



THE OTTAWA JEWISH COMMUNITY FOUNDATION

Summary 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 May 16, 2011 at the hour of 4:30 pm, in the Main Board Room of the Joseph and Rose Ages Family Building, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

PRESENT: Harold Feder (Chair), Ken Ages, Eddy Cook, Yoni Freedhoff, Roger Greenberg, Steve Lesh, Richard Roth, Mark Shabinsky (partial), Lynne Oreck-Wener

APOLOGIES: Len Farber

STAFF: Shelley Crawford, Jared Isaacson, Francine Paulin – Recorder

MEETING CALLED TO ORDER AND OPENING REMARKS:

Harold thanked everyone for attending and called the meeting to order at 4:35 p.m.

AGENCY PRESENTATION:

Harold introduced Cecily Bregman (Chair) from Active Jewish Adults 50+ and thanked her for joining the meeting to make an agency presentation to the members of the Board.

Cecily made a 17 minute presentation including Q&A on the organization's mandate, history, staff and volunteer structure and upcoming projects/events. Cecily commented that AJA50+ is celebrating its 10th anniversary and is holding a fundraising Gala on May 25th, 2011 at Beth Shalom to raise money for the organization as well as for a scholarship to attend Hillel Academy. AJA 50+ established through the Foundation a scholarship fund to assist families with tuition fees at Hillel Academy. AJA50+ initiated this fund because they felt it is important for children to have the opportunity to have a Jewish education ensuring continuity in the Jewish community.

APPROVAL OF MINUTES:

A motion was made to approve the April 4th, 2011 minutes of the Board and it was approved unanimously by the members of the Board.

BUSINESS ARISING FROM THE MINUTES OF APRIL 4TH, 2011:

Update on Action Issues

Board Solicitations: Harold commented that he has met with every Board member with the exception of one regarding their involvement with the OJCF and personal contribution (stemming from a previous Business Plan).

CFM: Jared commented that a CFM meeting will be coordinated soon. Richard commented that last year's annual campaign of the JFO did not incorporate proper training to the canvassers regarding CFM solicitations and initiative and asked what is being done to improve this for this year's annual campaign. Jared reported that the plan is to work with specific divisions like top donors, identifying which divisions are most appropriate as not all divisions are connected to the

CFM initiative and once the divisions have received their packages CFM information will be shared with the canvasses to educate them on the CFM initiative.

Harold commented that a process needs to be coordinated to ensure that every canvasser who is assigned a name that is on the CFM prospect list that the canvasser is in touch with the assigned DRM before canvassing the donor to coordinate a collaborative fundraising approach (i.e DRM reaches out to the donor as a door opener for the volunteer canvasser).

Jared commented that the campaign chairs have met to discuss the list of canvassers for this year's campaign. Harold volunteered to contact Brent Taylor to inform him on the CFM initiative as he has no knowledge of the initiative whereby Steven Kerzner was introduced to CFM at last year's campaign.

It was suggested that Foundation related questions be built into the canvasser script such as the canvasser asking the donor if they know about the OJCF? and would they be interested in having the OJCF contact them?

Book of Life Initiative: Harold commented that none of the potential prospects approached to chair the initiative accepted the position for various reasons. Harold volunteered to consider filling the chairman role as one of his goals during his two years as Immediate Past Chair is moving forward the Create a Jewish Legacy program.

B'nai Mitzvah Calls: Jared commented that Lenora has confirmed her Chair position for the B'nai Mitzvah Committee for the coming year. Lenora will be focusing on the solicitations has she has recruited 2-3 members to assist her with the task. Jared will be helping Lenora with training the canvassers (i.e. phone call script, program details, etc.).

Fundraising Committee Donor List: Harold encouraged Board members who have not already submitted their feedback on the donor list to do so as soon as possible.

PRESIDENT'S REPORT:

A report prepared by Jared was circulated to the Board prior to the meeting. Jared recapped the Jewish Legacy Forum conference that he and Harold attended in Kansas City. Jared reported that the conference provided information on how other communities have developed the Create a Jewish Legacy Program in their communities, the donor centric trend and the role that Board members have in reaching out to donors and their peers in the community, development of e-marketing ideas which Jared will be obtaining from various foundations like St. Louis who have impressive materials to share. Harold added that there is a tremendous amount of collaboration and cooperation between the organizations in regards to fundraising and the contacts that have been built from attending the conference each year has provided additional resources to the OJCF as they are willing to provide any assistance we may require.

CASH GIFTS REPORT:

The Cash Gifts Report for March 2011 was circulated to the Board prior to the meeting. Board members were given the opportunity to put forth comments and/or questions. Board members were satisfied with the material provided.

LEGISLATIVE COMPLIANCE REVIEW:

Harold commented that a legislative compliance report is prepared each year to acknowledge to the Board of Directors that the organization has fulfilled its obligations in respect to the legislative acts including that the Director's and Officer's insurance is in good standings. The memorandum is signed by both Chairs of the JFO and OJCF because the Financial Services Department is a shared service between both organizations.

INVESTMENT UPDATE:

Various investment reports were circulated to the Board prior to the meeting. Board members were given the opportunity to put forth comments and/or questions. Board members were satisfied with the material provided.

NEW BUSINESS:

Themes for OJCF Fundraising Campaign: Eddy commented that the Fundraising Committee is working on canvasser training, prospect list and identifying various themes for giving. The Board's input and participation is crucial to the Fundraising effort. Eddy encouraged Board members to provide their input on the donor list and to provide additional prospects to aid the Committee in their efforts.

OJCF Membership: A memo outlining the new members of the OJCF since the approval of the last membership list (May 4, 2010) was circulated to the Board prior to the meeting. Harold reiterated the Board's decision to approve new members rather than all members going forward which over time will correct the foundation records regarding who the one member is for the fund.

A motion was proposed to approve the new members since May 4, 2010 as presented and it was approved unanimously by the members of the Board.

AGM Program : A copy of the AGM program was circulated to the Board prior to the meeting. Harold commented that the Cantor who is available to perform the anthems has a prior commitment and can join the meeting around 7:40 p.m. Therefore, the anthems need to be delayed until after the dvar torah. The Board agreed that if the anthems can't be done before the JFO greetings (pending the Cantor's arrival) that it will have to wait until the end of the meeting.

Board Retreat Summary: A summary of the OJCF Board Retreat held on March 23, 2011 was circulated to the Board prior to the meeting. Harold encouraged Board members to forward any feedback regarding the Board retreat structure for future reference to Francine.

COMMITTEE UPDATES:

Written material provided by the Women's Philanthropy and Board Development Committees were circulated to the Board prior to the meeting.

Marketing: Yoni commented that the Committee is waiting for approval to move forward with creating new collateral which will require a bit of spending. At a recent meeting the Committee looked at the OJCF website and evaluated areas for improvement. The donation area was identified as a potential area where a backend system can be created and tailored for donors such as a member login page that remembers donation transactions and tribute card requests and that can remind the donor of their donation activities for future giving, etc.

The Board agreed to give permission to the Marketing Committee to proceed with the design process of a new logo within the approved budget. It is understood that the Board will be presented with a final design for approval once the process is completed.

The Board advised Yoni to obtain a quote for the member backend system for the website and to present a formal proposal either at a Board meeting or electronically for the Board's feedback and approval. Shelley can advise on the status of the marketing budget. This same process applies to any marketing project the Committee wishes to propose to the Board.

Women's Philanthropy: Lynne commented that the Women's Philanthropy Committee initiated a Mother's Day Card for the Women's Collective Endowment Fund with a water colour card designed by one of the founders and the Committee coordinated as part of the initiative delivery of flowers donated by Bloomfields Florist to Cornerstone Emergency Shelter for homeless women. A copy of the card was displayed for Board members to see. The Committee likes the idea of using the mother's day card as the card for all donations made to the Women's Collective Endowment Fund.

Board Development Committee: A memo outlining the Board member slate for election at the June 16th AGM and the compilation of the Board for the coming year was circulated prior to the meeting.

A motion was proposed to approve the slate of Board members as presented and it was approved unanimously by the members of the Board.

Roger commented that the Committee is working on developing a Mentorship Program for incoming Board members but also for existing Board members who wish to participate in the program. Additionally, a more robust Board Orientation will be part of the program whereby all Board members will be invited to attend the orientation event that will be educational in a social atmosphere. Roger invited Board members to participate in the program and to advise Jared in the next couple of weeks if he/she is interested in being assigned a mentor or is interested in being a mentor to a new member. A suggestion was put forth to incorporate mentorship for Committee Chairs and members as they may find it beneficial as well.

G.J. Cooper Scholarship Committee: Yoni commented that the new rating system developed this year for the scholarship selection process went smoothly and the results selected one applicant as the winner of the scholarship. There were ties for other applicants which a tie breaking system will be developed in time for next year's selection process just in case the situation arises. It was noted that under the terms of the scholarship there is only one winner permitted and the other applicants are provided with a letter of thanks for participating in the scholarship.

Fundraising Committee: Eddy commented that the Committee is discussing coordinating a Foundation Breakfast event sometime in the fall that will help with the branding initiatives and help create awareness of the OJCF in the community. The event could become an annual occasion for the Foundation. Parlour meetings are scheduled to be coordinated this coming year. The logistics are being worked on. With any OJCF event or meeting the goal is to always have a reason to call possible donors to inform them of the event and to connect them to what is going on.

INVESTMENT STRATEGY PROPOSAL:

A memo and proposed investment strategy recommended by the Investment Committee was circulated to the Board prior to the meeting. Mark reviewed the content of the proposal with the Board. Roger provided feedback on the historical view of the Foundation's investment strategy.

A motion was put forth to approve the investment strategy as presented, for the Investment Committee to begin the implementation process as well as the donor feedback process. The motion was approved unanimously by the Board.

The Investment Committee will begin the process of implementing the strategy (i.e. interviewing potential managers) and the Investment Committee will present a recommendation on the manager selection for the Board's approval before any manager is officially hired.

OTHER BUSINESS:

Prior to the meeting, an email was circulated to the Board disclosing details regarding a sponsorship opportunity for the community Walk-A-Thon on June 12th which is raising money to support Jewish Education in Ottawa. Harold commented that approximately 300 families will be participating in the event. Yoni commented that the OJCF's branding is not fully developed therefore there would not be any marketing value in sponsoring this year. The opportunity is being presented too close to the event and there isn't sufficient time to prepare. Roger added that the OJCF is a donor centered organization not agency centered and has not supported any one specific cause thus far as all causes are worthy. In conclusion, the Board was in agreement to decline the sponsorship opportunity as it conflicts with the OJCF's mandate and would not add value in exposure or branding of the Foundation.

GOOD AND WELFARE:

Harold congratulated Roger for his many years of service on the Board as he completes his two year tenure as Immediate Past Chair.

ADJOURNMENT:

The meeting was adjourned at 6:20 p.m.