



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: November 28, 2017
Re: President's Report

I am pleased to provide an update to the Board on activities and issues since our last meeting on November 15th.

DEVELOPMENT

Campaign 2018

As of November 28th, the 2018 Annual campaign has raised **\$3.67M** with **1,369** cards closed. These cards have an average **5%** increase, card over card. We have so far engaged **109** new donors.

Golf

The first planning meeting for the Golf Tournament (July 9, 2018) was held. Led by Ian Sherman, past chairs have been engaged to help with the tournament this year to recognize and celebrate the tournament's 25th anniversary.

FEDERATION PROGRAMMING AND SERVICES

Holocaust Education Month:

Rescue in the Philippines film was screened on November 26th, at Ben Franklin Place, with over 100 people attending. The Shoah Committee's focus for Holocaust Education Month this year was on lesser known stories, such as the one depicted in this film. Tremendous efforts were made by the government of the Philippines and several key Americans who played an important role in saving over one thousand Jews during the Shoah.

The Nazi Titanic: On November 29th, Author Robert Watson will tell the lesser known story of a German luxury liner that, during the Second World War, was transformed from a barrack transport to the star of a "Titanic" propaganda film, and was finally bombed while housing thousands of prisoners in the final days before liberation. This tragic story is becoming known as one of the last major tragedies of the Holocaust.

Community Listing of Chanukah Events: Federation is compiling a listing of all events happening on and around Chanukah. This is one of the ways that Federation supports the work of community agencies,

and seeks to engage more people in Jewish opportunities. It is a valuable way to see the breadth and diversity of opportunities that exist in our community.

Chanukah Menorah Lighting on Parliament Hill: MPs Anthony Housefather and Michael Levitt have invited local Jewish community leaders to light candles on Parliament on Dec. 13. Andrea Freedman and Hartley Stern will represent the Federation.

Hillel Ottawa:

- **November 1st** - Bagel and Shmear at Ottawa University with 22 students.
- **November 2nd** – a Jewish History workshop was held at Library and Archives Canada. 32 students participated.
- **November 3rd** – a Shabbat Dinner was held at Hillel House with 64 students in attendance.
- **November 13th** - Bagel and Shmear with guest speaker, Rabbi Yoey Shaps of the Glebe Shul was held at Carleton University. 25 students participated.
- **November 12th** – CIJA and CIJA-PAC presented Leadership Training for Hillel Executive with 20 student leaders.
- **November 13th** – 45 students attended a L’Chaim to celebrate the overturning of the student government BDS vote that took place at Ottawa University.
- **November 16th** – Café Ivrit hosted 10 students who had great Hebrew conversations with Daniel and Orit, the *schlichim* from Hebrew University.
- **November 20th** – Annual Israeli Wine & Canadian Cheese with Parliamentarians. 140 students attended and heard from three MPs who recently travelled to Israel with CIJA. This event helps to promote the strong bond and shared values between Canada and Israel. Student leaders from Hillel’s Israel Awareness Committee had the opportunity to meet MPs, and the Israeli Ambassador attended as well.
- **November 23rd** – “Challah For Hunger” event was held where 20 students baked challah for Ten Yad.
- **November 24th** – a Menorah Competition is being held in preparation for Chanukah to raise awareness and to help make sure every student has a menorah this year. The competition runs through December 8.
- **December 2nd** – the Annual Chanukah Ball will be held for students to share their holiday tradition with friends and celebrate through a fun experience.

EG and PJ Library:

- **October 18th** - EG Happy Hour was attended by 35 people, 3 of whom were new to EG.
- **October 28th** - BGS Event was held at the home of Jessica Greenberg, one of the EG Campaign Chairs. 20 members of the BGS enjoyed an evening of whiskey tasting.
- **November 4th** - EG Casino Night was a success with over 100 people attending.
- **November 18th** - PJ Parents Night Out - a comedy show at the Nature Museum chaired by Josh Rose and Randy Greenstone. The event attracted over 60 people.

- **November 26th** - PJ Library Chanukah Celebration in partnership with the SJCC with approximately 300 people attending. This is the largest PJ event of the year, and brings together parents, children and often grandparents to celebrate Chanukah!
- **December 16th** - EG Chanukah Ball is an annual event of food, drink, and dancing that will take place at the Canadian War Museum. The event is a fundraiser for the EG Campaign, and seeks to attract new donors.

Neighborhood Discussion with Senator Linda Frum: On November 27th we held a new kind of event targeting 3 streets in Centrepoinette that have a high concentration of Jewish families, who are at various levels of engagement in the Jewish community. This event is a “pilot” that will help us determine if smaller more focused events can help to engage new people in a more meaningful way with Federation, and whether we could repeat this type of event/process in different neighborhoods and/or with different groups. Warren and Linda Melamed hosted the event as our “connectors” to families living in that neighborhood and 16 people attended. The discussion centered around what it means to have a vibrant Jewish community.

Mitzvah Day: Save the Date: Sunday, February 4, 2018. Mitzvah Day brings together people of all ages to volunteer their time and energy in the spirit of Tikkun Olam, and is one of the few days during the year when we have such a large segment of the Jewish community in one place. This year’s chairs are Naomi Hirshberg and Jon Mitchell.

Social Media:

<i>As of Nov. 21, 2017</i>	Twitter followers	Increase from Oct. 24 2017	Facebook “likes”	Increase from Oct. 24 2017	Instagram followers	Increase from Oct. 24 2017
Jewish Federation of Ottawa	1,434	+17	22,716	+560	227	+6
Ottawa Jewish Bulletin	173	-1	8,113	+456	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	909	+8	n/a	n/a
PJ Library Ottawa	N/A	N/A	326	3	n/a	n/a

Social media continues to grow across all platforms.

Major publications: A mid-term report on Federation’s Strategic Plan was just published and will be inserted into the Ottawa Jewish Bulletin.

FINANCE

The Finance Department has been finalizing the Jewish Federation of Ottawa, Ottawa Jewish Bulletin, and Campus Inc. audits and will be presenting them at the December meeting for Board approval.