boniface General Hospital and Mayo Clinic Partnership

## Mayo Clinic Partnership

To be the best, you must learn from the best. It's a simple concept that St. Boniface General Hospital believes in very strongly and, through the support of The Asper Foundation, has resulted in a strategic partnership between St. Boniface General Hospital and arguably the world leader in clinical research, the Mayo Clinic in Rochester, Minnesota.

A total of \$1.5 million from The Asper Foundation's \$5 million gift has been allocated to establishing and maintaining this partnership, which will consist of an exchange of knowledge and information through a variety of sources including:

### **Researcher Exchanges**

Beginning in September 2003, each year a researcher from St. Boniface General Hospital will travel to the Mayo Clinic to work within one of their clinical research programs, after which they will return to St. Boniface General Hospital to use and disseminate what they've learned. Under the same premise, each year a researcher will travel from the Mayo Clinic to St. Boniface General Hospital to work within one of its basic research labs, the knowledge from which will be used to further the Mayo Clinic's basic research program.

### **Group Symposiums**

Once a year, on an alternating basis, teams will travel from one site to the other to attend an educational symposium on a specific area of the site's expertise.

### **Open Communication**

Through the ongoing development of relationships between researchers and physicians from the two sites, individuals will be able to utilize open communication to the benefit of their programs.

Patient care and medical research are always improved through collaboration. The strategic partnership between St. Boniface General Hospital and the Mayo Clinic will bring together leading basic and clinical researchers in a concentrated effort to alleviate the suffering caused by some of the most deadly diseases and conditions.



The Mayo Clinic - a strategic partner of the research institute



Dr. Hugh Smith, Chairman of the Board and CEO of the Mayo Clinic and Israel Asper at the announcement of the I.H. Asper Clinical Research Institute.

*Culture*





# Assiniboine Park Development

*Winnipeg's beautifully landscaped Assiniboine Park has been a focal point for family recreation since it opened in 1908. Family oriented entertainment has been a long-time tradition at the 283 acre park, which features winding walkways and bike paths, expansive green spaces, the Leo Mol Sculpture Garden, a miniature working train, a beautiful Tudor style Pavilion, English Gardens, a duck pond, the Conservatory and the Assiniboine Park Zoo. Each summer the park hosts a variety of free events. The Asper Foundation has been key in developing a permanent home for these events and in sponsoring, as well as supporting, other developments at the park.*

## The Lyric Theatre

**N**amed in honour of the first theatre owned by Israel Asper's father Leon, the Lyric provides a permanent outdoor stage where the tradition of free family entertainment in Assiniboine Park continues. Partnering with the Canada/Manitoba Economic Development Partnership Agreement, The Asper Foundation contributed \$500,000 of the \$900,000 required for the project. In addition, \$250,000 was also raised through a public campaign conducted by The Asper Foundation.

Israel Asper's vision for the Lyric Theatre was to serve as a place where families can enjoy wonderful entertainment in the natural beauty of Assiniboine Park. It was also a fitting tribute to a father whose life was spent sharing the joy of music and theatre with others.

The Lyric Theatre in Assiniboine Park was completed in the summer of 1999. The 4,000 square foot bandshell was built in the classic Tudor architectural style to complement the existing backdrop in the park. Each summer, June through September, high calibre family entertainment is showcased on its stage. The performances themselves are generously sponsored by various business organizations, and many by The Asper Foundation and CanWest Global Communications Corp. Thousands gather to experience music ranging from classical and operatic to swing, jazz, dixieland, rock, comedy, dance and children's shows — all for free.



*The Lyric Theatre during a Canada Day Celebration*

## Assiniboine Park Development *Cont'd*

### Bringing Winnie home to Winnipeg



Statue depicting Winnie the Pooh and veterinarian Harry Colebourn, at the Assiniboine Park Zoo.

Winnie the Pooh, the world's best known and most beloved bear, was named for a real bear cub who was named after Winnipeg. Because of the Winnipeg connection, Winnie has become a point of pride with Winnipeggers who support all things Pooh. The Asper Foundation has participated in some significant Pooh initiatives and was instrumental in bringing back Pooh Friendship Day to Winnipeg.

In 1914, Canadian Army veterinarian Harry Colebourn, bought an orphaned bear cub and named it Winnipeg (Winnie for short) after his home town. The cub became the 34th Regiment of Cavalry's mascot and shipped out with them to England during the First World War. The London Zoo agreed to care for Winnie while Colebourn was fighting in France. The bear loved its new home so much that Colebourn decided to let it stay permanently and donated it to the zoo. Writer A.A. Milne and his son Christopher Robin visited the London Zoo frequently and Winnie became the inspiration for Milne's series of beloved Winnie the Pooh stories. The rest is history.

