



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: March 17, 2015
Re: President's Report

The past few weeks has seen intense activity regarding OJCS' decision to phase-out their high school. The newly formed **Jewish High School Education Task Force**, chaired by Ron Prehogan and with Bram Bregman serving as the professional lead, has developed terms of reference, members have begun to be approached to serve and a first meeting will hopefully be scheduled before Pesach. By design, the task force is being kept small, so as to enable the work to be done in an expedient manner and a report submitted to the board in the Fall.

DEVELOPMENT

- As of March 17th, the 2015 Annual Campaign has raised a total of **\$4,218,980** from 2,002 pledges, an increase of **4.4%** over last year. The Women's Campaign continues to show a strong 5.8% increase over last year from 717 pledges totaling **\$996,159**. Of particular note is the performance of the Emerging Generation (EG) Division. With an 18 person strong Ben-Gurion society, more than double last year's number, EG has raised **\$24,456** on **125** pledges with growth of **43.6 %** over last year.
- Campaign Chairs have been reaching out to potential Division captains and event chairs in preparation for next year's campaign. It has been a challenge to secure chairs for the kick-off, as there is only a small pool of individuals who can and are willing to raise the required sponsored dollars.
- The **Centre for Jewish Philanthropy** task force met on February 25th to discuss the project's success and next steps. It was determined that additional names would be added to the initial pilot group, new metrics would be determined for the project going forward, and that one or two new areas of Federation and Foundation collaboration will be explored. Ultimately, the goal is to serve as a philanthropic resource for the community.
- Ottawa's Lions of Judah are planning a spring art project event for May 21st, bringing together Lions in a spirit of giving and creativity. It is part of an effort to deepen the experience of being a Lion.

COMMUNITY BUILDING

- On February 8th, **Mitzvah Day** brought together over 650 community members to perform mitzvot throughout the city.
- Adam Cohen, CIJA's Director of National Security, spent three days in Ottawa performing **security audits of local organizations**.
- On February 10th, Federation organized an advanced **Media Training Workshop for local pulpit Rabbis**. Six Rabbis participated in the interactive session lead by CIJA's Deputy Director of Communications, Jordan Kerbel.

- Federation compiled a list of every **Purim party and event** in Ottawa and widely distributed the flyer throughout the community to market the vibrancy of local Purim programs.
- **Joint Professional Development for Teachers:** Two workshops were held in late February. A total of 85 teachers participated (60 day school and 25 supplementary school teachers), and this was the first time that Day School teachers have gotten together for professional development. Feedback has been excellent.
- The difficult decision was made to **cancel the trip to Israel** planned for May 2015. The cancellation was due to several participants withdrawing from the trip and the inability to find new participants.
- **Survey of the Jewish Community:** as part of the process to look into the feasibility of building a Jewish retirement residence on campus in conjunction with Tamir's Integrated Living Centre, a survey of Jewish people aged 55 and over is being conducted. The community was notified that telephone surveys of a random sample of people would commence in early March, and an e-mail survey would be sent out soon.
- Under the leadership of Jennifer Kardash, our **Yom Hashoah** event will take place on April 15th, featuring keynote speaker Mr. Pinchas Gutter from Toronto, a Polish survivor who speaks regularly throughout North America about his incredible story of survival. There will also be special remarks by Dr. Julien Klener, President of the Belgian Jewish community. Dr. Klener, a child survivor, and a distinguished university professor, is a well-respected European Jewish leader who regularly speaks around the world addressing the future of European Jewry.
- The Azrieli Foundation (Toronto) and the Jewish Federation of Ottawa are jointly presenting a **Holocaust education event for high school** students throughout the region. Invitations were sent to 48 schools in the public, Catholic, Jewish, and private sectors and very quickly, the program sold-out with 1000 students being registered by their teachers. In response to the demand for the program, it was expanded to two-days.

EMERGING GENERATION

- Over 40 children and their parents attended a successful **Tu B'Shvat party hosted by PJ Library** and Congregation Beth Shalom at the SJCC – February 1st
- More than 80 young people came together **for Shabbat Dinner** with Dinosaurs at the Canadian Nature Museum – February 6th
- The inaugural gathering of the **Ben Gurion Society**, a Wine and Cheese at the home of Chani and Bram Bregman, took place with 25 participants. Roger Greenberg addressed the group and engaged everyone with an informative question and answer session around fundraising and community leadership – February 7th

HILLEL OTTAWA

- 25 students enjoyed a **Bagel & Schmear** – February 2nd
- **Ambassador Rafael Barak** spent an evening speaking with over 20 student leaders – February 2nd
- Yariv Mozer presented his film "**The Invisible Men**" to a diverse group of 30 students – February 5th
- Over 30 students gathered to **celebrate Shabbat - Israeli Style** - on February 6th
- **Kasim Hafiz** visited uOttawa to share his transformation from Muslim Extremist to Muslim Zionist – February 25th
- Our student leaders and volunteers received training from Dylan Hanley (CIJA) in preparation for the upcoming **Israel Apartheid Week** – February 26th

CORPORATE SERVICES

ARCHIVES

- Emily Leonoff has decided not to return from her sabbatical, and Saara Mortensen, our interim archivist, was hired on a permanent basis.

CAMPUS:

- The enhanced access control system for the SJCC has been installed, and following a transition period, the system went “live” on March 9th. The system continues to be refined and in general, staff, members and guests have responded positively.
- The next phase of this security project continues. Pricing is being gathered, priorities established, and funding sources are being identified.
- Campus security protocols for crisis management are being finalized, and staff training will begin shortly.

GOVERNANCE:

- The Governance Task Force is preparing new or revised Terms of Reference for each Federation committee, position descriptions for each officer, and portfolio descriptions for each director. These will be presented for approval by the board at the May meeting, and will take effect with the new board year beginning in June.

INFORMATION TECHNOLOGY

- Work has begun on the implementation of the new donor management system, with a “go live” date of April 2016. As part of the process, representatives of our staff attended training at the Montreal Federation, which is going “live” with the system later this month. It is important to note that the transition is complicated, multi-faceted and will be time consuming.
- The completion of the VOIP telephone system implementation was delayed due to a miscommunication with the vendors. We now expect the transition to occur by the end of the month.

MARKETING/COMMUNICATIONS:

- Social media continues to grow. To support our strategic plan goal of appealing to different audiences, we re-established a PJ Library Ottawa Facebook page. It has already surpassed 100 likes and is gaining daily.

<i>As of March 3, 2015</i>	Twitter followers	Increase from previous month	Facebook “likes”	Increase from previous month
Jewish Federation of Ottawa	1024	+19	1556	+132
Ottawa Jewish Bulletin	135	+7	519	+58
Ottawa Jewish Archives	N/A	N/A	493	+ 19
PJ Library Ottawa	N/A	N/A	138	Launched Feb. 19

- Using enhanced Facebook statistics, we have analyzed the age and gender breakdown of our followers. While the percentages are close, there are far more women (68%) actively engaged in our posts by sharing, commenting, and “liking”.

FINANCE

- The audits of the Ottawa Jewish Community Foundation (whose ‘open money’ is directed to Federation to support the annual allocations to funded agencies) and the Jewish Community of Ottawa Development Foundation (likewise “Weinberg funds” that help support Federation) began February 23rd and are expected to be complete by late March.
- At a meeting of the Board of Directors of the Ottawa Jewish Community Foundation on March 3rd, it was unanimously agreed to direct “open money” again this year to the Federation.