



JEWISH CHILD AND FAMILY SERVICE
Strengthening Lives in Keeping with Jewish Values

****FOR IMMEDIATE RELEASE****

The Asper Foundation Strengthens JCFS Winnipeg through Empowerment Program

April 1st, 2025 (Winnipeg, MB) – The Asper Foundation is proud to announce its support of the newly created Asper Empowerment Program at Jewish Child and Family Service (JCFS) Winnipeg. The Asper Empowerment Program will be dedicated to addressing critical issues such as food insecurity, financial literacy, and employment assistance primarily for individuals and families.

In a world where many Winnipeggers face the daily challenges of limited resources, The Asper Empowerment Program seeks to provide comprehensive and holistic support through various channels – empowering participants with the knowledge and tools necessary to thrive. The program's mission is to not only alleviate immediate concerns related to food and finances but also foster long-term self-sufficiency and resilience of families.

"This funding reflects The Asper Foundation's commitment to community engagement and social responsibility," said Anita Wortzman, President of The Asper Foundation. "The Asper Foundation is a long-time supporter of JCFS Winnipeg. Our investment in this program demonstrates our commitment to creating transformational change for struggling Jewish families here in Winnipeg."

Al Benarroch, President and CEO of JCFS Winnipeg expanded, *"The Asper Empowerment Program will help individuals get the specialized supports they need. Through job skill building to financial courses to specialized kosher food supports, our workers will be here every step of the way. It's a hand-up not a hand-out and represents the highest form of tzedakah. The Asper Empowerment Program is Jewish values in action."*

A cornerstone of The Asper Empowerment Program is The Asper Helping Hand Initiative, a pioneering interest-free loan program established by The Asper Foundation. Since its 2003 inception, The Asper Helping Hand initiative has provided more than 200 interest-free loans totaling over \$840,000 to Jewish Manitobans. The loans empower recipients to invest in their futures, including pursuing education, launching a small business, or managing financial emergencies; without the burden of high-interest rates.

In addition to supportive counselling and basic needs assistance, The Asper Empowerment Program will also offer, workshops, educational resources, and skill-building. These will be focused on food security, personal finance management, and job readiness. Ultimately, the goal is to assist individuals to develop the skills required to navigate life's challenges.

In a time when community support systems are more important than ever, The Asper Empowerment Program represents a beacon of hope and resilience for Jewish Winnipeg.

About The Asper Foundation:

Inspired by a deep commitment to provide impactful philanthropy, The Asper Foundation has developed major projects and provided support to the Jewish Community and broader community in areas of culture, education, community development, and human rights on a local, national and international scale. In particular, the Foundation strives to improve the quality of life in Winnipeg. For more information, visit <https://asperfoundation.com>.

About JCFS Winnipeg:

Jewish Child and Family Service (JCFS) Winnipeg provides essential support services to Jewish individuals and families in the community, ensuring that everyone has the resources needed to thrive. For more information, visit <http://www.jcfswinnipeg.org> or follow JCFS Winnipeg on social media (@JCFSWinnipeg).

Primary Contact:

Al Benarroch, M.A. (Psych.)
President and CEO, JCFS Winnipeg

Phone: 204-477-7430

Email: abenarroch@jcfswinnipeg.org

Website: www.jcfswinnipeg.org