### Pooh Friendship Day

The Asper's Lyric Theatre in Assiniboine Park hosted Disney's Pooh Friendship Day Festival, in August of 2000. The first ever Pooh Friendship Day festival was held in Winnipeg in 1997; Toronto and Niagara Falls hosted in 1998 and 1999. The Asper Foundation was a major player in the pitch to bring the Disney event back to Winnipeg and was a significant sponsor. Over 60,000 people gathered in the park, transforming it into the Hundred Acre Wood. It demonstrated just how greatly the 75 year old bear is

loved — especially by Manitobans who feel a connection to the character named for their capital. The Disney organizers and promoters were overwhelmed by the enthusiastic response and agreed that the festival should return to Winnipeg again, hopefully forever. Since then, the Pooh Friendship Day festival has become one of the highlights of the Lyric's summer program.



Pooh Friendship Day Festival staged at The Lyric, Assiniboine Park.

*“The Lyric in Assiniboine Park is my family’s millennium gift to the people of Winnipeg who will enjoy free performances here throughout the new century.”*

~ Israel Asper

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### **The bid for a rare Pooh oil painting**

In 2000, The Asper Foundation supported Manitoba’s successful bid to obtain the only known oil painting of Winnie the Pooh by illustrator E.H. Shepard. Gail Asper, who serves as co-chair of Partners in the Park, was a key member of the bid delegation team which also included co-chair Hartley Richardson and art dealer David Loch. The team carried out the campaign to raise the public funds needed to buy the Pooh painting at a London auction and supervised the bidding. After a tense bidding session, the painting was eventually bought for \$245,000. Though both the Asper and Richardson families helped fund the purchase, it belongs to the citizens of Manitoba. It will be displayed in the Assiniboine Park Pavilion Gallery and at several locations in Winnipeg and around the world until its permanent home is built in the park.

### **The Asper Foundation support of the ‘Poohseum’**

Because of Manitoba’s unique connection to Winnie the Pooh and his popularity with its citizens, another major Pooh project is underway at Assiniboine Park. A museum based on Winnie the Pooh containing Winnie the Pooh memorabilia, showcasing the E.H. Shepard oil painting and the recently purchased original publication copy of “Now we are Six” written by A. A. Milne, and a Hundred Acre Wood playground is envisioned. The City of Winnipeg and the Province of Manitoba have agreed to contribute to the development, and The Asper Foundation, through Gail Asper, is actively assisting in the planning process and private fundraising campaign.

# The Asper Foundation Performances

## Lecture Series



"The lecture series has given Canadians a true perspective on Middle East and Jewish issues."

~ Gail Asper

The Asper Foundation Lecture Series features authoritative and respected speakers from around the world addressing substantive, relevant, national and international issues, many of them free to the public. The 2000/2001 Lecture Series featured fascinating presentations such as the Dead Sea Scrolls Symposium, the Discovery Seminar (a popular modern Jewish education program), The Future of the Peace Process lecture by important Israeli political figure Moshe Arens and the Kallah series of lectures by renowned Jewish thinkers. Since its inception, over 11,000 people across Canada have attended these inspiring and thought-provoking lectures and events.

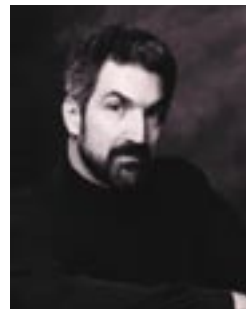
Other speakers in this series have included Anna Rosmus, former Israeli Prime Minister (presently Foreign Minister) Benjamin Netanyahu, Robert Fulford, Dr. Irwin Cotler, Dr. Mitchell Bard, Joseph Farah, Dan Meridor, Sheikh Professor Abdul Hadi Palazzi, Dr. Daniel Pipes, Dr. Yossi Olmert, Dr. Michael Oren and Steven Emerson.



Moshe Arens



Benjamin Netanyahu



Dr. Daniel Pipes



Steven Emerson



Dr. Mitchell Bard



Joseph Farah



Dan Meridor



Dr. Yossi Olmert



Dr. Michael Oren



Anna Rosmus



Robert Fulford



Dr. Irwin Cotler



Abdul Hadi Palazzi



*“We promised our subscribers that we would bring only the world’s finest jazz performers - and we did.”*

~ Israel Asper

## Jazz Series

Israel Asper was a renowned jazz impresario. He had a vision of creating a jazz scene in Winnipeg just like New York’s famous 92nd Street. Y. In 1999 he approached the Rose and Max Rady Jewish Community Centre — one of the many organizations housed in the Asper Jewish Community Campus — with the idea of partnering to bring jazz greats to Winnipeg to perform.

