



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** September 10<sup>th</sup>  
**Re:** President's Report

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I am pleased to provide an update to the Board on activities and issues that took place mid-May through September 10<sup>th</sup>. With the situation in Israel, it was a busy summer!

As you know, we held 3 Israel solidarity events:

- July 3<sup>rd</sup> **Zachor Ceremony** for the 3 murdered Israeli teenagers with 400 community members participating.
- July 16<sup>th</sup> **Rally for the people of Israel** with Foreign Minister Baird and Mr. Garneau, attended by over 700 community members and with a live feed to Toronto.
- August 6<sup>th</sup> **solidarity gathering** with over 400 community members and a focus on remembering and personalizing the victims.

The events on July 16<sup>th</sup> and August 6<sup>th</sup> received some coverage in the media.

Over the summer, Federation sent out many communication pieces to the community to keep them abreast of the situation in Israel.

## DEVELOPMENT

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- The **2014 Annual Campaign** now stands at **\$4,107,591** with **\$215,209** remaining to be secured from Campaign 2013. This reflects a **5.9%** increase on a gift-by-gift basis, although at this time of year, we know that not all of the \$215,709 remaining will be realized. Nonetheless, it will be an increased campaign.
- **Campaign 2015** is off to a good start with **\$884,912** secured, representing a **2.6%** increase on a gift by gift basis.
- Federation's annual Golf Tournament, chaired by Chuck and Bonnie Merovitz was once again a success. The event had **144** golfers and raised **\$167,750**. This represents slightly less than last year, which was an extraordinary year, but equal to or greater to other recent tournaments. The decision was made not to focus as much on the auction and not to sell raffle tickets.

- Federation's annual Canvasser Training evening took place on August 21<sup>st</sup>. **70** people attended, a significant increase from previous years, and an indication of our growing number of canvassers, now at **184**, up from **174** last year.
- Federation's **Kick-Off Event**, chaired by Gillie Vered and Susan Viner Vered, takes place on September 14<sup>th</sup> and is featuring Jerry Greenfield from Ben and Jerry's Ice Cream, a leading entrepreneur and philanthropist. As of September 8<sup>th</sup>, sponsorships totalled **\$86,500** (far exceeding the goal) and 450 confirmed tickets have been distributed. Work is still underway to boost ticket sales and secure a larger audience. The challenge each year of selling tickets to the kick-off requires discussion and consideration of how to proceed in the future.
- The Israel Crisis Fund has now raised over **\$195,000**, from **221** donors. We should take pride in the fact that our community raised the 3<sup>rd</sup> highest amount of funds among Canadian communities.
- Upcoming Campaign events include: **Superweek** - Sunday, September 28 to Tuesday, September 30. All Board members are encouraged to sign up for a shift; **Lion of Judah Dinner** - Monday, September 29, with keynote speaker, Jane Weitzman, philanthropist, author *Art and Sole* and special guest, Mrs. Laureen Harper; **Choices** -Tuesday, October 28, with guest speaker, Lynda Fishman, author *Repairing Rainbows*

## COMMUNITY BUILDING

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### Emerging Generation

- Over 100 young people attended the "Rooftop at Telus" party on June 26, which was Samantha Banks' final event after 3 years of service to the Ottawa Jewish community.
- The Emerging Generation Division of the Annual Campaign has 25 canvassers and is being chaired by Arielle Kreisman and Adam Aronson.

### Partnership2Gether (P2G)

- In June, Ottawa hosted the Coast to Coast and Israeli leadership of P2G for successful meetings of the Joint Steering Committee. P2G Ottawa chair Lisa Rosenkrantz ended her term and we welcomed new Chair, Barbara Crook.
- In July, a delegation of 14 women from Ottawa on the JWRP Women's trip to Israel, organized locally by JET, visited our partner region (funded by P2G) as part of their Israel experience.
- In August, two Israeli Ethiopian young adults worked at the JCC day camp as counsellors (funded by P2G).

