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SUPPORT REACHING NEW HEIGHTS



L to R: Gail Asper, Arni Thorsteinson, Moe Levy

Gail Asper and Moe Levy present a cheque for \$105 million to the Chair of the Museum's Board of Trustees, Arni Thorsteinson. The payment represents the completion of Friends' obligation under the Definitive Agreement between the Governments of Canada and Manitoba, the City of Winnipeg, The Forks Renewal Corporation and Friends of the CMHR.

Friends has been working to raise the additional \$45 million needed to complete the capital fundraising campaign for the world's next great museum of which \$20 million has already been raised, with just \$25 million to go!

*"For Canada to do this is one of the most courageous acts of museum-making I have seen in my career."
 ~ Ralph Appelbaum, President of Ralph Appelbaum Associates, Inc.*

CONTRIBUTE NOW!



Here's how you can help build the Canadian Museum for Human Rights

Call: 204.944.2476
 or 1.866.828.9209
 Online: friendsofcmhr.com

Watch the Museum construction and learn about the Canadian Museum for Human Rights:
humanrightsmuseum.ca

FROM THE CHAIR



GAIL ASPER, O.C., O.M., LL.D.
NATIONAL CAMPAIGN CHAIR

As anyone who has participated in a marathon knows, that last stretch of the journey can be excruciating. There's a big difference between crossing the finish line and being 'almost there.' That's where we are on this marathon fundraising campaign to build the Canadian Museum for Human Rights; we're 'almost there.'

In Friends' 10 Year Anniversary issue in December, we celebrated many intermediate milestones and recalled times when we fell, dusted ourselves off and got back into the race. Indeed it is a race in so many ways. Human rights atrocities continue today despite the enactment of The Universal Declaration of Human Rights in 1948. Even here in Canada, we can't take for granted that human rights are always upheld. The sooner we make human rights a priority, the better. In the throes of a journey of this magnitude, we can lose sight of the vision we're striving to attain. Recent comments by Jaclyn Richard, a participant of the 2002 Asper Foundation, Human Rights and Holocaust Studies Program reminded me why this marathon – this Museum – is so important. Here are a few of her comments.

“I remember one exercise where we had to count the calories we consumed in a day and compare it to someone on starvation rations. That was the first moment it really clicked for me. After that, things started changing... we were taught to take ownership of who we are; to act with purpose; to think before we say or do something. To think about others. I can't begin to tell you how life changing it was.”

Today, Jaclyn is working to complete her education degree at the University of Manitoba. Once graduating in Spring 2012, she will begin teaching future generations, and she relishes the day she can bring her own students to the Museum to enrich their lives the way the earlier program transformed her own. I can envision Jaclyn's students mingling with others as they gather in Buhler Hall upon first entering the building. I can imagine them ascending the first set of ramps, accompanied by the sights and sounds of shared humanity – the cry of a newborn baby, peoples' laughter or the sounds of a peaceful protest, as they embark on their own human rights journeys.

Your contribution today will make the Museum come alive. You will be supporting the development of the galleries and exhibits, and enabling the Museum to develop the technology that will make possible a museum with the depth and excitement to engage people and transform their lives. Your legacy will reside as the spiritual underpinning of this inspiring centre. If you haven't yet joined us for this once-in-a-lifetime opportunity to be part of a legacy for Canada and the world, please consider doing so now. We need and appreciate every donation! If you've already shown your support, thank you for sharing a Canadian dream and giving generously to make it happen. If there's any way you can increase your level of support – now is the perfect time to do so!

ANOTHER \$8 MILLION DOWN – JUST **\$25 MILLION** TO GO!

With the announcement of additional donations totaling \$8 million, the race is on to complete Friends' capital campaign – and the Museum itself.



Calgary philanthropist and major Museum donor Stuart Clark (left) was on hand to assist Gail Asper and Moe Levy in unveiling the most recent contributions to the Friends' capital campaign during a media announcement in December 2010

Through our unbelievably loyal and generous supporters from both government and the private sector, we have raised an astonishing \$285 million of our \$310 million goal! Private sector donations account for nearly half of that, showing unprecedented public support for a project of this nature. At \$125 million, we're just \$25 million short of meeting our

private sector target and bringing to life an unprecedented new kind of national museum. These new donations and additional civic support for the project reveal an awakening by Canadians to the incredible value of this legacy project both nationally and globally.

COUNCIL APPROVES \$3.63 MILLION FOR MUSEUM

“There is no doubt in my mind that this is right, this is good and this is one of the best things that has happened to our city.” ~ *City of Winnipeg Mayor Sam Katz*

The City of Winnipeg gave unanimous support to providing an additional capital donation of \$3.63 million to the Canadian Museum for Human Rights during their April 28 Council meeting. The contribution is in recognition of the long-term financial and social benefits the Museum will bring to the city and those beyond its borders.

As Mayor Katz explained, the city is in effect diverting future payments in lieu of taxes back to the Museum, with future monies created by the Museum making the project worthwhile not only socially, but from an economical standpoint as well.

“The private sector stepped up to the plate because of the significance and magnitude of this project; not just what it means for our city, not just for our province, not just for the country, but for the entire world,” said Mayor Sam Katz prior to council voting on the proposition. “This is something we should all be extremely proud of. You and I and everybody here should be making whatever donation they can,” he said, adding “There is no doubt in my mind that this is right, this is good and this is one of the best things that has happened to our city.”