The idea was an immediate hit with jazz aficionados and the Jazz Series was born. The Berney Theatre at the Campus swings Sundays, September through June, with musicians from Winnipeg and around the world.

Jazz greats like Oliver Jones, Clark Terry, Peter Appleyard, T.S. Monk and Toots Theilemans have thrilled over 13,000 audience members in the 200-seat theatre since the series’ inception. Because Israel Asper had spent 50 years traveling the world listening to jazz, he also brought in relatively little known artists whose amazing performances have overwhelmed their listeners.

For the 2000/2001 season, The Asper Foundation updated the Berney Theatre with a state-of-the art sound system and a Steinway concert piano, donated by Mark and Zita Bernstein and family, and launched a subscription campaign for the series.

In the 2003/2004 season, the series was renamed Cool Concerts in celebration of Winnipeg’s first jazz radio station, 99.1 Cool FM and COOL TV, Canada’s first television channel devoted exclusively to exploring, reflecting and presenting the world of jazz in all its diversity. Today, the series has become one of Winnipeg’s premier year-round jazz event.



Clark Terry



Dave Frishberg performs at the Berney Theatre.

## The Asper Foundation - *Performances Cont'd*

Chris Smith, Winnipeg Free Press jazz critic, said the following about some of the artists in the series.



Adam Makowicz - "Beautiful"



Junior Mance - "Infectious, exquisite, sublime"



Buddy Greco - "A crowd-pleaser, a legend"



Bud Shank - "Swings like crazy, solid and inventive"

The performances continue with the following great jazz musicians and vocalists.



Monty Alexander



T.S. Monk



Barbara Carroll



Vanessa Rubin



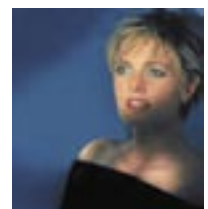
Ray Bryant



Gene DiNovi



Louie Bellson



Carol Welsman

*“The Asper Foundation jazz performances have completely transformed the Winnipeg jazz scene. Top artists, every single month, in a truly incredible venue. There’s nothing like it anywhere else in Canada.”*

~ Ross Porter, past host of CBC Radio Two’s After Hours

## Cultural Arts

The Asper Foundation presents, supports and patronizes Jewish cultural arts — enriching Manitoba’s vibrant cultural mosaic.

The Asper Foundation Performances annually presents the Winnipeg Jewish Film Festival, giving Manitobans a rare opportunity to see contemporary, award-winning films from around the world. The 2001 and 2002 festivals screened films from Britain, Hungary, the Czech Republic, the United States, Germany, Tunisia and Israel.

The patronage of the Foundation also helps make possible the performances of the Winnipeg Jewish Theatre. Its 2000/2001 season included the heartwarming “Door to Door”, the hilarious “Hello Muddah, Hello Fadduh!”, the powerfully dramatic “The Gathering” and the inspiring “The Waltonsteins”.

## Babs Asper New Play Development Fund - Winnipeg Jewish Theatre

In 2003, a \$250,000 gift from the Asper family through The Asper Foundation honouring Mrs. Babs Asper as a long time supporter and board member of Winnipeg Jewish Theatre helped ensure that the Winnipeg Jewish Theatre continues to meet its mandate of producing new plays by emerging playwrights.

The income that will be generated from the Babs Asper New Play Development Fund will become a part of The Babs Asper New Play Development Series. To date, the Winnipeg Jewish Theatre has relied on traditional sources for funding including subscriptions, grants, corporate sponsorships and private donations. While these sources continue to be essential to the ongoing operation of the theatre, initiatives such as the Babs Asper New Play Development Fund are key to ensuring a solid and lasting financial future for the Winnipeg Jewish Theatre.

