



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: May 17th, 2016
Re: President's Report

COMMUNITY/FEDERATION ISSUES AND PROJECTS

- **Teacher's Professional Development:** On May 4th, Federation sponsored workshops on integrating technology into classrooms for supplementary and day school teachers. Approximately 30 teachers attended.
- **Fund for Innovative Capacity Building:** Six applications for funding were received from 5 different agencies for grants. The review team will make recommendations to the donor by the end of May, and agencies will find out about grants at the end of June. \$25,000 is available in this 5th round of funding.
- The **survey of young families** concluded on May 3rd and in total, there were 322 responses, exceeding even our most ambitious response rate expectation. Measuring Success will be presenting the results June 16-17.
- **Yom Hashoah:** Federation organized a speech by Holocaust survivor Robbie Waisman (keynote speaker at Yom Hashoah commemoration) to 60 students from OJCS and Torah Academy. The students attended the screening of the film, **Boys of Buchenwald**, that tells the story of Robbie and the other boys interned at Buchenwald who survived the Shoah, including Elie Wiesel.
- A joint meeting of the OJCS oversight committee with key leaders from Federation and OJCS took place on April 27th to discuss the upcoming enrolment and financial challenge, within the broader context of the North American wide challenge of Jewish day school.

DEVELOPMENT

- To date, the 2016 Annual Campaign has raised **\$4,354,748** on 1,914 pledges for a **3.8%** increase over last year. The 2016 Women's Campaign has raised **\$1,057,068** on 686 pledges for a **6.7%** increase. The Emerging Generation 2016 Campaign has raised **\$34,430** on 186 pledges for a **36%** increase on a gift by gift basis.
- On Friday May 6th, along with other Canadian Jewish Federations, we launched an **Alberta Fire Relief fund**. The coordinated action was taken because of the imperative to help and the fact that there are some members of the community most comfortable giving to a Jewish charity. On the basis of one

email and some limited social media, to date, over \$17,420 has been raised by Ottawa's generous Jewish community, which is disproportionately high compared with other communities of our size.

- The Ottawa Jewish Archives was just awarded a \$33,900 grant from Library and Archives Canada's Documentary Heritage Communities Program to address the digitization needs of the Archives photographic collections and to provide greater public access to digitized material. Archivist Saara Mortensen has been highly successful securing outside sources of funding to advance and modernize the archives.

FEDERATION PROGRAMMING

- **Yom Hashoah Commemoration:** It was standing room only at the SJCC as over 400 people attended this year's commemoration event held on May 3rd. Keynote speaker, Holocaust Survivor Robbie Waisman, was eloquently able to connect to the audience with his powerful message. Seven local Holocaust Survivors participated in a moving candle lighting ceremony and March of the Living students from last year's trip prepared a heartfelt video that spoke about the impact the trip has had on their lives. Media coverage included: CBC Radio's Morning Show, CTV and Metroland Newspaper.
- **Azrieli Foundation Memoirs Program:** 1300 high schools students from 16 different high schools attended sessions on Tuesday, April 12 and 13 at the Algonquin Commons Theatre to hear Romanian Holocaust survivor Dr. Felicia Carmelly bear witness. This program, a collaboration with the Azrieli Foundation, was enormously well-received by teachers and students alike and provides an excellent educational opportunity to teach students about tolerance and understanding through the lessons of the Holocaust. The Canadian Jewish News, the Bulletin and the Glebe Report covered this event.
- **Lion of Judah Event:** 24 of Ottawa's Lions of Judah came together for a Day on Parliament Hill on Tuesday May 10. Sessions included a briefing from Richard Marceau from CIJA, a panel of female MPs, a panel of Jewish legislators, and a lunchtime keynote address from Catherine McKenna, Minister of Environment and Climate Change. Feedback has been universally positive.
- **Azrieli Foundation Educators' Workshop:** 13 high school teachers have signed up to participate in the Azrieli Foundation's educator workshop taking place on May 26 at 4:30 p.m. They will learn how to utilize a new digital platform called Re:Collection - an interactive experience that invites users to explore firsthand accounts of Holocaust survivors published in the Azrieli Series of Holocaust Survivor Memoirs.
- On May 13th, in conjunction with the SJCC and the Vered Israel Cultural and Educational Program, Federation organized a **Flag Raising at City Hall**, hosted by Mayor Jim Watson. Approximately 125 community members participated in the program and many more dignitaries than usual participated, including: Mayor Watson, HE Ambassador Rafael Barak, HE Bruce Heyman, the Honourable James Carr, Minister of Natural Resources from Winnipeg South, Mr. Michael Levitt, Liberal MP York Centre, Mr. Marco Mendicino, Liberal MP Eglinton-Lawrence, Mr. David Sweet Conservative MP for Flanborough-Glanbrook, Mr. Mark Warawa Conservative MP from Langley –Aldergrove along with numerous city councillors. For the first time, a decision was made to invite students from Torah Academy to participate along with students from OJCS.
- **EG Happy Hour:** On April 14, 20 members of the Emerging Generation Division met at the Sens House in the market for Happy Hour.
- **PJ Library Passover Extravaganza:** In partnership with Agudath Israel and Beth Shalom, PJ Library hosted a Passover Extravaganza for over 130 members of the PJ Library community. Children made