### Innovation Fund

- 6 agencies received grants from the new Innovation Fund equaling a total of \$61,000. Starting in July, grants were given to the SJCC (audio visual consultant), OTC (audio visual equipment), Rambam and Torah Academy (SMART boards), Sephardi Association (governance review), Hillel Ottawa (mobile app and laptops) and JFS (child safety workshop for schools). The next round of applications is being launched, and the deadline to apply is October 31. The criteria

continues to support one-time capacity building projects among funded agencies, with an emphasis on partnership.

### Professional Development for Agency Professionals and Lay Leaders

- The community building team organized a 2-part series on Board governance led by two outstanding presenters, Debi Zaret and Paula Speevak-Sladowski, on May 15 and June 2. More than 20 local agencies were represented at the workshops, and more than 30 people attended each session. These workshops are part of the Federation's efforts to provide more added value to local agencies, and to build relationships beyond just funding.

### Israel Experience 2015

- An info-session took place in July and 15 people attended. People were excited by the excellent itinerary and the energy and enthusiasm of trip chairs Charles Schachnow and Leiba Krantzberg.

### Hillel-on-Campus

- Hillel-on-Campus staff are busy planning a wide spectrum of programming for Jewish students. Simultaneously, Hillel staff are preparing for anti-Israel activities on campus and proactively planning Israel education programs based on showing the contributions and shared values of Canada and Israel.
- Hillel's paramount concern is the safety & security of students on campus, and works closely with university administration and staff to ensure that all students feel safe and supported. As an example, a meeting with the President of Carleton University will take place on September 16<sup>th</sup>. Hillel has a crisis and incident management system in place to deal with any issue that may arise. Hate-speech, anti-Semitism, violation of campus rules, or any other action that undermines the safety and well-being of Jewish students will be reported to the appropriate authorities.

### CORPORATE SERVICES

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- **IT** – the new VOIP phone system installation for buildings 21 and 31 is in progress, and will be completed in early October. The database upgrade project has advanced to the negotiation stage, and Federation staff will hopefully be seeking board approval in October to acquire a new database.
- **Campus** – This has been an active summer for Campus projects, as the team worked to implement board approved projects.
  - **Building 11**- second floor windows were replaced. Projects that are “in progress” include glass block maintenance and repair and replacement of both sets of Kerr St. exterior steps. Planning is in progress for the roof replacement, with bids being assembled and assessed.
  - **Campus grounds** - projects completed this summer include sidewalk replacement at building 31 and asphalt repairs in all parking lots. Planning has begun for the removal of

dead ash trees around the campus property and lighting upgrades for all campus buildings.

- **Marketing/Communications**
  - The on-line Bulletin became a valued source of information during Operation Protective Edge, with an increased readership of 40%, or an average of 714 more weekly readers.
  - The new website continues to be actively developed and should go live in October/November.
- **Governance** – at the retreat, the board approved the proposed bylaws presented by the Governance task force, and on September 17<sup>th</sup>, a resolution for approval will be brought to the Members’ Meeting. Following this, the continuance paperwork in support of the new Canada Not for Profit Act will be submitted.
- **Security** - On September 2<sup>nd</sup>, to coincide with the start of the school year and in advance of the high holidays, a security briefing was held with approximately 15 representatives of communal institutions. Adam Cohen, national director of community security and Detective Gary Locke, along with Charles Brazeau, led the briefing. Additionally, Rabbi Bulka and I had a productive meeting with the chief of Police on September 5<sup>th</sup> to discuss security and the Jewish community.

## FINANCE

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- On September 8<sup>th</sup> the annual audits of our organizations with June 30<sup>th</sup> year ends began: Jewish Federation of Ottawa, Jewish Community Campus of Ottawa Inc., and the Ottawa Jewish Bulletin Publishing Company Limited. Our financial services department is also working on the annual audits of the SJCC group and the OJCS.
- The loan from the Avi Chai Foundation (originally US \$650,000) which was used to finance renovations to the school building to accommodate the merger of the high school and day school, has now been fully repaid.
- The OJCS’s Sustainability committee, led by Ron Vered, has been working to address how enrolment challenges impact the school’s 5-year business plan and the school fundraising campaign. A report to the oversight committee is expected by end of September.

As it has been a busy spring and summer, this report is longer than usual.