

**THE OTTAWA JEWISH COMMUNITY FOUNDATION  
MEETING OF THE BOARD OF DIRECTORS**



**THURSDAY, AUGUST 15, 2012**

**FINAL MINUTES**

OTTAWA JEWISH  
COMMUNITY FOUNDATION

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 Thursday, August 15, 2012 at the hour of 4:30 pm, in the Social Room of the Joseph and Rose Ages Family Building, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

**PRESENT:** Richard Roth (Chair), Shelley Appleby-Ostroff, Eddy Cook, Lorne Segal, Diane Koven, Steve Lesh (Partial), Lynne Oreck-Wener

**APOLOGIES:** Mark Shabinsky, Harold Feder, Ken Ages

**STAFF:** Rony Podolsky (President), Jared Isaacson (Assistant Director), Shelley Crawford (Chief Financial Officer) (Partial), Rebecca Nagrodski (Recorder)

**MEETING CALLED TO ORDER AND OPENING REMARKS:**

Richard Roth called the meeting to order at 4:30 pm.

Lorne Segal, the newest member of the Board of Directors, was welcomed to his first official meeting.

**APPROVAL OF MINUTES:**

A motion was made to approve the May 02 2012 minutes of the Board of Directors.

Moved by: Steven Lesh

Seconded by: Lynne Oreck-Wener

Approved Unanimously

A motion was made to approve the May 14, 2012 minutes of the Board of Directors.

Moved by: Steven Lesh

Seconded by: Diane Koven

Approved Unanimously

A motion was made to approve the June 13, 2012 minutes of the Board of Directors.

Moved by: Shelley Appleby-Ostroff

Seconded by: Eddy Cook

Approved Unanimously

## **BUSINESS ARISING FROM THE MINUTES (ACTION LIST):**

***Collaborative Fundraising Model Initiative:*** It was confirmed that Harold Feder is the Chair of the CFM Task Force and that as part of their work, the committee has ensured the integration of the Foundation message into the Annual Campaign, Donor Guide and Campaign Video.

**Action Item:** It was agreed that once finalized, staff will share both the Donor Cards and the Donor Guide with the members of the Board.

***Book of Life Initiative and CJL Update:*** It was reported that during their initial investigation, staff discovered that an original Book of Life was established by the Foundation in 1996. Given this, further research is being done to ensure that all original signatories are appropriately recognized when the Book of Life is re-launched. It was explained that the end goal is to reintroduce the Community to the Book of Life concept in the Spring 2013.

***2012 Business Plan Deliverables:*** It was reported that in terms of Board directed education seminars, staff is working with the Jewish Federation of North America to arrange for a consultant to come in November to discuss how to best engage families in the concept of multi-generational philanthropy.

In addition to this topic, the Board expressed their desire to have an expert consultant come and present on the topic of Board development. It was agreed that staff will work to develop a list of suggested Board directed education seminars for 2012/2013.

## **PRESIDENT'S REPORT AND CASH GIFTS REPORT:**

Rony Podolsky presented his President's Report. The following information was highlighted:

- All fund holders have received their 2011 Fund Activity Report detailing the activities of their fund for the past year. Following this mass distribution, the office has received and subsequently addressed a number of inquiries regarding the negative returns of the funds.
- Over the last few months, there have been constant interruptions with both the OJCF website and the online donation system. As a result, staff is taking the necessary steps to find a new website hosting company that will better serve the Foundation's needs. It was confirmed that staff will update the Board on this matter during their next meeting in October.

Following the President's Report, the following additional action items were established:

- Steven Lesh will investigate the CRA distribution regulations to determine if, as a non-profit association, the OJCF is actually required to distribute 3.5% of average capital. Shelley Crawford will also consult with Harold Feder on this same issue.
- Staff will work with Lorne Segal and the Marketing Committee to develop a New Fund Package that could educate new fund holders on how their fund operates and the regulations by which it could be affected.
- When available, staff will distribute the Capital Increment Report to the members of the Board.

## **6 MONTH BUDGET REVIEW:**

Shelley Crawford presented the 6 Month Budget Review. The following information was highlighted:

- At present, the Foundation is projecting to come under budget for this year.
- Although the Foundation has spent minimal funds on web commerce this year, it is expected that given the difficulties that the organization is experiencing with the online donation system, the organization will need to invest more money in this area before the fiscal year is over.
- The Foundation has saved considerable costs on their D&O Insurance Policy, and by not hosting as many outreach events as originally planned.

