



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** November 3, 2022  
**Re:** President's Report

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Here is an update on Federation activities since our last meeting on October 12th.

Federation has offered congratulations to Mayor-Elect Mark Sutcliffe, along with all city councilors and Ottawa-Carleton-District School (OCDSB) Board trustees.

As reported in a recent Shabbat message, I recently had a positive meeting with Camille Williams-Taylor, OCDSB Director, along with David Sachs and Rabbi Mikelberg. We met for close to 3 hours. The meeting was productive in terms of relationship building, a high-level discussion of the components of the board's efforts to push back against antisemitism, and establishing the Federation as an ally and a must-consult stakeholder. There were some important messages delivered (e.g. how challenging many EDI spaces have become for Jews) and a follow-up meeting with Superintendent Mary-Jane Furnish has been set for November 18<sup>th</sup>.

The board has made public efforts with respect to the Jewish community, starting with their Rosh Hashanah message to families and continuing with respect to their communication last week about Holocaust Education Month.

This continues to be an active, time-consuming, and extremely important file.

## DEVELOPMENT

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### **Campaign 2023**

As of November 2<sup>nd</sup>, the campaign has raised \$3.1M from 746 donors, representing a 3% increase on a gift-by-gift basis, with 22 new or lapsed donors having given thus far. Additionally, there are 38 monthly donors. The pace continues to be slower than normal and to assist with this, we recently contracted a former employee to do some telethon style calling.

### **Matching Campaign**

We have secured an anonymous donation of \$10K to incentivize giving. The match will be time limited (November 8-15) and will match all new and increased gifts during that period. We are planning on utilizing this match both to encourage donors to increase their gift, and also address the pace issue.

### **Top Donor Event and Briefing**

On October 20<sup>th</sup> approximately 50 people participated in a joint Top Donor and Ben Gurion Society event, featuring a keynote by Yaron Deckel, Regional Director of the Jewish Agency for Israel (JAFI) who spoke about how Federations are supporting efforts with Ukrainian, Russian and Ethiopian refugees.

On October 27<sup>th</sup>, a briefing was held with top donors and members of the Ben Gurion Society. It was hybrid and attended by approximately 30 donors. The briefing was well received by all who participated, though we hoped for a slightly larger group.

### Life and Legacy

Under the leadership of Sharon Appotive, Federation’s team met on October 19<sup>th</sup> to introduce two new team members: Donna Dolansky and Bonnie Merovitz and help motivate the team to achieve Year 3 metrics. The Ottawa Jewish Community Foundation is hosting an event on November 8<sup>th</sup> (Jewish Broadway) for all community members who have signed a letter of intent to date. 80 people have RSVP’d so far and outreach continues.

## COMMUNITY BUILDING

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### Federation Community Engagement:

Engagement is through a combination of a micro communities initiatives (e.g. a specific group of newcomers) and larger programs (e.g. Hannukah ball).

	Program Details	Number of People Engaged
<b>Ottawa Jewish Archives</b>	<p>The latest episode of the 613 Archives Podcast will be launched in late November on the topic of Ottawa’s Jewish Cemeteries.</p> <p>The Archives is currently in the process of hiring a new Collections Assistant on a 1-year contract. This position is supported by the grant provided by the Cohen family to complete the Collections Reconciliation project that has been ongoing since May 2022.</p>	
<b>PJ Library</b>	<p><b>PJ in the Sukkah with Grandparents &amp; Parents</b>, Oct. 16. This was the 1<sup>st</sup> of 4 partnered events that will take place this year with OJCS. This is the result of a grant received from the Harold Grinspoon Foundation to help promote day school enrollment.</p> <p><b>PJ Shabbat Party for Parents with Babies &amp; Preschoolers</b>, Nov. 4. Targeted program to help bring new families into OJCS for the first time.</p>	<p>21 families</p> <p>TBC</p>
<b>March of the Living 2023</b>	An Info-Session was held Oct. 19. Registration for the trip is open until Nov. 4. The trip chaperones will be	10 families