MUSEUM'S GLOBAL SUPPORT GROWING



2010: HIGHLIGHTS FROM A MEMORABLE YEAR

SPRING: Ceremony marks official installation of Gandhi sculpture at The Forks



Dr. Naranjan Dhalla (L) and His Excellency Shashishekar Gavai



Students from the Jhankar School of Dance performed several traditional Indian dances. L to R: Versha Subramaniam, Anisha Sharma, Shubra Upreti, Sharuti Chaudhari, Sohni Tappia

SUMMER: Royal visit underscores significance of Human Rights Museum



L to R: Canada's Prime Minister Stephen Harper, Winnipeg Mayor Sam Katz, Manitoba Premier Greg Selinger and Her Majesty Queen Elizabeth II, beside inlaid cornerstone gifted to the Museum by Her Majesty



Museum Patron, The Right Honourable Michaëlle Jean's last tour of the Museum in her former role as Canada's Governor General

FALL: U.S. Ambassador learns about Canadian Museum for Human Rights during visit to Winnipeg



L to R: Stuart Murray, Gail Asper, Ambassador David Jacobson and his wife Julie Jacobson, Moe Levy

WINTER: Year-end holiday celebration marks 10-year milestone in Museum's journey from vision to reality



L to R: Gail Asper, Mariam Bernstein, evening emcees John and Bonnie Buhler

FRIENDS' EXECUTIVE DIRECTOR EMBRACES **NEW CHALLENGES**

With the Museum becoming a reality as the capital campaign surpasses 90 per cent of its goal, Moe Levy's secondment to Friends of the Canadian Museum for Human Rights ended in June 2011. In this article, Friends pays tribute to Mr. Levy's substantial contribution.

If Moses (Moe) Levy didn't invent multitasking, he certainly embraces it. For the past 10 years, he has been doing double duty as Executive Director for both The Asper Foundation and for Friends of the Canadian Museum for Human Rights.

He was there through the many stages in the Museum's development beginning with its embryonic years, working shoulder-to-shoulder with Israel (Izzy) Asper often late into the night. He experienced the Museum's difficult growing pains as he and Izzy's daughter Gail carried on without their beloved leader and mentor, striving to keep the dream alive. And at last, with a mixture of pride and relief, Moe was there, glowing like a parent at his child's graduation, on the day the Museum became a crown corporation, secure in its original vision as an inclusive museum for all Canadians, operating at arm's length from the Government.



Moe Levy following passage of Bill C-42, fulfilling Israel Asper's dream

By choice, Moe Levy typically works below the radar. His celebrated counterpart, however, makes no bones about Moe's role in making the Museum a reality. As Friends' National Campaign Chair as well as President of The Asper Foundation, Gail Asper, more than any other, knows the

achievements made possible through Friends' Executive Director. In the simplest of terms, "Without Moe, there would be no museum," she states definitively.

Peel back another layer and Moe's achievements become yet another tribute to the foresight of the legendary Israel Asper who, in 1999, selected Moe Levy as his second-in-command for The Asper Foundation. By then, Izzy Asper was winding down his involvement in business to channel his energy into his philanthropic ventures. His plan involved the development of an undefined legacy project, its proportions necessitating hiring the first full-time Executive Director for The Asper Foundation. The job would demand a creative thinker with an entrepreneurial stomach for risk taking and rock-solid business skills; someone Izzy was convinced he could rely on to get the job done.

"Looking back, it was no accident that Dad hired Moe," says Gail. "My father hired Moe because he wasn't Dad – he was more diplomatic, but yet he shared his entrepreneurial spirit and had the business savvy necessary to run the Foundation."

"If anything, funding is more crucial than ever at this stage."

As Moe reflects on this remarkable journey, both its frustrations and successes, he recalls the words of Israel Asper saying how they would both look back someday in awe at what had been accomplished. While fundraising has been an unprecedented government/private success to date, Moe nonetheless cautions supporters not to be complacent. "Despite how far we've come, there are still no guarantees until Friends raises the entire capital funding necessary to complete the Museum's construction," he says. "If anything, funding is more crucial than ever at this stage."

While Moe redirects his energy to the next big project with The Asper Foundation, his devotion to the project that defined 10 years of his life hasn't wavered. He will continue to support its activities as a member of the Friends' Board of Directors, ensuring the endowment funds are in place for future human rights programs for students, the reason, after all, the Museum was envisioned in the first place.

FRIENDS' FIRST CHIEF EXECUTIVE OFFICER BRINGS **DYNAMIC FUND-RAISING SKILLS** TO NEW POSITION



Davorka (Dav) Cvitkovic

Friends of the Canadian Museum for Human Rights is pleased to announce the appointment of Davorka (Dav) Cvitkovic to the position of Chief Executive Officer, effective July 4, 2011.

"Dav Cvitkovic is recognized as one of the most accomplished fundraising professionals in Canada, and I'm thrilled to welcome her to the position of CEO," said John Stefaniuk, President of Friends' Board of Directors. "Dav's imagination, vision and exceptional fundraising acumen will allow Friends to continue to solidify its position as one of the most successful fundraising organizations in the country."

Cvitkovic has designed and executed successful multi-million dollar campaigns provincially (BC), nationally and internationally. Dav holds an MBA in marketing and an undergraduate business degree in finance from Simon Fraser University and is a past recipient of the Canadian Council for the Advancement of Education's Rising Star award.

As CEO, Cvitkovic will lead the dedicated team of employees and volunteers towards completion of Friends' \$150 million capital campaign. She will also initiate and oversee fundraising efforts to support a \$50 million endowment fund for scholarships, student travel and programming.

Says Dav of her appointment: "Friends' efforts have earned the support of Canadians across the country and donors around the world, and I'm thrilled to be guiding the organization's work as the Museum takes shape."



