



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: April 15, 2015
Re: President's Report

DEVELOPMENT

- As of April 14th, the 2015 Annual Campaign has raised a total of **\$4,224,441** from 2,009 pledges, representing an increase of **4.4%** over last year.
- **Team Captains** have been recruited and meetings to assign canvassers to donors began this month, continuing through May.
- Targeted **direct mail** solicitations were sent to past and potential donors in the weeks leading up to Passover.
- A leadership group among Ben Gurion Society members have agreed to Chair the **2016 Kickoff**. The group is meeting in April to initiate planning for the event. This is a great opportunity to allow the next generation an opportunity to exercise leadership in our community.

COMMUNITY BUILDING

- The first meeting of the **Jewish High School Education Task Force** took place on March 30th. Committee members are Ron Prehogan (Chair), Bram Bregman (Federation staff), Brian Aarenau, Orly Aaron, Barbara Crook, Jonathan Freedman, Noa Kardash, Michael Polowin, Jared Greenberg and Lewis Retik.
- **Survey of people aged 55+:** A survey of Jewish people, aged 55 and over is being conducted to assess the level of interest in a Jewish senior's residence on or near the Jewish Community Campus (potentially as part of the Tamir Integrated Living Center). The telephone interview portion of the survey is now complete. The e-mail survey is currently underway and will end on April 24 and then the researcher will produce a final report.
- Karen Palayew, one of the chaperones who had planned to go on the **March of the Living** this year, had to withdraw due to a death in the family. There are three other chaperones: Gaby Scarowsky from Ottawa, and one each from Winnipeg and Vancouver. Along with the photographer and physician who are both from Ottawa (Margo and Norman Viner), our 14 students will be well cared for and supported on this journey, which departed on April 13th.

EMERGING GENERATION

- Over 90 Emerging Gen attended the **Speak Easy Purim Party** on March 4th co-hosted by Federation and the Glebe Shul.
- On March 7th, Federation hosted the first ever **PJ Library Dads' Night Out** at "House of Targ". 20 young dads showed up for a night of drinks, snacks, old school video games, and fun.
- To follow up on the Dads' Night event, Moms were invited to a **PJ Library Moms' Night Out**. 15 moms attended the event and enjoyed an evening of camaraderie, drinks, and door prizes. PJ families (young and typically less affiliated) are a key demographic with whom Federation is working to build a relationship.

HILLEL ON CAMPUS

- March 9th: an **Israeli delegation** visited campus and discussed Israel with many Jewish and non-Jewish students, as well as with Andrew Bennett, Canadian Ambassador for Religious Freedom.
- March 9th: Along with the Ethiopian and Eritrean clubs at Carleton, a special traditional **Ethiopian Coffee Ceremony** was held that discussed life, integration, and social issues of minorities in Israel.
- March 12th: 65 students gathered at uOttawa and heard **stories of survival and hope** from Holocaust survivor Vera Kovesi.
- March 16th: The Israel Action Committee partnered with the Carleton International Relations Society to host 40 students for a discussion on the **Israeli election with Eitan Weiss** from the Israeli Embassy.
- March 16th: First ever **certified kosher food event** at Carleton University with hundreds of (Jewish & non-Jewish) students enjoying brisket sandwiches.
- March 28th: **Israeli wine tasting** where 15 non-Jewish students gathered to discuss Israel beyond the conflict.
- March 29th: 38 students participated in a **Save A Child's Heart fundraiser** by taking a spinning class with proceeds going to the charity.
- Hillel hosted a weekly **Bagel & Schmeer** event with approximately 25 students each time.
- Hillel arranged for free transportation for students to go to the **kosher supermarket** to purchase Passover food, and provided free boxes of matzah to students.

CORPORATE SERVICES

CAMPUS:

- Priority projects for the spring are being scheduled, including lighting upgrades and roof work for building 11.
- A thermal scan assessment of the moisture infiltration issue with the indoor pool is in progress.
- In response to the approval granted by the board in March, part time security guard Ben Wallace has been hired as a full time employee.

INFORMATION TECHNOLOGY

- Work continues on the implementation of the new donor management system. A deep analysis of current data is in progress, with the goal of doing as much clean-up as possible prior to conversion.

SOCIAL MEDIA

As of April 6, 2015	Twitter followers	Increase from previous month	Facebook "likes"	Increase from previous month
Jewish Federation of Ottawa	1045	+21	1712	+156
Ottawa Jewish Bulletin	135	No change	523	+4
Ottawa Jewish Archives	N/A	N/A	531	+ 37
PJ Library Ottawa	N/A	N/A	156	+ 17

ADVOCACY/COMMUNITY RELATIONS

- Recently, Hungary assumed the chair of the International Holocaust Remembrance Alliance. Hungary's Ambassador to Canada, H.E. Balint Odor is taking Hungary's responsibility very seriously and has arranged several meetings with Jewish leaders to discuss ways we can collaborate on Holocaust education. These discussions have been positive and productive.