



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: June 2, 2017
Re: President's Report

I am pleased to provide an update to the Board on activities and issues since our last meeting on May 17 and the last update of the year.

DEVELOPMENT

Campaign 2018

The Campaign season will include several events:

- Family kick-off concert featuring Sharon and Bram on September 17th
- Community kick-off featuring UN Watch founder and CEO Hillel Neuer, most likely also on September 17th
- Choices event on November 1st featuring Israel Flying Aid founder Gal Lusky

Efforts continue to secure a high level speaker for the Top Donor event and I hope to share news shortly.

For Campaign 2018, efforts continue to bring in new and lapsed donors from an identified upgrade list. This included asking top donors and board members for assistance in identifying potential canvassers or door openers.

Marketing for Campaign 2018 is being developed, and the message conveyed will be on the importance of an increased gift – why it is needed, how it is used, where needs have increased and how the community benefits.

In 2018, we have a unique opportunity to leverage the “18” in the campaign year. Tentatively described as our community's Annual CHAI Campaign, we will be asking our canvassers to seek an increased gift from every single donor in some multiple of \$18. This is one of the few ways in which we can ask something of the \$18 donor and of the \$18,000 donor.

CORPORATE SERVICES

Campus

The sentencing hearing of the individual responsible for the hate crimes of this past November continues, and the community has been steadfast in its representation. The hearing continues on June 13th and June 21st.

OVH

Contracts were signed with two OVH-certified caterers to provide kosher catering food and services for three of Federation's major events, as a result of the new, competitive tendering process.

Canada 150

The opening of the Face to Face/Vis á Vis photo exhibition, curated by the Ottawa Jewish Archives, will coincide with Federation's Campaign 2018 kick-off event in mid-September. This will provide a wonderful opportunity for our community to browse the exhibit before hearing remarks from our engaging and inspiring kick-off speaker.

OTTAWA JEWISH COMMUNITY FOUNDATION

The Foundation's AGM will be held on June 7th. Outgoing chair Michael Landau will be thanked and incoming chair Gillie Vered will be welcomed. Rounding out the executive will be Lawrence Weinstein, Vice Chair, and Adina Libin, Secretary/Treasurer. The Foundation will also be honoring its thirteen founders with a gift of appreciation and a brief Q&A with Bernie Shinder and Norman Zagerman. All of the founders were impactful leaders in our community, and they paved the way for the nearly \$61M foundation that Foundation manages today.

The Foundation's annual award recipients are as follows:

- G J Cooper Scholarship Award – Anna Frenkel
- Norman Lesh Philanthropy Award – Tamir
- WCPP Grants – Kosher Food Bank and Miriam Tanger
- Steven and Ilana Rubin Scholarships – Olivia Vale and Yaffa Segal

FEDERATION PROGRAMMING AND SERVICES

Creating a Welcoming Community: Close to 100 people attended a community-building workshop on May 30th led by visionary educator, Dr. Ron Wolfson, who is one of the foremost experts in relational Judaism and how to bring meaning, purpose and belonging to Jewish communities. Community members representing individuals of all ages, and staff and leadership of more than 20 different community organizations attended the session that was part of Federation's efforts to foster a more open and inclusive community, perceived by people of all ages to be welcoming.

PJ Library, Get Together Grants: Ottawa was selected to participate in a new PJ Library program that provides grants to local families of up to \$150, to create their own experiences to get together with friends. The program which launched on May 23rd, is designed to help build social connections among families and encourage them to engage in Jewish life, programming, or learning. Grants are available until June 30.

Azrieli Survivor Series on May 25th: The Algonquin College theater was filled with 600 teachers and students from the Ottawa Carleton, Renfrew County and Catholic school boards to hear Hungarian Holocaust Survivor Andi Reti speak. The event was organized by the Shoah Committee in partnership with the Azrieli Foundation and was a powerful event that engaged high school students who lined up for questions and selfies following the presentation. In the afternoon, Andi presented to another 250 grade 10 students at West Carleton High School (the school where the offender responsible for the graffiti was a student). Feedback from the events has been very positive and teachers have inquired about obtaining resources and have requested a teacher-workshop on Holocaust education.

Shinshinim program for Yom Yerushalayim: On May 21, the Shinshinim partnered with SJCC's Vered Educational Program and Canadian Friends of the Hebrew University, to celebrate 50 years since the liberation

of Jerusalem. Over 50 people came to hear stories shared by members of the Ottawa community and their connection to Jerusalem, and to take in an exhibit on Jerusalem.

Le Chemin des Juifs: Federation’s Shoah committee and a small group of donors provided financial support for the screening of this movie, on May 29th, which focuses on the experiences of David Shentow, a Holocaust survivor who has resided in Ottawa for many years.

Social Media

<i>As of May 26 2017</i>	Twitter followers	Increase from May11 2017	Facebook “likes”	Increase from May 11 2017	Instagram followers	Increase from May 11 2017
Jewish Federation of Ottawa	1,375	+13	18,355	+470	150	+7
Ottawa Jewish Bulletin	172	-	7,033	+82	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	875	+5	n/a	n/a
PJ Library Ottawa	N/A	N/A	306	-	n/a	n/a

Social media continues to grow across all platforms.