



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: April 25th, 2018
Re: President's Report

I am pleased to provide an update to the Board on activities and issues since our last meeting on April 11th.

Archivist Saara Mortensen has informed us that she will not be returning after her 3-month leave of absence. This was not a surprise as we afforded Saara the leave to take a contract position that she hoped might turn into a full time position which would advance her career, and it did. A search will begin in an expedient manner.

The past 2 weeks have been busy representing Federation at the various community functions pertaining to Yom Hashoah, Yom Hazikaron and Yom Ha'atzmaut.

DEVELOPMENT

Campaign 2018: As of April 23rd, there were 1,801 donors, with 202 of them being new or lost gifts. \$4.31M has been pledged, representing a 4% increase on a gift-by-gift basis. There are still 212 open dollar cards and the team continues to work diligently on closing these.

Lion of Judah: On May 16th, Federation will be hosting the Lion of Judah division at the Canadian Art Bank. Vicki Heyman, wife of the former US Ambassador to Canada, will be speaking to the group about female philanthropy and how arts and culture can be a vehicle for engaging the next generation of philanthropists.

FEDERATION PROGRAMMING AND SERVICES

Yom Hashoah Commemoration: On April 11th, there was capacity attendance of approximately 400 people at the community commemoration, featuring a special candle lighting and a well-received one-person show by Robert Grunwald.

Yom Ha'atzmaut flag raising: on April 19th, approximately 125 community members, including students from Torah Day School gathered at city hall on Yom Ha'atzmaut to raise the Israeli flag.

PJ Library Maccabiah Games: On April 15, over 50 parents and young children gathered in the OJCS gym to celebrate Israel's birthday.

J-Fellows, the leadership development initiative for young professionals, is holding the 4th session out of 6, in May. There are 17 people registered, but a challenge has been that the average turnout is low for each session. Feedback indicates that is not due to the quality of content, which is very high, but rather the logistical challenge of balancing work, family and social obligations for this demographic.

The **March of the Living** trip was a resounding success – a very meaningful experience was had by all 22 participants and 3 chaperones. The highly engaged parents have been very satisfied with the experience, and follow-up programs are planned. The students are eager to share what they learned with the community.

Federation's Volunteer Centre marked National Volunteer Week, April 15-21, with a welcome table at the SJCC, a new initiative. This created opportunities for staff to personally thank volunteers and interact with prospective volunteers.

ShinShinim Update:

- **April 15th to 22nd** - Special Yom Hazikaron and Yom Ha'atzmaut activities in various community venues including: Temple Israel, TIRS, OMJS, OTTAS, SJCC (Yom Hazikaron and Yom Ha'atzmaut), OTC, OTC Hebrew School, Adath Shalom, and OJCS.
- As indicated by the breadth of their activity, with multiple organizations, the Shinshinim are having a community-wide impact.

Hillel Ottawa Update:

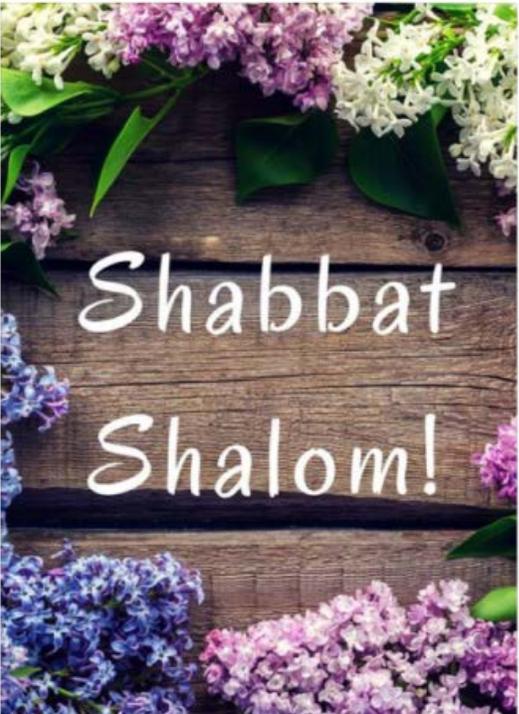
- **April 2nd** - Movie night, Passover edition - 15 students attended the screening of Prince of Egypt and enjoyed a Kosher for Passover dinner.
- **April 3rd** - Executive appreciation evening - hosted a team building activity for 25 student leaders, "Brews & Bowling".
- **April 3rd** - Matzah & Schmear at Carleton - 10 students attended.
- **April 4th** - Matzah & Schmear at UofO - 14 students attended.
- **April 9th** - Hillel Ottawa, in collaboration with the ShinShinim, hosted holocaust survivor David Moskovic to share his story of survival. It was an engaging experience with over 60 attending.
- **April 13th** - Hillel hosted the last Shabbat dinner of the academic year, and over 150 attended.
- **April 17th and 18th** - Study Break with Hillel staff on both campuses where students could temporarily forget about exams and relax and unwind with their Hillel Family.

