

THE OTTAWA JEWISH COMMUNITY FOUNDATION
MEETING OF THE BOARD OF DIRECTORS
Investing in Our Future

THURSDAY, MARCH 28TH, 2019
MINUTES

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Foundation') held at the head office of the Foundation at 4:00 PM on Thursday, March 28th, 2019 in the Boardroom of the Soloway Jewish Community Centre, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

<u>PRESENT:</u>	Jonathan Ben-Choreen Freedman, Michael Landau, Mitchell Leitman, Adina Libin, Sharon Appotive, Gillie Vered, Lawrence Weinstein, Ken Wright, Sandy Pollack, Lawrence Soloway, Paul Finn
<u>STAFF:</u>	Andrea Freedman, Micah Garten, Solange Ashe

MEETING CALLED TO ORDER:

Gillie Vered called the meeting to order at 4:03 PM and welcomed all in attendance.

APPROVAL OF FEBRUARY 28TH, 2019 MINUTES:

Gillie asked if there were any questions arising from the meeting minutes of February 28th, 2019. A motion to approve the meeting minutes was made.

Moved by: Mitchell Leitman

Seconded by: Lawrence Weinstein

Approved Unanimously

PRESIDENT'S REPORT AND NEW COMMITMENTS REPORT

Andrea asked the board if there were any questions from the written material, and then provided the following updates:

- The Communications team has created a Foundation Facebook page. The board is encouraged to share with their networks.
- A database consultant will be at the Foundation offices the week of April 1st to assist with the disbursement of funds. The board was advised to let Andrea know if anyone is interested in hand delivering cheques to specific agencies.
- Jewish Memorial Services has deposited additional dollars into their managed fund, with more to come.
- On May 6th, Foundation is hosting a "fireside chat" about legacy giving. Harley Finkelstein is the guest speaker, with moderation by Marc Sutcliffe. The event is being held at the Gowling conference centre and is geared toward donors who have given \$250 annually for a minimum of 10 years.

OPERATIONAL BUSINESS PLAN:

Andrea Freedman presented the Operational Business Plan.

- The plan pinpoints the initiatives the Foundation needs to take in order to support the fundraising and robust programming goals in the new Strategic Plan.
- The plan contains two critical pieces: 1) to correct the deficiencies that exist within the Tribute Card program; and 2) to prepare for the work on the 50th anniversary and the Life & Legacy

program.

A motion to approve the Operational Business Plan was made.

Moved by: Lawrence Soloway

Seconded by: Sharon Appotive

Approved Unanimously

INVESTMENT UPDATE:

Gillie advised the board that Susan Lee would be attending every second Foundation board meeting going forward and that during those meetings when Susan is not in attendance, Lawrence Soloway will be responding to questions regarding the BNY Mellon monthly investment reports.

Lawrence confirmed that during the first quarter of 2019, the Foundation investments have recovered from the downturn in the last quarter of 2018, and continue to do well.

Andrea confirmed that a letter would be sent to fund holders advising on the investment downturn in the last quarter of 2018 as well as the investment recovery during the first quarter of 2019.

OUTSIDE THIRD PARTY MANAGED FUNDS:

Micah confirmed that the Foundation has signed an engagement letter with Drache Aptowitzer.

Andrea confirmed that she will follow up with the Jewish Federation of Toronto with respect to their practices and that she and Micah will obtain copies of third party managed fund agreements from both the Toronto and Montreal Federations.

FUNDRAISING TRAINING:

Andrea provided a presentation on best practices for fundraising, focusing specifically on legacy giving, with the following guidelines:

- Prior to meeting, review Foundation materials and donor history.
- Schedule a meeting by phone or email and confirm the meeting the day before.
- At the meeting, find common interests and listen for cues.
- When making the ask, explain the importance of Foundation giving and its unique value-add; the significant tax advantages; incorporate major milestones; explain the legacy challenge; find out what they want to accomplish and ask them to consider making a legacy gift to support causes they are passionate about in perpetuity; if it's a couple, better to have both of them at the meeting; finally, say nothing.
- After the ask – deal with any questions; if you don't know something admit it.
- After the meeting – send a follow-up email; thank the potential donor; and provide any additional information or answers.

Key strategies:

- Show appreciation.
- Listen.
- Seek to inspire, and always be authentic and honest.
- It's all about timing.

Andrea then set up two role playing opportunities for the board to practice fundraising.

Andrea thanked the board for participating.

ADJOURNMENT:

Gillie adjourned the meeting at 5:23 PM.