

OJCF Foundation

Matters



DECEMBER 2010

OJCF Is Here To Help You Remember Life's Milestones

Donations via tribute cards are an excellent way to honour or memorialize a friend or relative, to commemorate a special occasion, or to acknowledge life-cycle events and holidays.

For a minimum contribution of \$18, OJCF will send out a personalized tribute card acknowledging your donation.

Contributions are added to the fund of your choice, giving you the opportunity to help individual funds grow, increasing the amount available for distribution.

Beautifully designed cards are available in bulk packages of 18 or more for a donation of \$15 per card.

Charitable receipts are issued for all donations.

Call 613-798-4696 (ext. 232) to order your cards today.

Ottawa Jewish
Community Foundation
21 Nadolny Sachs Private
Ottawa, ON K2A 1R9

The Art Of Giving

The terms philanthropy and charity are often used interchangeably in conversations, articles and reports. However— is that fair? Are they the same thing, with the same meaning? Thanks to a recent event hosted by the OJCF featuring guest speakers Charles Bronfman and Jeffrey Solomon, we can now comfortably answer that question with a resounding “no”.



**Charles
Bronfman**

Both are important, and both are necessary to maintain our vibrant and impressive community, but there is a difference.

The debate between charity and philanthropy can be best summed up as this: charity is for today; philanthropy is forever. Both ways of giving

originate from the same desire to help others, and both methods of support are incredibly important. There is no denying that we need to address the immediate needs of our community, providing short-term relief as best we can. As we develop a clear vision of what is important to us – as individuals, as families, as generations – we further develop our sense of responsibility to our community as well as to ourselves.

The need to “do good” is one that is clearly evident in all OJCF fund-holders engaged in supporting the worthy community agencies, institutions and projects all over Ottawa, in Israel and around the world. However, the common assumption most of us face when considering philanthropy is that we need to have millions of dollars to be a philanthropist. As we have recently learned, that is just not true.

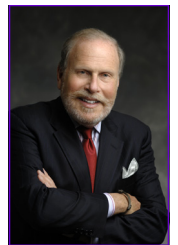
The most important aspect one needs to be philanthropic is a

strategy. Once you have that, the rest is easy.

The fact is anyone can be a true philanthropist – regardless of age and income. All you really need is a willingness to ask yourself the following question: How can I create a long-term strategic investment to help eliminate the root causes of the important issues motivating me to give?

It is a tough question to ask, but ultimately an important first-step in realizing your philanthropic goals and vision.

If you would like to talk with us about pursuing your personal and meaningful philanthropy, please contact us at 613-498-4696, ext. 248.



**Jeffrey
Solomon**

You can watch a full video transcript of the recent “Art of Giving” event on our website at www.ojcf.ca

Roger Greenberg honoured as ‘Outstanding Volunteer Fundraiser’

Philanthropist Roger Greenberg was named 2010 Outstanding Volunteer Fundraiser by the Ottawa Chapter of the Association of Fundraising Professionals (AFP) at their 16th annual Philanthropy Awards, held November 15 at the Fairmont Château Laurier.

“Recognition is not something I look for in my volunteer work,” said Greenberg modestly. “This award means that I must be doing a good job, that the organizations I work for appreciate my work.”

Greenberg was nominated for

the award by Susan Doyle, president and CEO of the Ottawa Hospital Foundation. “Roger Greenberg is the most committed, determined, conscientious and effective volunteer I have worked with in more than 20 years of fundraising,” wrote Doyle in her letter to the awards committee.

Accompanying the nomination were letters of support from Jack Silverstein, executive director of the

Excerpt taken from Benita Baker's article from the November 29 issue of the Ottawa Jewish Bulletin

Ottawa Jewish Community Foundation; Ottawa lawyer and fellow philanthropist Steven Victor; Brenda Rothwell, executive director, Algonquin College Foundation; and Patricia Shapiro, director of the Ottawa Children's Treatment Centre.

The AFP award is presented to an individual who has “demonstrated through their volunteerism exceptional skills in co-ordination and motivation of others for fundraising projects and who is committed to the advancement of philanthropy.”

Reader Feedback

If you would like to receive this newsletter or any other correspondence from us electronically, please send us your updated email address.

Contact us via mail, email (info@ojcf.ca) or by phone (613-798-4696, ext. 248).

We appreciate any suggestions or comments you may have on the OJCF newsletter, website or programs offered throughout the year.