	Jenny Shinder and Jasmine Kranat (if the group size warrants).	
<b>J-Fellows</b>	J-Fellows "Operation Abraham: Welcoming the Stranger" has been postponed from November to December 8 and will feature a panel discussion showcasing the pivotal social justice work of local Jewish leaders Jacques Shore and Lewis Retik in helping to settle refugees in Ottawa.	TBC
<b>Newcomers</b>	<p><b>Adult Newcomer Dessert &amp; Drinks Event for Parents of Teens and Young Adults</b>, Tuesday, October 25. An opportunity for new families to meet new and current community members.</p> <p>Development of a new <b>Newcomer Community Ambassador Committee</b> in progress, which will help to formalize the process of welcoming newcomers to the community.</p>	
<b>Emerging Gen</b>	<p><b>EG Happy Hour</b>, November 17, at BierMkt.</p> <p><b>EG Chanukah Ball</b>: A grand celebration is planned at Orange Gallery, Chaired by Anna Frankel and Ben Sass. December 17, featuring entertainment by Adrianna Exposee.</p>	
<b>Momentum trip to Israel (formerly JWRP)</b>	Federation has secured 36 spots on a Momentum trip for women, Oct 23 - 30, 2023. The trip targets women who have children 18 and under living at home, and includes a year-long commitment to participating monthly in engagement opportunities. Federation will be seeking community partners to undertake this year-long experience for women.	
<b>Shoah Committee Holocaust Education Month (HEM)</b>	<p>November is HEM. In addition to publishing a local calendar of events for HEM, the Shoah Committee will host an author talk with Dr. Jake Newsome, on his pivotal book "The Pink Triangle Legacies", which highlights LGBTQ+ experiences of the Shoah.</p> <p>In addition, Federation has consulted with various individual OCDSB teachers and librarians to ensure they have appropriate resources for their students/classrooms.</p>	

<b>Israel Mission Information session</b>	Federation, in partnership with Congregation Machzikei Hadas and Temple Israel, is participating in an Israel @ 75 mission organized by the Toronto Federation April 24-May 1, 2023. An information session is being held November 10 <sup>th</sup> and so far, approximately 20 people have expressed interest.	
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### Grants and Allocations

The launch of next round of the Innovative Capacity Building Fund will take place in November. This will be the first strategic stream of grants launched using our new online grants software platform, Good Grants. The team is working diligently to ensure all applications, reports, reviewers, and staff are up-to-date on this new platform.

### Microgrants

Since the last report, the microgrants committee has approved four additional applications, for a total of \$7,150. Since July 2022, the total number of Microgrants allocated this FY is \$33,356.

Chabad of Kanata	High Holidays Events	\$2,500	Organization
Jordan Morgan	Jewish Fraternity Tail Gate Party	\$350	Individual
JET	Clean Speech 2.0	\$1,800	Organization
AJA 50+	Meet & Greet & Eat Launch Event	\$2,170	Organization
<b>Total Grants to Date</b>		<b>\$33,356</b>	

### Hillel Update

#### Student Engagement:

As expected, student engagement slowed down during October after a hectic start to the year. This was due to staff being off for the multiple Jewish holidays and students leaving town for both Thanksgiving weekend and Reading week (Oct. 24 – 28). Because of this, Hillel chose to do a smaller “cozy” **Shabbat dinner in the Hillel House, Oct. 7**, for students who were staying in town for the long weekend. In total **36 students attended** the dinner (max capacity).

Hillel also ran **events throughout the holiday of Sukkot, Oct. 9 – 16**, with students stopping by the Hillel Sukkah to shake the lulav and etrog, student dinners in the sukkah, and our **Tea and Tradition** event where we explored a Mizrahi and Sephardi approach to the holiday.

**Advocacy:** The Hillel Director continues to meet regularly with campus administration. Hillel has also invited President Fremont of University of Ottawa to attend the November Shabbat dinner.

**Other Upcoming Events:** Hillel Staff are currently working on many November events including the Coalition building November Shabbat Dinner on the University of Ottawa Campus (plans are to invite representatives of multiple student groups) and planning for Holocaust Education Month.

## FINANCE AND OPERATIONS

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The annual audit has wrapped up the field work and the first draft of the annual financial statements should be received within the next few days. The plan is to present at the December board meeting.

The EFT system is up and running and each month more payments are added to the process. The results have been positive.

Finance, IT, and HR have put in an in-house system for tracking leave requests and leave balances, replacing a manual system. This system is far more efficient than the manual process.

## COMMUNICATION

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**October 2022- Communication update: Sept. 23 - October 26, 2022**

**Eblasts:** In the last 30 days, we have sent more than **28K individual messages** and enjoyed an average open rate of **60%**.

**Highlights include:**

The **E-Bulletin special election edition** contained an Election Guide, a summary of meetings with mayoral candidates, and survey results for councillors and school trustees. The issue was very well-received with open rates of 60%. The top-read story was the trustee survey with 327 individual clicks. Average click rates for the E-Bulletin hover around 20%, while this edition was at 30%.

**Shabbat greetings:** Special messages from Harold Feder and Ian Sherman were very well received with higher-than-average open rates at 66%.

**Canvasser corner:** Weekly email updates for canvassers initiated by Campaign Manager Yudit Simmons continue to have amazing engagement with over 80% open rates.

### Social media

**Instagram** was down slightly this past month compared to the month before and we will look to fix this and boost growth and engagement.

### October



## September



**Facebook** engagement is steady with some increased page clicks.

