



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

Summary of Discussion as a Report for the Community

Wednesday, October 13, 2021
Board Meeting

In Attendance: Kevin Barwin , Josh Engel, Harold Feder, Stacy Goldstein, Jeff Laks, Karen Palayew, Gillian Presner, Michael Polowin, Alice Retik, Jacob Shabinsky, Ian Sherman, Danya Vered

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

Recorder: Rebeca Palacios

I: Welcome – Ian Sherman

Ian welcomed the board members and called the meeting to order at 5:30 pm.

II: Approval of Board Meeting Minutes – Ian Sherman

Ian called for a motion to approve the Minutes from the September 13, 2021 Board of Directors Meeting.

Moved: Kevin Barwin

Second: Gillian Presner

Motion carried with correction to point number VII correction to Kevin Barwin’s name

III: Generations Trust Campaign – Andrea Freedman

Ian invited Andrea Freedman, President and CEO, to present on the Generations Trust Campaign.

Andrea reminded the board that the material circulated in advance is still in draft form and made the following comments:

- This campaign will be targeting a very small prospect list, no more than 30 donor families will be approached and there’s no anticipation of a public campaign at this juncture.
- This will be a one time exceptional ask and annual giving is expected to be maintained.

All questions posed by the board were answered to their satisfaction.

IV: Campaign Report - Karen Palayew, Josh Engel & Micah Garten

Ian invited Campaign Chairs Karen Palayew and Josh Engel as well as Micah Garten, Director of Development, to present a campaign report. Josh Engel took the lead and provided the following updates to the document sent to the board in advance of the meeting.

Along with the monthly donor pilot program, the campaign is also working with the Jewish Federations of North America to utilize their “campaign in a box” for collateral and solicitation mailing and emails, including a direct mail sent out at the start of the campaign as well as a direct mail plan for Hanukah.

As of October 13:

- Campaign 2022 currently stands at \$1.96 million from 665 donors, 36 are new or lapsed donors.
- Of the 665 donors 43% have made some increase to their donation, 5% decreased, the increase rate is similar to past years;
- Added new top donor, who increased their gift by 25% to get to that level;
- Added new Lion of Judah; and
- Cumulatively, the gift over gift increase rate of the 665 donors is 1%, which is lower than is comfortable at this point in the campaign, but still a significant achievement given the pandemic's impact.

All questions posed by the board were answered to their satisfaction.

Ian thanked Josh for providing the campaign updates.

V: OVH/CKC discussion – Leslie Kaufman

Ian invited Leslie Kaufman, VP Corporate Services, and Jonah Rabinovitch, Chair of the OVH Lay Committee to present on and the status of recertification of CKC.

The board had questions that were all answered to their satisfaction and made thoughtful suggestions. They also requested that we provide an update at the next board meeting in November.

Ian thanked Leslie for all her efforts and for spearheading this initiative and advised the board to contact Andrea Freedman, Leslie Kaufman or himself if they have any further questions.

Leslie thanked the board and specifically Ian Sherman, Michael Polowin, Jonah Rabinovitch and Andrea Freedman.

VI: President's Report – Andrea Freedman

Ian asked Andrea to provide updates to the report previously circulated to the board.

Andrea noted the following updates:

- A Top Donor briefing was held last Thursday, with approximately 25 attendees. Andrea provided a briefing on the community and Shimon Fogel spoke about antisemitism;
- The Prime Minister announced that a Special Envoy on Preserving Holocaust Remembrance and Combatting Antisemitism has been made permanent. This was one of the policy recommendations that Federation, along with CIJA submitted during the emergency summit on antisemitism so it is encouraged that the government took this important step; and
- There is a mid-campaign event coming on October 27th - Choir! Choir! Choir! So far there are 125 registrants.

The board thanked Andrea for doing a great job with the top donor briefing.

The meeting was adjourned at 6:56 pm