



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: April 13th, 2016
Re: President's Report

COMMUNITY/FEDERATION ISSUES AND PROJECTS

- The **community-wide survey of young families** launched on April 4th. To date, there have been 171 responses. According to Measuring Success, the aim is to have a response rate between 180-300, based on the estimated number of young Jewish families in Ottawa. The survey will close on April 19th and a second reminder will be sent this week
- Federation compiled a **listing of all Passover events, programs and Seders** happening in Ottawa, and widely distributed it through email, social media and local Jewish organizations. The listing can be found at www.jewishottawa.com/passover.
- **Professional Development for teachers in day and supplementary schools:** Federation is hosting 2 sessions on May 4th, one for day school teachers and one for supplementary school teachers. The topic is *Practical ways to bring technology into the classroom: different kinds of uses for technology in both English and Hebrew*. The sessions are fully sponsored by Federation and part of our efforts to promote excellence in Jewish education.
- **Marketing for supplementary schools:** Federation will once again undertake to raise the profile of Jewish educational options through Facebook ads. This spring, the ad will direct people to more information about the variety of options available for children not attending Jewish day schools.

DEVELOPMENT

- As of April 8th, The 2016 Annual Campaign has raised **\$4,340,500**, on 1872 pledges to date, representing an increase of **3.8%** over last year on a gift by gift basis. As part of this total, the Women's campaign has raised **\$1,051,360** on 666 pledges to date, an increase of **6.7%** over last year.
- The **April Direct Mail campaign** is beginning to return pledges and payments from some 200 potential donors for Campaign 2016 who were not reached through canvassers and other campaign channels.
- Continuing a tradition begun last year, there will be another Lion of Judah spring program. On Tuesday May 10th, there will be a **Lion of Judah Parliament Hill Day**. The program, organized in conjunction with CIJA, includes panels with parliamentarians and meet-and-greets with inspirational women.

FEDERATION PROGRAMMING

Hillel Ottawa

- **Fast Lap for Cancer, March 1st** - fundraiser for RFL cancer research through video games (the total raised for Hillel/IAC team through various events was \$1,230, which was the 10th highest on campus)
- **Pi(e)s & Israel, March 14th** - over 100 students on campus learned about the advancement of Jews and Israel in science on Pi Day (with pies)
- **Hebrew Club, March 15th** - 6 students are learning Hebrew together every week
- **Discussion with Michelle Rojas-Tal from SWU, March 16th** - 15 students attended a discussion with a guest speaker on the unique issues associated with advocating for Israel on social media
- **Peace in Practice, March 22nd** - 10 students learned from Lydia Eisenberg (Givat Haviva) about coexistence programs in Israel
- **Mishloach Manot, March 23-24th** - over 25 students participated in an initiative to create gifts of food for Hillel Lodge residents
- **Purim Themed Shabbat Dinner, March 25th** - 24 students came together to celebrate Shabbat with a Purim twist on a long weekend

Emerging Generation & PJ Library

- **PJ Purim Party:** In partnership with the SJCC and synagogues across Ottawa, about 150 parents and children enjoyed a Purim Carnival in the SJCC gym on March 20th
- **EG Purim Party:** On March 23rd, 45 members of the Emerging Generation gathered at a 60's themed Purim Party at La Charrette to hear the megillah and socialize

OPERATIONS

- On Monday April 11th, the **database conversion project** entered an exciting phase as the new system officially went live. There are 8 members of the Federation team who are spending approximately two weeks dedicated to the go live process as data is validated, etc. Overall, the process has been going exceedingly well, with a manageable number of glitches.
- **OVH** continues to work with Loblaws offering guidance and support as they gear up for the Pesach season. The OVH assists in answering their questions, and as a voice of the Jewish community.
- OVH has teamed up with Congregation Machzekei Hadas in offering a **lecture on Kashrut & Passover** which will take place on April 11th. Additionally, OVH will be offering Passover Kashering on April 17th in preparation for the upcoming holiday.
- The **Ottawa Jewish Archives** is the 7th heritage institution to join the Canadian Jewish Heritage Network. This partnership will facilitate online access to the holdings of the Ottawa Jewish Archives for the very first time in the Archive's 47 year history.
- There are several changes to **Campus staff**. 2 new security guards will be hired to fill some recent vacancies, and the candidates appear to be of a very high caliber. A seasonal groundskeeper began work on Wednesday April 13th and will begin working on clean-up efforts.

Social Media

| <i>As of April 8 2016</i> | Twitter followers | Increase from March 4 2016 | Facebook "likes" | Increase from March 4 2015 |
|-----------------------------|-------------------|----------------------------|------------------|----------------------------|
| Jewish Federation of Ottawa | 1237 | +10 | 3838 | +489 |
| Ottawa Jewish Bulletin | 150 | +3 | 3834 | +225 |
| Ottawa Jewish Archives | N/A | N/A | 711 | + 57 |
| PJ Library Ottawa | N/A | N/A | 208 | -1 |

The recent and dramatic increase is largely attributable to the social media Campaign Federation conducted for Stuntman Stu related to donating blood.