613-798-4696

WWW.OJCF.CA

OJCF Foundation Matters

Chair's message

Here I am at the three-quarter pole of my term as Chair of the Ottawa Jewish Community Foundation heading for the home stretch. There has been much accomplished and still a long way to go to reach the finish line.

I borrow from horse racing terminology somewhat intentionally. Often as we try to effect change it does feel at times like we are running in circles. I am reminded of a Seinfeldian musing about racehorses discovering at the finish line that they were right back where they started and deciding that the next time around they would certainly take it just a little easier.

Well, enough about famous Jewish comedians and race horses and on to the state of the union at the OJCF.

In June 2009, at my first AGM I identified three principal objectives:

- To broaden the donor base;
- To prepare for the inter-generational wealth transfer; and
- To steward the Collaborative Fundraising Model (CFM)

I am pleased to report that at the Board of the OJCF we haven't been taking things easier and there has been much activity on all three fronts. In particular there has been significant developments within the

last few months which touch upon all of these initiatives and give cause for great hope for the future.

Our newly created Women's Philanthropy Committee under the guidance of Lynn Oreck-Wener and the Fundraising Committee chaired by Eddy Cook have both had their initial meetings, adopted their mandates and are looking ahead to develop new programs. The reconstituted B'nai Mitzvah Project guided by Lenora Zelikovitz is developing strategies to expand our connection to youth. Also of note, the Marketing Committee with Yoni Freedhoff as chair is focused on innovative new strategies to connect to our donors.

Earlier in the fall we held the first ever meeting of the past-Chairs of the OJCF. It was an honor and a privilege for me to be in the presence of a gathering of some of the community's leading philanthropists and volunteers and to have the opportunity to benefit from their insight garnered from their collective experience.

In mid-October we hosted world-renowned philanthropists Charles Bronfman and Jeffrey Solomon who shared their views on philanthropy as embodied in their book 'The Art of Giving' to an audience of over 200

people. It was clear in listening to them that in adopting the Collaborative Fundraising Model we are on the right track. Not just from the standpoint of cooperation between the OJCF and the Jewish Federation of Ottawa but, more importantly that CFM has as its primary focus adding value to donors' philanthropic experiences as we collectively try to enhance life in the Ottawa Jewish Community.

Through all of these initiatives we are on the leading edge of Jewish communities in North America in adopting new approaches to philanthropy. As I stated at the outset the course is not always straight ahead.

However, I can state that the collective will is there.

As a result, there will be more outreach to donors in the weeks and months ahead as we move forward together to make the Ottawa Jewish Community the best it can be.



Harold Feder
OJCF Chair

Jewish Teen Philanthropy 101

As the world of philanthropy changes, the old myths and preconceptions of who is – or rather, who isn't – giving is changing as well.

There are many statistics and studies about philanthropy concerning the baby boomer generation, and their part in the billions of dollars that are donated to charities every year in North America. But less is written (and more importantly talked about) concerning the giving patterns of teens in our communities. And the reality of their participation in the world of philanthropy may surprise most of us, definitely for the better.

According to a recent study by Mackenzie Investments, a Toronto company that also hosts the annual Teen Philanthropy Awards, Canadian teens are pumping millions of their own money into their communities. They also volunteer more than 100 million hours a year. Indeed, philanthropy expert Imagine Canada's research

shows that teenagers have higher rates of volunteerism than any other age group - in general, 45% of Canadians are volunteers, compared with 65% of teenagers.

Whether they are giving their own money, volunteering countless hours during the year or participating in group efforts to raise funds for important and relevant causes, the old myth that teens aren't engaged in meaningful philanthropy is a pre-conception that is best left at the door.

Recent polls in the US provide interesting data as well. One of the more interesting facts to emerge reported that most teens feel that parents are the greatest influence in motivating teens to give back and be charitable.

Jewish teens are significantly influenced by both the beliefs and

actions of their parents, highlighting the role that families continue to play in the development of philanthropy and community responsibility.

So what does that mean for the future of philanthropy? Will today's teens become tomorrow's philanthropists?

As the Ottawa Jewish Community Foundation continues to develop plans to engage all generations within our community in the pursuit of meaningful philanthropy, please feel free to contact us for more information on how you can play a part in this developing trend.

If you are looking to start the ball rolling today, we can help you set up a B'nai Mitzvah fund for your son, daughter, nephew, niece or grandchild through The Saul and Edna Goldfarb B'nai Mitzvah Fund. Reach us at 613-798-4696, ext. 278 or via email at info@ojcf.ca

