



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: December 9, 2015
Re: President's Report

There have been two staff changes this month:

- Alecia Laliberte started with Federation on November 24th as the Executive Assistant on a 12-month maternity replacement contract.
- Benita Siemiatycki has decided to move on from Federation after 8 years of dedicated service and will be leaving mid-December. In order to meet the objectives contained in Federation's strategic plan, her position has been modified (position description included in the board package) and a talent search is now underway.

DEVELOPMENT

- As of December 9th, the 2016 Annual Campaign has raised **\$3.9M** on **1592** pledges, representing an increase of **4.0%** over last year on a gift-by-gift basis.
- On Monday November 30th, the campaign held a **call night** with a small group of canvassers. 25 gifts were closed, raising \$3,000.
- A **Direct Mail campaign** this month has reached out to over 200 donors who have not yet been effectively reached through canvassers, Superweek, or canvasser call nights.
- The chairs and campaign team have reached out to all canvassers to complete and submit their **outstanding cards** by December 21st.
- 2017 Campaign Chairs Michael Polowin and Sharon Appotive have convened a committee to determine next steps for the **2017 Kickoff and top donor event**.

COMMUNITY BUILDING

- **Workshop for Agencies on Financial Oversight for Non-Profit Organizations:** Federation offered a professional development opportunity on November 11th to local Jewish organizations. 40 people, representing approximately 25 local Jewish organizations, participated which was presented and sponsored by GGFL. Feedback from the session was excellent.
- **Agency meetings** are taking place in the months of November and December. The **Grants and Evaluation Committee** is meeting with every agency that has submitted an application for funding, and will submit funding recommendations to the Board for approval by February.
- **Dr. Daniel Held**, Executive Director of the Julia and Henry Koschitzky Centre for Jewish Education in Toronto, spent two days in Ottawa on November 18th and 19th sharing best

practices and ideas. He spoke to approximately 35 people at the Members' Meeting and also held private meetings with OJCS, Torah Academy, Machzikei Hadas, and Federation leadership.

- **Holocaust Education Month:** On November 15th, Federation partnered with the Hungarian Embassy and showed a movie called "There Was Once..." with approximately 200 participants. The highlight was having the director, Mr. Gabor Kalman in attendance to answer questions.
- **Holocaust Education Month:** On November 23rd, Richard Marceau of CIJA presented an informative talk on Holocaust restitution. Approximately 55 people attended, and a lively Q&A followed the presentation. This was the last of three Holocaust Education Month events planned by the Shoah Committee.
- **OVH/"ASK OU"** sponsored a Kashrut Lecture on November 23rd. Rabbi Juravel - a senior Rabbi with the Orthodox Union visited our community and spoke with OVH mashgichim at a special session. Afterwards, he gave a lecture to 50 community members and also gave a class at OTI.
- Barbara Crook represented Ottawa at the **Partnership2Gether (P2G)** meetings in Israel. Reports from the meetings are positive.
- On December 6th, Linda Kerzner and I represented Ottawa at the Jewish Federations of Canada-UJA board meeting.

Emerging Generation (Reporting two months of activities)

- **PJ Library Simchat Torah Party:** Over 30 families joined PJ Library on October 5th for a Simchat Torah party in conjunction with Congregation Machzikei Hadas.
- **Casino Night:** This event was the first EG Campaign fundraising event and raised over \$1000 for the Annual Campaign, with approximately 60 participants.
- **Women's Newcomer Tea:** 24 women attended the 3rd Women's Newcomer Tea on November 15th at the Fainer house. Newcomers were welcomed by active community members and had the opportunity to network and meet their peers.
- **Ben Gurion Society Event:** On November 23rd, 18 members of the Ben Gurion Society attended a small event at the home of Stephanie Levitz and Allan Shefrin. Shimon Fogel, CEO of CIJA, spoke about the impact of the new Liberal government on Canadian relations with Israel.
- **PJ Library Chanukah Party:** 300 kids, parents, and grandparents attended the PJ Library Chanukah Party at the SJCC on November 29th.

Hillel Ottawa

- November 1st: **Limmud Ottawa** - Hillel was a partner and organizer for this community event that brought out over 300 participants. Students accessed the event for free with help from the Vered and Zelikovitz centres.
- November 3rd: **Bagels and Shmear @ Carleton** - 24 students came together for a break between classes to enjoy food and friends.
- November 5th: **Cafe Ivrit** - Israeli shlichim came to Ottawa and spoke with 22 students about Israel.
- November 5th: **Israel Engagement PD** - Israeli shlichim led a training session on Israel engagement with 12 student leaders.
- November 6th: **Shabbat Across AEPi** - Hillel assisted in coordinating a special Shabbat dinner for the AEPi fraternity, hosting 23 students.

- **Holocaust Education Month Programming:**
 - November 17th: Sarah's Key - Film viewing and discussion with 15 students
 - November 18th: Bagels and Shmear with Holocaust survivor Raul Korngold, attended by 25 students
 - November 20th: Shabbat Dinner - Partnership with Chabad Student Network to host 80 students for a special event with a survivor
 - November 22nd: 40 students gathered for an intimate conversation with four holocaust survivors (10 survivors rotated tables throughout the event)
- November 27th: **JLSA and JMSA Shabbat Dinner** - 22 Law and Med students gathered for a special Hillel Shabbat dinner.
- November 28th: **Chanukah Ball** – more than 150 students gathered to celebrate Chanukah before the stressful exam period.

CORPORATE SERVICES

Technology

- As was previously reported, the network encountered significant challenges November 12th-16th. To prevent such an occurrence in the future, new back-up measures have been implemented and protocols have been reviewed and revised appropriately.
- Even with the loss of some files due to the network issue, the database conversion project remains on track and milestones continue to be met.

Campus

- Though there was no intelligence indicating the need for an elevated threat level, in the 2 weeks immediately following the Paris terrorist attack, an additional outside guard was hired to bolster security.
- On December 2nd, a meeting was held between Federation leadership, CIJA's national director of security Adam Cohen and Ottawa Police Chief Bordeleau to discuss security.
- City construction on Broadview Avenue has concluded for the winter and the driveways and walkways are temporarily patched for the season and will be completed in the spring.

Marketing and Communications:

- A paid ad campaign has been effective on Facebook for several months, significantly boosting views and likes on Federation's page. Recently, a similar campaign began with the Ottawa Jewish Bulletin, leading to high interest.
- The Ottawa Jewish Bulletin website finished the month of November with 9,723 views. This is significant as the previous highest month was 7,364.

<i>As of Dec. 4, 2015</i>	Twitter followers	Increase from November 2015	Facebook "likes"	Increase from November 2015
Jewish Federation of Ottawa	1194	+42	3057	+135
Ottawa Jewish Bulletin	144	-1	2373	+364
Ottawa Jewish Archives	N/A	N/A	665	+ 30
PJ Library Ottawa	N/A	N/A	198	+5

FINANCIAL SERVICES

- As was done last year, staff will be making courtesy calls to significant donors with outstanding 2015 pledges suggesting payment before December 31st.