



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** December 15, 2016  
**Re:** President's Report

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I am pleased to provide an update to the Board on activities and issues since our last meeting on November 29.

## DEVELOPMENT

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As of December 15, the 2017 Annual campaign has raised **\$3,750,097** to date on **1615** gifts, for an increase of **2.8%**. The women's campaign has raised **\$960,429** to date on **717** gifts for an increase of **1.8%**. The EG campaign has raised **\$30,684** to date on **136** gifts for an increase of **30.4%**.

In early December, Campaign chairs Michael Polowin and Sharon Appotive, Board chair Linda Kerzner, incoming Board chair Hartley Stern and incoming Women's Campaign chair Aviva Ben Choreen met with senior Federation staff to discuss strategies to maximize the value and outcomes from our significant events throughout the year. Staff are currently creating a proposed calendar based on the consensus at the meeting. An event calendar will be presented to the group for review in mid-January.

## FEDERATION PROGRAMMING AND SERVICES

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### Consultation with Anti-Racism Directorate:

- Federation organized a consultation with leaders in the Jewish community at the request of Minister Michael Coteau who leads the **Anti-Racism Directorate**. They are soliciting feedback to inform their Anti-Racism Strategy for the province. It was a great dialogue and participants took the opportunity to inform the Minister about security needs in the Jewish community and the extent of anti-Semitism experienced by Ottawa's Jewish community. CIJA will be completing a written submission about the consultation.

### Professional Development for agency volunteers:

- On December 6, GGFL sponsored a workshop on **"Financial Literacy for Board Members and Volunteers of Non-Profits"**. The workshop was presented by Leslie Milton, an Associate Partner at GGFL with more than 20 years of experience working with non-profits. 18 people representing 9 different organizations attended and feedback was positive.

### Holocaust Education Month:

- Film Screening of **"Blind Love"** and Discussion with Eli Rubenstein, National Director of the March of the Living: On November 23, with 125 people of all ages, including many survivors and past participants of the March of the Living from Ottawa. Eli spoke about his book, Witness and highlighted the educational resources and stories of a number of survivors who are featured in the book, including

the testimony of a survivor who was present at the event. Additionally, Eli screened his film, "Blind Love" which recounts the experience of a delegation of blind Israelis who visited Auschwitz as part of the March of the Living, accompanied by their seeing-eye dogs.

- A film screening of "**Disobedience**" was held on November 27, at Centrepointe Theatre. 200 people attended the afternoon film screening and Q/A. The film was introduced by Louis-Philippe Mendes, the grandson of Aristides Sousa Mendes, the Portuguese consular general stationed in Bordeaux France, who saved 30,000 people, including 10,000 Jews. Adrian Ligor, the Deputy Head of Missions at the Romanian Embassy, the Chair of the International Holocaust Remembrance Alliance shared greetings from the embassy, and Romania's plans for their chairmanship this year.

#### **PJ Library:**

- PJ Library **Chanukah Celebration** was held on Sunday, December 11. PJ Library partnered with Ottawa Modern Jewish School (OMJS) and the SJCC for this event. Over 350 parents and children came together in the SJCC Social Hall for a morning of songs, stories, crafts, latkes and sufganiot. This was the most successful PJ Library event to date. The event was sponsored by Rob Bombardier of REMAX Hallmark Realty Group.

#### **Hillel Ottawa:**

Overall, December is a quiet month on campus due to exams. To help students get through this month, Hillel will be having "coffee days" on campus.

- November 20: 10 students participated and assisted with **Limmud Ottawa 2016**.
- November 29: Over 30 students enjoyed a relaxing evening while "**Painting4Peace**" and learning about Save A Child's Heart in partnership with CIJA & StandWithUs.
- November 30: Over 30 students came together for **Jews & Cues** in partnership with AEPi.
- December 3: the annual **Chanukah Ball** was a tremendous success with over 160 students attending.
- December 7: final **Bagels & Schmear** of the Fall Semester, with 35 students.
- December 9: **Pre-exam Shabbat dinner**. This was the last Shabbat dinner of the semester and 25 students attended.

#### **FINANCE & OPERATIONS**

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- Sylvain Beaudry, our new interim CFO started on November 15 and is familiarizing himself with all the files under his portfolio. He has met and continues to meet with Directors, Board and committee members of the various organizations within the Federation and partners in the shared service model.
- As per the E&Y report, work has begun to create Service Level Agreements with participants in the shared service model. There was an excellent discussion with OJCS and significant progress has already been made.

## Social Media

<i>As of Dec. 13, 2016</i>	Twitter followers	Increase from Nov.7, 2016	Facebook "likes"	Increase from Nov.7, 2016	Instagram followers	Increase from Nov. 7 2016
Jewish Federation of Ottawa	1313	+27	12,724	+1115	62	+12
Ottawa Jewish Bulletin	166	+4	5575	+270	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	832	0	n/a	n/a
PJ Library Ottawa	N/A	N/A	283	+8	n/a	n/a

The jump on Facebook and Twitter may be connected to the public support we received in the face of the anti-racist graffiti. There appears to be a rise in followers, who aren't Jewish, but who support our community.