



**Jewish Federation of Ottawa
Board of Directors Meeting**

Summary of Discussion as a Report to the Community

Wednesday, March 7, 2018
Soloway Jewish Community Centre

In Attendance: David Appotive, Kevin Barwin, Harold Feder, Michael Polowin, Hartley Stern, Danya Vered, Lenora Zelikovitz, Aviva Ben-Choreen, Linda Kerzner (via conference call)

Staff: Sarah Beutel, Andrea Freedman, Micah Garten, Leslie Kaufman, Judie McKenney

Recorder: Solange Ashe

I: Welcome – Hartley Stern

Hartley Stern welcomed the board and called the meeting to order at 5:28pm.

II: Approval of Board Meeting Minutes – Hartley Stern

Hartley called for a motion to approve the minutes from the February 7, 2018 Jewish Federation of Ottawa board of director's meeting.

The board agreed to approve the minutes as long as it was noted under the Grants & Evaluations Committee Report that a more robust analysis of Federation programming and its funding would be reviewed in the future.

First – Michael Polowin

Second – Kevin Barwin

Motion carried.

III: 2019 Annual Campaign Plan – Aviva Ben-Choreen

Hartley invited Aviva to present the Annual Campaign Plan, which outlines the strategy to augment fundraising in alignment with the vision of the Jewish Superhighway.

The board was asked for feedback on the following:

- Is the plan achievable or is it overly ambitious?
- With plans to raise an additional \$1.7M for the Jewish Superhighway, should an annual campaign goal be stated? Is it confusing to provide an Annual Campaign goal, which is a piece of the \$1.7M?
- Allowing donors making increased gifts to direct their gift to one of the four goals of the Jewish Superhighway fundamentally changes the way business has been done. Does the board endorse this strategy to raise more dollars?

The following agreements were reached by the board:

- The board endorses the Annual Campaign plan and recognizes that the campaign team and management are in the best position to determine what is achievable.
- The board endorses the strategy of allowing donors to allocate the portion of their increased gift to one of the four Jewish Superhighway goals or choose not to direct their gift, allowing Federation's allocations process to make that decision for them.

IV: The Jewish Superhighway – Andrea Freedman

Andrea presented "Building Ottawa's Jewish Superhighway" which will become a foundational piece for future communication.

The primary focus at this board meeting was to clarify the vision of the Jewish Superhighway: to create meaningful experiences and Jewish journeys where Jewish life is vibrant and no one is left behind.

The Federation proposed a dual operating system whereby all increased dollars raised for the Jewish Superhighway will go to the new strategic budget for innovation, while the Annual Campaign will continue to support the highest priority needs of the Jewish community.

Andrea introduced the four goals of the Superhighway:

- Inspire Jewish experiences for all ages;
- Enrich Jewish education and learning;
- Ensure compassionate care for our most vulnerable; and
- Provide a safe and secure community.

The board then had an open discussion, resulting in the following clarifications and suggestions:

- The dollars collected this year that fall under the \$4.5M will be allocated traditionally, and increased dollars will be designated to one of the four Superhighway goals.
- A rollout of the Jewish Superhighway will be available for staff and canvassers.
- The \$1.73M per year will come from 4 separate areas: 1) \$ Annual Campaign; 2) supplemental gifts 3) Creative giving vehicles (e.g. flow through) 4) enhanced partnership with the Foundation.
- The allocations process will need to be fleshed out further to achieve the goal of greater engagement through both traditional and innovative allocations.
- Agencies should provide a wish list of supplementary gifts which will give people concrete options for supplemental giving.
- Further work on the collateral will be undertaken, including targeted messaging and success stories, before presenting it to the community.

V: Year 4 Work Plan Update – Andrea Freedman

Andrea distributed the Year 4 Work Plan Progress Report for the board to review. Discussion will be postponed to the April board meeting.

VI: President's Report – Andrea Freedman

Andrea shared some of the strategies in place and Hartley commended the Federation, Hillel Ottawa, and the students in their response to the upcoming BDS vote at the University of Ottawa.

After the vote takes place, a notice will be sent to our community.

VI: Good & Welfare

- Hartley thanked the board for their attendance and participation.

The meeting was adjourned at 6:52pm