



United Way  
Winnipeg

# the TOMORROW FUND newsletter

United Way of Winnipeg's Endowment Fund

Spring 2009

## WEAVING HER OWN WAY IN THE WORLD

**G**rowing up in embattled Burma (officially the Union of Myanmar), Kay Seng, 60, dreamed of stability and independence.

"We had to flee into the jungle always because of the fighting between the civilian and the government troops. I think maybe I was four or five the first time I can remember dimly. We came back from the hiding place and there was no more house – only the ashes," she says.

For more than half a century, Burma has suffered the consequences of constant political turmoil. According to organizations like Human Rights Watch, Amnesty International and Freedom House, the current military regime in Burma is one of the most repressive and abusive in the world, restricting the judiciary, suppressing basic rights and freedoms and committing human rights abuses in an effort to maintain control.

In 1995, Kay, her husband and four children were driven from their home. They spent the next 11 years sleeping on the ground in a tiny hut, living among 15 000 fellow refugees in a camp along the border of Thailand.

"I felt so upset, so downhearted in the refugee camp," she says.

Unable to leave the camp for safety's sake, Kay's husband – a carpenter – was not able to practice his trade. Consequently, Kay supported her family using a loom to weave blankets,

bags, scarves and clothing which she sold to foreign visitors. And being fluent in both English and Thai, she provided translation for the refugee community and foreign officials.

Faced with never being able to return to her home, Kay's oldest daughter applied and received permission to attend school in Canada and came to the University of Winnipeg. Her second daughter followed and a year later, the entire family (except for Kay's son who remained in Thailand) moved to Winnipeg.

Kay wasn't sure how the family would make a living for themselves. Because many visitors to the refugee camp had appreciated her weaving, she'd brought her loom with hopes she could turn what was once a skill of necessity into a small business.

"Because I am getting older and maybe I cannot work hard labour for a long time, so I would like to have my own business," Kay says.

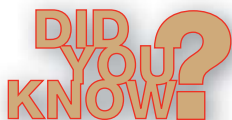
Kay enrolled in an asset building program at United Way agency partner SEED Winnipeg. Through an Individual Development Account Kay learned the money management and bookkeeping skills necessary to start and grow a small business and saved enough to launch her enterprise.

Grateful for the help she received, Kay is making an effort to help others in her new community. She continues to earn money weaving while studying to be an interpreter for other newcomers.

In Canada, thanks to your support for the Tomorrow Fund, Kay has found the stability and independence she strived for her entire life.



Kay Seng, a refugee, turned the loom she salvaged from Burma into a small enterprise in Canada thanks to support from United Way.



Investment earning from the Tomorrow Fund, United Way's endowment, has helped United Way increase support for asset-building programs like the one Kay attended from \$289 000 in 2006/07 to nearly \$600 000 in 2009/10.

## THOUGHTS OF SPRING



At last it's Spring, such a hopeful word which, in addition to the seasonal reference, also describes movement as a result of resilience, growth or development.

A great image and particularly fitting since, presumably as you're reading this, our gardens are again springing to life, emerging from the blanket of snow and ice. Soon we'll be enjoying the

rewards of our hard work in past years while planning new projects and planting new seeds for the future.

As a city, we persevere through inclement weather and uncertain economic climates alike. This is a community that rallies in the face of a challenge. Winnipeggers made history in an unprecedented feat of generosity, raising over \$17.9 million for our community through United Way's 2008 annual campaign. Receiving a record number of bequests in 2008 and reaching \$8.3 million in capital value, the Tomorrow Fund was no exception and continues to be source of growth and development for our community.

At a time of growth and renewal, planted in the spring newsletter you'll find a Tomorrow Fund pledge envelope. We invite you to join hundreds of Winnipeggers in growing United Way's endowment and I hope you'll consider making a gift, whether it's building a named fund you've established, giving for the first time, or becoming a member of the Legacy Circle by letting us know you've made a bequest with a gift in your will.

Your donation to the Tomorrow Fund is a seed for change that lasts forever. A perennial gift that builds resilience, and ensures each year that our community will continue to flourish.