Tara Mangano
Manager, Communications
and Public Relations

ANNOUNCEMENT

Friends is pleased to announce that Tara Mangano has joined us as Manager, Communications and Public Relations. Tara has her MBA with a specialization in Communications and Public Relations Management from Royal Roads University in Victoria, BC. She also completed an undergraduate degree from the University of Manitoba. Tara has over 10 years of experience working in a variety of leadership roles involving communications and marketing management, media and community relations, issues management and policy development. She is also bilingual in English and French with some command of Italian.

NATIONAL FUNDRAISING

PRINCESS AUTO INCREASES SUPPORT TO THE MUSEUM

Following a breakfast meeting between Gail Asper and Bob and Cathy Tallman, Gail was presented not with the bill, but with a cheque for \$250,000 – yet another addition to the Tallman’s ongoing commitment to the Museum.

As the owners of the Canada-wide Princess Auto chain of stores, the Tallman’s initial pledge of \$1 million in 2005 was followed up with a merchandise fundraising venture in which they sold specially marked Museum merchandise through their 33 nationwide stores, with the proceeds given to the Museum’s capital campaign. The Tallman’s are also responsible for introducing the Museum to their customers in Taiwan and China, two of which sent their own cheques in support of the Museum. Thanks again, Bob and Cathy. Your generosity is inspiring!

Another example of Princess Auto’s support to the Museum is shown on the back of Princess Auto’s 2011 spring and summer catalogue, which was provided to Friends to increase awareness of the Museum nationwide



REALTORS® REALLY CARE

The Winnipeg REALTORS® campaign continues to pick up speed, and through donations from its members, the organization has raised \$1,426,764 to support the Canadian Museum for Human Rights. As an industry that embraces quality of life principles, it isn’t a surprise that REALTORS® are part of this inspirational project. Through the outstanding efforts of Deborah Goodfellow, Peter Squire, Sheldon Zamick and many regional volunteers, this campaign is now picking up steam and reaching out to other REALTORS®, real estate boards and associations across the country.

MANITOBA FUNDRAISING

FREEMASONS RAISING FUNDS

Minnesota Masonic Lodge joins Manitoba Freemasons’ “Just a Buck” Campaign



The Freemasons of Manitoba continue to invite lodges and their individual members to join them in raising funds for the Museum through their highly successful “Just a Buck” campaign. The CMHR and the Freemasons share many ideals. As Grand Master Kris Goodmanson explained, “Masons worldwide have always actively promoted the ideal of human rights and the CMHR exemplifies this ideal.” The Grand Lodge of Minnesota was the first American lodge to respond, bringing the Freemasons’ contribution to \$21,300 by the end of 2010. A heartfelt thanks to the Freemasons for their continued support!

Friends’ Development Officer Kelly McArthur accepts a cheque for \$2,500 from Manitoba Freemasons Grand Master Kris Goodmanson on behalf of the Grand Lodge of Minnesota, USA

THE SISTERS OF OUR LADY OF SION

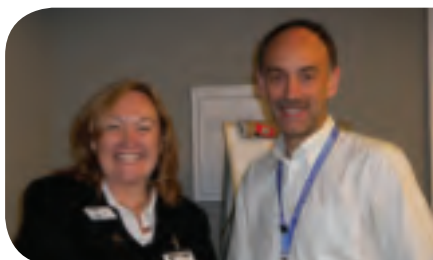
The Sisters of Our Lady of Sion visited the Friends' office in Fall 2010 to present a cheque for \$10,000 to further the Museum's development. The Winnipeg chapter donated \$5,000, an amount matched by their international leadership group in Rome. The sisterhood's mandate is to build bridges of understanding and promote peace and justice throughout the world.

L to R: Sister Margaret Hughes, Gail Asper, Sister Bernadette O'Reilly, Sister Maria Vigna



BOEING EMPLOYEES PROVIDE RECIPE FOR DIVERSITY

“When we value, embrace and celebrate our uniqueness and leverage those differences in our backgrounds, styles, perspectives, values and beliefs, we can create an amazing world, filled with endless possibilities.” ~ *Marriane Remoquillo, Boeing Winnipeg Diversity Team*



Susan Graham, Director of Development with Friends, is all smiles as she accepts a cheque in the amount of \$2,870 from Dave Hyem, General Manager of Boeing Winnipeg for funds generated from the cookbook *We are Diversity* created by Boeing staff. The Boeing Diversity Team used recipes as a metaphor for diversity and its recipes reflected the unique flavours and characteristics the employees bring to the workplace.

Susan Graham with Dave Hyem

MONA LISA RISTORANTE WINE FESTIVAL

“Stomp for Human Rights” Wine Festival 2010 another foot-stomping success

In drawing on the tremendous response to the first event in 2009, restaurateur Joe Grande decided to host another grape stomping event in September 2010. Guests were treated to an authentic 10-course Italian meal served outdoors with live entertainment and some terrific auction prizes. The highlight for many was when the shoes came off and the fall wine grape stomp proceeded the old world way! Friends received an amazing \$33,015.86 from the 2010 event!

Gail Asper with Joe Grande, owner of Mona Lisa Ristorante



IN-KIND DONATIONS TO FRIENDS OF CMHR

DID YOU KNOW?

There are many ways Canadian companies have supported the Museum and its fundraising campaign. Numerous organizations contribute goods and services directly to the CMHR. In addition, Friends also receives tremendous support through in-kind goods and services that help us offset our campaign costs. Some of these services include printing, advertising and promotional space, banking,

providing hotel and event facilities, refreshments and food for our public campaign events and office space for our national campaign staff, to name just a few.

