



Annual Report

September 1, 2020 to August 31, 2021



Rady JCC



VISION

The Rady Jewish Community Centre aspires to be a vibrant and welcoming community where Jewish culture and values flourish, where families and friendships are strengthened, where healthy and active lifestyles are encouraged and where we contribute to the well-being of the entire community by ensuring our programs and services are available to all.

MISSION

The Rady Jewish Community Centre's mission is to be the centre of the community providing the best in Jewish culture, fitness and wellness programs for all stages of life.

VALUES

Hachnasat Orchim - Welcoming

Tikkun Olam - Repairing the World

Ruach Spirit - Energy

Kehilla - Community

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MESSAGE FROM THE PRESIDENT

Dear Rady JCC Friends,

As I wrap up my first year as having the honour of being the President of the Rady JCC, I am trying to find the words to describe my feelings. Thinking back to what we all endured living amid a global pandemic, I feel relieved to say that the worst of it is behind us. I also feel incredibly proud of how the Rady JCC pivoted during these uncertain times in so many directions, ensuring we continued to deliver on our mission to our great community.

We started the year hopeful, our doors recently opened after our first government-mandated closure. Just as we started to build some positive momentum, we would be mandated to close a second time, only to reopen briefly before we had to close our doors for a third time.

At that point, we could have given up and accepted the fact that everything was out of our hands; that the entire world was experiencing this, that we would just weather this storm and see what would come of us.

But, we did not.

Instead, every time our doors were closed, we found new ways to engage with our community members. We entered the virtual arena, delivering the best in fitness, wellness, arts, and cultural programming. We developed strategies to ensure that we would not only survive this pandemic, but also prosper.

Our ongoing partnerships with various organizations strengthened as we pushed ahead every single day, ensuring the Rady would continue to be the home away from home that so many depended on. Thank you to all our partners, in particular the Jewish Federation of Winnipeg, United Way of Winnipeg, Jewish Foundation of Manitoba, Tallman Foundation, the Winnipeg Foundation, and The Asper Foundation for your ongoing leadership and support.

I also want to recognize our incredibly committed staff led by Executive Director Rob Berkowits. During everything that was thrown at them throughout the year, never once did our team back down or look away. Instead, they turned toward adversity, taking it head on and finding new and inventive ways to succeed and prosper.

To my fellow Board of Directors, I thank you for your ongoing dedication and guidance. Your sage advice and efforts have allowed me to navigate the past year's uncertainty and allowed me to make difficult decisions with confidence. You have all taught me so much and I look forward to continuing our work moving forward.

Let us continue to be the gathering place where Jewish culture and values flourish, where family and friendships are strengthened, where healthy and active lifestyles are encouraged, and where we all contribute to the well-being of the entire community.

And let's have fun doing it.



Ginna Sapozhnik
President



Ginna Sapozhnik
President

MESSAGE FROM THE EXECUTIVE DIRECTOR



Rob Berkowits
Executive Director

Dear Rady JCC Friends,

I've been told time and time again that we here at Rady are a family. For me, this past year was absolute proof to that.

Make no mistake, we have lived through some very dark times over the last 365 days. The lingering impact of this pandemic has been felt throughout our Rady community and beyond. The inability to gather in person, whether for a workout, a group class, or a cultural program, completely went against what was at the core of our organization.

We are normally so many things to so many people in our community, and this last year, we couldn't be – *at least at first*.

Understanding what our arts and cultural programming meant to so many and knowing we could not gather be together in person, we went to work, securing third-party funding, delivering a wide variety of free virtual programming for six straight months. Thanks to the leadership and generosity of The Asper Foundation and the Babs Asper Centre for Cultural Arts, we connected and engaged with thousands of people, touching the lives of those young and old, near, and far.

You are all Rady family.

When we cancelled our annual Ken Kronson Rady JCC Sports Dinner for a second year in a row, we faced monumental uncertainty to be able to deliver our promise that no child should be left out of programs due to financial constraints. We needed a solution and we found one. Our first ever charity golf tournament in 102 years not only was a sellout, but it broke records, raising over \$202,000. Our longtime Supporters as well as many first-time sponsors and partners came out in droves to support us.

You are all Rady family.

Our Rady Board of Directors did not have an easy ride over the last 12 months. You were all thrust into an impossible situation and had to make decisions that came with heavy consequence. Through everything, you continued to govern with poise, dignity, and composure, leading our organization forward.

