



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: January 23, 2015
Re: President's Report

DEVELOPMENT

- As of January 23, the 2015 Annual Campaign has raised a total of **\$4,173,957** from **1,978** pledges, an increase of **4.6%** over last year. The women's campaign has been particularly successful at increasing gift value, with a **5.9%** increase over last year from 707 pledges totaling \$974,255.
- Campaign Staff and lay leadership have begun the process of **assessment and analysis** of the 2014 campaign as well as reviewing canvass effectiveness for the 2015 campaign in preparation for next year. Additional priorities include: forming an **arrears committee** and a **top gifts upgrade task force** to secure new top donors.
- All metrics for the **Centre for Jewish Philanthropy's pilot project** were met (included in your package). These include indicators such as face-to-face canvassing and increased giving. A joint task force with the Foundation will be convening on February 25th to discuss the Centre for Jewish Philanthropy's evolution and next steps.

COMMUNITY BUILDING

HILLEL OTTAWA

- 30 students attended a "**Bagel & Schmear**" event during December exams at the Hillel House.
- Hillel provided kosher food options and volunteers for "**Carleton Pause Table**", where faith and culture groups support students during exam time. Over 1,500 students were served in one day, and this opportunity provided tremendous positive Jewish/Israel exposure to the student body.
- **Israel Awareness tabling** on each campus to promote positive dialogue on Israel was a success. Many students were engaged in dialogue about Israel and had myths corrected.
- **Chanukah candle lighting** took place each night in the Hillel House.
- Hillel is now officially part of the **Carleton University Interfaith Committee**, and Hillel Executive Director Scott Goldstein is providing chaplaincy services on campus.

EMERGING GENERATION

- On December 7th, **PJ Library** hosted a very successful Chanukah Party in conjunction with OJCS and the SJCC during the Chanukah Gift Fair with approximately 200 parents and children.
- On December 16th, the Emerging Generation brought in the first night of Chanukah with a special **Chanukah Celebration** at @theSpace. Over 130 EG came out to this party co-hosted with the Glebe Shul.
- On December 17th, the **Emerging Generation Steering Committee** met for the first time to formalize the goals and objectives of programming and to formalize an aggressive and exciting programming schedule for the first 6 months of 2015. A key aspect of this schedule is varied programming for different demographics (e.g. young families).
- On December 18th, **PJ Library** and Agudath Israel co-hosted a Chanukah Party at “Kosher Loblaws” with 30 children and parents.

COMMUNITY BUILDING

- A **meeting of Shul Rabbis and Leaders** took place on January 8th where the group unanimously voted to jointly participate in the Shabbat Project again in October 2015. Other ideas for joint programming were discussed, and Federation staff is following up with an informal survey to decide on next steps.
- **Mitzvah Day** is fast approaching on February 8th and 250+ people have already registered to participate in over 20 activities taking place both on the Jewish Community Campus and throughout the city. This year, for the first time, Federation will be hosting a Family One-Stop Info Shop, which will allow local Jewish organizations who offer family programming to highlight their activities.
- **New Fund for Innovative Capacity Building:** Grants were approved in early January for 6 different projects including a Survey of Jewish seniors in Ottawa, funding to help AJA 50+ apply for charitable status, and new technology for OJCS and the Westboro Jewish Montessori Preschool. Grants were also received by the Ottawa Torah Institute to update their website and logo, and to Hillel Ottawa for audio equipment. A final round of grants will be launched in the spring with funding to be available for successful applicants in July.
- The community building team has been working with both the day schools and supplementary schools to organize **joint professional development sessions**. Separate workshops for day school and supplementary teachers are being organized. This is a new initiative for the day schools and the session will take place February 23rd.
- The **Grants and Evaluation Committee** is in the process of meeting with all funded agencies as part of the allocations process. The meetings provide an opportunity for agencies to report in an informal setting on progress this past year, and to discuss any changes, challenges or issues arising that may impact the agency’s ability to meet its stated objectives. The meetings play an important role in helping to build and maintain good working relationships with our partner agencies.

CORPORATE SERVICES

ARCHIVES

- The Association for Canadian Jewish Studies' conference is being held in Ottawa May 31-June 2, and will feature a session entitled "Outside the (Archival) Box; Bringing Canadian Jewish History to the Public". The Ottawa Jewish Archives will participate in this session, including giving a presentation on ways in which we have been able to bring our collection to the public.

CAMPUS:

- Several actions have been taken to address the high priority **security recommendations** that were approved at the November board meeting.
- The next phase of this security project is now being initiated. Options are being explored and pricing is being gathered.
- The **LED lighting system installation** was completed for the school building over the December break. Similar projects will be scheduled for building 11 and the SJCC in the near term.

MARKETING/COMMUNICATIONS:

- Social media, in particular Facebook, is consistently gaining traction. We have begun using a new program that should allow us to boost our Twitter reach.

<i>As of Jan. 14, 2015</i>	Twitter followers	Increase from previous month	Facebook "likes"	Increase from previous month
Jewish Federation of Ottawa	995	+21	1422	+150
Ottawa Jewish Bulletin	128	+5	461	+115
Ottawa Jewish Archives	N/A	N/A	474	+ 20

OTTAWA VAAD HAKASHRUT:

- A new kosher caterer has been certified for operation in Ottawa. Btavon ("bon appetit" in Hebrew) is owned and operated by Josh and Samantha Freedman.

FINANCE

- With the impact of courtesy phone calls, there was a successful **December pledge collection** period. The remaining unpaid balance for the 2014 campaign is \$102,574 (vs. \$110,400 this time last year when collecting the 2013 campaign).
- In the spring of 2013, the Federation began a process of implementing **performance appraisals**. This year, we have further refined the process and managers used the goals and objectives section as a part of a mid-year discussion. The process continues to evolve and be fine-tuned.