



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: September 14, 2016
Re: President's Report

To help keep the board up to date on Federation projects and issues, as part of each board package, I am pleased to provide an update on activities and issues that have taken place since the last board meeting. I am always open to feedback, so please let me know if different information or a different format would be more helpful.

COMMUNITY/FEDERATION ISSUES AND PROJECTS

- Federation has put a great deal of effort into sharing results of the **young family survey** with community organizations and creating customized reports. Over the course of the summer, Sarah Beutel and I met with: Agudath Israel, SJCC, Torah Academy, OTC (shul and supplemental school), Machzekei, OJCS, Beit Tikvah, Talmud Torah, Temple Israel, Ottawa Modern Jewish School, Rambam and Early Beginnings. Only one organization did not take us up on the offer. Though time consuming, this has added real value for Federation in terms of building even stronger relationships with community organizations. Every organization we met with took the results seriously and hopes to use the information to move the needle. Some will use the results as a tool to further engage their constituents and better understand the findings. A community presentation of the findings will take place on September 20th @ 7:30 PM at the SJCC.
- The donors who funded the young family survey, have invested additional dollars to undertake two concurrent processes with **OJCS** and the Measuring Success consultants.
 - Based on the work Measuring Success has done with over 100 hundred Jewish day schools, an analysis will be done of the school's budget which may lead to recommendations or modifications in spending to areas related to what parents most value.
 - A parent survey will be undertaken in September/October that does a deep dive into parents' perception of the school.
- **Marketing for supplementary schools:** Facebook ads were used in June, July and August to raise the profile of Jewish educational options in Ottawa. Additionally, Federation is running a "Refer a Friend" program to encourage current families to refer a friend to their supplementary school. Both the referring friend and the new family will each receive a \$50 gift certificate to Loblaws. Finally, Ari Fainer, Director of Emerging Gen and PJ Library, sent an email to all PJ families promoting Jewish education and offering to meet and speak with parents to try and connect them with the school (day or supplemental) that is the best fit for them.
- **JWRP Trip to Israel for Women:** The trip is full with 36 participants, and is scheduled for Nov. 13-23, 2016. Trip participants have had a formal meeting and 2 informal get-togethers over the summer. The trip will include one full day visit to our Partnership 2Gether region in the north of Israel. 2 final trip meetings are planned to prepare participants. Work is underway, led by the very capable trip leader, Nikki Shapiro, to plan for the calendar of programs and events that participants will have access to upon their return. Each participant is expected to attend at least one community event or learning

activity per month, for at least one year after their return. The calendar of events Federation is planning is a new model for JWRP in which many local organizations are invited to participate in offering learning, chesed and other opportunities for the trip participants.

- **Allocations update:** The deadline for agencies receiving funding (not including schools) to submit Impact Reports is September 30. Impact Reports provide details on how Federation funded programs fared in the previous year (2015/16). Through the reports we learn about agency successes, and if their program met the goals that were outlined during the application for funding process. Federation uses this information in several ways: we share the program's impact in our "Case for Community" which is an important tool for the Annual Campaign; the information provided helps the Grants Committee and the Board understand agency successes and challenges which impacts funding decisions; this is one of several opportunities for agencies to communicate their successes and challenges, and helps maintain open lines of communication.

DEVELOPMENT

- Under the leadership of chairs Michael Polowin and Sharon Appotive, and with the support of our campaign staff, all operations for the campaign are successfully underway and in full swing.
- The 23rd Annual Jewish Federation of Ottawa **Golf Tournament** took place on Monday, July 11th at Rideau View Golf Club. Chaired by Ian Sherman, the tournament raised \$248,000 for the Federation and its beneficiary agencies. Ian has already agreed to chair the tournament for a second year in 2017.
- The 2017 Annual Campaign's **canvasser inspiration evening** was held at the Hillel Lodge Cafe on Tuesday, August 23 with 45 people in attendance. Mo Lidsky, Partner and Senior Managing Director at Prime Quadrant and co-author of *The Philanthropic Mind*, was the guest speaker and he recounted the story of how Federation helped his family and other Russian Jews establish a new life in the United States, while also providing canvassing advice.
- We are thrilled to report that **Aviva Ben Choreen** has agreed to co-chair the 2018 and 2019 Campaigns, taking over from Sharon Appotive at the end of her term in December.
- Final planning and promotion of the **2017 Kickoff events on Sunday, September 18** are well under way, under the leadership of the Dolansky family with our first ever two part event:
 - 3 p.m. Family Concert with award winning singing by Judy and David – Gym, OJCS, 21 Nadolny Sachs Private
 - 7 p.m. Evening Keynote with Nancy Spielberg – Soloway JCC
 - Dessert reception and Documentary Film "Above and Beyond" following keynote remarks
- With a concerted team effort, sponsorship for the kickoff is now on par with previous years.
- The **2017 Superweek telethons** are being held on **Sunday, September 25 and Monday, September 26** with Chair Nikki Shapiro. Registration for shifts is strong.
- A **Top Donor reception** will be held on Thursday, October 6 at Koyman's Gallery with key note speaker Ambassador Ronald Lauder. Mr. Lauder, heir to the Estee Lauder Empire, is an internationally-prominent businessman, philanthropist, community and civic leader who maintains a deep commitment to his Judaic heritage and has served as President of the World Jewish Congress since June 2007. We are grateful to Shimon Fogel and the Centre for Israeli Jewish Affairs for their assistance in securing Ambassador Lauder as our speaker.
- **CHOICES** is celebrating its 10th Anniversary this year, on November 1 at Kehillat Beth Israel, under the leadership of Jackie Barwin with guest speaker Jeannie Smith, a new generation Holocaust speaker who shares her mother's story as a young Polish rescuer who saved Jews during the Holocaust.

FEDERATION PROGRAMMING

- **Hillel Ottawa** hired Dovi Chein as its new Student Life Coordinator, and he began work on September 1, 2016.

- The Jewish Ottawa Info Centre is being transitioned online and with the hard work of new team member Elana Moscoe, