



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 17, 2010 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, Ingrid Levitz, Chuck Merovitz, Mark Shabinsky, Lynne Oreck-Wener

APOLOGIES: Len Farber, Michael Landau, Steve Lesh, Richard Roth, Judah Silverman, Pam Stelcner, Gilad Vered, Lenora Zelikovitz

STAFF: Jared Isaacson, Jack Silverstein, 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.

Harold introduced Rabbi Shaps from Torah Academy of Ottawa and thanked him for joining the meeting to make an agency presentation to the members of the Board.

Torah Academy of Ottawa

Rabbi Shaps made a 15 minute presentation including Q&A via PowerPoint on current and future activities and projects for the school.

APPROVAL OF MINUTES:

A motion was made to approve the February 16th, 2010 minutes and it was approved unanimously by the members of the Board.

BUSINESS ARISING FROM THE MINUTES OF FEBRUARY 16TH, 2010:

Harold commented (and Francine concurred) that Francine researched what other community foundations may be posting on their website pertaining to their investments or investment related materials and found nothing besides Annual Reports and financial statements.

INTERACTIVE BOARD DISCUSSION:

A memo on the subject of "the role of the professional staff in relation to the Board" was circulated to the Board prior to the meeting. Jared highlighted aspects of the subject matter to initiate the discussion.

Board member comments/suggestions:

- Having strong staff involvement enhances the volunteer experience for members.
- Board members need to be attentive and understand the activity of the foundation as they are accountable for the overall goals, legalities and donor stewardship of the foundation.

- Each committee should review their responsibilities which will help define the role of the professional staff versus the role of the committee members.
- The memo should be expanded to include specific committee activity details to help define the roles for each OJCF committee.

PRESIDENT'S REPORT:

A report prepared by Jack was circulated to the Board prior to the meeting. Jack distributed to each Board member an OJCF ruler which is being distributed by mail to all OJCF fund holders and also with the donation tax receipts. Jack commented that the staff is working on getting familiarized with the analytical tools that are available through the hosting company to better understand the web stats that are attainable for the OJCF website.

Jack added that he has attended various fundraising seminars through AFP (Association of Fundraising Professionals) and has been asked to participate on a panel where this group is working on rolling out presentations to local agencies to teach them best practices on engaging teenagers as philanthropists and keeping them involved through their adulthood. The OJCF will be expanding the B'nai Mitzvah program to better engage its young fund holders.

Board members put forth suggestions for engaging the younger generation:

- Reach out to the parents to share a portion of what they donate and pass it along to their kids to allocate to a charity of their choice. The charity can be either Jewish or non-Jewish as this exercise is to engage, teach and promote interest in philanthropy.
- Reach out to parents to match their child's contribution to charity (i.e. child raises \$200, the parents matches it with an additional \$200).
- Teach kids how to incorporate philanthropy into their lives (i.e. donate 10% to charity, save 10% and keep 80%).
- Allow pre-Bar/Bat mitzvah children to establish a fund but with a lower contribution amount than \$250. This may foster a sense of belonging at a young age (i.e. be able to start a fund like their older sibling but on a smaller scale tailored to them).
- When an adult fund is being established, allow a portion of the opening contribution to be segregated into a child's fund.
- Find a way to show our B'nai Mitzvah fund holders how their donations to the OJCF are making a difference in the community (being able to relate to their gift will reinforce the good deed and positive feelings towards philanthropy that will carry throughout their adult lives).

CASH GIFTS REPORT:

The Cash Gifts Report as of March 2010 was circulated to the Board prior to the meeting. Harold commented that the report was formerly called "the Capital Increment Report" and was changed to Cash Gifts to better differentiate the report from the "New Commitments" report provided with Jack's President's Report. Board members were given the opportunity to put forth questions pertaining to the Report.

2009 AUDIT REPORT:

Shelley reviewed the draft Financial Statements and Executive Summary for the year ending December 31, 2009, circulated prior to the meeting. Shelley commented that Ginsberg Gluzman Fage and Levitz (GGFL) completed their field work on February 11th. The financial statements were reviewed by the Finance and Audit Committee on March 18th and also by the Executive Committee on March 23rd. Board members were given the opportunity to present questions and/or comments.