*“As a founder and original endowment committee member, I am very happy to be a part of this new chapter in the history of the Winnipeg Jewish Theatre. The Winnipeg Jewish Theatre is truly a jewel in Canadian Jewish theatre and has proven itself as a mainstay in the cultural arts in Manitoba.”*

~ Babs Asper



Jewish Film Festival Program, 2002



Babs Asper, a founding member of the Winnipeg Jewish Theatre



# Art Festivals & Art Organizations *Supported by CanWest*

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## Art Festivals

**C**anWest focuses much of its arts support in Winnipeg, the location of its head office and a city renowned for its vibrant arts community. Funding of these festivals creates opportunity for Winnipeggers, both as performers and as audiences, to be given access to rich Canadian culture. The Foundation supports arts festivals, whatever the style, including the Jazz Winnipeg Festival, Freeze Frame, the International Children's Festival, the Winnipeg International Writers Festival, Prairie Music Week and the Winnipeg Folk Festival.

## Art Organizations

The CanWest Global Foundation provides support to arts organizations in Manitoba and across the country including:

- National Arts Centre (Ottawa)
- Manitoba Theatre Centre
- The Winnipeg Symphony Orchestra
- Royal Winnipeg Ballet
- Prairie Theatre Exchange (Winnipeg)
- Manitoba Opera
- Winnipeg Art Gallery
- Manitoba Museum
- Winnipeg's Contemporary Dancers
- Winnipeg Film Group
- many others

CanWest's newspapers and television stations support the Alberta Ballet, the Calgary Philharmonic Orchestra, the Saskatchewan Jazz Festival, the Saskatoon Symphony, Vancouver Symphony and Atlantic Theatre Festival, among many other events.

# CanWest's Support for Canadian Independent Producers

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## Western Independent Producers Fund

In 2002, CanWest gave \$23.9 million in support of the Western Independent Producers Fund, which provides funding for film and television projects produced by independent producers in Western Canada. Drama, documentaries and children's programming are all eligible for these funds.

## The POP Fund

The POP Fund is a \$6 million Promotion of Programming Fund financed by CanWest and administered by the Canadian Television Fund. The mandate of the POP Fund is to increase audience awareness of Canadian television programs and Canadian talent.

## Canadians of Excellence PSAs

This is an initiative funded by CanWest that helps create vignettes that highlight the outstanding achievements of Canadians. The program promotes Canadian heroes, academics and medical, business, and cultural leaders. The vignettes are created by Canadian independent producers and made available to all broadcasters free of charge.

## Toronto International Film Festival – The Film Circuit

CanWest donated \$500,000 to the Toronto International Film Festival to support The Film Circuit, a grassroots distribution network for Canadian and independent feature films. The Film Circuit distributes films in partnership with local communities across Ontario and British Columbia.

## Northern Lights

As part of CanWest's dedication to increased awareness of Canadian programming and artists, CanWest has allocated \$1 million over five years towards the creation of 60-second promotions featuring Canada's leading contributors to the arts and cultural industries. Produced by independent producers across the country, the Northern Lights vignettes are made available to all broadcasters in Canada.



*I*srael  
*I*nitiatives



# Canadian Friends of Hebrew University – The Asper Scholarships

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*The Asper Scholarships provide financial support for Canadians of all backgrounds who plan to study at the Hebrew University of Jerusalem.*

The opportunity to study in another country and learn what only exposure to a different culture can teach, is a precious one. Through the Winnipeg Chapter of the Canadian Friends of the Hebrew University, The Asper Foundation first established the I.H. Asper Hebrew University of Jerusalem Travel Scholarship Fund to give Manitobans and now Canadians of all ages and backgrounds the opportunity to broaden their post-secondary education by studying in Israel.

The Hebrew University's Rothberg School for Overseas Students, inaugurated in 1955, is one of the world's largest programs for visiting university students. Each year, approximately 1,500 students from 60 different countries enrol in courses offered at the Hebrew University of Jerusalem.

While studying at the Hebrew University, students receive an additional unique education by living in the ancient and culturally rich city of Jerusalem. In addition to formal studies, the learning experience includes study tours to places as historically significant as Masada and the pyramids of Egypt, workshops on Jewish and Middle Eastern issues, a Beit Midrash program, student Christian forum, internships and home hospitality.

*"The courses I took gave me a better knowledge of the Palestinian/Israeli conflict and made my travels around the country more meaningful."*

*~ Reagan Kives,  
Scholarship Recipient*

*In 2001, The Asper Foundation contributed \$2 million to the Hebrew University Scholarship Fund.*



## The Asper Scholarships *Cont'd*

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The Asper Scholarship is not based solely on need. Educational performance, employment record, community involvement and personal references, which outline a candidate's leadership abilities, significant achievements and other criteria are considered by the Scholarship Committee. The scholarships cover tuition, books and room and board. Students must cover airfare, Israeli health insurance and any additional touring expenses.

