



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: May 13, 2015
Re: President's Report

DEVELOPMENT

- As of May 5th, the 2015 Annual Campaign has raised a total of **\$4,268,641** from **2,024** pledges, an increase of **4.2%** over last year. The women's division continues to show a strong **5.3%** increase over last year from **721** pledges totaling **\$998,864**.
- **Top donor briefings** were held on May 5th and 12th and approximately 35 top donors participated. The briefing focused primarily on providing an update on strategic plan Year 1 deliverables and the Ottawa Jewish Community School.
- Ben Gurion Society members have met and begun planning the **2016 Kickoff**. Tamara Fathi and Stacy Goldstein have taken leadership roles. Instead of 1 keynote speaker, they plan to have 3 short "ted-style talks" focused on philanthropy and the Jewish community.
- **Arrears Committee** follow up has made significant progress with more than 40% of \$ in initial outreach paid or pending. To be clear, not all accounts were assigned and more work is needed, however it is a significant step in the right direction.
- **Canvasser card allocation meetings** have been set for May 19 and May 26. Participant responses are coming in and a significant turnout is expected. The format has been changed this year to allow for more content and team spirit.
- 25 **Lion of Judah** women are participating in an art event at the home of Sharon and David Appotive on May 21. This represents a first time effort to offer Lions more than one annual program in Ottawa.

COMMUNITY BUILDING

EMERGING GENERATION (EG)

- Before the community **Yom Hashoah** event on April 15th, 20 EG had dinner and a Q&A with survivor and keynote speaker Pinchas Gutter.
- On **Yom Ha'atzmaut**, over 40 EG gathered at the Clocktower Brew Pub after the community-wide event to celebrate Israel's Independence Day together.
- On May 3rd, in partnership with the Glebe Shul, EG hosted a 2nd **Women's Newcomer Tea**, which included community members and 12 newcomers interested in connecting with each other and community.

COMMUNITY EVENTS AND INITIATIVES

- Although not a Federation program, the **Am Echad Walk/Run for Jewish Education** will take place on Sunday June 7 from 3-6 pm. Aside from the new time, other changes this year include a new route (from the SJCC to Agudath Israel and back), the option of participating in a fitness class taught by Tony Greco, dinner, and a family registration rate of \$36. New event chairs are Erin Smith and Amanda Slipacoff. As in the past, Federation staff provide logistical and some in-kind financial support for the event.
- **Survey of people in the community aged 55 and up:** The survey concluded with 185 individuals interviewed by telephone and 275 individuals who completed the on-line survey. Researcher Charles Shahr has submitted his preliminary report and the working group is now reviewing the results. Based on the research results, the working group, chaired by Lewis Leiken, will submit a recommendation to Federation's board on whether or not a senior's residence can potentially be constructed in tandem with the Tamir Integrated Living Centre.
- **New Fund for Innovative Capacity Building:** 8 applications were received from 7 agencies for this final round of funding. There is a total of \$58,498 available in funding for this round (for a grand total of \$150,000 disbursed over 3 rounds). Applications are currently being reviewed and agencies notified of decisions in mid-June.
- Unfortunately, the **Shinshinim program** will not take place in Ottawa this coming year and has been deferred for one year. One of the Shinshinim (young emissaries) selected was later deemed not suitable for the program during an intensive training seminar. Additionally, Federation was under increased pressure to raise the dollars necessary for the program. Accordingly, the decision was made to defer for a year in order to set the program up for future success.

YOM HASHOAH

- A very moving **Yom Hashoah commemoration** took place on April 15th. Approximately 450 community members came to hear Julien Klener from Belgium, who spoke about emerging anti-Semitism in Europe, and from keynote speaker, survivor Pinchas Gutter.
- The **Azrieli Foundation's Survivor Memoirs Program**, in partnership with Federation, came to Ottawa on April 15 and 16. Each morning, the theatre at Algonquin College was filled with high school students from across the city, totalling approximately 1,400 students and their teachers who came to hear the stories of survivors. As well, students left with signed copies of the survivors' memoirs. This program will likely be repeated in Ottawa.

HILLEL OTTAWA

- Leading up to Passover, Hillel arranged for students to be **hosted with families for Seders** and provided **free boxes of matzah** to students.
- April 8: Special **Passover Hot Lunch** for over 30 students.
- April 17: Hosted US Ambassador Bruce Heyman and his wife Vicki for **Shabbat Dinner** at Hillel House with 20 student leaders.
- April 21: Ran a **"Pause Table"** at Carleton to provide kosher options for hungry students during exam period - served approximately 1,800 students over the course of a day.
- April 23: Partnered with the Armenian Student Association and participated in their **Vigil in Memoriam of Genocides of the Past 100 Years**.

CORPORATE SERVICES

CAMPUS:

- The environmental assessment for the Kerr vacant lot was conducted on May 6 and we are currently waiting for results.
- Capital projects related to humidity controls and moisture infiltration in the SJCC indoor pool area are being assessed and priced.
- The restructuring of the Campus service delivery model is progressing. Staff has been resized and key building stakeholders have been engaged in the planning. Highlights of the new model will include a modification to complete the heavy cleaning on the overnight shifts, custodial maintenance of the facilities during the days and evenings, agile teams to clean more efficiently, and working supervisors during the day and evening shifts. This restructuring effort will be more efficient and cost effective.

MARKETING/COMMUNICATIONS:

- **City Hall Flag-Raising:** On April 23, Federation, in collaboration with the Soloway JCC and the Vered Israel Cultural and Educational Program, held a flag-raising ceremony at City Hall in honour of Israel's 67th anniversary of independence. Approximately 150 attended including students from the OJCS high school. Mayor Jim Watson, Ambassador Rafael Barak and Rabbi Bulka spoke. CTV covered the event.
- **Yom Hashoah Media Coverage:** Keynote speaker Pinchas Gutter and guest speaker Dr. Julien Klener were interviewed by CBC Radio's *All In a Day* on April 15th. The Ottawa Citizen's Andrew Duffy did a story on the educational event sponsored by the Azrieli Foundation. CTV also covered this program and the Nepean Barrhaven News interviewed the Azrieli Foundation and Dr. Julien Klener.
- **Social Media Metrics**

<i>As of May 5, 2015</i>	Twitter followers	Increase from previous month	Facebook "likes"	Increase from previous month
Jewish Federation of Ottawa	1078	+33	1958	+246
Ottawa Jewish Bulletin	139	+4	530	+7
Ottawa Jewish Archives	N/A	N/A	550	+19
PJ Library Ottawa	N/A	N/A	156	No change