



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** May 19<sup>th</sup>, 2021  
**Re:** President's Report

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Here is an update to the Board on activities and issues since the April 21<sup>st</sup> meeting.

### Israel update:

- Last Thursday evening, 120 teens from intermediate and small communities gathered on less than 24 hours notice for a session organized by CIJA to help them cope with bullying. Normally, I am delighted when teens are successfully engaged. In this case, sadly, it is a sign of the hostility they are experiencing. Additionally, CIJA been working to prepare materials for students. Supporting students has been identified as a top priority.
- On Sunday, just under 1,000 devices joined the Generations United for Israel prayer service. The recording has subsequently been viewed over 5,500 times.
- After opening up an envelope for funds to help meet needs in Israel, 20 donors contributed \$21,334.
- While Ottawa was fortunate not to see the violence that took place in Montreal and Toronto, at a pro-Palestinian rally here a sign with a swastika was spotted and has been reported as a hate crime to the police.
- We are holding a special briefing for board members, Ben Gurion Society Donors, and major and top donors on Thursday, May 20<sup>th</sup> at 2 pm.
- We have sent MPP Joel Harden another strongly wording letter about how his behavior is causing harm to his Jewish constituents.
- We have been active on social media, promoting the action alerts of CIJA.

## **DEVELOPMENT**

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### Campaign Results to Date

The current Annual Campaign stands at \$4.652 Million from 1,658 gifts, which is an increase of 28 gifts from the last report. This is largely a result of wonderful work from campaign chairs Karen and Josh, as well as the hiring of a diligent student to do some telethon calling.

### Canvassers

We have renewed the vast majority of the 2021 canvassers to help out again for the 2022 campaign. Additionally, we undertook a big push to recruit new canvassers for the coming year. Already, 17 new people have been recruited.

### Life and Legacy

Year two of the Life and Legacy program launched April 1. The Foundation is offering an additional \$750 incentive grant to all agencies able to secure 4 letters of intent before the end of May. Federation has already secured 3 LOIs. If we successfully the target, once again these funds will be given to the Emergency Campaign for Community Resilience.

## **OPERATIONS**

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### HR

The Leading Edge Employee Engagement survey for Jewish community organizations closed on May 14. We look forward to reviewing the results and analysis this summer.

A COVID-19 Vaccine Awareness session, featuring Dr. Michael Malek from Hillel Lodge, will be held for staff on May 20. The goal of this session is to inform staff of the value of obtaining their vaccines, and to answer questions they may have – particularly with respect to AstraZeneca.

At the end of April, we implemented a staff appreciation gift for all team members, whereby they got to choose the \$36 gift card of their choice, all focused on self-care.

### **Campus**

With recent events overseas, significant attention is being given to campus and community security. We participated in conversations with CIJA's security team and colleagues from across Canada, provided an advisory to our community synagogues and agencies, and requested extra patrols from the Ottawa Police. While there is no indication of an increased threat level in Ottawa, anti-Semitic and anti-Israel incidents have increased and situational awareness is heightened.

### **Governance**

The Community Awards committees met in late April and selected this year's winners. They will be honoured at this year's AGM.

### **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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### **Community Building**

**April 11, PJ Library Yom Ha'atzmaut Party: "A Taste of Israel":** 18 families (32 children) collected a free activity kit including a sensory colouring page, fun facts about Israel and recipe ingredients to make hummus. Free products from Israeli artisans were also available to take home. The virtual component of the event attracted 15 families and included a recipe demonstration and story reading. PJ Library also provided 26 families who registered with a discount on a special Yom Ha'atzmaut meal ordered from ADP-Village Café.

**April 22, J-Fellows Speaker Series 3: "Ask the Rabbi"** with Rabbi Kenter and Rabbi Blum. 15 people participated in an intimate and fruitful discussion.

**April 28, Lion of Judah Event - Q & A with Simone Knego:** As a follow-up to the Chanukah gift of a book *The Extraordinary UnOrdinary You* by Lion of Judah and author Simone Knego, Federation hosted an evening Q&A session with Simone. Twenty Lions participated.

**April 29, Jewish Community Professionals - GatherUP Labs:** Professional development for local professionals who work in the area of Jewish engagement. The purpose is to build a space for experimentation and collaboration and to share knowledge about relationship building and gathering during the pandemic and post-pandemic planning. 9 professionals participated and the next session is planned for the week of June 7.

**May 2, Community Response to the Meron Tragedy – Prayer Service for Healing:** Federation hosted a virtual gathering that featured a service to honour and remember the victims. 225 devices accessed the event.

**May 6 - May 26, "Jews Talk Climate Change"** a weekly book discussion club on *We Are the Weather: Saving the Planet Starts at Breakfast* by author Jonathan Safran Foer. This is a four-part lunch and learn series, which takes place over the month of May. 10 people are registered.

