



NEWS >

From the desk of the CEO

Dav Cvitkovic, Chief Executive Officer

MOST MUSEUMS CELEBRATE THE PAST **This one will change the future**

Dear Jonors and Friends,

I am writing to introduce myself as the new CEO of Friends of the Canadian Museum for Human Rights (Friends) and to bring you up to date on recent developments.

In the summer, I arrived in Winnipeg to take on this new role at Friends after several years in university advancement in British Columbia and most recently in the San Francisco Bay Area. Working to support the Canadian Museum for Human Rights (CMHR) was an irresistible opportunity for me – the only museum of its kind in the world as well as a truly national and international project. Friends is regarded as one of the best-recognized fundraising organizations in Canada and its efforts has earned the support of Canadians and donors from across the country and from around the world.

I am fortunate to be working with Gail Asper, O.C., O.M., LL.D., National Campaign Chair and Moe Levy, Executive Director of the Asper Foundation and Special Advisor to Friends, both of whom have worked tirelessly to realize the vision of the late Mr. Israel and Mrs. Babs Asper. I also look forward to working with donors like you who have been the catalyst in launching this exciting initiative and who will continue to play a key role in guiding this organization's work.

My goal is to expand and strengthen donor relationships across Canada. I look forward to the opportunity of becoming better acquainted and thanking you in person.

The Best of Friends - Regional News



*L to R – Dav Cvitkovic, CEO, Friends of the Canadian Museum for Human Rights (Friends)
Stuart Murray, CEO, Canadian Museum for Human Rights
Gail Asper, National Campaign Chair, Friends
Paul Douglas, President and CEO, PCL Constructors Inc.
Todd Craigen, Construction Manager, PCL Constructors Inc.*

ALBERTA

On September 19th, 2011, PCL Constructors Inc. co-hosted an event with Friends at the Fairmont Hotel Macdonald in Edmonton. Close to 100 people joined us to learn more about the Canadian Museum for Human Rights and its fundraising mandate. Paul Douglas, PCL Constructors Inc. President and Chief Executive Officer, issued a **\$250,000** matching gift challenge to the citizens of Edmonton which was met with much enthusiasm. Thank you, Paul, for the outstanding philanthropic commitment of over \$1,000,000 to date provided by PCL and its Staff in support of the CMHR.

I am also thrilled to announce that Irving and Dianne Kipnes from Edmonton responded to the challenge and presented Gail Asper with an extraordinary gift in the amount of **\$500,000** bringing their total giving to **\$1 million**. Thank you Irving and Dianne for your most generous gift. You are true Friends!

For more information about the Alberta Campaign, please contact Alice Ogston, Alberta Regional Campaign Manager at (403) 474-0157 or aogston@friendsofcmhr.com.

Guests Enjoying Reception





Amoryn Engel, Duncan Jackman (host), Jenen Phelan and Barbara Macdonald

ONTARIO

On September 22, 2011, Rochelle de Goias (Ontario Campaign Cabinet member) and Duncan Jackman graciously held a dinner party at their home in support of the Canadian Museum for Human Rights. Guests enjoyed a conversation with special guest, LGen The Honourable Roméo A. Dallaire, (Retired), Senator, who spoke about his battle to end human rights abuses in Africa and discussed how the Canadian Museum for Human Rights will assist in fighting against world human rights injustices. Thank you Rochelle and Duncan for your incredible hospitality. And thank you to the guests who generously supported the museum. Your gifts have raised a total amount of **\$14,000** in support of the Museum.

For more information about the Ontario Campaign, please contact Susan Graham Director of Development at 1-866-828-9209 or sgraham@friendsofcmhr.com.



Linda Barnett, Daniel Bain, Josée Letarte, LGen The Honourable Roméo A. Dallaire, (Ret'd), Senator



Host and Ontario Campaign Cabinet member Rochelle de Goias and Ontario Campaign Cabinet Co-Chair Paul Pellegrini

“Game-Changing” Donor Contributions Help Bring Canadian Museum for Human Rights Closer to Goal

The vision of building a world-class human rights museum in the centre of Canada is that much closer to reality thanks to the generosity of all-star donors across Canada and around the world. On October 7th, 2011 we held a press conference to announce our new campaign grand total. With gratitude, we celebrated gifts from corporations, individuals and grassroots communities whose efforts have raised **\$130 million** towards the private sector capital campaign goal of **\$150 million**.

