



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, CEO  
**Date:** September 6, 2017  
**Re:** President's Report

---

To help keep the Board up to date on Federation progress and issues, as part of your monthly board package, I provide an update on the breadth of activities and fundraising that has taken place since the last board meeting. I am always open to feedback, so please let me know if different information or a different format would be helpful.

In August, we welcomed two new senior team members: CFO Judie McKenney and Director of Development Micah Garten. Though still new to Federation, they are already making extremely valuable contributions. A search has begun for a maternity replacement for Executive Assistant Rachel Abenheim who will be leaving at the end of October. In December, event coordinator, Samantha Sharkey will also be taking maternity leave and we will begin a search for her replacement shortly.

This year, as part of the Year 3 work plan, we developed our first ever Impact Report – exploring how far, deep and wide each and every gift to Federation's Annual Campaign is distributed. The report is being widely distributed and is receiving positive feedback.

## DEVELOPMENT

---

### Campaign 2017

Work continues to conclude last year's campaign. As of August 25<sup>th</sup>, the 2017 Annual campaign has raised **\$4.2M** on **1877** gifts, an increase of approximately **2%**. The Women's campaign total to date is **\$1.147M** on **805** gifts, an increase of approximately **2%**. The Emerging Generation total is **\$38.9K** on **196** gifts, an increase of approximately **28%**. There are several significant gifts still outstanding that are of concern, and at this point, the likely best case scenario is a flat campaign.

### Campaign 2018

On Tuesday, August 29<sup>th</sup>, 55 canvassers gathered for a "*Canvasser Inspire and Inquire*" event, where they were given the opportunity to learn from experienced canvassers and brush up on their asks. They were treated to a Keynote Address by Board Chair Hartley Stern.

Upcoming events include:

- Top Donor Reception on September 11, featuring PJ Library philanthropist Harold Grinspoon and Grinspoon Foundation President Winnie Sandler Grinspoon.
- Campaign Kickoff on September 17, featuring beloved children's entertainers Sharon and Bram in the afternoon, and Executive Director of UN Watch Hillel Neuer in the evening (Chairs: Karen Palayew and Lorne Segal)
- Telethon/Superweek will take place September 24-25 (Chair: Nikki Shapiro)
- Choices on November 1, featuring Dr. Gillian Presner (Chairs: Jackie Barwin and Jen Zaret)

## CORPORATE SERVICES

---

### **Campus:**

The sentencing hearing of the individual responsible for the hate crimes of this past November was finally completed on August 31<sup>st</sup>. The judge tried to strike a balance between rehabilitation, community safety and deterrence. In addition to the 9 months he has already spent in custody, he will serve an additional 2 months in detention, followed by 2 years of probation. There are restrictions on his movement (e.g. curfew in the evenings), a restraining order barring him from religious institutions and internet restrictions. The judge also ordered him to write 3 essays on a notable Jewish, Muslim and Black Canadian.

While we are hopeful that the offender continues to progress in the manner noted by the judge, upon his release, we will circulate the name and picture of the offender to all local Jewish institutions, as he should not be anywhere in the vicinity of a Jewish organization. There was fairly extensive media coverage of the sentencing, including Federation's reaction to it. I am grateful to our board members who made the time to attend part of the hearings.

### **IT:**

An internal audit of our IT infrastructure, network, devices and software was conducted earlier this year, resulting in a comprehensive report and plan. The audit was vetted by an outside IT expert who confirmed our strategic and tactical direction. This document will guide IT projects and budgets for the next couple of years, and includes substantial use of the "cloud" for applications and data.

## FEDERATION PROGRAMMING AND SERVICES

---

### **Community Building:**

**Face to Face — Vis à Vis exhibit by the Ottawa Jewish Archives:** To mark Canada's 150<sup>th</sup> anniversary, a photography exhibition is being presented to highlight the contributions made by notable Jewish Ottawans to Canada's public service and political landscape. The exhibit will run from September 7<sup>th</sup> – May 31<sup>st</sup>, 2018, at the SJCC. A launch will take place on September 7<sup>th</sup>, over 100 people including VIPs and family members of those featured in the exhibit have RSVP'd.

