



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: November 17, 2014
Re: President's Report

DEVELOPMENT

- The **2015 Annual Campaign** now stands at **\$3.54M**. This reflects a **4.8%** increase on a gift-by-gift basis. **1,663** donors have already made a gift to the campaign.
 - The Emerging Generation (EG) has raised **\$12,129** to date, on 78 gifts. There are almost 400 EG cards yet to close (including zeros), so while the pace is slow, the results are indicating a **64%** increase over last year at this stage.
 - The campaign has **140** new or return gifts to date raising **\$47,059**.
- A **canvasser appreciation** event took place on November 4 at the Canadian Tire Centre with over **120** canvassers and their guests attending.
- A **canvasser call night** took place on November 12, raising **\$5,000** on 26 gifts. While the results are modest, canvasser call nights are important to maximize the number of people who make a campaign gift.
- At the end of November, invoices will be issued and sent to campaign participants, and a targeted direct mail will reach out to over 250 donors.

COMMUNITY BUILDING

- The **Allocations Review Task Force** is beginning under the leadership of Gillie Vered. The committee includes Josh Engel, Jessica Greenberg, Jason Shinder, Lawrence Soloway, and Arlene Wortsman.
- Federation **Trip to Israel** in May 2015 (chairs Leiba Krantzberg and Charles Schachnow) has 17 people registered to date, with a few more expected to join. Plans are underway to hold an info-session for participants, early in 2015.
- **Volunteer & Leadership Engagement Program** (chairs Jennifer Kardash and Lenora Zelikovitz): the 2nd session will take place in December and to date, the 11 participants are pleased with the program and interested in becoming more involved in the community.
- **Supplementary Schools:** the first meeting of supplementary schools took place in October, and plans are underway for a joint professional development session for teachers and joint marketing initiatives.

- Ariel Fainer has now fully made the transition from events to Director of the **Emerging Generation** (EG). As such, programming for EG is now beginning, with a first event scheduled for November 25th. During the months of September and October, the focus was primarily on campaign and the PJ Library program.
- 2015 **March of the Living** registration from Ottawa currently stands at 12 students. This is an excellent number given that the trip has switched to an annual experience (instead of occurring every 2 years). Ottawa chaperones will be Karen Palayew, chair of the Ottawa March of the Living Committee and national Coast to Coast chair, and Gaby Scarowsky, Executive Director of NCSY. The challenge will be boosting enrollment from other communities across Canada, whose participation lags behind Ottawa.
- Under the leadership of Golda Feig Steinman, and in accordance with the Year 1 strategic plan deliverables, work has begun to formulate the Shinshinim program (see document attached). There is strong interest in the program from the Ottawa Jewish Community School, Camp B'nai Brith, Ottawa Modern Jewish School, Chabad Hebrew School, and Temple Israel Religious School.
- **Shoah committee and Holocaust Education Month:**
 - Holocaust Education Month launched on November 9th with a thought-provoking presentation by Bernie Farber entitled '*Has Never Again become Again and Again?*' The program attracted approximately 250 community members.
 - The second program organized by the Shoah committee was the screening of the movie Stolperstein on November 16th, featuring the film's producer Gunter Hanfgarn attended by approximately 160 people.
 - A meeting has been set between representatives of the Board and members of the Shoah committee on November 27th to determine an appropriate working relationship between Federation and the committee.

Hillel Ottawa

- For two weeks in October, Hillel had a **visiting Shaliach** who engaged students and worked with staff and student leadership to develop Israel Engagement strategies.
- In October, Hillel and the **Israel Awareness Committee** held three tabling sessions on campus for Jewish and Israel engagement that attracted many new and open-minded students.
- October 5 – Hillel students participated in **Run for the Cure** and raised \$900.
- October 7 – '**Shakshuka in the Sukkah**', 21 students made shakshuka from scratch with Eli (Israeli shaliach) while discussing Israeli culture.
- October 11 – '**Pizza & Politics**', 8 students discussed Canadian, Israeli, and world politics.
- October 24 – "**Kabbalat Shabbat with Hillel**", 17 students learned the history of Kabbalat Shabbat and discovered new and fun tunes to help connect with the tradition.
- October 24 – '**Global Shabbat Dinner**', 45 students celebrated Shabbat together along with other groups across Ottawa and the world as part of the Shabbat Project.

CORPORATE SERVICES

Marketing & Communications:

- We were pleased that the launch of **Holocaust Education Month** received significant media coverage: Nepean Barrhaven News, Ottawa Jewish Bulletin and CTV covered the event and keynote speaker Bernie Farber wrote an article that appeared in the Ottawa Citizen. Dignitaries participating in the November 9th launch were: Ambassador Rafael Barak and his wife Miriam, Royal Galipeau MP for Ottawa Orleans, Yasir Naqvi MPP for Ottawa Centre and John Fraser MPP for Ottawa South.
- Substantial progress continues to be made with regard to social media.

<i>As of Nov.13, 2014</i>	Twitter followers	Increase from previous month	Facebook "likes"	Increase from previous month
Jewish Federation of Ottawa	961	+56	1204	+115
Ottawa Jewish Bulletin	119	+24	345	+105
Ottawa Jewish Archives	N/A	N/A	366	240 in May

Campus:

- Campus security has been a priority this month. On October 29th, a campus walk-through was conducted by Charles Brazeau, Adam Cohen CIJA National Director of Security, and Andy Roach from the Ottawa Police. The resulting report, with recommendations, will be discussed at the November 25th board of directors meeting.