



THE MORRIS & ROSALIND

GOODMAN

FAMILY FOUNDATION



Strengthening communities



innovation

INTENTIONAL  
STRATEGIC  
IMPACTFUL

community

CANADA · UNITED STATES · ISRAEL

leadership

OUTCOME ORIENTED  
CONTINUOUS LEARNING

EDUCATION & ARTS

SCIENTIFIC RESEARCH

QUALITY OF LIFE

INTEGRITY  
EXCELLENCE  
PARTNERSHIP  
COLLABORATION

2024/2025  
Annual Report



This year marks a meaningful milestone: the **20th anniversary of the Morris and Rosalind Goodman Family Foundation**. As we reflect on two decades of partnerships, impact, and shared purpose, we invite you to celebrate with us and explore the achievements and milestones of the Goodman family philanthropic endeavour over the years. Thank you for being part of this journey!

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Photos featured on this report are from programs supported by the Foundation.



“Giving Tzedakah is what we appreciate and choose to do. Our quality of life only grows in value as we improve the lives of others.”

MORRIS GOODMAN

MORRIS AND ROSALIND GOODMAN,  
FOUNDERS OF THE MORRIS AND ROSALIND GOODMAN FAMILY FOUNDATION



# Message from Our Chair

**You can never be wrong  
doing something nice**

ROSALIND GOODMAN

ZUMU - MUSEUM ON THE MOVE

I am honoured to be presenting this report on the 20th Anniversary of the Foundation. The foundation continues to grow and improve each year alongside the memory of my mother, Rosalind Goodman 'zl who lived a life of giving and taught my siblings and I that together we could carry on a great tradition she established along with our father Morris.

When I assumed the leadership of the Foundation 10 years ago, I hardly could imagine what we could accomplish separately and together. Today my siblings and I live in 3 countries but together with our father, we manage to speak a common philanthropic language which is deeply rooted in our values and aspirations and are proud to see our children begin to engage and begin considering their own interests and ideas about how to improve our world. In the past year we collectively allocated over \$20 million through grants to diverse partners. We recognize that each dollar spent is an opportunity to improve the lives of people and must therefore be given with care and respect.

I look forward to celebrating many years together as we see the exceptional achievements of our grantee partners in the areas of education and culture, scientific research supporting health and improvement of the quality of life of the most vulnerable. Thank you for all you do every day in your invaluable work.



*Rosalind*



# Message from Our President

While the last year was an opportunity to celebrate 20 years of achievement of the Foundation it was also a very difficult year; we recognize that through the Foundation we can play an important role in creating a more caring and connected society through well placed nonprofit investments.

This report provides examples of the areas where we have made a difference in FY 24/25. Among these investments we wish to highlight a growing focus through both Federation CJA and Centraide to combat poverty, new commitments to higher education to improve education in the Faculty of Pharmacy at Université Laval and Université de Montréal, increased investment in local culture, support of new programs aimed at combatting antisemitism and hate, support to Israelis experiencing trauma and

financial needs related to the ongoing effects of the war and the completion of an important campaign to provide high quality education to Israelis of Ethiopian descent.

Each program supported is part of an ever - growing tapestry that evolves with time and need. The Board of Directors has annually encouraged growth in areas where resources can be used to strengthen people and organizations while addressing many of our current societal challenges.



*Rosalind*

**Where there's life,  
there's hope**

ROSALIND GOODMAN

CONGREGATION SHAAR HASHOMAYIM



# Highlights

of two decades of successful investments of  
the Morris and Rosalind Goodman Family Foundation

2005

The family Foundation (MRGFF) is endowed by the Founders, Morris and Rosalind Goodman.

Inauguration of the **Morris and Rosalind Goodman Agora** at the Université de Montréal Jean Coutu Faculty of Pharmacy to promote students and faculty meeting and exchanging ideas in an academic setting.



2008

Establishment of **The Rosalind and Morris Goodman Cancer Center which would become the McGill Rosalind and Morris Goodman Cancer Institute (GCI) in 2021**. The gift in 2008 created a trajectory that established a world class cancer research institute at McGill University. The GCI became a legacy project of the Foundation with second generation family members providing ongoing leadership and financial support.



2012

The Foundation joined community efforts in funding the **CAPS** (Creating Access Promoting Success) Program, designed to enhance affordability of Jewish day school education for all families.



2014

Significant growth in annual support to **Federation CJA and Centraide of Greater Montreal**, establishing these two organizations as legacy grantees.



2016

**Shawna Goodman** assumes role of Foundation Chair. Establishment of the **Centre de formulation pédiatrique Goodman** at the Hôpital Sainte-Justine to encourage the development of Canadian medications formulated for children.



2017

First professional President and Grants Manager hired by Foundation. MRGFF develops its **Theory of Change** and establishes an impact strategy focused on Scientific Research, Education and Arts and Quality of Life with primary geographic targets in Quebec and Israel.



2018

Foundation joins a funders collaborative **Passport to Jewish Life**, operating through Federation CJA that embraces and facilitates new and diverse ways of engaging in Jewish life with a view towards strengthening local community affiliation.



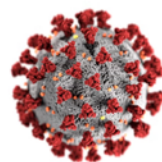
2019

A three-year grant is made to **Fusion Jeunesse** to strengthen programs for Indigenous communities in Canada's north supporting leadership development amongst local youth through mentorship.



2020

An emergency fund is launched immediately in response to the global pandemic. The **Covid 19 Response** supported over 60 organizations providing essentials to the most vulnerable in Canada, United States and Israel.