In 2002, the scholarship program was expanded to include the Vancouver area and McGill University through The Phyllis and Bernard Shapiro McGill Scholars Fund. Funds raised in these two communities were matched by the Asper Endowment Fund.

*"I promise you the experience of a lifetime if you study at the Hebrew University of Jerusalem, one of the world's jewels of higher education."*

*~ Israel Asper*

# Asper Centre for Entrepreneurship at the Hebrew University of Jerusalem

Through a donation of \$5 million from The Asper Foundation, the Asper Centre for Entrepreneurship at the Hebrew University of Jerusalem was established in 2001. The centre enhances the academic program of the School of Business at the Hebrew University of Jerusalem and is modelled on the Asper Centre for Entrepreneurship at the University of Manitoba.

The Asper Centre for Entrepreneurship at the Hebrew University of Jerusalem is committed to creating an environment in which students can develop their business acumen and entrepreneurial talent to become visionaries of the future. It fosters an atmosphere that promotes research and development, creativity and evolution of new products and services. The centre's activities include the development of academic courses in entrepreneurship, start-up commerce and new venture capital in the Faculty of Business as well as joint programs with other faculties. The centre supports and offers scholarships, internet courses, a summer camp program, research projects in entrepreneurship, outreach programs to start-up companies in Israel and community programs for special segments such as youth and women.



Israel Asper visits with young entrepreneurs at the Hebrew University of Jerusalem, April 2002.

The Asper Centre for Entrepreneurship acts as a catalyst in the establishment of new ventures based on ideas developed at the Hebrew University of Jerusalem and helps with the commercial realization of basic research. Its very existence acts as a lodestone to attract new academic entrepreneurial talent to the Hebrew University and paves the way for a strong connection between the Centre and major hi tech ventures in Jerusalem.

*"The Asper Centre is intended to be the focal point of entrepreneurship. The activities of the Business School will include research, undergraduate and post graduate MBA teaching, and outreach programs for the benefit of Israel, economy in general and the economy and development of Jerusalem in particular."*

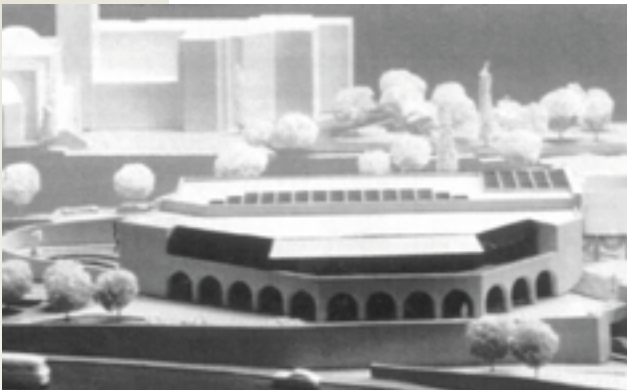
~ Jonathan Kornbluth,  
Dean of the School of Business  
The Hebrew University of Jerusalem



# Menachem Begin Heritage Foundation

*Former Israeli Prime Minister Menachem Begin is considered by many to be one of the key individuals who helped bring the state of Israel to reality. In commemoration of the late leader, a museum scale memorial centre is being developed in the City of Jerusalem. The Asper Foundation is supporting the initiative through a significant donation.*

In 2002, The Asper Foundation contributed \$1 million towards the capital campaign and Graduate Student Scholarship Program of the Menachem Begin Heritage Center in Israel. Already under construction in Jerusalem, the country's capital, the Menachem Begin Heritage Center is one of the major program initiatives of The Menachem Begin Heritage Foundation.



*The Menachem Begin Heritage Centre*



*Jerusalem, the fitting location of the Menachem Begin Centre*

The objective of the foundation is to perpetuate the thoughts, deeds and achievements of Prime Minister Menachem Begin, representing a major part of the Jewish experience of the 20th century. The 65,000 square foot four-story complex will house the Begin Archives and Library, the Begin Museum, the Begin Research Institute, lecture halls and video screening rooms.

The Begin Archives and Library will house documents, letters, speeches, videotapes, conference minutes, interviews and audiotapes related to Prime Minister Begin's life. The Begin Museum will employ cutting edge technology to portray every facet of Begin's life, work and accomplishments. A special section will be devoted to the life of his wife Aliza Begin.

The Begin Research Institute will be a dynamic place where scholars can study, record and publish topics such as Striving for Freedom, Peace and International Understanding, Project Renewal: Impacting Socio-Economic Change, The Ethics of Governance and Begin's View of Judaism. The lecture halls and video screening rooms will be a meeting place for visiting groups, especially soldiers, students and schoolchildren.

