



**THE OTTAWA JEWISH COMMUNITY FOUNDATION  
MEETING OF THE BOARD OF DIRECTORS  
MONDAY, APRIL 08, 2013**

**MINUTES**

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Corporation') held at the head office of the Corporation on Monday, April 08, 2013 at the hour of 4:30PM, in the Boardroom at 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

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**PRESENT:**

Richard Roth (Chair), Diane Koven (Partial), Lynne Oreck-Wener, Steven Lesh, Harold Feder, Lorne Segal, Shelley Appleby-Ostroff

**VIA TELECONFERENCE:** Ken Ages

**GUESTS:** Andrea Freedman (CEO, Jewish Federation of Ottawa)

**STAFF:**

Jared Isaacson (Assistant Director), Shelley Crawford (Financial Officer) (Partial), Rebecca Nagrodski (Recorder)

**APOLOGIES:**

Eddy Cook, Mark Shabinsky, Sara Kardish (Observer – Nonvoting)

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**MEETING CALLED TO ORDER:**

Richard Roth thanked everyone for attending and called the meeting to order at 4:35PM.

**APPROVAL OF MINUTES:**

A motion was made to approve the February 20, 2013 Minutes of the Board of Directors  
Moved by: Steve Lesh  
Seconded by: Lynne Oreck-Wener  
Approved Unanimously

## **BUSINESS ARISING FROM THE MINUTES:**

***Collaborative Fundraising Model Initiative:*** It was noted that this initiative is on hold pending a meeting to discuss new approaches with Andrea Freedman.

***Business Plan Deliverables:*** The members were reminded that the current Strategic Plan will expire in 2014 and that it will be necessary to strike a committee to review this following the Annual General Meeting, when the new Board meets.

***Financial/Investment Update:*** It was confirmed that the Investment Committee is scheduled to discuss how the Insurance Program could be used as an effective alternative investment strategy during a future meeting.

***General Actions:*** It was noted that both staff and lay leadership will need to examine how to best recognize the contributions of CEC donors.

## **ASSISTANT DIRECTOR'S REPORT AND NEW COMMITMENTS REPORT:**

Jared Isaacson presented the Assistant Director's Report.

During this discussion, the following Action Items were assigned:

- As the annual allocation cheques have just been distributed, staff will follow up with the "top ten" beneficiary agencies to encourage them to recognize donor contributions.
- Staff will aim to have the annual Fund Activity Reports distributed by May 07, 2013. It was agreed that Jared Isaacson would circulate the draft letter for the review of the lay leadership as soon as possible.
- In the hopes of encouraging additional applications for the G.J. Cooper Scholarship, staff will work to clearly advertise that applications can be submitted throughout the year.

## **INVESTMENT/FINANCIAL UPDATE:**

Shelley Crawford presented the Draft 2012 Financial Statements for the information of the Board members. There were no questions or concerns presented.

It was noted that the final audited statements will be prepared shortly and will then be provided to the Audit Committee for their review. Following their review, the Audit Committee will present a recommendation to the Board. It was noted that if necessary, the possibility of conducting an electronic vote to approve this recommendation will be explored.

## **OJCF BOARD DEVELOPMENT DISCUSSION:**

It was reported that the Board Development Committee is scheduled to meet in the next seven days and will be looking to fill one Director At Large position and one Officer (Treasurer) position.

In terms of the Treasurer position, it was agreed that the Board Development Committee will review the list of accountants that have participated in the Annual Campaign to determine potential candidates.

It was also noted that although the Board was interested in exploring the possibility of having a range of membership, this type of change will not be possible until new legislation is implemented in 2014.

### **OJCF WEBSITE PROPOSAL:**

Lorne Segal presented the recommendation from the Marketing Committee to obtain the services of Forinsite for the OJCF website.

A motion was made to accept the recommendation of the Marketing Committee to formally obtain the services of Forinsite for the OJCF website.

Moved by: Harold Feder

Seconded by: Shelley Appleby-Ostroff

Approved Unanimously

### **COMMITTEE UPDATES:**

The following information was confirmed during the presentation of the OJCF Committee Update Report:

- The Fundraising Committee is already engaged in the necessary preparations for the third annual Power Breakfast Event. All members were encouraged to contact Rebecca Nagrodski to confirm their attendance as soon as possible.
- The Women's Collective Philanthropy Program (WCPP)'s Grants Allocations Committee is in the process of reviewing all applicants with the intention of announcing their final decision during the annual Mother's Day Campaign.
- The Marketing Committee continues to work with students from Algonquin College to create a brief promotional video to be showcased on our website and at upcoming events. This video will be comprised of interviews with donors of all levels and demographics in the hopes of highlighting the emotional reasons why people give to our Foundation. The students are in the process of editing the final product and the ultimate goal is to have this video finalized by late Spring.

### **OTHER BUSINESS:**

#### **2012 OJCF Disbursements (Agency and Fund Holder Letters):**

It was reported that the annual allocation cheques were mailed out on April 08 2013 and that staff will be working with as many agencies as possible to encourage them to thank their contributing donors.

#### **Annual General Meeting:**

It was confirmed that the preparations for the Annual General Meeting remain on track and that all members are encouraged to attend the meeting on June 13, 2013.

As a follow up to previous discussions, it was agreed that the Annual General Meeting has specific business goals and for that reason, it would be best to formally acknowledge the work of the Founders as part of

another fundraising type event. It was also noted that this approach matches the reaction that Richard Roth received when he with one of the Founders.

**Annual Report Update:**

It was confirmed that the preparations for the Annual Report remain on track and that a draft version of the Annual Report will be distributed to both the lay leadership and the Marketing Committee for feedback.

**2013/2014 OJCF Board Schedule:**

It was explained that staff is currently working on developing the 2012/2014 OJCF Board Schedule in collaboration with lay leadership and that the final meeting schedule will be discussed at the next Board Meeting.

**Andrea Freedman Presentation:**

Andrea Freedman, President and CEO of the Jewish Federation of Ottawa, was introduced to the Board. She then provided information on her background and her vision for further collaboration between the Foundation and the Jewish Federation of Ottawa.

**ADJOURNMENT:**

The meeting was adjourned at 6:30 PM.

*Approved May 07 2013*