



## Memo

To: Jewish Federation of Ottawa Board of Directors  
From: Andrea Freedman, President and CEO  
Date: May 4, 2022  
Re: President's Report

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Here is an update to the Board on activities and issues since the April 13<sup>th</sup> meeting. As you will notice, there has been a return to in-person programming.

### DEVELOPMENT

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#### Campaign 2022

To date, **1,590 donors** have made pledges totalling **\$4,755,456**. This represents a **5%** gift over gift increase and includes **136 new donors**. Approximately **\$200K** remains outstanding from **184** donors who made a gift last year, but have not yet made a commitment to Campaign 2022.

#### Ukraine Relief

We have now raised **\$366,365** from **436 donors**. These funds have been allocated as follows:

*JDC – \$182,092*

*JAFI – \$152,093*

*Local – \$32,180*

**\$325K** has already been transferred overseas.

#### Campaign 2023

The team is actively working to recruit division captains and 22/26 have already been confirmed. New canvassers are also being recruited and suggestions are welcome. We hope to once again have 100% of the board participate in canvassing.

#### Golf Tournament

After a 2 Year forced hiatus, the annual Golf Tournament is back for the 29<sup>th</sup> time. Even with a late start and some pandemic uncertainty, demand to participate is robust and we expect to sell out. Once again, there will be a spin class to allow for participation of non-golfers. A big thank you to returning co-chairs Adam Zaret and Charles Mirsky who have been diligent at bringing in new sponsors, as well as deepening connections with existing ones.

### OPERATIONS

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#### Budget Preparation Process

Under the leadership of CFO Mark Gruner, the budget process is in progress and a draft will be ready for review by the finance committee in May. We are on track to present a budget to the Board in June. This represents tremendous progress as in recent history, the full budget has only been presented in September.

#### New Hire

We are pleased to announce that James Lazebnik, a recent graduate of the University of Ottawa, has been hired as part of the Finance Team to work on Accounts Payable. He began work on April 26<sup>th</sup>, and is off to a promising start.

### Campus

Turnover continues to be a challenge on the Campus team. This is an industry wide issue, exacerbated by the pay scale. At the June board meeting, a proposal for a campus compensation philosophy will be introduced.

On **May 19<sup>th</sup>**, Interim Chief Bell and his OPS colleagues will be visiting campus, first to meet with some community spokespeople who have firsthand experience with antisemitism and then to join the Chabad of Centrepointhe Lag Ba'omer outdoor celebration.

### Governance

Nominations for the community volunteer and communal professional awards closed on **April 26<sup>th</sup>**, and the committees will convene to evaluate the nominations on **May 16<sup>th</sup>**.

### Compliance

All GST has been paid, our payroll is current, source deductions have been made, and all other filings and payments are in compliance.

## FEDERATION PROGRAMMING AND SERVICES

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We are currently hiring two positions: Manager, Emerging Generation (previously reported) and a new Community Engagement Specialist. Unfortunately, the individual we hired is relocating overseas with her family and only worked a couple of days before learning that her husband was being transferred.

### Community Engagement

Program Name	Details	Number of People Engaged
<b>Yom Hashoah Community Commemoration</b>	<b>April 28<sup>th</sup></b> , Federation convened partners (CIJA, CHES, National Monument Committee) for a community-wide, intergenerational Holocaust Remembrance commemoration at the National Holocaust Monument with guest speaker Prime Minister Justin Trudeau. This was followed by the public exhibition of Yad VaShem's Shoah: How was it Humanly Possible at the Canadian War Museum. Students from both day schools participated.	Capacity at the Monument (250 people) and 385 people on the livestream
<b>Young Leadership Development, J-Fellows</b>	<b>May 10<sup>th</sup></b> – <i>Session 2 "Be Fertile and Increase"</i> : Reproductive Rights as Equal Rights for Inclusive Jewish Families with fertility specialist Dr. Doron Shmorgun and Rabbi Deborah Zuker. This event will be in-person.	
<b>Ottawa Jewish Archives</b>	The archivist is hiring for two positions, an Oral Histories Digitization Assistant (Jewish Historical Society funded) and a Collections Assistant. Both positions will begin in mid-May. The purpose is to increase the Archives accessibility by making records available online.	

<b>PJ Library</b>	PJ Library Yom Ha'atzmaut: First in-person event to celebrate with partners, SJCC Vered Israel Centre and JNF.  March saw the highest number of new families in one month in quite some time, with 30 new families registered (some were registering a 2 <sup>nd</sup> child). All families were called and welcomed to the program.	23 families  30 families
<b>Flag Raising for Yom Ha'atzmaut</b>	<b>May 5<sup>th</sup></b> , Mayor Jim Watson, the Israeli Embassy and other dignitaries will join TDSO students and community members for the annual Israeli flag raising at Ottawa city Hall.	TBD
<b>Session on combatting antisemitism for Teens</b>	<b>May 11<sup>th</sup></b> , Federation and Camp B'nai Brith are partnering to offer a practical virtual workshop for teens. It will be an opportunity to share experiences with antisemitism, hear about the atmosphere in high schools and on university campuses, and learn practical tools students need to self-advocate.	TBD

### Grants and Allocations (since the last board meeting):

February - April, members of the Grants Committee met with the leadership of the big six organizations receiving Organizational Funding (OJCS, TDSO, Tamir, SJCC, Hillel Lodge & JFS) for their annual review and compliance report. The meetings with OJCS and the SJCC identified some concerns and all meetings contained a positive exchange of information and understanding.