A handwritten signature in blue ink that reads "Serena Kraayeveld".

Serena Kraayeveld  
Chair, the Tomorrow Fund

## TOMORROW FUND ADVISORY COMMITTEE

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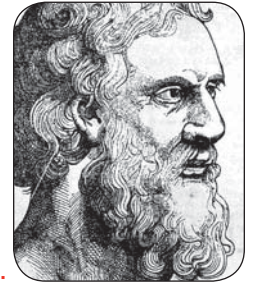
**Les Wiens**, Financial Consultant,  
CFP, *Investors Group*

**Darcy Zaporzan**, BA, PM  
*RBC Dominion Securities*

**DID YOU KNOW?**

The first endowment was created by Greek philosopher

Plato. He willed his farm to a nephew with instructions that the proceeds support students and faculty at the academy he founded.



## WAYS TO GIVE

### Bequest:

Join the Legacy Circle; name United Way as a beneficiary in your will and let us know.

### Named Fund:

A meaningful and permanent way to honour a lifetime of achievement or celebrate a milestone. Establish a fund in a family or company name with a lump sum or accumulated gift of \$5000 or more.

### Commemorative Gifts:

A one-time tribute to the memory of a beloved family-member, friend or associate or recognition for a special occasion.

### Gifts of Securities:

Recent legislation effectively eliminates capital gains tax when you donate appreciated publically traded securities to a charity.

### Life Insurance:

Name United Way as a beneficiary or transfer the policy's ownership.

### Charitable Remainder Trust:

Make an irrevocable gift of an asset and receive an adjusted tax receipt while continuing to enjoy the income or benefit derived as if you retained ownership.

**DID YOU KNOW?**

Since its inception, the Tomorrow Fund has generated over \$750 000 for programs and strategies in our community.

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## LIFELONG COMMITMENT EXPRESSED THROUGH TOMORROW FUND

A chartered accountant by trade, Rees Jones could have practiced his profession anywhere. Although approached by recruiters from other financial markets, he remained a staunch Winnipegger.

“I resisted offers to move east because I just think we have a wonderful city here and one of the things that makes it a wonderful city is United Way—what it does, the people it attracts, its volunteers and staff.”

While working at Richardson Greenshields in the mid 80s Rees joined United Way’s campaign cabinet as chair of the small business division, going on to chair the city-wide campaign in 1992.

It was around that time when United Way took its first strides in establishing an endowment which later became the Tomorrow Fund.

“I was one of the original contributors,” says Rees.

As an accountant, he knew the Tomorrow Fund would become a great source of revenue and stability for United Way in the future. He continued to contribute over the years.

“Apart from the importance of having the Tomorrow Fund, I liked the ability to create a fund in your name or a family name.”

Rees and his wife Pat established The Rees and Pat Jones Fund in 2006 as a statement of their values and commitment to Winnipeg.

“Pat was always supportive of me in my efforts,” says Rees. “Sadly, she passed away with cancer two years ago. I decided to look at providing something additional for the Tomorrow Fund and keep the name of Rees and Pat Jones alive so to speak.”

Rees consulted his family. “The children thought it was a heck of a

good idea,” he says.

With a call to his lawyer and a simple codicil in his will, Rees allocated a portion of his final assets to the Rees and Pat Jones fund. He also elected to tell United Way about his decision, adding their names to almost 50 other members of the Legacy Circle.

Rees says it’s a good feeling knowing their named fund will continue influencing quality of life for future generations and stand as a permanent legacy for a lifelong commitment to the city.

“I think it’s something every Winnipegger should consider, particularly those that have been involved with United Way. I hope more people keep United Way in mind when setting out their final terms.”

