



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: October 22, 2014
Re: President's Report

DEVELOPMENT

- The **2015 Annual Campaign** now stands at **\$2.6M**. This reflects a **4.7%** increase on a gift-by-gift basis. **1,100** donors have already made a gift to the campaign.
- On September 29, the **Lion of Judah Dinner** chaired by Sharon Weinstein and Sharon Appotive, brought together over 50 women to hear from Mrs. Laureen Harper and philanthropist Mrs. Jane Weitzman. Feedback from the dinner has been exceptionally positive.
- **Superweek** took place September 28-30 and involved 73 canvassers and volunteers. Collectively 631 gifts were secured and \$68,000 was raised. Many thanks to Superweek chairs, Shelley, Brenna, and Marlene Rivier. In addition, a canvasser call night was held on October 6, with 10 canvassers securing 44 gifts for an additional \$6,000.
- On October 28 the Annual **Choices** event will take place at Agudath Israel. Table sponsorships have been maximized and a full room of 250 women is anticipated to hear keynote speaker Lynda Fishman.
- **Ben-Gurion Society (BGS)**: This program for young Jews under 40 who donate \$1,000 or more to the Annual Campaign, has been re-launched this year. Last year, there were seven individuals/couples who qualified for BGS. To date, this year there are already five new BGS members, a significant accomplishment.

COMMUNITY BUILDING

- **The Shabbat Project: On October 24 and 25**, Ottawa, will be participating in the international Shabbat Project and every Rabbi, representing 23 synagogues and organizations who run Shabbat programming, are participating. Each organization will run their own program over Shabbat, and will then jointly host a **Community Unity Havdallah** at the SJCC on October 25 at 7:30pm. This historical event will include a concert by the highly-acclaimed band, "Shtreiml", as well as a dessert reception, and is 100% sponsored by an anonymous donor. It is a great example of Federation's role a facilitator -

we are not organizing Shabbat programming, but are bringing together those that do and helping to promote their activities, in addition to organizing the community-wide unity Havdallah.

- **Hebrew Free Loan Society:** Aaron Smith (incoming OJCS chair), David Appotive and Bram Bregman presented a Jewish Education Initiative to the board of Hebrew Free Loan Society on September 18, and the initial reception was favorable.
- **Jewish Day School Collaboration:** Maureen Molot and Bram Bregman are working on a collaborative project between Ottawa's four Jewish day schools. Plans are now underway to work together on a professional development initiative.
- **PJ Library "Sundaes in the Sukkah":** In partnership with Machzikei Hadas and the Glebe Shul, 120 people, including 60 children, attended Sundaes in the Sukkah on October 12 where they learned about the holiday, did arts and crafts, and enjoyed ice cream.
- **Leadership Program:** 13 people registered to participate in a three-part series aimed at involving more of the 35-55 age group in volunteer and leadership positions in the community (the goal was 10-15 people). The initiative is being chaired by board members Lenora Zelikovitz and Jennifer Kardash and the successful inaugural session took place on October 14 at Jennifer's home.
- **Fund for Innovative Capacity Building:** The deadline to submit proposals for a second round of funding is October 31. We expect demand to exceed the \$49,000 available in funding. There will another round of funding in 2015 of \$50,000.

Hillel Ottawa

- Welcome BBQ on September 4 with over 200 new and returning students
- First Shabbat Dinner on September 12 with over 70 students celebrating
- Cafe Ivrit (ongoing) - 20 students are coming together to learn and practice Hebrew while connecting to Judaism and Israel
- Hillel and Israel Action Committee tabling sessions - 4 throughout the month on each campus - hundreds of students (Jewish/non-Jewish) engaged on Israel and Judaism
- Hillel is fortunate to have an Israel Fellow, Eli Ilan, for two weeks to facilitate Israel engagement with Ottawa students, sponsored by the Jewish Agency for Israel
- Special Jews & Brews welcoming Eli on September 30 with 20 students that included conversations with students about long-term Israel experiences

CORPORATE SERVICES

Marketing & Communications:

- Social media is engaging our community at an increasing rate. We now have more than 1,000 followers on Facebook and are nearing 1,000 followers on Twitter.
- The new Federation website is set to go live mid-October. This will be a soft launch as we collect management feedback. The new site is crisp and modern, and presents our community with a much improved product. Although we would have prepared a later launch date, we are hosted by the Jewish Federations of North America and there was no alternative.

Campus:

- The roof replacement project for building 11 has been postponed to spring 2015, and campus staff are doing due diligence on needs as well as negotiating pricing.
- Railings were installed at the new entrances to building 11.
- Several projects for building 21 are under discussion, including: lighting upgrades, storage space on the stage, A/V equipment upgrades, roof repairs, accommodations for Beth Shalom's temporary move, and the replacement of the Dectron indoor pool ventilation system.

Archives:

- Emily Leonoff, Archivist, has taken a 6-month sabbatical to pursue a contract with Library and Archives Canada. A contract archivist, Saara Mortensen has been hired and has begun to work, to fill the position until March 2015. Saara worked as an assistant in our Archives in 2013 and is be able to fill the role seamlessly.

Governance:

- Industry Canada has approved the Federation's Certificate of Continuance and revised bylaws.

FINANCE

- An audit of the pension plan was required this year as assets exceed \$3m and this has successfully been accomplished. This is the first time an audit had been required.