*“The heritage centre will be a fitting tribute to Menachem Begin who dedicated his life to peace and the Jewish people.”*

~ Israel Asper

*“Prime Minister Begin’s most outstanding life achievement was the signing of the Peace Treaty with Egypt. It proved that Israel was willing and able, as difficult as it was, to withdraw from land that it had acquired through defensive measures. It also demonstrated that Israel supported the establishment of Palestinian autonomy in exchange for peace. The Menachem Begin Heritage Center will celebrate the vision of a man who was courageous to know the importance and meaning of sacrifice.”*

~ Israel Asper

*“We are honoured that The Asper Foundation is making this important contribution to help ensure the legacy of Menachem Begin lives on in perpetuity. Whether as a gifted and charismatic orator, head of Betar in Poland, organizer of protests against the British blockade in Palestine, commander of the Irgun Tzeva’i Le’umi, founder of the Herut Movement in Israel, parliamentarian, Israel’s sixth Prime Minister from 1977-1983, fighter of the scourge of Arab terrorism, leader of a national campaign for the right of Soviet Jews’ repatriation in Israel, leader of the evacuation of the Ethiopian Jewish community or having the courage to achieve a peace agreement with Egypt and receiving the Nobel Peace Prize with President Anwar Sadat, Prime Minister Menachem Begin serves as a beacon of inspiration not only to Jews but to all those who strive for excellence and yearn for peace.”*

~ Harry Hurwitz,

Head of the Menachem Begin Heritage Center



Menachem Begin

# Yad Vashem – The I.H. Asper International Studies Program

## The Asper International Holocaust Studies Program at Yad Vashem's International School for Holocaust Studies

In April 2002, at the opening session of the International Conference on The Legacy of Holocaust Survivors: The Moral and Ethical Implications for Humanity, The I.H. Asper International Holocaust Studies Program was launched at Yad Vashem's International School for Holocaust Studies. The program is funded by income from a \$4 million fund set up by The Asper Foundation which is used for the expansion of programs at Yad Vashem's International School for Holocaust Studies including:



Solly Kaplinski and Gail Asper unveil the plaque at Yad Vashem.

- biannual international conferences
- international outreach, professional development and training programs for educators
- international seminars for educators from English-speaking countries
- the Task Force for International Cooperation on Holocaust Education, Remembrance and Research (a joint venture between governments and educators dealing with Holocaust denial, racism and xenophobia).



Israel Asper launches The Asper International Holocaust Studies Program at Yad Vashem.

*“The Asper Foundation is proud to play an integral role in supporting Yad Vashem, a world renowned institution respected not only for commemorating the victims of the Holocaust, but imparting the lessons of the Holocaust and educating people worldwide to help ensure that the rally cry ‘Never Again’ refers not only to Jews but to all peoples.”*

~ Israel Asper

*“The Asper Foundation is proud to play an integral role in supporting Yad Vashem, a world renowned institution respected not only for commemorating the victims of the Holocaust, but imparting the lessons of the Holocaust and educating people worldwide.”*

*~ Israel Asper*

*“With this generous gift from The Asper Foundation, Yad Vashem can continue its important task of Holocaust education, especially when the survivor generation is dwindling and the mantle of commemoration is being handed over to the next generations. Dr. Asper has demonstrated the centrality of Israel in the lives of the Jewish people and the importance of Holocaust education as a crucial component of one’s Jewish identity. The importance of this contribution to Yad Vashem cannot be overstated.”*

*~ Avner Shalev,*

*Chairman of the Yad Vashem Directorate*



*Israel Asper addressing a plenary session at The Legacy of Holocaust Survivors, Yad Vashem’s international conference. Seated beside him are (l-r) Israel’s Chief Rabbi Israel Meir Lau, chair of the Yad Vashem Directorate Avner Shalev, chair of Centre of Organizations of Holocaust Survivors Moshe Sanbar and chair of the Jewish Agency for Israel Salai Meridor.*

*Winnipeg Community Solidarity Mission, led by Israel Asper, visits Yad Vashem on the eve of Yom Hashoah, April 8, 2002.*





# Community Action Centres

## The Winnipeg Centre - Beer Sheva

In April 2002, The Asper Foundation funded the establishment of the Winnipeg Community Action Centre in Winnipeg's sister city of Beer Sheva. The centre is partnered with World Betar, the world's premier Zionist youth organization. The World Betar Executive felt that a fitting honour to Israel Asper would be to dedicate the centre in the name of his mother, Cecilia Asper, who passed away on April 8, 2002.