## **INVESTMENT UPDATE:**

It was confirmed that the Investment Committee met on August 13 2012 and that the members are continuing to review alternative investment strategies and how these could benefit the Foundation. It is anticipated that a recommendation regarding alternative investments will be presented to the Board by the end of the year.

It was also reported that as per the Investment Policy Statement, the Investment Committee has struck an Advisory Sub-Committee that will be responsible for completing a review of the performance of the Foundation's financial advisor, I3 Advisors Inc.

## **NEW BUSINESS:**

### ***Mid- Year Business Plan Review:***

The Mid-Year Business Plan Review as presented for the Board's review. The following information was highlighted:

- Staff is working to personalize available services for active donors through the use of regular email reminders, e-blasts and phone calls. It was agreed that staff will formalize the existing Marketing Plan and then work with the Marketing Committee to further develop these strategies.
- It was explained that the implementation of the Donor Recognition Policy has been a great success and has provided several opportunities to connect with donors.
- It was noted that although the beneficiary agencies do receive a list of the funds that donate to their cause, it is their choice whether or not to officially recognize their contribution. Given this, it was suggested that the Foundation could work to develop a process that would encourage the beneficiary agencies to recognize their donations; it was agreed that this is something that could be discussed during the upcoming agency presentations.

### ***Agency Presentations for 2012/2013 Board Meetings:***

The Board supported the proposed agency presentations for 2012/2013

## COMMITTEE UPDATES:

### *Marketing and Communications Committee:*

It was confirmed that a meeting scheduled has been developed for the Marketing Committee and that the Board is excited to start working with Lorne Segal on many new initiatives.

The Board reviewed the following ongoing initiatives:

- ***Tribute Cards:*** It was confirmed that the Tribute Card Contest was recently announced to the Community and that the Foundation is excited to receive input regarding future card designs. It was confirmed that once school starts, staff will work to engage the school in this contest.

The Board also discussed the idea of using the Tribute Card Program to encourage agencies to work more closely with the Foundation by creating specific card designs that would tie into specific agency funds (i.e. Hillel Lodge).

It was also suggested that the actual Tribute Cards themselves could be used as another opportunity to further educate the Community by putting a short message about the OJCF on the back of every card. It was agreed that staff will look into this suggestion.

- ***OJCF Branding:*** It was agreed that staff will look into the potential costs of replacing all materials with the new logo (as opposed to gradually running off the existing supply).

### *G.J. Scholarship Committee:*

Shelley Appleby-Ostroff and Steven Lesh confirmed their intent to remain on the G.J. Scholarship Committee for 2012/2013. A Chair for the Committee is required. Richard Roth will speak to Board members about their willingness to Chair.

### *Women's Philanthropy Committee:*

It was reported that on the Women's Philanthropy Committee will be holding a Pearls of Wisdom Event on Sunday, November 04, 2012. This event will examine the Jewish mosaic and how people connect with their Jewish identity through their life choices.

Although it was acknowledged that the committee is experiencing some difficulties in determine an appropriate name for this event, there has been great interest from the Community and the members are aiming to have 70 people in attendance.

In addition to the preparations for the Pearls of Wisdom Event, the Women's Philanthropy Committee is in the process of trying to accomplish more directed fundraising in order to increase the Women's Collective Endowment Fund.

### *Fundraising Committee:*

It was confirmed that the Fundraising Committee will be holding the Second Annual Power Breakfast on Tuesday, October 23, 2012 and that they are aiming to have 160 people in attendance. Given the expected demand for this event, all Board members were encouraged to confirm their attendance for this event as soon as possible.

In preparation for this event, it was explained that the members of the Fundraising Committee have been connecting with the participants from last year to confirm their attendance for this event. In addition, work is being done to develop a plan to follow up with each event participant following October 23, 2012.

**OTHER BUSINESS:**

***Board Orientation Materials:***

It was explained that as a general reminder, staff had included the necessary Board Orientation materials in the meeting packages for everyone's general review.

***OJCF Mailings:***

It was reported that during the distribution of the 2011 Fund Activity Reports, there were often multiple mailings going to the same household as a result of a person being the sole Primary Advisor of one fund, but also being the Co-Advisor of another fund with their partner or child. It was explained although this is proper practice in terms of privacy issues, there has been feedback from donors regarding excessive reporting and costs of mailing multiple documents to the same address.

It was suggested that in order to avoid this additional cost, staff could approach applicable households that are in this situation and offer them the option of receiving only one package each year. It was confirmed that in order to respect privacy laws, these fund holders would be required to confirm their preference in writing.

**GOOD AND WELFARE AND ADJOURNMENT:**

The meeting was adjourned at 6:00pm

*Approved October 03, 2012*