



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: October 20th, 2016
Re: President's Report

I am pleased to provide an update to the Board on activities and issues since our last meeting on September 21st.

Sarah Beutel began work as Vice President, Community Building on September 19th. Scott Goldstein, who has served as Executive Director of Hillel on Campus was promoted to the position of Director, Community Collaboration to succeed Sarah. Scott will begin his new role on November 11th. A search has been launched for a new Hillel Director. It is a testament to the high quality of our team that we were able to promote internally for both positions.

DEVELOPMENT

- The annual campaign has currently raised \$2,617,224 from 930 donors, representing a 1.9% increase on a gift by gift basis.
- **Superweek Telethons**, chaired by Nikki Shapiro, took place on Sunday September 25th and Monday September 26th. Telethons raised **\$75,249** from **311 donors**, our second highest total ever. More than 60 canvassers participated in the process, which is higher than previous years. Telethons are particularly noteworthy as 16% of all gifts to the campaign are made during telethons (number of gifts, not dollar amounts). They are an invaluable tool in securing broad community participation in the annual campaign.
- On September 30th, 80 people (including 20 Lions of Judah) gathered for a **Lion of Judah Family Shabbat Dinner** at Machzikei Hadas. The evening included a panel discussion on the importance of organ donation with: Rabbi Bulka, Solomon Friedman and Leslie Kaufman. The event was led by Lion of Judah chairs Sharon Weinstein and Cheryl Dubrofsky, as well as Campaign Chair Sharon Appotive.
- A **Top Donor Reception** was held on October 6th at Koyman Gallery with approximately 120 attendees, and featured World Jewish Congress Chair, Ambassador Ron Lauder as the keynote speaker.

COMMUNITY BUILDING

- **Shinshinim:** Ottawa's 2 Shinshinim arrived on September 6 and have begun to integrate into many local community organizations. Their full schedule includes volunteering at OJCS, 4 supplementary schools and at 6 synagogues (which they visit on a rotating basis throughout the year). A formal

Welcome Reception was held to welcome them on September 28th attended by many participating community organizations, host families and the donors who are funding the program.

- **Teachers' Workshop:** Federation convened a workshop on September 21st, providing teachers with educational resources about Israel. The workshop was led by Jewish National Fund's National Education Shlichah, Noa Friedman. JNF has a variety of classroom resources that were shared with the 9 teachers that participated. These teachers represented 4 supplementary schools.
- **Shabbat Project:** Federation convened rabbis to plan for this year's Shabbat Project which will take place November 11th and 12th. A Women's Challah Bake is planned for November 10th, and religious institutions are organizing Shabbat dinners and other programs as efforts are made to bring Jews together to celebrate "Shabbat around the world". A **Unity Havdallah** is being coordinated by Federation for Saturday evening the 12th, with musical entertainer Noam Katz.
- **Young Leaders Mission to Israel:** an orientation meeting was held with community leaders: Stephen Greenberg, Barbara Crook and Rabbi Bulka.
- Federation, along with the Israeli Embassy and CIJA, were sponsors of an event with the **Slovakian Embassy** on September 29th to highlight Slovakia's new Holocaust and Jewish museum.

Hillel Ottawa

- At the beginning of September, **4 tabling sessions** were held to identify and attract new students.
- A highly successful **Welcome BBQ** was held September 16th, with over 100 students.
- Scott Goldstein, Hillel Executive Director has begun the process of becoming a **Jewish chaplain** on campus.
- September 21st and October 6th – **Bagels & Schmear** events were held with over 30 students attending each event.
- September – Hillel Ottawa provided free tickets for students to attend local synagogues for the **High Holidays**, and offered to match students with host families for meals during the High Holidays.
- A Rosh Hashanah celebration event was held on September 30th with over 70 students.
- October 5th - In-depth **Israel advocacy training** for 10 students.
- October 13th - **Sukkah Decorating** event with 14 students.

Emerging Gen & PJ Library

- **PJ Library Parents' Night Out-** On September 24th, 50 parents participated in an event at Escape Manor chaired by Randy and Josh Rose.
- **EG Lift Your Spirits** - The Emerging Generation Division partnered with Kehillat Beth Israel to bring together 45 young Jewish professionals for an evening of holiday themed cocktails in the Market. This was the first time EG held a High Holiday event and it was very well received. 15 of the 45 attendees were attending an EG event for the first time.
- **PJ Library and Beit Tikvah High Holiday Fun Party:** October 9th, over 80 children, parents, and grandparents gathered to celebrate the High Holidays.
- **PJ Library:** for the first time, PJ Library will be participating in the Shabbat Project with coordinated efforts from PJ families to host other PJ families for intimate Shabbat dinners. Though still in the preliminary stage of planning, several families have already stepped forward to serve as host families.

CORPORATE SERVICES

Campus

- Security protocols were reviewed and modifications were made at Building 31 regarding access into the building.
- The SJCC pool ventilation replacement project is nearing completion and the pool has re-opened.
- Foundation repairs are underway to address leakage issues.
- All work is now complete for the main roof and overhangs at Building 11. The minor deficiencies noted during an inspection were recently resolved. Only a final inspection remains.

IT

- The new IT issue tracking system rolled out across campus last month and is successfully being used by Federation and SJCC staff. Consideration is being given to extending the system and reporting procedures to OJCS.
- The IT team is looking at the overall health of the IT network and is auditing all components with the goal of analyzing findings and modifying network strategies to ensure a strong and secure infrastructure is planned and implemented into the foreseeable future.

Communications

- In addition to coverage in the Bulletin, efforts were made to generate a broader profile for Federation and our marquee events in other media. Kick-off received additional coverage in the CJN, Metroland newspaper, the Citizen and CFRA. Choices coverage is scheduled to appear in: Kitchissippi Times and CFRA.
- **Social Media:** In addition to Facebook and Twitter, Federation recently began using Instagram to further bolster our on-line presence.

| <i>As of Oct. 11 2016</i> | Twitter followers | Increase from Sept.7 2016 | Facebook “likes” | Increase from Sept.7 2016 | Instagram followers | Increase from Sept. 7 2016 |
|-----------------------------------|----------------------|------------------------------------|---------------------|------------------------------------|------------------------|-------------------------------------|
| Jewish Federation of Ottawa | 1,279 | +12 | 10,790 | +465 | 47 | N/A |
| Ottawa Jewish Bulletin | 161 | +3 | 5,127 | +902 | N/A | N/A |
| Ottawa Jewish Archives | N/A | N/A | 830 | + 7 | N/A | N/A |
| PJ Library Ottawa | N/A | N/A | 269 | +5 | N/A | N/A |

FINANCE

- Annual audits of Federation, the Bulletin and Campus have all been completed.
- Under the leadership of Lenora Zelikovitz and as part of the process to implement the E&Y recommendations, Federation's finance and audit function is being reconstituted and will begin playing a more active role.