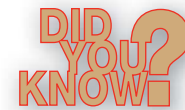
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## TOMORROW FUND LEGACY CIRCLE

United Way’s Legacy Circle is a group of fellow Winnipeggers who share a vision for tomorrow and made a difference, today. Anyone can join the Legacy Circle. Make a gift of any size to United Way in your will and let us know. **Call us at 477-5360 or visit the website for more information.**

### Joining the Legacy Circle means:

- United Way can recognize your generous support
- We can better plan for the future
- Your name will stand in perpetuity as a testament to your values
- Friends, family and future generations will be inspired to follow your example



Since the Tomorrow Fund began in 1990,

44 individuals have joined the Legacy Circle. Informing a recipient organization that you’ve remembered them in your will allows them to recognize you for your generosity, plan for the future and inspires others.

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## 2008 LEGACY CIRCLE

Joan Blight  
Diane Boyle  
Tom & Donna Bryk  
Alex Colonello  
Don Dick  
Anna Fontaine  
John F. Funnell  
Jean & Mark Gendron  
Joseph & Carolyn Graham  
Kathryn Hofley  
Herb Jackson

Eric & Carol Johnson  
Rees M. Jones  
Serena Kraayeveld  
Larry Lee  
Susan Lewis  
Barrie McPherson &  
    Marvelle McPherson, C.M.  
Claire Miller  
Linda Nugent  
William & Eileen Palk  
Mark Perry

Lawrie Pollard  
Gordon C. Richardson  
Lynn Schellenberg  
George Sigurdson  
Richard Stecenko  
Lee Anthony & Cynthia Turner  
Norm Velnes  
Les & Terry Wiens  
Jo Wright  
Darcy & Brenda Zaporzan  
3 anonymous

## GETTING ENGAGED HAS DEEPER MEANING FOR COUPLE

Like any newly engaged couple, Sam McLaughlin and Aveeve Heyens have several decisions to make...the chapel, the florist, the caterer, the photographer. But one thing was settled even before Sam popped the big question—no new stuff.



Sam McLaughlin and Aveeve Heyens

“We’ve been living together for a few years,” says Sam. “We’ve started to build a house already so we didn’t think we needed the towels and that kind of stuff.”

“We don’t need another set of china,” Aveeve agrees. “Although I would like one.”

Sam chuckles, “Our lovely set right now comes from a gas station.”

“No! It was from my grandma at a garage sale,” corrects his fiancée.

While they might disagree on the origins of the tableware, they agreed that if guests tried to slip them gifts in cards, it was all going to United Way.

“It definitely wasn’t a big discussion for us,” recalls Aveeve. “We both do a lot in the community and we’ve

seen where the money goes and how it impacts people’s lives.”

When Sam isn’t working as an Associate Advisor at RBC Dominion Securities, he’s volunteering at United Way agency partner West Broadway Youth Outreach as an after-school mentor, helping kids develop the skills and confidence they’ll need to succeed in school and life.

“It’s not the only work I do but it’s gotta be the most rewarding,” says Sam. “When I come home, it’s just... she can’t shut me up.”

“His eyes are shining about how cute [the kids] are and he’s all ‘we did this, we did that...’” says Aveeve. “Then he’ll sit there making up extra homework for them.”

As well as pursuing a Masters degree in Social Work, Aveeve volunteers at Klinik and works full-time as a Youth Case Manager with United Way agency partner New Directions where she helps young adults cope with the trauma of sexual exploitation.

“Working in social services you get an idea about where the funds come from. Good things happen out of United Way money.”

In advance of their December 19 wedding date, the couple will lay the ground work for establishing a named fund within United Way’s endowment, the Tomorrow Fund. They hope guests will see fit to make a donation in lieu of checking items off a gift registry.

The exact name for the fund, however, is still a matter of debate.

“We’ll call it the Eternal Love Fund,” Sam jokes, earning him “the look” from his bride to be.

“It’ll be something to look back on and a message to build your relationship on,” says Aveeve. “And what a beautiful way to celebrate that anniversary every year to build something in your name that gives back.”

“And it would be really great if some of our friends took a cue from it going forward,” says Sam. “Maybe it will be a point of inspiration.”



Latest trends in men’s wardrobe just one of many things the newly engaged couple considers before their December wedding.

**DID YOU KNOW?**

You can create a named fund in honour of anyone, or anything. Since 1990, over 70 community minded individuals just like you (and one corporation) have created Named Funds. You can start building yours today.



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