The following are some of those organizations. Our whole-hearted thanks to these, and all of our in-kind donors, past and present.

Aboriginal Peoples Television Network
Air Canada
Barkman Concrete
The Calgary Herald
Continental Travel Group
CTVglobemedia

Edmonton Journal
Fairmont Hotels and Resorts
Frantic Films Corporation
The Globe and Mail
Inn at the Forks
Lifestyles Magazine

Don and Sandra Penny
The Tinley Group of Companies
Toronto Star
The Vancouver Sun/The Province
WestJet Airlines Ltd.

DON'T MISS THESE UPCOMING FUNDRAISERS!

TEE TIME! DON'T MISS...THE 4TH ANNUAL "DRIVE FORE THE STARS" GOLF CLASSIC

THURSDAY, SEPTEMBER 1

This year's theme is "The Prize is Right". Every hole will have a sponsored prize with a minimum value of \$500. Dinner will include a fabulous "SHOW CASE SHOW-DOWN" with lots of prizes to be won.

Location: Larters at St. Andrews, Manitoba

Registration: Early Bird (to July 15, 2011) – \$225 per golfer
After July 15, 2011 – \$250 per golfer

Contact: Co-Chair Markus Chambers at 204.791.1950
or email driveforethestars@mts.net

This golf tournament is a terrific fundraiser which supports both Friends of the CMHR and Junior Achievement Manitoba.



HOLD THE DATE! BAREFOOT WITH THE STARS

SUNDAY, DECEMBER 4 at Celebrations Dinner Theatre, Winnipeg, Manitoba

The Chai Folk Arts Council Inc. presents an evening of barefoot dancing. This event will pair up Chai dancers with local celebrities to learn a traditional dance in an atmosphere of friendly competition.

For more information, contact Reeva Nepon at rnepon@aspercampus.mb.ca
A portion of the proceeds will support the Friends of the CMHR.

YOUR **PLANNED GIVING** PROVIDES LEGACY FOR FUTURE GENERATIONS



Dr. Leonard Kahane

“Is it not incumbent upon those who have witnessed and escaped the horrors of the past to enlist in the cause of correcting and eliminating these unacceptable conditions?”

When Dr. Leonard Kahane was approached to be a contributor in the formative years of the human rights museum it set off a chain reaction. Upon reflection, it became abundantly apparent that for many generations, humanity has been confronted by a surfeit of evils. Is it not incumbent upon those who have witnessed and escaped the horrors of the past to enlist in the cause of correcting and eliminating these unacceptable conditions?

Leonard’s original approach to becoming a Museum donor was to arrange for a planned gift, and in so doing became the first in this category. Planned giving can include cash, equity or property. Most planned gifts are in the form of a bequest, as was Leonard’s choice, with his estate plan providing a percentage of his assets to the Museum and other charities. Planned giving provides him with the satisfaction of fulfilling a commitment to future generations, while allowing him to manage his long-term finances today.

Cash donations and pledges provide immediate support for the final stages of the Museum construction. At the same time, planned gifts such as Dr. Kahane’s will provide for the future availability of critical funds, in perpetuity. These monies will be especially helpful in enabling students to attend the museum’s human rights programs.

These programs will encourage compassion and could in many cases be a life-changing experience. It is Leonard’s hope that through the medium of information and education, his generation can play a vital role in avoiding the pitfalls of the past.

A MULTI-SECTOR SUCCESS STORY!

In addition to the private funds raised since its inception in 2002, Friends also secured over \$160 million in support from three levels of government toward the construction of the Canadian Museum for Human Rights and was instrumental in getting the Federal Government to make the CMHR Canada’s fifth national museum, the first new national museum since 1967 and the first to be constructed outside of the National Capital Region.

To date, approximately 6,000 donors and 440 volunteers have supported the effort to build a place for Canadians and visitors from around the world to explore and promote the subject of human rights and to encourage human rights action.

MUSEUM STRIKES RESPONSIVE CHORD WITH THESE GUITAR HEROES



In late 2010 and continuing throughout spring of this year, the woodworking shop at École Selkirk Junior High was buzzing while students from Grades 7 through 9 finished assembling, stringing and tuning more than 50 hand-built electric guitars. Once completed, each guitar bore the signature of a celebrity. The final destination for the finished guitars – a fundraising auction in the school gymnasium on May 26, 2011, in support of the Canadian Museum for Human Rights. The event was organized by a group of enterprising students and school administration staff.

They've worked hard, putting in hours before and after school, some giving up their lunch hours to ensure they were ready for this highly anticipated gala fundraiser.

It has been more than two years since Wayne Davies, the new principal of this junior high in Selkirk, Manitoba, hired a new woodworking shop teacher. Kris Hancock, a teacher and musician, was one of the applicants. Wayne is a rock music aficionado, his office full of music memorabilia. When he interviewed Kris, his response to Wayne's question about what Kris would like to teach students to make was an "out-of-the-jewellery-box" response: they would build electric guitars. Right answer, right principal. And so began an ambitious project with tremendous student appeal. As Wayne says two years later, "When you're 14 or 15, what kid wouldn't want an electric guitar?"

It turns out he was right. Before long, the woodworking shop was filled with students intently engaged in designing, routing, sanding, painting and assembling electric guitars under the masterful eyes of teachers Kris Hancock and Scott Sampson. "But this isn't really just about building guitars," says Wayne. "It's about engaging students and have them believe in themselves; learning to

work with one another." A proponent for creating a can-do school culture, he has seen students come out of their shells when they achieve something they didn't believe they could. Any initial doubt the students had soon gave way to enthusiasm for this novel project. As such, the project earns an 'A Plus' for motivation.

