
MEDIA RELEASE

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The Asper Foundation pledges \$500,000 to help families through the For Every Family initiative

WINNIPEG, MANITOBA — We are very pleased to announce The Asper Foundation is contributing a \$500,000 gift to the For Every Family (FEF) initiative. This generous gift will help to enable increased hours and programming in support of kids and families at 24 United Way Winnipeg-supported family resource centres (FRCs) around Winnipeg. FEF is an initiative of United Way Winnipeg in partnership with The Province of Manitoba and The Winnipeg Foundation and 19 other private donors.

“This investment supports the well-being of children and families in Winnipeg who are struggling with the impacts of poverty. The focus on neighbourhood-based programs and services close to home, where children and families can access them more readily, will help make families, and therefore our community, stronger,” said David Asper, Chair of The Asper Foundation.

Greater support for families can help families stay together, keep kids out of care, and help more children start school ready to learn. FRCs also build knowledge and capacity to help more families living in poverty find opportunities to thrive. Strengthening families today will have a positive impact for generations to come in the areas of education, a strengthened workforce, and reduced health, justice, and social service costs.

Much has been accomplished in the first year of the FEF initiative:

- The centres are now open more hours. In total, the 24 FRCs will be open an additional 20,000 hours this year.
- The centres are meeting as a formal network providing opportunities to share resources and work together.
- The centres are providing 7000+ hours of new programming, such as financial literacy. Programming will be further enhanced as the initiative moves forward.

“For Every Family is a game-changer in our city for vulnerable families and children. The family resource centre approach is preventative, family-centered and proven. We are so grateful to The Asper Foundation for recognizing the need and for being part of this important effort,” said David Johnston, CEO of Johnston Group and Chair of the FEF Working Group.

“It’s essential to our well-being. I’m a single mom with three boys. It raises the quality of life,” said Signe Knutson, who utilizes an FRC for respite daycare and to increase her family’s access to basic needs like food and clothing.

Cynthia Drebot, Executive Director of the United Way donor-supported North End Women's Resource Centre, says the initiative has made a big difference for families accessing their space.

"The initiative is creating more stability and opportunities for individuals and families that access our centre. Besides increased hours, the funding is strengthening lives by providing more programming and basic needs support."

Cynthia also says all 24 United Way donor-supported FRCs have begun sharing knowledge and resources through networking under the FEF initiative.

The Government of Manitoba has committed to match private sector donations to the FEF initiative up to \$7.5M over 6 years. To date, generous donors like The Asper Foundation have come together to raise over \$4M of the \$7.5M needed to leverage the Government match. For more information about donating to FEF to help families and children thrive and reach their potential in our city, contact Kathy Knudsen, United Way's Vice President of Community Impact, at kknudsen@unitedwaywinnipeg.mb.ca.

The Asper Foundation was established in Winnipeg, Manitoba, Canada in 1983 to build upon the philanthropic objectives of Israel Asper and the Asper family. It undertakes and develops major initiatives in the areas of Jewish charity as well as culture, education, community development and human rights locally, nationally and internationally. See the foundation's Web site at <http://asperfoundation.com>.

For more information or to arrange for interviews with family resource centre directors or participants, please contact:

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