**May 7, Shabbat Together - EG Candle Lighting with Tamir:** The second installment of this program brought 5 EG members together with residents at a Tamir home to recite blessings, light candles and share reflections on Shabbat. The program will continue monthly with the next event scheduled for June 4.

**May 11, Author Talk with Judy Batalion:** The Shoah Committee of Federation, in collaboration with the Greenberg Families Library and the Zelikovitz Centre, hosted a successful community-wide author talk. Batalion's new book, *The Light of Days: The Untold Story of Women Resistance Fighters in Hitler's Ghettos* has received international attention, and the event was highly anticipated in Ottawa. 180 devices logged on for the event.

**May 25, Life and Legacy Year 1 Celebration Event:** All Ottawa Life & Legacy Donors, including those from Federation, who committed during Year 1 of the program have been invited to a virtual celebration hosted by the Foundation, followed by the international event hosted by the Harold Grinspoon Foundation. 145 gift boxes containing local kosher products by Kings Lock Distillery will be hand-delivered in advance of the event.

**May 26, J-Fellows Speaker Series 4:** Will feature the topic "Taking Risks" with local entrepreneur Corey Sauve.

#### **Israel Connection:**

- **Virtual Shinshinim:** Since we were unable to bring Shinshinim (young Israeli emissaries who volunteer in our community) to Ottawa due to the pandemic, we had the opportunity to have a Shinshin visit with four of our organizations (KBI, OTT, OMJS and Temple Israel) for a fun activity to learn about and connect with Israel.
- **P2G Mifgash for Shavuot:** OJCS and its partner school in Metulla, Hanadiv, led a virtual mifgash for the whole partnership. Their Grade 2 classes each shared songs and videos about the holiday and about what they are learning in school. There were over 180 devices, and many families participating in this gathering.

**PJ Library Telethon:** 158 families are now available for solicitation after two years of receiving PJ Library books. A Pay It Forward campaign with a PJ specific donation page was launched on May 12 by email, direct mail and canvassing calls. In addition to raising dollars, the goal for the Telethon is to prepare PJ Library donors and canvassers to become contributors to the Annual Campaign.

**EG Steering Committee:** The committee met and decided to postpone event planning until after lockdown due to virtual event fatigue. While lockdown continues, greater engagement is planned through the EG Facebook page, with holiday and personal video content from members, as well as the offer of virtual coffee dates with the EG director on the Kumospace meeting platform, which has proven popular during one-on-one meetings with EG newcomers.

#### **Hillel Ottawa**

Hillel Ottawa is now operating on a summer schedule; the Director continues to work however both the student life coordinator and part-time Israeli advocacy coordinator contracts have come to an end. The Hillel Director is busy with end-of-year reporting and recruiting for a new Student Life Coordinator to start in August.

**Student Leadership Executive Team:** Selections were just completed for next year's Student Exec teams for Hillel (9 student leaders in various positions) and Israel on Campus (IOC, with 6 student leaders). The new teams are in place, and the work of planning for next year will start in August.

**Hillel Global Giving Week Matching Campaign:** Hillel Ottawa participated for the first time in Hillel International's second annual global giving week campaign. All funds donated to Hillel Ottawa during the week of May 2-7 were matched by Hillel International up to \$5,000. The campaign was successful and raised \$4,276 which will be doubled, and succeeded in gaining several new donors to Hillel Ottawa.

**Security & Situation on Campus:** Hillel is currently working with CIJA and campus security teams to ensure students feel safe and supported during his time with rising tensions in Israel. Staff is also being vigilant about security around Hillel House. Students were invited to participate in a support session led by CIJA. Hillel staff continues to be available for students who may need extra support or someone to talk to.

## COMMUNICATION & ADVOCACY:

### 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
19 (3 fewer than last month)	45% (same)	12% (1% higher than last month)	+74 (21 more than last month)	24 (5 higher than last month when we had 19 unsubscribes)

In the last 30 days, Federation has sent 19 individual eblast campaigns to various community lists. Half of these (10) were sent community-wide. Among the special community-wide messages was a Shabbat greeting from Board Member Stacy Goldstein, which was well received with a 52% open rate (7% 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 has increased over the last months where we experienced a sudden drop. After some research, we found Facebook had altered its algorithms to favour stories and videos. We adapted our posts and have since seen a significant jump in engagement.. We will continue to study this.

Last 28 days : Apr 12 - May 9 ▼

People Reached	<b>14,629</b> ▲24%
Post Engagements	<b>5,765</b> ▲63%
Page Likes	<b>18</b> ▼31%

Last 28 days : Mar 9 - Apr 5

People Reached	<b>11,638</b> ▼31%
Post Engagements	<b>2,812</b> ▼18%
Page Likes	<b>26</b> ▲18%

Efforts now shift to adjusting to Facebook posts for the E-Bulletin.



**Other elements remain stable:** The **EG Facebook group** still sits at 183, while **Jewish Ottawa Helps** has increased by 26 to 1,380 members, **Instagram** jumped to 1,069 (up 9). **Twitter** has grown by 2 to 1,726.