



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: April 14th, 2021
Re: President's Report

Here is an update to the Board on activities and issues since the March 18th Report, circulated by email.

DEVELOPMENT

Campaign Results to Date

Our current Annual Campaign stands at \$4.612 Million from 1,630 gifts. 610 people also gave to the Emergency Campaign with a current total of \$2.59 Million. This means that we have cumulatively raised almost \$7.2 million this past year. There are still 150 dollar cards outstanding, comprising \$140K. While we have insight into approximately half the dollar value (e.g. timing or a challenge due to the pandemic), we recognize that for many of the lower dollar gifts remaining, they will be tough to close. We have tried a number of mechanisms including a Passover direct mail and email campaign, but thus far have had limited success, though efforts remain ongoing.

Canvassers

We have started the process of recruiting for the 2022 campaign. To date, we have secured most of the division captains, with the next step being the canvassers themselves. We are always looking for new canvassers, so please do suggest anyone you would feel comfortable asking to help out.

We are pleased that on April 12, Yudit Simmons began work as Federation's new Campaign Manager.

Life and Legacy

Year one of the Life and Legacy program ended on March 31st and Federation finished with 25 letters of intent (LOI), securing \$6K USD of incentive grants for the Emergency Campaign. In spite of the pandemic, 10 of the 14 partner agencies were able to secure at least 18 LOIs and qualify for \$5K USD from the Foundation. Year two has now commenced and the incentive goals are again 18 and 25 LOIs, before the focus shifts in years 3 and 4 of the program.

OPERATIONS

HR

Federation will once again be participating in the Leading Edge Employee Engagement survey for Jewish community organizations. The survey takes place later this month, and feedback received from our team will help to shape strategies on increasing engagement and improving our workplace.

We heavily promoted to our team the Jewish Federations of North American (JFNA) virtual FedPro conference on wellness.

Campus

Our initial plan had been to hire two new custodial team members to start work this month. Though in light of the provincial government's closing of in-person learning, this is being reconsidered.

Two members of our team attended a 3-hour Terrorism Awareness training session led by CIJA and the RCMP on April 12.

Governance

The board nominating committee completed its mandate for this year, under the leadership of Hartley Stern, and its report is included in the meeting package.

Applications for the annual Community Volunteer Awards close on April 16th.

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

EG Campaign Co-Chairs: Samantha Sigler has agreed to co-chair the 2022/23 EG Campaign with returning co-chairs Elyssa Nassi and Jonathon Greenberg. Samantha is an Ottawa native who serves on the JFNA Young Leadership Cabinet. Samantha is also a Lion of Judah and a member of the Ben Gurion Society.

EG Leadership, J-fellows "Porches for Passover", March 14th: Twelve volunteers participated in a food drive for the Ottawa Kosher Food Bank (OKFB). This involved volunteers mobilizing others to purchase requested food items, and delivering them to the OKFB in advance of Passover.

EG Briefing, March 18th: Twelve participants attended a briefing that included a community update from me and information about Federation's allocations by Sarah Beutel. The results of the Emerging Generation survey were shared and feedback was solicited for future program ideas. The briefing was recorded and shared on the EG Facebook page where it gained additional engagement.

Checking-in with Seniors, March 22-25: Twenty-five volunteers helped make phone calls to check in with seniors in our community. Using a list of seniors aged 80+, the volunteers reached out to approximately 200 people.

Ottawa Jewish Archives, April 5-9: This was Archives Awareness Week and our Archivist, Teigan Goldsmith, was featured by Capital Heritage Connexions on their social media, answering questions about what it is like to be an Archivist.

Yom HaShoah National Commemoration, April 8th: This Canada-wide memorial showcased the voices of local youth, including students from Ottawa Jewish Community School (OJCS), Ottawa Modern Jewish School (OMJS), and Temple Israel Religious School (TIRS); and commemorated local survivors of the Shoah who have passed away during COVID-19. The event attracted thousands of participants from across Canada. It is another great example of Federations working together in this virtual environment on joint programs.

Shabbat Together - EG Candle Lighting with Tamir, April 9th: This intimate gathering included 5 Emerging Gen volunteers joining on Zoom with the residents of one of the Tamir homes to recite blessings, light candles and share reflections on Shabbat. The hope is that this will become an ongoing, biweekly program.

PJ Library Yom Ha'atzmaut Party, "A Taste of Israel", April 11: Families were invited to pick up a free activity kit in a design-your-own fabric tote bag including a colouring page from the Embassy of Israel, fun facts about Israel, stickers and recipe ingredients to make hummus. Free products from Israel were also available to take home. The virtual component of the event was held on April 11th with a recipe demonstration and story reading. PJ Library provided the first 50 families who registered with a discount on an Israeli-themed family lunch-to-go from ADP-Village Café.