AN INCUBATOR FOR CHANGE

Building on the students' reactions to the project, Wayne recognized that this was an activity that could go further and provide a valuable life experience for his students. "We should be teaching our kids to get involved, challenging them to rise above, to ask 'what can I do?' That's our job as educators," he says emphatically. "We're incubating young social activists."

Drawing initially on his own resources, Wayne convinced a few celebrities to autograph the bodies of the students' guitars prior to a finishing coat being applied and once completed, the students donated these guitars to a charitable cause for auctioning. He knew the students had exceeded expectations when their guitars drew surprised looks from many. "I think some people were expecting to see plywood and piano string," says Wayne. Instead, they saw professionally finished starter-level guitars similar to those hanging in music stores, but bearing the school's own distinctive B.O.S.S. Guitar Works logo (an acronym for Building on Student Success). Their slogan: "Design 'em, build 'em, paint 'em, play 'em, share 'em."

After the first three guitars netted \$1,500 for charity, Wayne initiated a larger fundraiser. He recalled a concert by the Canadian rock legends RUSH held in Winnipeg in 2008 where human rights themed T-shirts were sold in support of the Museum. Following the concert, the band also donated \$100,000 to Friends' capital campaign. Wayne decided the school's next fundraising initiative would be a guitar auction on behalf of the Canadian Museum for Human Rights.



In October 2010, Wayne took the students to see the Museum site up close where they also met Gail Asper, who told them about the Museum and why it was being built. With that, their motivation to fundraise for the Museum kicked into high gear. Says Gail, "I was really taken with these kids and this innovative project. This is exactly the message the Museum plans to instill in visitors – to take action and improve the world, to take responsibility and take on a leadership role within the community."

THE FELLOWSHIP OF THE STRINGS

The fundraising gala – a combination of dinner, live music by professionals including Harlequin, The Farrell Brothers, Harvey Levy, music performances by the students, plus the guitar auction – was quickly embraced locally and then nationally. Celebrity signatures and event sponsors lined up to support the fundraiser. Tickets for the event sold out months before the May 26 event.

"When people hear about 12 to 14-year-olds trying to change the world, they want to be part of it," is how Wayne explains the phenomenal support they received. For the list of signatures, ranging from musicians to sports figures, to politicians and other celebrities, check out the school's B.O.S.S. website at www.builtbysuns.weebly.com. Results from the event will be posted on our website and will also appear in our next newsletter.



Prime Minister Stephen Harper signs a clearly Canadian product

MUSEUM'S HUMAN RIGHTS THEME ECHOED IN COLOURFUL ARRAY OF SCHOOL PROJECTS

School administrators, staff, students and parents are among the most enthusiastic supporters for the development of the Museum. Following are several examples of school initiatives. Watch for updates on ongoing school projects in future issues of the Friends newsletter.



Balmoral Hall's students create a miniature version of a human rights museum



Grosvenor School's Fine Arts Evening and Banner Ceremony marks the beginning of a three-year journey of inquiry regarding human rights



Clifton School "Where the Eagles Soar" and their United Colours of the World project; students give a donation to volunteer Romel Dhalla (centre) for Friends of the CMHR

Thank you to the students, teachers and school administrators for raising awareness about human rights and personal responsibility!

QUÉBEC

PAUL DESMARAIS HOSTS INTERNATIONAL HUMAN RIGHTS LUNCH FOR FRIENDS

Paul Desmarais Jr., President and Co-Chief Executive Officer of Power Corporation of Canada (a major donor to the Museum) hosted a lunch in Montréal on behalf of Friends of the Canadian Museum for Human Rights on December 7, 2010. In attendance were France’s Ambassador to Canada, François Delattre; France’s Ambassador of Human Rights in Paris, François Zimeray; and executives from companies headquartered in France with operations in Canada. Gail Asper attended the event which celebrated International Human Rights Day and France’s role in supporting the drafting of The Universal Declaration of Human Rights.

L to R: Gail Asper, François Delattre, François Zimeray, Paul Desmarais Jr.



ONTARIO

OTTAWA BUSINESS COMMUNITY PLEDGES \$125,000 TO BUILD MUSEUM

Since long-time supporter of Friends, Stephen Victor, QC, co-hosted a dinner at the home of Avraham and Elissa Iny in May of 2010, Friends has continued to receive generous donations for the Museum from the attendees. The event, which was organized to introduce the Canadian Museum for Human Rights to members of the Ottawa community, has resulted in pledges exceeding \$125,000 to date. Special thanks to Stephen Victor and to Mr. and Mrs. Iny for generously hosting this event and for the tremendous support from our donors following the event!

SCOTIABANK HOSTS TORONTO CELEBRATION OF SCULPTURE INSTALLATION

To celebrate the installation of the Mahatma Gandhi sculpture at The Forks near the Canadian Museum for Human Rights in Winnipeg in June, a further celebration was held on November 18, 2010, for guests representing the Indo-Canadian business and cultural communities in the Toronto area. The reception was co-hosted by Rick Waugh, President and CEO of Scotiabank; Sabi Marwah, Vice-Chair and COO, Scotiabank; and Senator Vim Kochhar, CMHR board member.

L to R: Asha Seth, Rick Waugh, Arun Seth, Senator Vim Kochhar, Anita Gupta



RBC HOSTS DONOR RECEPTION

On November 1, 2010, the Royal Bank Plaza’s 40th floor was the venue for a reception honoring Museum donors and supporters from the Toronto area. Special thanks to RBC (Royal Bank) Senior Vice-President of Strategy and Human Resources, Kirk Dudtschak, for hosting the event. During the evening, Victoria Dickenson, the Museum’s then Chief Knowledge Officer, and Friends’ National Campaign Chair, Gail Asper, gave presentations regarding the campaign and progress at the Museum.

