



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** June 5, 2018  
**Re:** President's Report

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Below, please find an update on activities and issues since our last meeting on May 2, 2018.

I am pleased to share that Richard Roy will be joining our organization as Facilities Manager. His first day will be June 29<sup>th</sup>. Rick has vast property management experience, most recently with the federal government. He is excited to join us and lead our Campus team.

Representatives of Federation and our advocacy partner, the Centre for Israel and Jewish Affairs (CIJA), held roundtable meetings with Ottawa-area candidates running in the June 7<sup>th</sup> Ontario election representing all three parties. A summary of the candidate's position on issues was distributed as part of a Shabbat message on June 1<sup>st</sup>, with a link to an article in the Bulletin.

### **DEVELOPMENT**

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**Campaign 2018:** As of May 22<sup>nd</sup>, there were 1,818 donors, with 204 of them being new or lost gifts. \$4.35M has been pledged, representing a 4% increase on a gift-by-gift basis. There are still 196 open dollar cards and the team continues to work diligently on closing these.

**Lion of Judah:** On May 16<sup>th</sup>, we hosted 26 Lions at the Ottawa Art Bank for tours and a conversation with Vicki Heyman, the former US Ambassador's Spouse.

**Golf Tournament:** preparations for the 25<sup>th</sup> Anniversary Golf Tournament are well underway. We have surpassed \$100K in sponsorship revenue already and currently have 58 golfers registered.

**Top Donor Briefings:** were held May 23<sup>rd</sup> and 24<sup>th</sup> with approximately 30 top donors. The presentations were on the Jewish superhighway, Tamir's ILC and progress made at OJCS. The briefings were very well received.

**Campaign 2019 planning:** With a \$250,000 challenge fund secured to match all new and increased gifts to the campaign, Steven Kimmel has agreed to chair a new initiative "Hidden Yidden", designed to meet face to face with donors identified to have the largest deltas between their current giving (or non-giving) and their capacity. Several veteran community members who have not canvassed for many years have agreed to canvass 1 or 2 high potential individuals.

### **FEDERATION PROGRAMMING AND SERVICES**

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#### **Community Building**

**The JWRP trip to Israel** was an outstanding success and Ottawa's group of 36 women and visited to our partner region. There they saw various projects funded by the Partnership, and met some of the Partnership's lay leaders. They also visited the Einat Hagalil School which is partnered with Ottawa's Temple Israel Religious School. Post-trip will be an opportunity for Ottawa's Jewish organizations to host

the JWRP group for different events and programs to continue the process of engaging participants in the Jewish community.

**P2G** funded \$10,000 for a Tamir trip to Israel where participants enjoyed a hands-on experience in the region, including a session in the hydrotherapy pool.

**The Shoah Committee** presented a performance of the play *My Heart In A Suitcase* at Ridgemont High School to commemorate the 80<sup>th</sup> anniversary of the Kindertransport. The play was performed on May 11<sup>th</sup>, for an audience of over 500 students from four different schools. Ridgemont's population includes a high number of newcomers to Canada and for many of these students, this was their first introduction to the Holocaust. The play was extremely well-received.

**The March of the Living** teens continue to connect post-trip for educational opportunities such as a full-day Pow Wow at the Kitigan Zibi Anishinabeg reserve in Maniwaki, Quebec on June 3<sup>rd</sup>. The students have also been invited to share their reflections with two congregations: KBI on May 26<sup>th</sup>, and Machzikei Hadas on June 9<sup>th</sup>.

**EG Gratitude** On May 8<sup>th</sup>, a thank you evening for Emerging Generation donors was hosted at the home of Sharon and David Appotive. Approximately 40 young professionals attended. The EG Campaign Chairs, Sam Levine and Jessica Greenberg were thanked for their leadership in ensuring the growth of the EG Campaign, and thanks were also extended to Ariel Aronson for her tremendous efforts to grow the EG Campaign. As Sam Levine steps down as Chair, Zev Kershman joins Jessica to Chair EG Campaign 2019.

**J-Fellows** is ongoing and their most recent session was with Federation Chair, Hartley Stern.

**EG Happy Hour:** On April 30<sup>th</sup>, in partnership with the Hebrew University fellows, EG hosted a happy hour at the Fox and Feather. Close to 30 people attended to share in drinks and enjoy the company of fellow community members.

**Hillel Ottawa** – As students have wrapped up their semester, there have been no events on campuses.

**Empowering Front-line Staff & Volunteers** – on June 13<sup>th</sup>, Kehillat Beth Israel will be hosting an information session for front line staff & volunteers, providing up-to-date information on programs and services available within the Jewish community.

## **SOCIAL MEDIA**

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### **Social media posts and their impact – four samples from April 24 – May 22**

These posts all promoted specific messages about the Jewish Superhighway

1. Gave details about the member's meeting and the superhighway presentation
2. Celebrated the impact of PJ Library as an on-ramp to the superhighway
3. Described the impact made by volunteers who help facilitate the work along the highway
4. Explained the work of OVH along the highway.

The posts reached between 743-1,317 people.