



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** December 10<sup>th</sup>, 2014  
**Re:** President's Report

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## DEVELOPMENT

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- As of December 9, the 2015 Annual Campaign raised a total of **\$3,989,989** from **1,835** pledges, an increase of **4.7%** over last year on a gift-by-gift basis.
- The women's campaign has been particularly successful, with a **6.6%** increase over last year from **654** pledges, totaling **\$899,576**. The 2015 campaign has generated a large number of new and increased gifts adding 6 new Lions of Judah to the Ottawa pride. As a basis for comparison, there were 4 new Lions in 2014 and no new Lions in 2013.
- Campaign leadership has been meeting with several candidates for key roles next year, and are pleased that David Appotive and Charles Schachnow have agreed to chair the 2015 Annual Golf Tournament, and Shari Silber will return as Chair of the Choices event for 2015.
- The November canvasser call night took place on Wednesday November 12, with 6 canvassers securing 40 gifts for an additional \$5,000. Another call night took place on December 2<sup>nd</sup>, raising \$7,230 from 17 gifts. At this time of year, a small, yet dedicated team works very hard to maximize the number of donors to the campaign.

## COMMUNITY BUILDING

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- We are waiting for a report to the Oversight Committee from the OJCS Sustainability Committee that will be delivered in January.
- **New Fund for Innovative Capacity Building:** 6 agencies submitted applications for the second round of funding. This is a donor-directed fund, and a review team of lay leaders chaired by Sharon Diamond met to come up with funding recommendations for the donor (an unusual arrangement that does create some discontent among our volunteers). Agencies will be notified by December 23 about funding decisions.
- **Volunteer and Leadership Engagement Program:** a 2<sup>nd</sup> session took place on December 3 and participants learned about local Jewish agencies and volunteer opportunities within these agencies. A 3<sup>rd</sup> and final session is planned for January.
- A **Day School Collaboration Project** is underway between the 4 Jewish day schools to engage in a shared professional development initiative.

- Federation convened a meeting of the Chairs and Executive Directors of OJCS, CBB and SJCC to discuss how to work more collaboratively to better serve young Jewish families in Ottawa. A follow-up meeting will take place in January.

## EMERGING GENERATION (EG)

- **International Coffee Break:** over 50 young professionals attended this event on November 25 at Grounded Kitchen and Coffeehouse.
- **EG Steering Committee:** Ariel Fainer has put together a committee of EG community members to help guide the mission of the EG division. The committee is comprised of: Sara Miller, Tamara Fathi, Lauren Bronstein, Adam Schacter, Sam Levine and Ian Goodman. The first meeting will take place on December 17, 2014.

## HILLEL OTTAWA

- **Hasbarah Advocacy Training** on October 23 with Elliot Mathias - 16 participants.
- **Shabbat Dinners:**
  - November 7 - 60 students at the Hillel House
  - November 21 - 50 students interested in learning about opportunities to study in Israel from Canadian Friends of Hebrew University
  - November 21 - 23 Grad/Med/Law (GML) students attended a first-ever special GML Shabbat dinner at Beth Shalom
- **Annual Israeli Wine & Canadian Cheese** on November 18 with a record number of over 110 politically engaged students along with 3 members of parliament at the Cube Gallery.
- **Chanukah Ball** on November 29, over 150 students celebrated at the annual Chanukah Ball.

## CORPORATE SERVICES

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### ARCHIVES

- The Council of Heritage Organizations in Ottawa | le Conseil des organismes du patrimoine d'Ottawa (CHOO | COPO) is preparing an informational page for each member organization, to be launched in 2015. The Ottawa Jewish Archives will be included, thus further extending our outreach to the larger heritage community.
- The archives prepared a special Remembrance Day tribute in the presentation case on the 2<sup>nd</sup> floor of the SJCC, highlighting local veterans and their important contributions.

### CAMPUS:

- Pricing is being gathered for the high priority security recommendations that were approved at the November board meeting. In addition, an outside resource is being hired to assist with the development and/or updating policies & procedures for campus buildings and to help better train staff.
- After installing an energy and cost efficient LED lighting system in one OJCS classroom, feedback has been positive and the Campus board is poised to move ahead with replacing all

T12 fixtures in both building 31 and building 11. After an initial financial investment, this move is designed to save dollars.

#### **MARKETING/COMMUNICATIONS:**

- Social Media has remained mostly static this month, though Facebook “likes” continue to increase.

#### **FINANCE**

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- Courtesy calls to top donors are being organized and will be made in December prior to year-end to ensure that no donor who traditionally pays their gift in December, inadvertently misses their opportunity for a 2014 tax receipt.
- Invoices to school campaign donors were issued in late fall and any required follow up will be done prior to year-end.