Social media posts and their impact – samples from the past month – this will give the Board a glimpse into how effectiveness and reach are measured.

Shabbat greeting – reached 1,207 people

JFO: Jewish Federation of Ottawa
Published by Pauline Colwin-Work [?] · April 20 at 4:23pm · 🌐

Shabbat Shalom, friends! Our greeting today has spring flowers in a salute to the promised change in temperatures over this weekend! Here's to good weather and a happy and restful weekend!



Performance for Your Post

1,207 People Reached

178 Reactions, Comments & Shares 📊

126 Like	108 On Post	18 On Shares
15 Love	15 On Post	0 On Shares
1 Haha	0 On Post	1 On Shares
12 Comments	11 On Post	1 On Shares
24 Shares	24 On Post	0 On Shares

69 Post Clicks

15 Photo Views	0 Link Clicks	54 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Happy birthday to Israel – reached 2,707 people

JFO: Jewish Federation of Ottawa
Published by Pauline Colwin-Work [?] · April 19 at 9:00am · 🌐

Happy Israel Independence Day!
A small country, making a big difference!



Video: Israel: Defying the Odds
A small place making a big difference.

AISH.COM [Learn More](#)

Performance for Your Post

2,707 People Reached

318 Reactions, Comments & Shares 📊

240 Like	227 On Post	13 On Shares
35 Love	35 On Post	0 On Shares
12 Comments	9 On Post	3 On Shares
31 Shares	31 On Post	0 On Shares

103 Post Clicks

0 Photo Views	32 Link Clicks	71 Other Clicks 📊
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NEGATIVE FEEDBACK

6 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Tamir announcement – reached 2,310 people

JFO: Jewish Federation of Ottawa
 Published by Pauline Colwin-Work (?) · April 13 at 2:29pm · 🌐

TAMIR announces major services and housing initiative with support of \$5.1M Ontario grant
 Ottawa to get first Integrated Living Centre (ILC)... See More



Announcing Tamir's new Integrated Living Centre
 MYEMAIL.CONSTANTCONTACT.COM

Performance for Your Post

2,310 People Reached

129 Reactions, Comments & Shares 🗨️

93 Like 53 On Post 40 On Shares

13 Love 9 On Post 4 On Shares

9 Comments 2 On Post 7 On Shares

14 Shares 12 On Post 2 On Shares

211 Post Clicks

0 Photo Views 72 Link Clicks 139 Other Clicks 🗨️

NEGATIVE FEEDBACK

4 Hide Post 0 Hide All Posts
 0 Report as Spam 0 Unlike Page

Archives impact – reached 2,258 people

JFO: Jewish Federation of Ottawa
 Published by Pauline Colwin-Work (?) · April 10 at 3:15pm · 🌐

Building the Jewish Superhighway: Federation impacts our present and our past

The Ottawa Jewish Archives, a program of the Jewish Federation of Ottawa, helps to maintain and make accessible the collective memory of the Jewish community of Ottawa. Its vast collection encompasses documents, photos, artifacts and more, on individuals, families, businesses, congregations, and community organizations. The Archives are also fully digitized, with the full catalogue online and thus a... See More



Performance for Your Post

2,258 People Reached

271 Reactions, Comments & Shares 🗨️

206 Like 193 On Post 13 On Shares

13 Love 13 On Post 0 On Shares

1 Haha 1 On Post 0 On Shares

1 Wow 1 On Post 0 On Shares

4 Sad 4 On Post 0 On Shares

16 Comments 12 On Post 4 On Shares

30 Shares 29 On Post 1 On Shares

114 Post Clicks

28 Photo Views 3 Link Clicks 83 Other Clicks 🗨️

NEGATIVE FEEDBACK

5 Hide Post 0 Hide All Posts
 0 Report as Spam 0 Unlike Page

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