You are all Rady family.

Finally, to my fellow staff, you are the reason why we made it through these uncertain times and why we can all be together today. Your constant support and love for Rady taught me so many things about myself and how I can be a better person and leader. When everything goes to hell, the people standing by you are the ones you call family. To me, that was each and every single one of you.

I am proud to say I am part of your Rady family.

As we look ahead to next year, know we are doing so feeling safe, optimistic, and hopeful. And know that we are all family.

Warm regards,

Rob Berkowits
Executive Director

PROGRAMMING

Here at Rady, we strongly believe our arts and cultural programming is stitched into the fabric of who we are and why we exist. Our ongoing programming touches the lives of thousands, young and old, throughout our Jewish community and beyond. It fortifies our Jewish identity, making us all feel connected to something greater.

Because of the pandemic, save for our successful Rady Summer Day Camps, we were not able to gather in person at all for any of our longstanding arts and cultural programming. Understanding the need to provide arts and cultural programming to our Jewish community and beyond, the Rady went to work securing third-party sponsorship funding to be able to successfully deliver a fraction of our programming in an entirely new virtual environment.

We did begin to see small victories here after some hard work. The Asper Foundation partnered with us, agreeing to underwrite Rady's virtual programming delivery costs for six months beginning in January. This funding was not meant for staffing costs, but for production and delivery of six months of free virtual programming. The Jewish Federation of Winnipeg also fortified their ongoing commitment to the Rady with additional financial support.

Once this was secured, we were able to produce four different programming series in an all-new virtual arena. This programming was offered to our community members and the greater community at no cost to the attendee. They included the following:

2021 MUSIC 'N' MAVENS SERIES

Beginning January 21, 2021, and running until March 23, 2021, we had a total of 17 concerts/speakers debuting every Tuesday and Thursday online. For our concerts, we pre-recorded everything and premiered them on their applicable dates on the Music 'N' Mavens playlist found on the Rady JCC YouTube Channel. For our speakers, we ran each session live via Zoom. This allowed attendees to interact with the speakers, asking questions and creating an engaging environment.

Overall, we had over 6000 individual views – many of which were couples watching together. To put that into perspective, the Berney Theatre at the Asper Jewish Community Campus (where we would normally hold our concerts), hold a maximum of 200 guests.

2021 WINNIPEG JEWISH INTERNATIONAL FILM FESTIVAL

Beginning on February 14, 2021, and running until February 28, 2021, we premiered one new film daily through secure online portals provided to us by our various film distribution houses. Films were made available for 48 hours from their premieres via secure links and passwords emailed out to registrants each morning of the festival.

We held a mid-festival live talk-back session with noted film critic Alison Gillmor via Zoom that was well-attended. This talkback was then posted to the Winnipeg Jewish International Film Festival playlist within the Rady JCC YouTube Channel.

People were able to register for a Film Festival Pass, granting them access to all 15 films. Over 340 Film Festival Passes were used, and our films were watched a total of 3,037 times.



THE
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Babs Asper
Centre for Cultural Arts



THE
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2021 IZZY ASPER JAZZ PERFORMANCES

Working alongside Asper Jazz Performances producer Charlene Diehl, we pivoted what is normally a multi-concert in-person series to a virtual format. In January, we pre-recorded four jazz concerts that we premiered virtually the third Saturday of every month beginning in February.

Attendees were able to pre-register for a specific concert. Once they registered, on the morning of the specific concert, they were emailed a secure link to the concert.

There was a total of 1,609 views of our four concerts. Many of these views were from two people from the same household.



2021 FAMILIAR FACES VARIETY SERIES

In March, we launched a free virtual variety series featuring members of our Jewish community. The Rady JCC partnered with Gwen Sector Creative Living Centre at Syd Glow Place for this series.

New showcases premiered online every Wednesday for eight weeks straight. Each week, we featured a new showcase for viewers to enjoy from the comfort and safety of their homes.

In terms of talent, we had singers, dancers, and comedians. We also had amazing personal journeys, historical recounts, and success stories.

People were able to register online for a Series Pass, which granted them access to all eight shows. Every Wednesday morning, an email was sent out to series pass holders with a unique link to that day's premiere. All shows were posted to the Rady JCC's Familiar Faces YouTube channel.

We had a total of 2,714 views of our showcases for this series. Gwen Sector saw similar numbers from their stakeholders as well.