matzah houses and afikomen covers among other crafts, enjoyed a rousing story time, and got to cross the Red Sea to songs led by Cantor Benlolo.

- During the two weeks of final exams April 11-22, **Hillel Ottawa** organized the **PauseTable** through the Carleton Interfaith Chaplaincy. The PauseTable fed 500-1000 students each day and created an opportunity for the broader student population to view Jewish students and Jewish organizations as contributors to campus community life.
- On May 15 and 16, Barbara Crook and Andrea Freedman represented Ottawa at the Partnership2Gether meetings in Halifax. Twice a year, Israeli and Canadian partners gather to discuss projects and investments and maintain the vibrant and important connections between the Canadian coast to coast communities and communities in Northern Israel.

OPERATIONS

Campus

- Negotiations continue with 2 **prospective tenants at Building 31**. One tenant would require significant upgrades to the space in order to facilitate the move.
- Final research is being done into **Phase 2 of security upgrades** and will be presented to the Board at the June meeting.
- Many capital improvements projects are scheduled on campus in the coming months, particularly at the SJCC. Accordingly, a decision has been made to delay implementation of the leapfrog lighting project.
- Efforts continue to rent rooms at Hillel House and work is being done to create a more impressive viewing environment. Unfortunately, this year there are some gaps in rentals, negating the ability to contribute into the reserves.

Finance

- A renewal of Group benefits was confirmed and will begin on June 1. Rates for Federation have increased by 4% for LTD and 2.9% for group benefits.
- A 2016/17 budget will be presented to the board at the June meeting for approval.

Advocacy

- Meetings continue with local MPs to discuss 3 primary issues of concern: security, affordable housing and Iran & BDS. Recent meetings took place with Mr. David McGuinty and Mr. Chandra Arya.

Social Media

<i>As of May 4, 2016</i>	<i>Twitter followers</i>	<i>Increase from April 8</i>	<i>Facebook "likes"</i>	<i>Increase from April 8</i>
<i>Jewish Federation of Ottawa</i>	<i>1243</i>	<i>+6</i>	<i>5295</i>	<i>+1457</i>
<i>Ottawa Jewish Bulletin</i>	<i>150</i>	<i>+3</i>	<i>4225</i>	<i>+391</i>
<i>Ottawa Jewish Archives</i>	<i>N/A</i>	<i>N/A</i>	<i>779</i>	<i>+ 68</i>
<i>PJ Library Ottawa</i>	<i>N/A</i>	<i>N/A</i>	<i>221</i>	<i>+13</i>