



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: March 23rd, 2016
Re: President's Report

COMMUNITY/FEDERATION ISSUES AND PROJECTS

- As previously communicated, on February 18th, the parent bodies of **Torah Academy and Rambam** overwhelmingly voted to unify the student bodies and for Ottawa to have one Orthodox elementary school starting September 2016.
- On March 9th, a group of 12 Federation and community leaders donated blood together in support of "**Stuntman**" **Stu Schwartz**. Federation has been actively promoting donating blood through social media.
- **Shinshinim** - Leila Ages is chairing a committee of lay volunteers that will make the most of the Shinshinim program in Ottawa. Representatives from participating organizations interviewed 10 outstanding Israeli candidates, and two were selected who have impressive experience. Next steps include meeting with the Shinshinim in Montreal, and Montreal schools and other organizations that have hosted Shinshinim to learn from their experience. Federation is funding and coordinating this effort which will positively impact numerous community organizations including OJCS and Camp B'nai Brith.

Advocacy

- **Flag-Raising Ceremony in Celebration of Israel's Independence Day** - May 12th at 11 a.m., at City Hall's Marion Dewar Square. The Mayor and Israeli Ambassador will both speak and grade 8 students from the Ottawa Jewish Community School will attend along with community members. A bus will be leaving from the Soloway JCC at 10:30.
- **Upcoming meetings with MPs:** April 6th – Pierre Poilievre; April 14th – Anita Vandenberg; April 15th – David McGuinty; April 26th – Chandra Arya; April 28th – Karen McCrimmon. Meetings are being scheduled with all local MPs for relationship building purposes and to discuss key issues of importance.

DEVELOPMENT

- As of March 11th, the 2016 Annual Campaign has raised **\$4,331,053**, on **1866** pledges to date, representing, an increase of **3.8%** over last year on a gift-by-gift basis. The Women's campaign has raised **\$1,040,360** on 664 pledges to date, an increase of **6.6%** over last year on a gift-by-gift basis.

- A Direct Mail campaign is being prepared for April to go out to donors who were not reached through canvassers and other campaign channels.

FEDERATION PROGRAMMING

- The **10th Annual Mitzvah Day** took place on February 7, 2016. The event brought together over 600 members of the community, ranging in age from newborns to Hillel Lodge residents, to do good for over 20 organizations throughout the city. Activities included braiding challahs for the Kosher Food Bank, sandwich-making for the homeless, a purse-and-jewellery drive for Dress for Success and creating birthday kits for kids living in shelters. Mitzvah Day was chaired by Tamara Scarowsky.
- **JWRP Women's Trip to Israel:** the deadline for applications has closed, and there is now a wait list for the 36 available spots. Interviews are being conducted to make sure that applicants meet JWRP's criteria that includes having children under the age of 18 living at home. The trip has attracted a wide-variety of women, including many with little or no previous connection to the community. The trip is chaired by Nikki Shapiro.

Holocaust/MOL Programming

- A **March of the Living Shabbaton** took place March 4-5, with guest speaker Eli Rubenstein, National Coordinator for March of the Living and 11 Ottawa students and chaperones.
- **Azrieli Foundation Holocaust Commemoration Program for Students:** in collaboration with the Azrieli Foundation's Holocaust Survivors' Memoirs Program, for the second consecutive year, Federation has facilitated bringing over 1,400 high school students from the Ottawa Carleton District School Board to hear a survivor bear witness. The two sessions on April 12th and April 13th are now filled to capacity, as feedback from the schools has been tremendous. We are grateful to the Azrieli Foundation for paying all costs associated with this important initiative.
- **Yom Hashoah Commemoration** is scheduled for May 3rd at the Soloway JCC. The keynote speaker will be Robbie Waisman, a survivor from Vancouver. The National Commemoration is May 5 at the Canadian War Museum at 3:30 p.m.