An additional \$5 million has been raised by the private-sector bringing the new campaign total to \$130 million in support of the Canadian Museum for Human Rights.

Gail Asper paid tribute to the visionary “game changers” - her parents, the late Israel and Babs Asper -whose immeasurable contributions, and now their legacy, are forever linked with the project. Gail revealed that **\$170,000** in donations have been made since July in memory of Babs Asper.

To date, approximately **6,600** donors and **800** volunteers have embraced the effort to build the Canadian Museum for Human Rights.

Left to right:

- Reuben Potash
- Brian Klaponski & Lois Klaponski, (Carte International Inc.)
- Todd Craigen, Construction Manager, (PCL Constructors Inc.)
- Stuart Murray, President & CEO, Canadian Museum for Human Rights
- Moe Levy, Special Advisor, Friends of the Canadian Museum for Human Rights (Friends)
- Gail Asper, National Campaign Chair, Friends
- John Stefaniuk, Chair, Board of Directors, Friends
- Dav Cvitkovic, CEO, Friends
- Howard Morry, Chair, Manitoba Campaign Cabinet, Friends
- Wayne Davies, Principal, École Selkirk Junior High



The 2011/2012 Friends of the Canadian Museum for Human Rights Board of Directors:

John Stefaniuk, (Chair)
Gus Campbell,
(Treasurer & Secretary)

Gail Asper
Hon. Vim Kochhar
Richard Leipsic

Moe Levy
Donald MacDonald
Stuart Murray

Lisa Pankratz
Arni Thorsteinson



Your Investment Hard at Work - A Glance at the Canadian Museum for Human Rights' (CMHR) Progress

Construction of the Museum is progressing exceptionally well thanks to donor support. CMHR has completed the steel cladding and the installation of the glass "cloud" is underway. This photo was taken on October 7, 2011 and gives you a sense of how the building is evolving and changing the Winnipeg architectural landscape. Already a focal point on the city skyline, the Museum is taking its place on the Canadian cultural landscape.

While the architecture is remarkable and will surely attract many visitors, the true measure of a human rights museum is, of course, its content. In this regard, the Canadian Museum for Human Rights will be unique. The content is being developed through a process that includes on-going public consultation to understand what Canadians see as the important human rights stories that need to be told. The Museum is very proud to have the ongoing involvement of subject experts from around the world in the review of their content plan. Armed with this information, the Museum's team of expert researchers has been hard at work developing the thematic threads and specific stories that will be told in the galleries. As the Museum continues to develop its content, I am confident that the end result will produce a truly magnificent, world-class structure that will be an inspiration to all.

Also in development is the student travel program, inspired by The Asper Foundation Human Rights and Holocaust Studies Program. The student travel program will attract 20,000 high school students every year from across Canada. These students will learn about the people and events in history that have made it possible for them to live in Canada today, wearing their identities freely and in peace. They will learn how to engage in the continuing struggle for tolerance and peace through actions large and small, returning to their own communities empowered to change thought and action.

Moving Forward

The Fall season has been particularly active for Friends as noted in my letter to you. There are many opportunities for donors and volunteers to get involved in their community and to help us meet our fundraising goals.

Manitoba and Ontario have established Volunteer Campaign Cabinets that are instrumental in advancing fundraising activities within their province. Campaign Cabinets are supported by a Friends staff member and a Cabinet Chair. We are looking for energetic and creative volunteers to join our campaign team across the country. For more information, please contact Ms. Susan Graham, Director of Development at 1-866-828-9209 or sgraham@friendsofcmhr.com. Susan would love to hear from you.

We have a very ambitious year ahead. Thank you for your generosity in supporting the Museum and your continued interest as we strive to finish this magnificent project for Canadians and visitors from around the world.

Yours truly,

A handwritten signature in black ink that reads "Dav Cvitkovic". The signature is written in a cursive, flowing style.

Dav Cvitkovic, Chief Executive Officer
Friends of the Canadian Museum for Human Rights