



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** March 12, 2019  
**Re:** President's Report

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Here is an update to the Board on activities and issues since our last meeting on February 6, 2019.

### DEVELOPMENT

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2019 Campaign (March 6, 2019)	2019	2018	Increase of	% Increase
Campaign Total (1,693 gifts)	\$4,534,656	\$4,189,843	\$344,813	8.23%
New Supplemental Gifts for Jewish Super Highway	\$146,514			
<b>Total Campaign and Supplemental Giving</b>	<b>\$4,681,170</b>			
Total Match (total increases + total supplement gifts)	\$542,577			
<b>Total Campaign and Supplemental Giving and the match</b>	<b>\$5,223,747</b>			24.68% Increase over last year

Though the pace of gifts has slowed considerably (as it always does at this time of year), what is less typical is that we continue to see increased gifts.

### FEDERATION PROGRAMMING AND SERVICES

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#### Community Building

**Strategic Planning Consultations:** To date, there have been three consultations: February 28<sup>th</sup> Federation staff (approx 20 participants); March 4<sup>th</sup> open to all community members (22 participants); and March 8<sup>th</sup> community organizational leadership (25 participants). Three more consultations are scheduled: Federation board, Emerging Generation and Top donors/past Federation leadership. A short survey will also be distributed community wide. Valuable feedback is being provided which will help shape the final report.

**PJ Family Fun Day in partnership with Congregation Machzikei Hadas, February 18:** The event offered crafts, workshops and multiple activities for children of all ages. 75 families attended, and this was an increase over last year's numbers.

**EG Casino Night, March 2:** Federation's Emerging Gen held its annual event at Orange Art Gallery. The event was co-chaired by Arielle Kreisman, Lianna Krantzberg and Jason Friedman. Close to 100 young professionals participated. Feedback from the event has been very positive.

**Upcoming events:**

- PJ Newcomer's event to welcome new families who have joined PJ Library in the last year, on March 24. This is part of a new approach to engaging PJ families differently.
- My Heart in a Suitcase: The Shoah Committee is bringing a Holocaust-themed play that will be presented to over 700 high school students on April 1
- Yom Hashoah community commemoration will be held on May 1

**Hillel Ottawa:**

**February 7** - Security and Morality talk with Lt. Col Jordan Herzberg. 14 students had the opportunity to hear about the inner workings and moral dilemmas within the IDF, and how Col. Herzberg facilitated backchannel talks during Camp David.

**February 8** - Hillel TV-themed Shabbat dinner. Hosted a small niche Shabbat dinner where 85 students attended.

**February 13** - Ulpan Shmulpan with Tomer. This was an introductory Ivrit (Hebrew) class where 8 students attended and learned basic conversational Hebrew.

**February 25** - Inclusivity and intersectionality workshop with CIJA. This was an informative session on creating a more welcoming space for all Jews. 5 attended.

**February 26** - Hillel's annual Israeli Wine, Canadian Cheese & MPs. This was the 10th annual event, where three Members of Parliament and the Israeli Ambassador shared their thoughts about the Canada - Israel relationship which is based on our shared values. 78 students attended.

**March 1** - Hosted Hillel's first ever SAGE (Students Acquiring Graduate Education) Shabbat dinner, with 38 Grad, Med, and Law students.

**March 4** - Brunch featuring a special guest from Israel, the Mayor of Sderot, Alon Davidi. 8 students attended.

**Advocacy:**

**February 8th Tamir encounter with Minister Lisa MacLeod** - Federation helped facilitate an encounter with Minister MacLeod and Tamir leadership and families.

**February 25th Meeting with Ambassador Vasilios Philippou, High Commissioner of the Republic of Cyprus** - to discuss a potential joint event.

**February 25th Staff lunch and learn** - What is intersectionality? What is gender-diversity? Why is it important to us? Approximately 10 people attended.

**March 5th Humans of Tel Aviv** - opening of an exhibit at the Cube Gallery attended by 45 people - a great mix of young community members plus allies - politicians, students, and people from the LGBTQ community.

**May 25/26 Grade 12 training** - to better prepare high schoolers for university campus life, in conjunction with CIJA and JAFI, a training will be held for Grade 12 students. This will include units learning about Israel

and the conflict and reviewing strategies of how to talk to Canadians about these issues and how to tackle anti-Israel and anti-Semitism on campus.

## **CORPORATE SERVICES**

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### **Security**

On February 6, 11 synagogue security representatives from most congregations convened to discuss common concerns. The synagogue security group will continue to meet and collaborate with one another and with CIJA.

As a result of that meeting, a community member will lead a 3-hour security training seminar on April 11<sup>th</sup> for staff and volunteers for synagogues, schools, and agencies. Federation is hosting this seminar, and it will be held at the SJCC.

## **COMMUNICATION:**

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### **Communication pieces**

- February 1 - Shabbat Greeting with Campaign success update and news on microgrants
- March 8 Shabbat greeting with details about JDAIM and upcoming conference, Pushing the Boundaries: inclusivity message

### **Social media**

#### **Post Engagements**

January 30 - February 26

**3,437**

#### **Post Reach**

**7,035**

Social media engagement is up this month with healthy interaction on posts.

Examples below:

02/03/2019 11:17 AM		As #mitzdayday2019 participants completed their			1.1K
02/19/2019 10:00 AM		Ottawa's Grinspoon Award for Excellence in Jewish			1.5K
02/25/2019 4:19 PM		Your opinion counts The Jewish Federation of Ottawa			1.3K

Instagram is also growing with new followers daily.

## **Ottawa Jewish Bulletin**

## Revenue update

Bulletin revenue is struggling. The Business Manager has been implementing several strategies including: creating special sections and offering promotional bonuses for advertisers with advertorials and offers of free online ads, with limited success.

<b>Issue Date</b>	<b>Budget</b>	<b>Revenue</b>	<b>Variation</b>
July 23, 2018	\$9,400	\$9,355	(\$45)
August 13, 2018	\$10,000	\$10,552	\$552
September 3, 2018	\$25,000	\$23,205	(\$1,795)
September 17, 2018	\$9,400	\$6,547	(\$2,853)
October 15, 2018	\$9,400	\$8,982	(\$418)
November 12, 2018	\$9,400	\$6,312	(\$3,088)
November 26, 2018	\$13,000	\$12,432	(\$568)
December 10, 2018	\$9,400	\$8,639	(\$761)
January 21, 2019	\$9,400	\$8,980	(\$420)
February 4, 2019	\$9,400	\$4,777	(\$4,623)
February 18, 2019	\$11,000	\$8,041	(\$2,959)
March 4, 2019	\$9,400	\$6,054	(\$3,346)
March 18, 2018			
April 1, 2019			
April 15, 2019			
May 6, 2019			
May 27, 2019			
June 24, 2019			
<b>TOTAL</b>	<b>\$134,200</b>	<b>\$113,876</b>	<b>(\$20,324)</b>

### New tactics to help boost ads:

**Content additions:** New medical/health columnists to partner with a health and wellness ad section (three new retail advertisers have signed up). The idea is to encourage advertisers by showing there will be content to draw readers to their area of interest.

**Recipe section:** Recipe submissions from Ottawa Kosher Foodies group: This is a very engaged social media group. The hope is that their social sharing will increase hits to the paper.

Bulletin staff, management and the Communications and Community Relations Committee are all actively engaged on the issue. The paper is reduced in size to save dollars with less advertising, though there will still be a gap.