L to R: Stuart Murray, Audrey Johnson, Barry Chamish



ALBERTA

PCL CONSTRUCTION BOOSTS SUPPORT TO LEGACY PROJECT

On February 12, 2011, while PCL's Winnipeg office was keeping the Museum's construction on schedule, Paul Douglas, President and CEO of PCL Construction Group in Edmonton, was meeting with Friends' Executive Director, Moe Levy and our Alberta Regional Campaign Manager, Alice Ogston. Both were thrilled with Paul's announcement that PCL was increasing its contribution to the campaign by \$250,000, bringing their overall corporate donation to \$693,916! PCL's unwavering commitment to the Museum's development is deeply appreciated.



On site during a tour in December, L to R: Ben Sparrow, Bob Sparrow, Moe Levy, Brian Sparrow, Noah Jones, Matthew Grieve, Gail Asper, Ross Grieve, Todd Craigen, Jeff Watson

CONGRATULATIONS...

to Paul Douglas on his appointment as President and CEO of PCL following the retirement of Ross Grieve. A big thank you to Ross for his tremendous support to Friends both as a major donor and as a volunteer!

BRITISH COLUMBIA

BOSTON PIZZA DONATES \$100,000 TO MUSEUM CAMPAIGN

A Boston Pizza restaurant in Richmond, British Columbia was the site of a presentation of a \$100,000 cheque to Friends of the CMHR in 2010. The donation represents a five-year pledge by the Boston Pizza Foundation. "The Canadian Museum for Human Rights will be a great addition to the City of Winnipeg and it's something I personally feel very passionately about," said Richard Enright, the Winnipeg franchisee who initiated the Foundation's support. "Giving back to our local community is a big part of Boston Pizza's philosophy. We are proud to support such an important cultural institution."



L to R: Richard Enright, Boston Pizza franchisee; Cheryl Treliving, Executive Director, Boston Pizza Foundation; Gail Asper; Jason Rodham, Friends' Regional Campaign Manager, British Columbia

CONSTRUCTION ON SCHEDULE THROUGHOUT THE WINTER

“They know this is a rare opportunity to work on something of this scale and importance...”



The winter of 2010 was typical of most Winnipeg winters – meaning unpredictable weather, biting winds, snow storms and the occasional spring-like day. But for the collective trade specialties working on the construction site at The Forks, no matter what the day, it was business as usual.

“Winter is never kind to those hardy folks who work outside every day and this past winter was no different,” says Todd Craigen, Senior Construction Manager for PCL, the project’s general contractor. He estimates that on an average day this past winter there were 150 people representing 30 separate subcontractors working onsite.

Not that they can entirely ignore the weather. “The weather really impacts the work when temperatures dip below -25 degrees Celsius,” says Todd. “At that temperature, we don’t operate the tower cranes for the safety of our workers.” Aside from the occasional shutdown of the tower cranes, all other work progressed non-stop throughout the winter, he adds.

In fact, the overall number of craft workers increased in January by about 20 people.

In this business, Todd says people become accustomed to working under challenging conditions, but he notes a heightened sense of pride and enthusiasm in the crews who are building the Museum. “They know this is a rare opportunity to work on something of this scale and

importance, and its unusual structure means every day is different,” adds Todd. For many, this is and may always be, the most challenging, complex and satisfying project they have ever been involved with.

DREAM TEAM BRINGING VISION TO LIFE

Throughout this spring and summer, the Museum’s final form will emerge from the tangle of cranes, scaffolding, steel and concrete on the construction site. Work is gearing up on the



mountain galleries and cloud office floor elements. Structural steel began arriving last fall, with installation projected to be complete by late summer this year.

The four roots will soon take on the appearance of rock formations as the installation of the exterior limestone veneer is now underway. PCL’s major concrete work largely wrapped up before winter, with the remaining concrete to be poured on the upper floors once the structural steel is in place.

Work on the exterior glazed facade will begin later this year and by fall, as the glass panels are installed on the building’s exterior, Antoine Predock’s vision of clouds or, alternately, the wings of doves enveloping the building, will begin to emerge.



Inside the Museum, Todd says the partition framing is well underway. A freight elevator platform is now operational and the first passenger elevator will also soon be operational. Meanwhile, mechanical and electrical work is being roughed in for the first of the Museum's four roots, and crews have installed major equipment such as air handling units, boilers and transformers.

As the countdown continues towards the 2012 completion of the Museum, this architectural gem will become visible from afar as the beacon of hope, understanding and change it is destined to be. When complete, visitors will have a spectacular view of the city from the Tower of Hope. In the meantime, the dream team, a convergence of many suppliers and consultants, press on under the master orchestration of PCL's Todd Craigen.

PERIMETER TOURS PUTS MUSEUM INTO PERSPECTIVE

Site tour participants in Fall 2010, L to R: Dwight Wilson, Cambrian Credit Union; Rick Friesen, BNS; Al Morin, Assiniboine Credit Union; Arlene Desjarlais, Friends; Debra Karasewich, BNS; Todd Craigen, PCL; Brock Alexander, BNS; Doug Prophet, Friends; Tom Bryk, Cambrian Credit Union



A SINCERE THANK YOU...

to Carte International Inc. of Winnipeg and CEO Brian Klaponski for providing one of the Museum's transformers installed this past winter.