2021

**Summer Camps Israel** is fully implemented (after a trial year) as it established a network of 10-day Israel residential summer camps for Israeli preteens and teens. Through a unique collaboration of multiple nonprofit organizations the Foundation created a new path to informal educational focusing on inclusion, pluralism, respect, personal interaction (no devices allowed) and volunteerism.



2022

In an effort to promote equality of opportunity, the **"Walk in their Shoes"** project brought together funders and Israel based universities in a groundbreaking initiative that provides generous support to Israelis of Ethiopian descent to complete their studies at high quality academic institutions.



2023

**Over 2.5 million invested** in response to the terrorist attack of October 7, 2023. Investments continue with a focus on emergency, resilience and rebuilding.



2024

**Creation of the Fonds Morris Goodman pour l'innovation et l'enseignement en entrepreneuriat et en développement du médicament PERCER** at Université de Montréal.



2025

The Foundation reaches a meaningful milestone of **100 millions** in donations since inception.





# Current Overview

MRGFF expenses in thousands \$CAD



- Donations  
\$21,000
- Operational Expenses  
\$1,574

528  
QUALIFIED GRANTS  
CONSIDERED  
2024-2025

412 (78%)  
TOTAL APPROVED

105 (20%)  
TOTAL DECLINED

11 (2%)  
TOTAL PENDING

\$125 M  
TOTAL ALLOCATIONS  
SINCE INCEPTION



With privilege  
comes responsibility.

ROSALIND GOODMAN

CENTRAIDE OF GREATER MONTREAL - MULTICAF

# Granting 2024-2025



## EDUCATION & ARTS

We aim to improve formal and experiential education and the Arts by supporting high quality innovative programs, skill development, Israel experiences, volunteerism, and other artistics engaging opportunities both in the Jewish and general community.

65%



## SCIENTIFIC RESEARCH

Our goal is to promote public health by supporting scientific research activities and health related projects.

15%



## QUALITY OF LIFE

We improve quality of life by supporting initiatives that focus on basic needs and organizations that serve populations at risk.

20%

# Six-Word stories

We were honoured to celebrate the **20th anniversary of the Foundation** with our philanthropic community in a very special way. Many of our colleagues and partners shared a “six-word story” that captures the experience and partnership with the Foundation. Whether heartfelt, creative, or reflective – their six words say a lot, and we thank them for their meaningful contributions.

“Empowering newcomers; improving healthcare; healing Quebeckers.”

CLAUDIA HEPBURN, CEO, WINDMILL MICROLENDING

“Servant leaders in principled, impactful philanthropy.”

TERESA MARQUES, PRESIDENT & CEO, RIDEAU HALL FOUNDATION

“Setting the Shabbat table for all!”

RABBI JOSHUA BOLTON, BROWN RISD HILLEL

“Partnership nurtures courage, students champion Israel.”

MONICA BENSOUSSAN, DIRECTOR OF DEVELOPMENT, LES ÉCOLES AZRIELI SCHOOLS TALMUD TORAH | HERZLIAH

« Appréciation réciproque. Collaborations stimulantes. Apprentissages décuplés. »

SONIA LABRECQUE, DIRECTRICE GÉNÉRALE, ET LE PHILANTHROPINES DE LA FONDATION J. ARMAND BOMBARDIER

“The foundation is discerning, thoughtful & generous.”

JONATHAN WENER, CHAIRMAN AND PRESIDENT OF THE BOARD, CANDEREL, CREATOR OF DÉFI CANDEREL

« Cultiver l'excellence, inspirer la relève. »

JULIE MÉTHOT, DOYENNE, FACULTÉ DE PHARMACIE, UNIVERSITÉ LAVAL

“Bridges built. Horizons widened. Futures brightened.”

SHARON J. FRAENKEL, EXECUTIVE DIRECTOR, CANADIAN FRIENDS OF TEL AVIV UNIVERSITY FOR OTTAWA, QUEBEC AND ATLANTIC CANADA

“Hineni. Partners. Strategic Philanthropy. Impact oriented. Visionary. Commitment.”

YAIR SZLAK, CEO, FEDERATION CJA

“Heart. Caring. Vision. Creativity. Making a Difference.”

AHUVA YANAI, CEO, MATAN – INVESTING IN COMMUNITIES

« Oser. Donner. Innover. Former. Soigner...Merci. »

SIMON DE DENUS, DOYEN, FACULTÉ DE PHARMACIE, UNIVERSITÉ DE MONTRÉAL

“A foundation having family truly at its core.”

CLARENCE EPSTEIN, EXECUTIVE DIRECTOR, CLAUDINE AND STEPHEN BRONFMAN FAMILY FOUNDATION

« Soutien transformant des vies, en famille. »

SHLOMO BANON, CO-DIRECTEUR, CHABAD DES ÉTUDIANTS

“Drawing from the past to build the future.”

ANDRÉS SPOKOINY, PRESIDENT AND CEO, JEWISH FUNDERS NETWORK



If you're going to do it,  
do it well

ROSALIND GOODMAN

MCGILL GOODMAN CANCER INSTITUTE

## MRGFF Leadership

Shawna Goodman Sone, Chair \*

Dana Caplan Goodman

Gerald Davis

David Goodman \*

Deborah Goodman Davis \*

Jonathan Goodman \*

Morris Goodman, Co-founder

Mia Melmed Goodman

Todd Sone

\* MRGFF BOARD MEMBER

### FOUNDATION MANAGEMENT

Maxyne Finkelstein, President

Sharon Bitensky, Senior Manager

Marc Rouleau, President of

Joddes Limited





THE MORRIS & ROSALIND

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GOODMAN

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FAMILY FOUNDATION

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