Emerging Generation

- **EG Gratitude:** On February 27th, over 60 young professionals gathered at HUB Ottawa for a night of food and drinks for Federation to show their appreciation to EG donors for giving to the Annual Campaign.
- **PJ Library Parents' Night Out:** On March 5th, over 50 parents enjoyed a night out with drinks, make-your-own-sushi, desserts, and socializing at a trendy venue at Zibi. The event was chaired by Jen and Josh Zaret.
- PJ Library now has over **400 Jewish children** in Ottawa receiving Jewish-themed books in the mail every month. A PJ Library Newsletter is currently being finalized to send out to donors and other stakeholders.

Hillel Ottawa

Israel Apartheid Week (IAW) has passed at Carleton without attracting significant attention on campus, though Jewish students felt the presence of the anti-Israel groups on campus, which was uncomfortable at times. UOttawa is hosting IAW this week, though no events are planned at this time.

- **February 3rd** – “Bagels & Schmear” lunch with 15 students
- **February 4th** - “Settlers of Canaan” Board Game Night with 6 students (trial event to gauge interest)
- **February 6th** – “Don’t Kiss & Tel (Aviv) Israeli Club Night” raised \$700 for cancer research through a Carleton Relay For Life team with over 90 students
- **February 8th** – “Painting4Peace” event where students learned about Israel’s contributions to the medical field (SACH etc.) while creating a unique image through paint with 14 students
- **February 10th** – “Falafel Lunch” @uOttawa with Hebrew University and Tel Aviv university representatives to learn about exchange and other education abroad options - 18 students attended
- **February 11th** – “Falafel Lunch” @Carleton with Hebrew University and Tel Aviv university representatives to learn about exchange and other education abroad options - 22 student attended
- **February 23rd** – “Israeli Wine & Canadian Cheese” with over 90 students celebrating the strong bond and shared values between Canada and Israel while hearing from 3 Members of Parliament

OPERATIONS

- Federation has hired Elana Moscoe as the new **Community Engagement Specialist**, and she will be starting on May 30th. Her portfolio includes Shoah education, March of the Living, volunteer engagement, the Shabbat Project, and the Jewish Ottawa InfoCentre.
 - Given Elana’s start date, Federation has hired Ariel Vered to plan and implement the community **Yom HaShoah Ceremony** on May 3rd.
- The **Ottawa Jewish Archives** has been awarded a \$5,000 grant from City of Ottawa’s 2016 Heritage Funding Program in order to digitize and make publically accessible the Ottawa Jewish Bulletin collection (1937- present). The total cost of the project is approx. \$9,000 and Archivist Saara Mortensen has started to work on finding funding for the remaining costs.
- **Inclusivity Task Force Outreach Initiative** – under the leadership of Jonathan Freedman, Federation has started an outreach campaign as part of the next steps in the Inclusivity Task Force initiative. Five specific groups have been identified within the community that are underrepresented and Francie Greenspoon and Jonathan Freedman have begun a series of one-on-one meetings. The goal is to find out how people engage (or don’t) and what is important to them in terms of connecting and engaging. The groups include: geographic areas (Chelsea, Orleans and Kanata); Sephardic Community; LGBTQ; Socio-economic; and interfaith families. To date, the response and feedback has been positive and invaluable.

Campus

- The SJCC pool ventilation replacement project has moved to the engineering planning stage and quotes are expected in the next few weeks. An application is being made for a Trillium grant (\$80,000), in addition to the \$120,000 already approved by the Federal government.
- Technical details for a tender package for the roofing project for 11 Nadolny Sachs is taking place and the work is scheduled for summer 2016.
- Plans continue for lighting upgrades across campus, audits have now been completed and the budget planning phase has begun.
- CIJA has hired a new national director of security, Ryan Hartman. Ryan currently lives in Ottawa, and should add tremendous value to our community.

Finance

- E&Y has begun their analysis of the shared financial services model. A work plan has been agreed upon; they are reviewing documentation, and are in the final stages of completing interviews with key stakeholders.

Social Media

<i>As of March 4 2016</i>	Twitter followers	Increase from Jan. 15 2016	Facebook "likes"	Increase from Jan 15 2015
Jewish Federation of Ottawa	1227	+24	3838	+433
Ottawa Jewish Bulletin	150	+3	3834	+434
Ottawa Jewish Archives	N/A	N/A	711	+ 37
PJ Library Ottawa	n/a	n/a	208	+7