### Microgrants

The committee approved three recent applications, including two events for youth during this cycle. To date, we have allocated a total of **\$65,523.00**, of the \$70K budget, since July 2021.

<b>Hen Tomer</b>	Yom HaAtzmaut	\$2,500	Individual
<b>KBI</b>	B'nei Mitzvah "Re-take" community-wide party	\$2,500	Organization
<b>Chabad of CentrepoinTE</b>	Teen Wellness Fair	\$2,500	Organization

### Hillel Update

#### Advocacy

- **April 5<sup>th</sup>** - five students & staff met with Carleton University's EDI office. They were invited to participate and continue discussions regarding the experience of Jewish students on campus.
- **May 3<sup>rd</sup>** - follow-up meeting with President Fremont of the University of Ottawa. Hillel staff and student leaders, along with Jewish faculty will be meeting with President Fremont for a second time to continue conversations about the rise in antisemitism on campus.

#### Fundraising

**May 9<sup>th</sup> to the 13<sup>th</sup>** - Hillel International's Global Giving Week annual campaign. All donations made during this week will be matched up to a total of **\$6,000 CAD**.

These events, below, were not previously included in the prior President’s Report.

Event	Details	# of Students Engaged
Purim	Party, in-person at Hillel House	60 students
Havdallah @ Hillel House	<b>March 19<sup>th</sup></b> : Featured Rabbi Kenter. Weekly Havdallah events took place until the end of the semester.	15 students
Shabbat Dinner	<b>March 25<sup>th</sup></b> : In-person on campus at Ottawa University	75 students
Weekly lunch and learns	Jewish Learning Fellowship	15 students
Book Club	Final keynote speaker: Author, Einat Wilf	15 students
Carleton multicultural karaoke night	<b>March 31<sup>st</sup></b> : In partnership with campus groups	
Leadership Exec Lunch with Israeli Ambassador	<b>April 11<sup>th</sup></b> : Israel’s new Ambassador hosted student leaders at his office for lunch	13 students
Passover Boxes	Passover kits were delivered to students including necessities such as matzah, grape juice and more.	50 students
Yom Ha’atzmaut BBQ	<b>May 1<sup>st</sup></b> : End of year BBQ and celebration providing Israeli style lunch.	60 Students

## COMMUNICATION

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### Eblasts

The average open rate remains an impressive **58%**. April has been a busy month with a variety of unique communication campaigns.

### Passover letter to lapsed and current donors



**What story are we shaping for ourselves, our children, and the generations to come? Is it one that enables everyone to participate in Jewish life? And who have we helped to lift when they needed support?**

This was a new initiative and included direct mail letters, as well as a follow-up email message to both current Campaign donors as well as lapsed donors. While we don’t yet have stats for the mailed version, the open rate for emailed messages was excellent at **60%** and several significant contacts were made with lapsed donors.

### Ukraine volunteer information and community stories

Federation, in partnership with Jewish Family Services, held a special training session on **April 11<sup>th</sup>** to help prepare volunteers who want to help Ukraine refugees. After the session, which was attended by approximately **200 people**, Federation sent a special update that summarized the salient points of the workshop, while also sharing photos (see right of Jack Borenstein, shown with Ian Sherman after presenting **\$2k** that he fundraised) of special fundraising drives for Ukraine undertaken by individuals and agencies. The feedback, both in feel-good responses and in additional volunteer sign-ups, was tremendous. To date, there are **149 volunteers** officially registered to help Ukraine refugees. (*Open rate for the message was 86%* showing have very engaged this group is.)



### Indigenous Training Session wrap-up and shared resources

Following our final session for Indigenous Awareness training, we sent out a message wrapping up the sessions and sharing videos of each session. This message had an open rate of **68.8%** and replies revealed that attendees felt the program had been deeply meaningful.

### Social media

Total Likes	Total Reach	Post Engagement
24.1K	52.1K	5.2K

Facebook engagement continues to be strong with more than 50K people reached in the last month. The most engaged with post was the image and story of Jack Borenstein (shown in the email update above), which reached more than 4K people. This is an example of how the community responds most to stories that are close to their heart: a 13-year-old boy uses his Bar Mitzvah project to raise funds for Jews in Ukraine. This captured the emotion and pride of both strangers and the many who recognized the family.

Similarly, Twitter engagement has been good and we are seeing steady growth in reach