In a time when so many cultural organizations were being forced to close their doors to programming for good, through the ongoing support of The Asper Foundation and the Jewish Federation of Winnipeg, we ensured this did not happen at the Rady. Instead, we pivoted, and we kept our community engaged.



FITNESS & HEALTH

When we started this year, we were facing a number of unknowns. For one thing, we had no idea whether or not we would be able to keep our fitness and aquatics facility open or if we would be mandated to close once again.

With this said, we knew we had to ensure two things: one, we would remain relevant to our members whether our doors were open or shut; and two, when members were ready to come back to our facility, we would be new and improved.

Our 'Rady@Home' digital platform continued to pick up views throughout the year. Seeing the success of this platform, we applied for and successfully received a grant through the Richardson Foundation via The United Way, allowing us to purchase new digital video equipment. This allowed us to take our 'Rady@Home' to the next level in terms of look and sound, and we saw an increase in users. Rady members, not ready to come back to our facility in person, were able to continue to engage with us through custom built fitness classes put on by our Rady trainers and instructors.

When we were mandated to be closed, we took advantage of this quiet time to do a complete facelift to many areas of our facility. Our Rady Small Gym and Rady RKade, two rooms used for everything from group fitness classes to day camp programming, received deep cleanings, fresh paints, and new floorings.

Many of our members reached out to us when our doors were closed asking where they could get weights and other fitness equipment to use at their homes. Instead of sending them somewhere else, we made the decision to rent various gym equipment to our members. This not only became a revenue generator, but it allowed us to meet the needs of our members.

On our main fitness floors, some of our old cardio machines were replaced with brand new state-of-the-art Matrix bikes and Precor ellipticals. We also took the time to assess the full layout of our fitness floor in order to make any adjustments in order to maximize the total user experience.

All year, we had a duty to ensure our fitness and aquatics facility remain a clean and welcoming space for our members. We worked hard throughout the year to ensure this happened.



EARLY LEARNING CENTRES

The Rady JCC Early Learning Centres (ELCs) were our shining lights driving us forward during the ongoing pandemic. When we were mandated to close our gym and aquatics facility, we were able to keep our ELCs open in order to offer emergency childcare to frontline workers and first responders.

When our doors to our fitness and aquatics centre reopened, our ELCs welcomed our children back again to the spaces they cherish. From there, our ELC children engaged in many community projects as part of living our Jewish Values.

Our children, and sometimes their families, were involved in the process of each project we ran. Projects included letter writing to St. Boniface health workers, as well as supporting residents at the Saul and Claribel Simkin Centre with drawings.

Our ELC staff worked tirelessly throughout the pandemic, ensuring the safety and wellbeing of all our children under Rady's supervision were safe, cared for, and challenged to learn and do more.



FUNDRAISING

This past year continued to be nothing short of extraordinary. Back in 2020, we were all set to host our 48th Annual Ken Kronson Rady JCC Sports Dinner when, what seemed like in an instant, we had to cancel due to the pandemic. We immediately pivoted and went to work, converting committed sponsorships, tables, and tickets into full donations for the Rady. We were successful in our endeavours, as many of our long-time supporters did just that.

Later in 2020, we also ran a first-of-its-kind holiday promotion, '8 Amazing Days of Hanukkah Giveaways,' where we successfully raised \$25,000 through a creative eight-day sports memorabilia package auction.

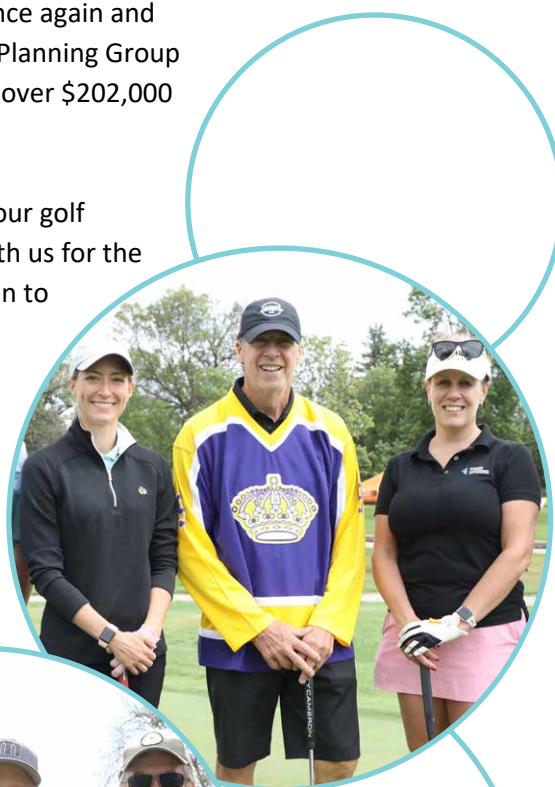
Fast-forward to 2021, and we had to cancel our Sports Dinner for a second year in a row. We knew we had to come up with a way to keep Rady relevant and raise some of the lost dollars from not hosting our flagship fundraiser a second year in a row. We pivoted once again and hosted a golf tournament. The dollars we raised at our first ever WPG Wealth Planning Group Charity Golf Tournament in support of the Rady JCC broke records, bringing in over \$202,000 after our bills were paid.

