

# The Whitehead Foundation

For Western Manitoba Inc.

Fall 2009 Newsletter



Photo Artwork By: usdigital.ca

## Ralph Alessi At "The Music Studio" In Brandon

The December evening may have been frosty but the music was hot. The Ralph Alessi Quartet played to a full house of jazz lovers, both young and old, at the Music Studio (Formerly the Bank of Montreal building at 10th and Rosser) in Brandon. This was the first in a series of jazz concert/workshops held by Brandon University School of Music, sponsored by **The Whitehead Foundation for Western Manitoba Inc.**

An active member of the New York jazz and improvised music scene since 1991, Alessi is also an educator who has been a member of the faculties at Five Towns College and the Eastman School of Music. He is currently the founder and director of the School for Improvisational Music ([www.schoolforimprov.org](http://www.schoolforimprov.org)), a non-profit entity currently holding improvisational music workshops in Brooklyn. Since 2002, he has been on the jazz faculty at New York University.



This past spring Brandon University Opened the Lewis Davidson Whitehead Atrium, named after the former owner/publisher of the Brandon Sun, and founder of The Whitehead Foundation for Western Manitoba Inc. Designed as a relaxing space where students can sit and visit, the atrium features large south facing windows, plants, and comfortable furniture donated by Ashley Furniture of Brandon. (Pictured L - R are: Murray Whitehead, General Manager Whitehead Foundation; Lawrence Brink, Manager Ashley Furniture Brandon; Susan Smale, Chairperson B.U. Beautification Committee; Dr. Lou Visentin, past President Brandon University)

**The  
Whitehead  
Foundation**  
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The logo features a stylized graphic of three leaves or blades of grass to the left of the text.

Our Logo and Website will be undergoing renovations during November. The modern design of the new logo (left) will set the standard for the website, and both designations [whiteheadfoundation.com](http://whiteheadfoundation.com) and [whiteheadfoundation.ca](http://whiteheadfoundation.ca) will arrive at one site, making it easier for people to find. Look for the site to be activated early in December.

## Should I Apply for A Grant ?

### How Do I Do That ?

**1. Read the mandate carefully.**

The mandate is the key to getting your foot in the door. If your project does not fit the mandate, it will not even make it through the first reading. It is available on the website at: [www.whiteheadfoundation.ca](http://www.whiteheadfoundation.ca)

**2. Call if you are unsure.**

Management is available to help with your questions. Call the office at 726-9411 or email: [manager@whiteheadfoundation.ca](mailto:manager@whiteheadfoundation.ca)

**3. Download the application.**

A complete application package is available in PDF format on the website:

[www.whiteheadfoundation.ca](http://www.whiteheadfoundation.ca).

It advises applicants of all the steps and materials needed to assemble a proper application.

**4. Read the application package.**

The package is detailed. Make sure to include all the information identified in the package. Be prepared to answer all questions. Shortcutting the application information will lead to rejection.

**5. Submit the application.**

When the application material has been compiled, it may be submitted for consideration by:

email

[manager@whiteheadfoundation.ca](mailto:manager@whiteheadfoundation.ca)

snail mail:

The Whitehead Foundation For  
Western Manitoba Inc.

51 Windsor Dive, Brandon MB,  
R7B4A3

fax:

726-9413

## Plan Ahead

The Board of Directors meets twice per year to consider project applications, once in the fall for spring/summer projects, and once in the spring for fall/winter projects.

## What Happens With My Application?

When an application is received at the foundation office, it is scrutinized by the office staff. If the application meets mandate requirements and the introductory letter very clearly outlines the project, then the support materials are reviewed in detail. If there are questions, they are referred back to the contact person. This may happen more than once. If questions are not answered to the satisfaction of the office staff, the application will not move to the final step. Once the questions have been answered to the satisfaction of the office staff, the project will be forwarded to the next meeting of the Board of Directors. At that meeting, each project brought forth for consideration, will be reviewed in detail with respect to: the mandate; current board priorities; other projects before the Board, or ongoing projects; and its benefits to the community. Applicants will be contacted once decisions have been made.



## Art Gallery Fundraiser

A good crowd showed up at the opening of the Comic Book Fundraiser for The Art Gallery of Southwestern Manitoba ([agsm.ca](http://agsm.ca)) sponsored by the Whitehead Foundation. Artist Curt Schultz did a video presentation of the various stages of creation involved in the making of a comic book. Step by step we were led through the inner workings of several frames as the story developed. The resulting comic book was offered for sale to the audience following the presentation. Approximately 200 - 300 comics have been sold, and there are still some available if you have not managed to obtain one. A follow up comic is a strong possibility, so stay tuned for future developments.