Hillel Ottawa

Israel on Campus ("IOC") Programming: An important aspect of Hillel's advocacy work on campus is to promote Israel. Its annual Canadian Wine & Israeli Cheese event is a unique partnership that unites Hillel's IOC with CIJA, CJ-PAC and the Israeli Embassy, and brings students together to meet with Members of Parliament. Despite the pandemic and lockdowns, Hillel was able to successfully hold the event virtually with over 50 students. Students received a package with Kosher wine and cheese on the night of the event. MPs from the Liberal, Conservative, NDP, and Green party were in attendance as well as the new Charge d'Affair of the Israeli Embassy.

Graduate Students: Hillel provides special programs for graduate students through its SAGE initiative (Students Acquiring Graduate Education). On March 25th, graduate students were invited to participate in a virtual Israeli mixology event. Each student received the ingredients to make three cocktails together.

Passover Programming: Hillel staff heard from students and parents of students that they were concerned about having access to Kosher for Passover foods. Although Hillel does not usually run a Seder, they wanted to do something to help students who may be spending Passover alone this year. Thanks to two generous donors who sponsored this initiative, Hillel was able to provide a Passover Box. Students were invited to join online to cook together. This allowed for a fun way to check in with students to make sure they were less isolated during the holiday. Passover Boxes were sold out (75 were distributed).

With the second semester coming to an end, and exams right around the corner, the Israel Learning Fellowship, Jewish Learning Fellowship, Book Club and Russian Speaking programming have come to a close. Hillel Ottawa is now preparing to recruit for next year's student executive leadership.

March 15th: Jewish Learning Fellowship (JLF) session 7 (7 students attended)

March 16th: Book Club (15 students attended)

March 17th: Israel Learning Fellowship (ILF) Session 6 (20 students attended)

March 18th: Israeli Wine and Canadian Cheese (52 students attended)

March 21st: Russian Speaking Jews (RSJ) Borsht cooking class (10 students attended)

March 22^{sd}: JLF Final Class - 7 students completed the JLF course this term

March 24th: ILF Session 70 (20 students attended)

March 25th: SAGE programming Israeli Mixology class (30 students attended)

March 26th: Passover box deliveries (75 boxes delivered)

March 30th: Matzah bark making (5 students attended)

March 31st: ILF Final Class - 20 students completed the course this term

April 1st: RSJ Chai night (5 students attended)

April 8th: Yom HaShoah. Students are invited to participate in virtual National Commemorations.

April 9th: Final(s) Shabbat Dinner (60 students attended)

April 13th: A History of Resilience: Genocide Awareness Month event presented by Hillel International (68 students attended)

COMMUNICATION & ADVOCACY:

Advocacy

- Working with the city of Ottawa’s Anti-Racism Directorate, Federation has coordinated two consultations with Rabbis and agency leadership.
- On March 25th, along with approximately 40 other leaders across the country, I participated in a virtual meeting with Prime Minister Justin Trudeau.

Communication Dashboard

Emails stats for the last 30 days, compared to results from the past 30 days.

Number of Eblast Campaigns	Open rate*	Click rate**	New contacts	Unsubscribed
22 (2 fewer than last month)	45% (same)	11% (2% lower than last month)	+53 (195 fewer than last month when there had been a big jump)	19 (17 fewer than last month when we had 36 unsubscriptions)

In the last 30 days, the Federation has sent 22 individual eblast campaigns to various community lists. Half of these (11) were sent community-wide as we had a special need to communicate COVID-19 concerns at two local agencies. Among the special community-wide messages was a Shabbat greeting from Board Member Jeff Laks, which was well received with a 49% open rate (above average).

Understanding Terms in the Table

***Open rates:** The percentage of people who opened the email. For example, a message sent to 1000 people will be open by 45% of them, so 450 people read the email.

**** Click rates:** The percentage of people who click on links within an emailed message. These can be links to events, to view videos, to see reports or to donate. This figure helps understand email engagement.

*****Industry average** (according to stats provided by our email program): open rate averages for most business is 14%; click rate industry averages are 9%.

Social Media

Federation’s **Facebook** engagement is still down, except for page likes which have increased – see current month to the past month. This drop can reflect a change in FB logarithms that decide who and how many people see a post. Discussion with a digital specialist is ongoing.



Facebook interaction for the **E-Bulletin** page rose slightly with engagement staying about the same. An ongoing effort is being made to keep the growth and engage more people.



Other elements remain stable: The **EG Facebook group** has grown by 5 members to 184, while **Jewish Ottawa Helps** has increased by 13 to 1,354 members, **Instagram** jumped to 1,060 (up 15). **Twitter** has grown by 8 to 1,724.