While a few of our longtime Sports Dinner sponsors teed up their support for our golf tournament, we also saw many new corporate partners and sponsors work with us for the first time ever. These newly formed relationships are so encouraging as we plan to develop and steward them moving forward.

Looking at our fitness and aquatics facility, we worked hard during the months we were mandated to be closed to make the case to our dedicated membership to convert their monthly dues into donations. Our members came out in gangbusters for this initiative, and we were able to realize thousands of dollars in gifts through these acts of kindness.

We hit a major milestone with our Rose and Max Rady Jewish Community Centre endowment fund held at the Jewish Foundation of Manitoba, surpassing the one-million-dollar mark in contributed capital. Our organizational endowment fund is an important cornerstone of our success as a Jewish agency and as a community. By growing our own endowment fund, we ensure an annual flow of income – in perpetuity.

Our supporters drive us forward with every fundraising endeavour we take on. They are the reason why we can have success and we are extremely grateful for them.





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The Tallman Foundation



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| AWARDS

KEN H. KRONSON AWARDS

Our volunteer excellence awards were named to pay tribute to Ken Kronson², who gave so much of his time, talent, and enthusiasm to the Rady JCC. The winners of these awards, much like Ken, symbolize the values of the Rady JCC and the impact we aim to make together in the community. Every year, awards are given in the following categories: Cultural Arts; Early Learning; Engagement; Folklorama; Inclusion; Seniors; Sports Dinner; and Youth.

Due to the ongoing impact the pandemic has had on the Rady JCC, we will not be awarding these prestigious awards in 2020-2021. Please note we plan to award them once again next year.

SID SLONIM AWARD

This award is named in memory of Sid Slonim², a long-time member of the Rady JCC and previously YMHA. Sid symbolized the values of the Rady JCC, bringing people together through their participation at the Rady.

Due to the impact the pandemic has had on the Rady JCC, we will not be awarding this prestigious award in 2020-2021. Please note we plan to give out the Sid Slonim Award once again next year.



BOARD OF DIRECTORS 2020-2021



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President



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Report of the Independent Auditors on the Summary Financial Statements

To the Directors of
The Y.M.H.A. Jewish Community Centre of Winnipeg, Inc.

Opinion

The accompanying summary financial statements, which comprise the summary statement of financial position as at August 31, 2021 and the summary statements of operations and changes in fund balances for the year then ended, are derived from the audited financial statements of The Y.M.H.A. Jewish Community Centre of Winnipeg, Inc. (the "Organization") for the year ended August 31, 2021.

In our opinion, the summary financial statements are a fair summary of the audited financial statements, on the basis described in the *Management's Responsibility for the Summary Financial Statements* section of our report. However, we were not able to determine if any adjustments to the summary financial statements were necessary for the reasons described in *The Audited Financial Statements and Our Report Thereon* section of this audit report.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditors' report thereon, therefore, is not a substitute for reading the audited financial statements and the auditors' report thereon.

The Audited Financial Statements and Our Report Thereon

In our report dated November 29, 2021, we expressed a qualified audit opinion on the audited financial statements because we were not able to obtain sufficient appropriate audit evidence regarding the completeness of revenue from contributions and fundraising activities.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the following basis:

The summary financial statements include the major totals and subtotals from the related complete financial statements dealing with matters having a pervasive or otherwise significant effect on the summary financial statements.

