



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** January 14, 2020  
**Re:** President's Report

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Here is an update to the Board on activities and issues since our last meeting on December 18<sup>th</sup>, 2019.

### DEVELOPMENT

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2020 Campaign (Jan 13, 2019)	2020	2019	Increase of	% Increase
Campaign Total (1525 Total Gifts)	\$4,047,720	\$3,815,967	\$231,753	6.07%
New Supplemental Gifts for Jewish Super Highway	\$63,000			
<b>Total Campaign and Supplemental Giving</b>	<b>\$4,110,720</b>			
Total Match (total increases + total supplement gifts)	\$277,809			
<b>Total Campaign and Supplemental Giving and the match</b>	<b>\$4,388,529</b>	<b>\$3,815,967</b>		15.00%

#### Call Night

A call night is scheduled for January 23<sup>rd</sup> and board member Nikki Shapiro has agreed to help with recruitment. There are still significant dollar cards to close and now is the time when extra efforts are required.

#### Life and Legacy

The first training session of the Life and Legacy program took place on January 8<sup>th</sup>. Federation was well represented with 5 out of 6 of our team members in attendance. Knowing that the training session related to the creation of a marketing plan, Pauline Colwin, joined the team to provide assistance. Another team meeting is scheduled for January 20<sup>th</sup>, with the plan due to the Foundation by February 6<sup>th</sup>.

### OPERATIONS

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#### Job searches

The search continues for a security manager. Interviews were recently held for the Director of Hillel, and a search is being launched for a Director of the Emerging Generation.

#### Security

Two new security guards have been hired, one for regular evening/weekend hours and the other for casual on-call shifts. Both guards have strong relevant experience and will be a positive addition to our team.

## **Compliance**

All GST has been paid, our payroll is current, source deductions have been made, and all other filings and payments are in compliance.

## **FEDERATION PROGRAMMING AND SERVICES**

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### **Community Building**

**Ottawa Jewish Archives:** The second installment of the podcast **613Archives** was released on December 14. This episode features an Ottawa icon, Rideau Bakery and explores the people and neighbourhood behind the bakery, its old-world European roots, and how the bakery evolved over time. It features the bakery's owners and the story behind the original family baker.

**Chanukah at the Sens Game,** Dec 23. In partnership with OTC, Federation hosted a menorah lighting and Chanukah treats at the Sens-Sabres game. 86 tickets were sold using the "community code" (an increase from previous years). There were a similar number of participants who participated in the singing and menorah lighting as 2018, with approximately 175 people joining the celebration.

**J-fellows 2,** January 15. Twenty-one people have registered for the first of four sessions. We have exceeded our registration goal for this young leadership development program, and the first session features an interactive workshop by Kevin Barwin, founding partner of Clariti Group.

**International Holocaust Remembrance Day,** January 27. The Shoah Committee, in partnership with CIJA, CHES, Library Archives Canada, and the Wallenberg citation association, are organizing a community-wide commemoration. The event will feature Holocaust Survivor, Pinchas Gutter and take place in the evening at Library and Archives Canada.

**March of the Living:** Due to an unforeseen family matter, one of our MOL trip chaperones, has had to step down. Jenny Shinder is stepping in to assume the role of chaperone. She will work alongside Michael Kent for the 2020 trip. The pre-trip educational sessions started in January.

### **Grants and Evaluations Committee:**

**Fund for Innovative Capacity Building:** Seven proposals were received in the 12th round of applications. The fund has increased to \$30K available per round (up from \$25k per round). Applications are currently under review.

### **Hillel Ottawa Update**

December 9-12 – **Hillel staff** attended the annual Hillel Internal General Assembly, where they were inspired and re-energized. Staff returned to work planning and strategizing for the upcoming term.

December 16-20 – **Students** were in exams and Hillel staff worked to close the semester: meetings with student executive, completing the database, and planning for the next term.

January 9 – **Bagels and Shmear** at Carleton University.

January 10 – **Bagels and Shmear** at uOttawa.

January 17 – **Welcome Back** Shabbat Dinner.

January 22 – **Birthright** information and recruitment event.

## **COMMUNICATION:**

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### **Community Messages**

Community-wide and targeted list – Mitzvah Day, December 10, 12, 20, January 6, 7.

Community-wide – ENews – December 17, January 8.

Community-wide – Good news holiday and Shabbat greeting from CEO, December 13.

Targeted list – Top donor update and greeting, December 20.

Community-wide – Chanukah NYC attack reassurance message, December 29.

### **Social media**

Federation's **Facebook** experienced a massive increase due to the Yep video featuring Harley Finkelstein and Lindsay Taub, with an amazing **81,659 people** reached in the last month. That's up **497%**.

**Post reach:** 81,659; **Engagement:** 9,848

**Instagram** is experiencing steady growth with 764 followers.