THE BEST OF FRIENDS – MANITOBA PROFILES

JOHN STEFANIUK, PRESIDENT OF THE BOARD OF DIRECTORS FOR FRIENDS OF THE CANADIAN MUSEUM FOR HUMAN RIGHTS



John Stefaniuk

As President of the Board of Friends of the Canadian Museum for Human Rights since June 2010, John Stefaniuk brings a wealth of volunteer organization leadership and business acumen to task in advising Friends.

Prior to his appointment on our Board, John served on the Fundraising Cabinet for Friends for several years. Mr. Stefaniuk is also a Past President of, and is Honorary Counsel to The Family Centre of Winnipeg.

“From Izzy Asper’s first announcement of the Museum project at The Forks, I knew this was going to be something tremendous,” says Mr. Stefaniuk. “During a meeting with Gail Asper and Moe Levy in Ottawa a short while later, I offered to do whatever I could to assist. I am grateful for being taken up on that offer and allowed the opportunity to be involved with such a great group of people in bringing about something truly transformational for our city, province and country.”

“From Izzy Asper’s first announcement of the Museum project at The Forks, I knew this was going to be something tremendous.”

John practices business law, with emphasis on property, natural resource and environmental and municipal matters, with the Winnipeg firm of Thompson Dorfman Sweatman LLP. Among his many accomplishments, he was President of the Manitoba Bar Association in 2005/2006 and served on the Canadian Bar Association’s Board of Directors. John is currently Chair of the Manitoba Criminal Code Review Board and is active in the CBA’s Environment, Energy and Resource Law Section.

FRIENDS WELCOMES HOWARD MORRY TO MANITOBA CABINET



Howard Morry

Friends is pleased to welcome Howard Morry as Co-Chair for Friends’ Manitoba Cabinet Campaign.

In addition to his numerous lifetime volunteer awards, Howard is nationally recognized as a trusted advisor and community leader. He is sought out for his insight and innovation in domestic and international tax matters and for structuring transactions for businesses, high net worth individuals, the agricultural sector, and for Aboriginal businesses and their partners. Howard is also widely recognized as a writer and speaker on taxation, estate planning and business structuring. We look forward to the extensive volunteer expertise Howard brings to our Cabinet!

THANKS TO THESE FORMER MANITOBA CABINET MEMBERS!

Friends thanks former Manitoba Cabinet members Jeff Rabb and Al Shell for their valuable contributions and leadership over the years to our capital campaign. Both men have been active contributors in initiating and promoting numerous fundraising and donor initiatives throughout the province.



Jeff Rabb



Al Shell

THE BEST OF FRIENDS – ONTARIO PROFILES

Bringing the Museum to the attention of Canadians from coast to coast would be nearly impossible to operate exclusively from our office in Winnipeg given the importance of developing personal relationships with prospective donors. In 2006, Friends established its first satellite office in Calgary, hiring a regional campaign manager at that time to develop and support the efforts of the volunteer cabinet committee that emerged in the region.

Many of the awareness initiatives and major donor gifts which have kept the Museum's campaign moving forward in recent years are the result of excellent teamwork between the volunteer Cabinet Co-Chairs and committee members, with the support of Friends' regional campaign staff. "We have been extremely fortunate to have such dynamic, community-minded people representing the Museum's capital campaign in these regions," says Gail Asper who, as National Campaign Chair, is directly involved with the regional teams.

Following are profiles of two members of the Ontario regional team; Paul Pellegrini is Co-Chair of the volunteer Cabinet for Ontario; Linda Barnett is the Regional Campaign Manager for Friends in Ontario. The third member of the Ontario Cabinet leadership is Jalynn Bennett, who was profiled in a previous issue of our newsletter.

PAUL PELLEGRINI, VOLUNTEER CAMPAIGN CABINET CO-CHAIR, ONTARIO



Paul Pellegrini (right) with The Right Honorable John Turner, Canada's 17th Prime Minister, during a donor event initiated by the Ontario campaign team in November 2010

When Paul Pellegrini first offered his expertise in 2004 to assist the Museum's capital campaign, Friends took a big step forward. Paul's proven record of success in consulting with government was immediately beneficial to the campaign. Before long he became an important resource for Friends in their contacts with Ottawa at a time when the Museum had not yet been recognized as a national entity worthy of federal funding. His efforts secured one of the campaign's largest financial gifts during this period, providing the critical recognition the Museum needed to solidify its significance as a national institution. Once Friends established its satellite office several years later in the Ontario region, Paul was key to building the Cabinet's future successes.

"Not only has Paul used his phenomenal connections to introduce us to many major donors," says Gail Asper, "he has also provided invaluable guidance on community, public and government relations and has never failed to steer us in the right direction." Paul became a Cabinet Co-Chair for Ontario in 2007 and can be counted on as an ardent advocate for the Museum.

Paul is the President and Founder of Sussex Strategy Group, a public affairs consulting firm in Toronto and Ottawa. In addition to his experience in government and private business, he is an active community leader on many fronts and has advocated for numerous non-profit and charitable causes.

THE BEST OF FRIENDS – ONTARIO PROFILES

LINDA BARNETT, REGIONAL CAMPAIGN MANAGER, ONTARIO



Linda (centre) with Ontario Cabinet members Marva Wisdom and Kirk Dudtschak

Linda Barnett joined the Friends' team in November 2009. After spending many years working in arts and culture, her career took a turn following a one-year contract with Habitat for Humanity Canada.