Auditors' Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

Winnipeg, Canada
November 29, 2021

Chartered Professional Accountants

The Y.M.H.A. Jewish Community Centre of Winnipeg, Inc.
(operating as The Rose and Max Rady Jewish Community Centre)
Summary Statement of Operations

Year Ended August 31	2021	2020
Revenues		
Membership	\$ 706,823	\$1,350,048
Program	1,250,374	1,942,466
Grants, allocations and contributions	1,819,208	1,790,275
Membership services	234	58,845
Investment	48,218	44,194
Fundraising	401,214	222,996
Other	47,347	97,696
	<u>4,273,418</u>	<u>5,506,520</u>
Expenses		
Administrative costs	202,884	458,471
Direct program costs	110,724	437,059
Financial assistance	25,594	90,233
Fundraising	41,978	9,341
Independent contractors	190,274	456,413
Interest on capital financing	5,061	7,099
License fees	1,000,157	1,026,640
Maintenance and facilities	167,189	222,974
Marketing and promotion	17,479	113,200
Other expenditures	77,846	40,689
Salaries and benefits	3,017,544	3,364,586
	<u>4,856,730</u>	<u>6,226,705</u>
Deficiency of revenues over expenses before under noted items	(583,312)	(720,185)
Amortization	(162,883)	(163,231)
Amortization of deferred contributions	60,217	65,860
Unrealized gain on investments	110,819	25,710
Deficiency of revenues over expenses before emergency relief funding	(575,159)	(791,846)
Emergency relief funding		
Government assistance	1,690,109	750,605
Other	10,000	82,000
Excess of revenues over expenses	<u>\$1,124,950</u>	<u>\$ 40,759</u>

The Y.M.H.A. Jewish Community Centre of Winnipeg, Inc.
(operating as The Rose and Max Rady Jewish Community Centre)
Summary Statement of Changes in Fund Balances

August 31 2021 2020

	Operating Fund	Capital Asset Fund	Restricted Fund	Total	Total
Fund balance, beginning of year	\$ 253,482	\$ 969,718	\$ 96,672	\$1,319,872	\$1,279,113
Excess (deficiency) of revenues over expenses	1,242,475	(98,144)	(19,381)	1,124,950	40,759
Interfund transfers	<u>(143,220)</u>	<u>143,220</u>	<u>-</u>	<u>-</u>	<u>-</u>
Fund balance, end of year	<u>\$1,352,737</u>	<u>\$1,014,794</u>	<u>\$ 77,291</u>	<u>\$2,444,822</u>	<u>\$1,319,872</u>

The Y.M.H.A. Jewish Community Centre of Winnipeg, Inc.
(operating as The Rose and Max Rady Jewish Community Centre)
Summary Statement of Financial Position

August 31	2021	2020
Assets		
Current		
Cash and cash equivalents	\$1,343,209	\$ 255,340
Receivables	443,504	485,231
Pledges receivable	3,800	9,800
Prepays	100,828	45,986
Investments	<u>1,593,880</u>	<u>1,469,348</u>
	3,485,221	2,265,705
Funds held in trust	51,634	51,634
Pledges receivable	2,529	6,196
Capital assets	<u>1,546,605</u>	<u>1,683,190</u>
	<u>\$5,085,989</u>	<u>\$4,006,725</u>
Liabilities		
Current		
Payables and accruals	\$ 411,531	\$ 383,103
Government remittances payable	43	1,190
Deferred revenue	1,134,028	1,108,225
Current portion of long-term debt	<u>35,981</u>	<u>36,842</u>
	1,581,583	1,529,360
Funds held in trust	51,634	51,634
Long-term debt	42,823	80,515
Deferred contributions related to capital assets	<u>965,127</u>	<u>1,025,344</u>
	<u>2,641,167</u>	<u>2,686,853</u>
Fund Balances		
Operating Fund	1,352,737	253,482
Capital Asset Fund	1,014,794	969,718
Restricted Fund	<u>77,291</u>	<u>96,672</u>
	<u>2,444,822</u>	<u>1,319,872</u>
	<u>\$5,085,989</u>	<u>\$4,006,725</u>

The complete financial statements, including notes to the financial statements and the independent auditors' report, are available upon request by contacting the Rady JCC Finance office.

WE ARE DEEPLY INDEBTED TO OUR 2020-2021 DONORS

In a year full of uncertainties, one thing was for certain – the love and support of our members, partners, and donors. **The outpouring of support showcases the strength of our community and how the people who make it up were here for us when we needed them most.**

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The Rady JCC strives to ensure our Donor List is up-to-date and correct. With that said, If you see any errors or omissions please contact the Rady JCC so that we can amend any issues.



Rose and Max Rady Jewish Community Centre

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