Through combining technology-oriented education with instruction on leadership skills and heritage, the Winnipeg Community Action Centre provides supplementary educational programs geared towards disadvantaged youth to help ensure they achieve their optimal level of education.



The Winnipeg delegation at the official opening of the Community Action Centre in Beer Sheva.

*"The Asper Foundation is proud to play an instrumental role in the creation of the Winnipeg Community Action Centre. This centre marks the deep respect and support of the people of Winnipeg for the social services being rendered to youth in developing communities in Israel. The need for the services of this centre is essential, now more than any other time in recent memory."*

~ Israel Asper

The Winnipeg Community Action Centre provides a variety of educational options for youth aged 6-17. Leadership skills courses, available for 15-17 year olds, encourage self confidence in participants and create a repertoire of life skills necessary for success. The Winnipeg Community Action Centre offers a warm, nurturing environment for young people and provides a positive alternative to the streets.



A student gains access to the internet.

*"As a sister city to Winnipeg, Beer Sheva is the ideal location for the creation of the Winnipeg Community Action Centre. It further solidifies Winnipeg's commitment to vulnerable teenagers and to fostering cooperation in a safe, nurturing place. The Winnipeg Community Action Centre should be a source of pride for all Winnipeggers."*

~ Glen Murray,  
Winnipeg Mayor

*"This centre is part of our ongoing effort to close the social gap in Israel. Equality of opportunity is an important value in itself and is essential for maintaining the strength of Israeli society. We hope to establish centres of this kind throughout the country."*

~ Danny Danon,  
World Chairman, World Betar

*“Our shared goals and values can only result in mutual benefits to each city.”*

*~ Israel Asper*

### **The Asper Family Community Action Centre**

In May 2003, The Asper Foundation and Jewish National Fund of Canada (JNF) funded the establishment of The Asper Family Community Action Centre in Ofaqim, Israel. As with the Winnipeg Community Action Centre, The Asper Family Community Action Centre is partnered with World Betar. Both centres offer similar programs and activities and provide supplementary educational programs geared towards disadvantaged youth to help ensure they achieve their optimal level of education through combining technology-oriented education with instruction on leadership skills and heritage.

*“The Asper Foundation is once again proud to play an instrumental role in the creation of a second Community Action Centre in Israel. Young people in developing communities in Israel, such as Ofaqim, continue to have a great need for the important social services being provided by these centres. It is our duty, privilege and honour to be a part of meeting these needs.”*

*~ Israel Asper*

*“JNF of Canada is pleased to partner with The Asper Foundation in this exciting and innovating project. State of the art technology will make the world available to the Ofaqim community which, under present circumstances, would not have access to the internet. JNF of Canada looks forward to developing other projects in Israel with The Asper Foundation that will benefit Israel and its citizens.”*

*~ Joe Rabinovitch,  
Executive Vice President, JNF of Canada*



*Students in the centre receive instruction through computer-based programs.*



THE *N*<sub>ext</sub>  
*Generation*





# The Next Generation

The Asper Foundation has been and will continue to be challenged in its scope and vision by the next generation: David, Gail and Leonard, their spouses Ruth, Michael and Susan and their children. Each have committed to continue to give back to their community whether it is through their own foundation, the CanWest Global Foundation or The Asper Foundation, and have committed to teach their children the principle of Teedakah (charity) and Tikkun Olam (taking action to repair the world).

In this respect, The Daremax Foundation (David and Ruth), The Gail Asper Family Foundation (Gail and Michael) and The Joshua Foundation (Leonard and Susan) have been created to continue the mission of Israel Asper. Whether it is the United Way, Combined Jewish Appeal, Winnipeg Folk Festival, Winnipeg Harvest, The Sharon Home, Manitoba Theatre Centre, Jewish Child and Family Service, Rossbrook House or the Mamawiwichiitata Centre Inc., these three foundations have shown and will continue to show leadership and understanding of the needs of the community.

Indeed, as each charters their own vision of their respective foundation, there will always be the common goal of making a positive difference to society. Each have committed to the family's history of giving and hold dear to the philosophy of its founder, Israel Asper, that one has to give back to society and that one should, while they are still alive, enjoy seeing the benefits of their giving.



*Daniel Asper, Stephen Paterson and Rebecca Asper spend an afternoon with Moe Levy at Winnipeg Harvest.*



ABOUT OUR

*L*ogo &  
*C*rest



# The Asper Foundation Logo



*The centrepiece of The Asper Foundation logo depicts the family as the cornerstone of human civilization and the social contract.*

The **Handshake** represents honour, integrity and trustworthiness as a fundamental ethical value in all of one's dealings.

