



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** March 1<sup>st</sup>  
**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 February 7<sup>th</sup>.

## DEVELOPMENT

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**Campaign 2018** continues positively. To date, there are 1,762 donors, with 177 of them having not given last year. To date, \$4.3M has been pledged, representing a 4.1% increase on a gift by gift basis.

**Canvasser Appreciation** is taking place March 21<sup>st</sup> at the SJCC with 4 out of town comedians putting on a performance.

### Emerging Generation

The Ben Gurion Society will be hosted on March 20<sup>th</sup> at Parliament Hill to meet with CIJA and elected representatives from all 3 political parties.

## FEDERATION PROGRAMMING AND SERVICES

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### Community Building

**EG Happy Hour, January 24<sup>th</sup>:** 30 members of the Emerging Generation, many of them attending their first EG event, gathered at the Lieutenant's Pump for drinks and networking.

**PJ Library Telethon:** Throughout the evenings of February 13<sup>th</sup> and 15<sup>th</sup>, PJ Library volunteers made calls for the PJ Library Telethon. Through outreach to PJ parents and grandparents, volunteers raised over \$4,500 for PJ Library. This is enough funding for 90 subscriptions to enable 90 children to receive PJ Library books in Ottawa for a full year.

**Newcomer's Event:** Targeting young adults, Federation's EG Newcomer's Bash on January 18<sup>th</sup>, was hosted by Jen & Josh Zaret at the offices of Gemstone. It was the first co-ed newcomer event hosted in recent memory. 31 newcomers to Ottawa attended, along with 14 community members who helped welcome and share insights with attendees. The co-ed format was deemed a success, and another newcomer event is being planned for August. Federation holds events for newcomers roughly twice a year, or when demand dictates.

**J-Fellows:** Federation's new leadership development initiative focused on young professionals, launched on January 31<sup>st</sup>. Registration closed once the maximum of 20 participants was reached, and there is already a list of interested people for the next session. The first of the 6 sessions focused on learning about Ottawa's Jewish community. The 2<sup>nd</sup> session, on February 21<sup>st</sup>, focused on defining and understanding the elements of leadership. Unfortunately, due to some last minute cancellations this was not as well attended as expected.

**Ottawa Jewish Archives at Heritage Day, City Hall:** The rain did not dampen the celebration of Heritage Day on February 20<sup>th</sup>. Many people stopped by the Ottawa Jewish Archives display, picked up a pamphlet, and asked for directions to the SJCC. Some shared their own stories and memories of the old synagogues and the Jewish peddlers.

#### **Hillel Ottawa Update:**

February continues to be very busy on campus, and Hillel professionals have gone on over 25 coffee dates since the beginning of the month. In addition to meeting with individual students, the following programs took place:

- **February 1<sup>st</sup> & 5<sup>th</sup>** - hosted Birthright application days at the Hillel House. 21 people attended the sessions and most applied for the trip. To date, over 75 students are slated to go on Birthright this summer.
- **February 3<sup>rd</sup>** - hosted an F Cancer event with close to 300 people attending. \$5,800 was raised for cancer research.
- **February 6<sup>th</sup>** - Rabbi Kenter facilitated a discussion on Love, Sex, and Marriage from varying perspectives in Judaism. 7 students attended.
- **February 7<sup>th</sup> & 8<sup>th</sup>** - Bagels & Schmear at the University of Ottawa and Algonquin College.
- **February 9<sup>th</sup>** - Shabbat Dinner - Israeli Style with over 130 in attendance. Each table had a geographical theme - from Dead Sea to Golan Heights - and was decorated with images, facts, and activities for that specific region. Allyson Grant from CIJA facilitated an Israel 101 session after dinner which over 30 students attended.
- **February 13<sup>th</sup>** - Bagels & Schmear at Carleton University.
- **February 14<sup>th</sup>** - hosted the second Legal Lunching for Jewish students at the Law School. Moshe Grunfeld was the guest lecturer.
- ***Aleph Bet Fellowship*** with Hebrew University shlichim, where 10 participants learn conversational Hebrew every Wednesday.
- ***Darash Fellowship*** happens every Tuesday on one of the three campuses, and involves 6 students in learning Jewish mysticism with Dovi.
- **February** - launched student Executive applications for 2018-2019, and have received 16 applications to date. Deadline is Friday February 23<sup>rd</sup>.

#### **Governance Committee**

- Under the leadership of chair Linda Kerzner, the Governance Committee has been meeting regularly. Among the projects they have undertaken are: conducting interviews with new board members and creating an assessment process for the entire board.

#### **FINANCE**

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The Finance Department just completed the audit work for the Foundation and the auditors arrived on February 20<sup>th</sup> to complete their field work. The Foundation experienced a very successful year with a rate of return of 8.2% on investments after fees.

The next major task is the Foundation’s grant allocations, followed by Federation budget preparation.

**SOCIAL MEDIA:**

<i>As of Feb. 21 2018</i>	Twitter followers	Increase from Jan. 17 2018	Facebook “likes” Engagement, reach	Increase from Jan. 17 2018	Instagram followers	Increase from Jan. 17 201
Jewish Federation of Ottawa	1,446	+12	23,874 likes 3,629 eng. 11,052 reach	+11	266	+14
Ottawa Jewish Bulletin	171	-1	8,454 likes 3,651 eng. 7,635 reach	+82	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	927 likes (N/A on reach)	+10	n/a	n/a
PJ Library Ottawa	N/A	N/A	343 likes 81 eng. 565 reach	+9	n/a	n/a

**New social media philosophy: They like us, now let’s make them love us!**

As the Federation’s Facebook followers closed in on 24K, it became clear we had saturated our market. New followers were coming from outside Canada and were not necessarily Jewish. Our goal of boosting our supporters has been tweaked instead to improve post engagement within our target community and grow that target community. The number of overall likes will now remain steady, while we attempt to increase how our community interacts with our messaging. This means that we will no longer advertise for new followers, but rather ads will be placed behind key messages. For example, there is an ad behind the “I love my school, OJCS impact campaign.” So far we have reached 3,462 people and 673 have engaged with the highest amount interacting on Instagram.

An example of a small ad Campaign is the Shavua Tov greeting. For \$2 we reached 221 people and had 16 engagements over a 12-hour period.

**Reach and Engagement**

- Post Reach means the number of people who had any posts from our Page enter their screen.
- Engagement means the number of times people have engaged with our posts through likes, comments and shares and more.