"I learned a great deal during that time and became passionate about issues of poverty and housing rights," says Linda. "Almost everyone I have met with about the Museum has their own human rights story to tell – discrimination on the basis of gender, race, religion, language, ability, sexual orientation, occupation – it's in our shared history and it persists today. What inspires me and those I speak to," she says " is that this Museum has the potential to turn visitors into human rights champions and reduce the number of human rights stories future generations have to tell."

In her work as Friends' Regional Campaign Manager for Ontario, no two days are the same. It's a job that involves a lot of talking – with her dynamic team and expanding Cabinet with its diverse membership representing various ages, occupations, cultural backgrounds and fundraising experience; keeping donors apprised of how their donation is being used and providing updates on the progress with the Museum's construction and content development; making presentations, and following up on initiatives. "And then, of course there's record-keeping – not my favourite part, but an important part of the job," she adds.

“What inspires me and those I speak to is that this Museum has the potential to turn visitors into human rights champions and reduce the number of human rights stories future generations have to tell.”

She references *The Globe and Mail* article and a new study that reveals how residents of Ontario see themselves as Canadians first, Ontarians second. "Perhaps as a result of this tendency, I find that most people I speak to are very interested in the Museum and they do see it as a national project," says Linda. "We have been very lucky over the past year to have several donors offer to host events on behalf of Friends to allow us to raise awareness and spread the word about the Museum."

On her office walls are pictures of the Museum in various stages of its construction. She also checks out the webcam on the Museum's website several times a week to see how construction is progressing, to make up for being located in a satellite office removed from physical proximity to the Museum. "I'd love to be going past it on the bus every day and taking prospective donors to see it as it grows," she adds.

OUR CONTINUED GRATITUDE...

to Gowlings LLP, one of Canada's largest law firms. The company provides essential office space in their Toronto office for our regional campaign manager.

CONGRATULATIONS TO THESE FRIENDS OF 'FRIENDS'!

Constance Backhouse Congratulations to Vice-Chair of the CMHR's Content Advisory Committee, who received an honorary degree from the University of Manitoba in 2010. A Professor of Law at the University of Ottawa, she has served as a mediator and adjudicator of human rights complaints and an adjudicator for compensation claims for Indian residential schools across Canada.

Marjorie Blankstein, C.M. Best wishes to Marjorie Blankstein, who, with her husband Morley, is a major Friends campaign donor. One of Winnipeg's most committed citizens, her involvement extending to more than 30 charitable organizations, Marjorie was inducted into the Order of Manitoba in 2010 for her outstanding community service at local and national levels.

Stuart Clark Calgary entrepreneur and philanthropist, was bestowed with an honorary doctorate from the University of Manitoba during its 132nd Spring Convocation. Stuart (Stu) is a graduate of the University of Manitoba. A fully engaged volunteer, Mr. Clark contributes countless hours to entrepreneurship at the University of Manitoba and is

a member of the Board of Advisors of the Stu Clark Centre for Entrepreneurship. Stu is a major supporter of the CMHR through his many generous donations and valued advocacy.

Yude Henteleff, CM., Q.C., LL.D. received the Sol Kanee 2010 Distinguished Community Service award for his more than 40 years advocating on behalf of vulnerable people worldwide, including the disabled and children with special needs. Mr. Henteleff is an invaluable member of the CMHR's Human Rights Advisory Council and Campaign Cabinet, and was Chair of the Museum's Content Advisory Committee in 2009/2010. Congratulations, Yude!

Israel Unger Congratulations to Dr. Israel Unger, whose determination and courage in the pursuit of human rights earned him the honour of being the inaugural recipient of the Hampton John Peters Humphrey Foundation Human Rights Award. The award was established to acknowledge the outstanding work of an organization or individual in promoting and advancing human rights. In addition to his other commitments, Dr. Unger is a volunteer representative for Friends of the CMHR in the Maritimes.

TRIBUTE – DR. PATRICIA MONTURE

1958 TO 2010



Dr. Patricia Monture

“To paraphrase Bette Midler’s song, Trish ‘flew as high as an eagle.’” ~ *Yude Henteleff*

Friends and colleagues of Dr. Patricia Monture share in her family’s sadness on her passing in Saskatoon on November 17, 2010. A Mohawk from the Six Nations Grand River Territory, Patricia was a passionate Haudenosaunee mother, lawyer, activist, educator, writer and scholar. Despite her demanding schedule, Dr. Monture was a dedicated member of the CMHR’s Content Advisory Committee (CAC). During the committee’s content and story gathering sessions in 2009, Patricia provided a compassionate and attentive ear to Canadians throughout the country. Former Content Advisory Committee Chair, Yude Henteleff, shares his thoughts on his outstanding colleague:

“Dr. Patricia (Trish) Monture’s contribution, both as a sociologist and lawyer, and as a member of the Content Advisory Committee of the Canadian Museum for Human Rights was invaluable. She was a no-nonsense, right-to-the-heart-of-the-matter person. She was unswerving in her advocacy on a variety of human rights issues, including those affecting many First Nations communities. Her vision and experience will be much missed. To paraphrase Bette Midler’s song, Trish ‘flew as high as an eagle.’”

STAY CURRENT THROUGH FRIENDS' WEBSITE AT:

friendsofcmhr.com

Video donor testimonials are now available on our website. Hear donors speak about why they support the CMHR!



“Judy and I were particularly inspired to support the Museum because it is the first one to build its mission around a youth education program.” ~ *Larry Tanenbaum, Chairman of Maple Leaf Sports & Entertainment*

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SHOP ONLINE FOR THE CANADIAN MUSEUM FOR HUMAN RIGHTS MERCHANDISE! Visit humanrightsmuseum.ca



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