**Grants approved from Fund for Innovative Capacity Building:** \$25,139 in funding was approved for projects including Kehillat Beth Israel's new initiative to reach traditionally unengaged Jews, a new Chromebooks system for Torah Day School and a new SmartBoard for Torah High. Another \$25,000 in funding for grants will be available in winter 2018.

**Call for applications for funding:** In early August, Federation launched its application process for Program Funding. The deadline for agencies to apply for 2-year funding is September 30<sup>th</sup>.

**Shinshinim:** Ottawa's two new ShinShinim, Idan Ben-Ari (male) and Noa Gill (female), have arrived safely and went through orientation before the school year began. They are settling in with their new host families. They are working in OJCS, supplementary schools, and in synagogues. Immediately after the board meeting on September 13<sup>th</sup>, a welcome event for the ShinShinim will be held.

### **Hillel Update:**

Hillel Ottawa hired Leora Morris, from Toronto, as the new Student Life Coordinator.

- **September 5<sup>th</sup>**- Hillel participated in Carleton University's annual Clubs Expo where staff had the opportunity to engage and reach out to freshmen on campus.
- **September 6<sup>th</sup>**- Hillel participated in the University of Ottawa's clubs fair where staff engaged with freshman at that university.
- **September 4-9** – Hillel staff helped move incoming and returning students into their dorms and apartments.
- **September 14<sup>th</sup>** – Hillel's opening BBQ.

**Emerging Generation and PJ Library:**

**Meet & Greet for Newcomers:** 30 newcomers and 7 community leaders gathered at an event on August 23<sup>rd</sup>. The event was very well received and the newcomers were pleased to be able to make new connections. A new initiative will match the newcomers with a more seasoned member of the community, to help them navigate the community and to help integrate them and make them feel welcome. Another such event is planned in November as the list of newcomers continues to grow.

**PJ Library end of Summer Pool Party:** On August 27<sup>th</sup>, sixty PJ parents and children gathered at the SJCC Outdoor Pool to send the summer off in style. Everyone enjoyed coloring, crafts, stories, and fun in the pool.

**PJ Library Get Together Grants, May 23<sup>rd</sup>- August 30<sup>th</sup>:** Ottawa was chosen as one of the pilot cities for PJ Library’s new Get Together Grant project. PJ Library families were encouraged to apply for up to \$150 in funding from the Grinspoon Foundation to host a get together with at least 2 other Jewish families or couples in our community. It proved to be a huge success for PJ Library in Ottawa, and 30 grant applications were approved for events that included Shabbat dinner, Havdalah parties, Shabbat activities in the park, and family BBQs.

**EG Happy Hours, April, June and August 2017:** In response to feedback from members of the Emerging Generation, small-scale intimate events were introduced in the form of Happy Hours. The response has been better than expected, and there have been between 30-50 people at each of the Happy Hours. More EG Happy Hours are planned for the coming months that will build on this success.

**Social Media:**

As of Aug 29 2017	Twitter followers	Increase from May 26 2017	Facebook “likes”	Increase from May 26 2017	Instagram followers	Increase from May 26 2017
Jewish Federation of Ottawa	1,411	+36	20,896	+2,541	193	+43
Ottawa Jewish Bulletin	172	-1	7,658	+625	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	891	+16	n/a	n/a
PJ Library Ottawa	N/A	N/A	315	11	n/a	n/a

Social media continues to grow across all platforms with steady new growth on Instagram and a new bump for Federation on Twitter. More work needs to be done for Bulletin on twitter.

**FINANCE**

The Finance team is entering into Audit season for many of its shared services companies. GGFL arrived in early September to audit JFO, Bulletin, Campus and SJCS. The team has been diligently preparing for their arrival.