The **Menorah** is a reminder of the cultural and ethical values, and imperatives of the Jewish Nation and its religious teachings.

The **Kiwi Bird** is the national emblem of New Zealand, one of the world's smallest nations where CanWest has significant media investments. Halfway around the world from Winnipeg it is a reminder to think globally – it was global (Global) thinking and action that gave the Asper family the wealth with which to create the foundation. Without it, there would be no charitable capacity.

The **Piano** is the symbol of music which is the soul of life, one of mankind's greatest accomplishments. It represents the Arts which have a civilizing effect on a brutish jungle, which should be encouraged and supported.

The **Satellite** symbolizes the shrinking of the world by technological revolution in communication, bringing the human race closer to knowing and understanding each other and the world. It is the symbol of CanWest Global Communication Corporation that created the wealth which has enabled the establishment of the CanWest Global Foundation and The Asper Foundation.

The **Courts of Law** symbolize justice, the cornerstone of freedom and democracy, the great equalizer between the state and its subjects.

**Books** symbolize education. The world belongs to those who have knowledge, not those who have money or even power. To ensure equal opportunity for self realization of the individual, the foundation will always have a bias in favour in education and information – in all its forms and by whatever means.

The **Lyric** is a symbol of two things. First, it reminds us of the commitment to family–honour your father and mother (the Lyric Theatre owned by Israel Asper's parents in Minnedosa, Manitoba). Secondly, to never forget your humble beginnings and roots.



# The Asper Foundation

## *Crest*



*As granted by Robert Douglas Watt, Chief Herald of Canada, on January 15, 2003 and entered in Volume IV, page 265 of The Public Register of Arms, Flags and Badges of Canada.*

### **Arms**

The background of the shield is a series of horizontal bands of equal width, coloured alternately blue and gold. Overlaying this is a narrow triangular shape in red, rising from the base and pointing towards the top.

The alternating bands of blue and gold, colours which have significance for the Asper family, symbolize a series of steps that a person or organization can take while striving to better their situation. The red shape evokes both the A for Asper and the notion of reaching upward for excellence.

### **Crest**

The lower element of the crest is a coronet of gold maple leaves. Rising out of this is the upper part of a red lion and on its shoulder is a gold Magen David. Its paw is holding a gold torch. The crest is placed on a steel helmet draped in cloth mantling in blue and gold, set in place by a wreath of twisted cloth in these colours.

The coronet represents the foundation's service to Canada. The lion symbolizes both the Jewish heritage of the creators of the foundation and the spirit of its work, reaching out and making a difference in a great variety of situations. The Magen David, also known as the Shield or Star of David, a hexagram used as a symbol of Judaism, refers to the foundation's support of many Jewish community institutions and initiatives. The torch has long been a symbol of striving for enlightenment and in this instance, it represents the way in which help from the Foundation enables recipients to take a comprehensive look at their projects and use the support to their best advantage.

### **Motto**

Lead By Example is a key element in the foundation's philosophy.



### **Supporters**

The supporters, at either side of the shield, are two gold eagles with red legs and claws. Each has a blue collar, hanging from which is a blue disc bearing a gold hand, palm open and facing outwards. The shield rests on and the supporters stand on a mound of gold prairie grass set above horizontal wavy bars of alternating blue and white.

The eagle is a bird noted for its strength and acuity of sight. Therefore, it represents the ability of the officers of the Foundation to seek out and identify needs and respond to them. The gold hands are a reference to “A Helping Hand”, one of Israel Asper’s suggestions for a motto. The grass and the blue and white wavy bars represent the prairie and the Red and Assiniboine Rivers. Taken together these refer to Winnipeg, the foundation’s home site.

### **Flag**

The shield of arms is arranged as a rectangular banner.





## **The Asper Foundation**

Ste. 1504-201 Portage Avenue, TD Centre, Winnipeg, Manitoba CANADA R3B 3K6  
Phone: (204) 989-5537 Facsimile: (204) 989-5536 Email: [hmowatt@aspergroup.com](mailto:hmowatt@aspergroup.com)

*Please note that The Asper Foundation does not accept applications for grants or any other type of funding.*

# **T h e A s p e r F o u n d a t i o n**

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Phone: (204) 989-5537 Facsimile: (204) 989-5536 Email: [hmowatt@aspergroup.com](mailto:hmowatt@aspergroup.com)