



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** January 31, 2018  
**Re:** President's Report

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I am pleased to provide an update to the Board on activities and issues since our last meeting on December 5<sup>th</sup>.

Let me begin with a few staff updates:

-Archivist, Saara Mortensen is on a 4 month leave of absence to pursue a career advancing contract. Hagit Hadayah has been hired on contract to fulfill this gap.

-Michael Regenstrief, Editor Ottawa Jewish Bulletin, will be on medical leave for three months and Laura Robin has been hired on contract to fulfill the role.

## **DEVELOPMENT**

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**Campaign 2018** continues positively. To date, there are 1,697 donors, with \$4.2 million in funds pledged. On a gift-by-gift basis, this represents a 5.3% increase.

### **Golf**

Sponsorship sales have commenced. The sponsorship package is available on the website.

### **Foundation**

The Foundation has secured the chair of the Rashi Foundation and former IDF Chief of Staff, Gabi Ashkenazi, as the keynote speaker for their AGM.

### **Emerging Generation**

BGS, our Top Donor group for under 40, continues to do well, as 8 new members have been recruited. We are pleased that Zev Kershman has agreed to serve as the incoming campaign co-chair to work with Jessica Greenberg who is in her 2<sup>nd</sup> year.

## **FEDERATION PROGRAMMING AND SERVICES**

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**ShinShinim Update:** In addition to the regularly scheduled hours that the Shinshinim spend at OJCS, supplementary schools and synagogues, they participated in various community events including Hillel Ottawa's candle lighting on campus, various synagogue and school Chanukah celebrations, helped to lead a Teen Israeli Night in partnership with all the local youth groups, and participated in a Tu B'shvat Seder at Temple Israel.

**Chanukah at the Sens Hockey Game:** The annual Chanukah Night at the Ottawa Senators game in partnership with Ottawa Torah Centre, took place on December 19<sup>th</sup>. Over 65 attendees convened at

the main entrance during second intermission for festive songs, treats, and welcome messages from Rabbi Blum and Andrea Freedman.

**Mitzvah Day, Sunday, February 4<sup>th</sup>:** We are expecting 400+ participants of all ages to participate in Mitzvah Day for activities that include assembling "Bracha Bags" filled with socks, gloves and snacks to distribute to the City's homeless via Jewish Family Services, a new activity to learn about conserving energy, and braiding ready-to-bake challah for the Kosher Food Bank. Additionally and offsite, Lions will volunteer with the Shepherds of Good Hope, teens will prepare meals at Torah High for Ten Yad and the OTC Sunday School will participate in mitzvahs offsite.

**Ottawa Jewish Archives:** The Archives' Canada 150 Exhibit, *Face to Face* exhibit is officially set to travel to the Bytown Museum's Community Gallery from June 8, to September 30, 2018.

**J-Fellows:** the first session of J-Fellows will be held January 31<sup>st</sup> and is fully subscribed with a waiting list for another group in 6-months.

### **Hillel Ottawa Update**

- **December 4<sup>th</sup>** – the first 'Legal Lunching' was held. This is a new speaker series for Jewish law students, facilitated by a local Jewish lawyer. 15 law students attended the inaugural event.
- **December 8<sup>th</sup>** – 35 students attended a Shabbat dinner sponsored by KBI, to hear special speaker, Abby Stein.
- **December 11<sup>th</sup> & 12<sup>th</sup>** – it was Chanukah study break at both UofO and CU campuses. Over 20 students attended each study break during exam period.
- **December 14<sup>th</sup>** – Chanukah dinner was held at the Hillel House, where over 70 students participated in lighting the menorah, singing Chanukah songs, and decorating Chanukah cookies.
- **January 12<sup>th</sup>** – a Welcome Back Shabbat Dinner was held with 140 students attending for an egalitarian Kabbalat Shabbat that included 25 students in a song filled service.
- **January** – Bagels & Schmear events are happening on all 3 campuses every month and are well-attended.
- **January** – we launched our brand new Aleph Bet Fellowship and Darash Fellowship. Applications closed January 19<sup>th</sup>.
- **January 23<sup>rd</sup>** – Part 2 of JewU will begin, with four lecture style sessions, and four 1-1 sessions.
- **January 25<sup>th</sup>** – Rabbi Yoey Shaps facilitated a monthly Pirkei Avot series where students learned about Jewish ethics.
- **January 30<sup>th</sup>** – Israeli Paralympic gold medalist, Noam Gershony spoke in a Ted-Talk styled event.
- **February 3<sup>rd</sup>** – F Cancer Event is being held to raise funds for cancer research. We are anticipating upwards of 200 students.
- **February 6<sup>th</sup>** – Rabbi Kenter will be giving a talk about Jewish love, and how students can balance their love life and faith.

### **FINANCE**

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The Finance Department just completed the audit work for the SJCC and is preparing for the Foundation audit. Additionally, preparations are underway for the designation distributions for the Foundation funds and distribution of tax receipts for the school tuition fees.

## SOCIAL MEDIA:

<i>As of Jan. 17, 2018</i>	Twitter followers	Increase from Nov. 21 2017	Facebook "likes"	Increase from Nov. 21 2017	Instagram followers	Increase from Nov. 21 2017
Jewish Federation of Ottawa	1,436	+2	3,874	+1,158	252	+25
Ottawa Jewish Bulletin	172	-1	8,372	+259	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	917	+9	n/a	n/a
PJ Library Ottawa	N/A	N/A	336	+10	n/a	n/a

Social media continues to grow strongly in Facebook with new growth in Instagram as well. Twitter is seeing a slower increase, but followers remain steady.

## CORPORATE SERVICES

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### Ottawa Vaad HaKashrut:

- Business development has been excellent and four new license holders have been added since July, representing \$10K in new license revenue annually. There are 5 additional business opportunities being pursued.
- All license holders on the books as of July 1, 2017 have paid their annual license fees or have made payment arrangements that they are fulfilling. All valid arrears were collected, with the exception of two accounts that are likely uncollectible (representing <\$2K). This represents tremendous improvement.

### Campus:

- Project management of SJCC infrastructure improvements has been a priority. With the addition of winter hours for our landscaper, several indoor projects that had been deferred are being completed.