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

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. Shelley added that the Director's and Officer's insurance policy is reviewed every two years.

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 COMMITTEE UPDATE:

An Investment Committee update was circulated to the Board prior to the meeting. Mark Shabinsky, on behalf of Richard Roth, reviewed the memo and the Sub-committee's recommendation pertaining to the active bond manager interview process conducted by the committee.

A motion was proposed to approve the Sub-committee's recommendation to hire Canso as the active bond manager to manage 50% of the internally fixed income, as presented and to begin the transition process. The motion was approved unanimously by the members of the Board.

NEW BUSINESS:

OJCF Membership: A copy of the membership list (up to May 4, 2010) was circulated to the Board prior to the meeting. Harold commented that as part of a requirement of the OJCF By-laws, the Board of Directors each year must approve the members of the OJCF who are entitled to vote at the Annual General Meetings. It was noted that the list contains more than one member per fund in cases where a fund was established jointly with a spouse and/or siblings. Harold commented that only one vote is permissible per fund and that Francine will be working on collecting and recording this information going forward. Harold added that he would look at the By-laws and may tweak the wording if it is unclear that it is one voting member per fund.

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

A comment was put forth questioning whether it is a good idea to have fund holders discuss among themselves who will be the voting member and that there is potential for conflict on the matter. A suggestion was put forth to include in a future mailing to fund holders the question of who would vote and the responses will indicate how many members have difficulties with choosing the voting member, if any.

It was noted that one of the names on the list is incorrect, the Bess and Moe Greenberg Hillel Lodge should read, "The Bess and Moe Greenberg Family Hillel Lodge".

AGM Program: A copy of the AGM program for the June 9th, 2010 members meeting was circulated to the Board prior to the meeting. The Board was in favour of the program as presented.

Board Retreat Action Items: A report proposing action items stemming from the Board Retreat was circulated to the Board prior to the meeting. Harold commented that the report is a work in progress and that the next step (after the Board has reviewed the action items) is to assign timelines to each item. Harold announced that Eddy Cook has accepted to Chair the Fundraising Committee for the coming year.

Harold added that Lynne, Chair of the Women's Philanthropy, pointed out lead responsibilities that her committee would take on from the identified action items in the areas of improve communication and access for donors re: CFM Menu of Opportunities (pg 3) and actively engage Board members re: as a recruitment tool for recruiting women as Board members.

COMMITTEE UPDATES:

Marketing Committee: An update was circulated to the Board prior to the meeting. Ingrid commented that the new OJCF website looks great and the new online donation form is easy to use. Board members were given the opportunity to put forth comments and/or questions pertaining to the report.

Board Development Committee: Roger commented that with Eddy's confirmation to Chair the Fundraising Committee, the 2010-2011 Board member slate is completed with a total of 10 Board of Directors for the coming year.

Collaborative Fundraising Model (CFM): A CFM update was circulated to the Board prior to the meeting. Jared highlighted aspects of current and upcoming CFM activities (noted in the update). Harold commented that the Fundraising Committee has been tasked to review the menu of opportunities and look for fundraising initiatives that the OJCF can optimize on. Jared is finalizing a memorandum of understanding between the OJCF and JFO that will be signed by both parties once approved. Jack and Jared have been tasked with developing a "tracking" system for the solicitations (both CFM and non CFM) so that the Board may determine if the number of "asks" targeted in the Strategic and Business Plans is being achieved.

OTHER BUSINESS:

Jewish Leadership Development Institute: Harold commented on the JLDI program as he participated in the program and reported that there will be two stakeholders meetings scheduled for September 16th and October 2nd whereby three members from each agency would attend the stakeholders meeting to engage in discussion re: program development for the JLDI going forward. Harold suggested that from the OJCF, one staff person, either Harold or Richard and one volunteer from the Board should attend the JLDI Stakeholders meeting in the fall. Harold asked the Board to contact Francine if he/she is interested in participating in the Stakeholders meeting.

ADJOURNMENT:

A motion was made to adjourn the meeting at 5:50 p.m. and it was approved unanimously by the members of the Board.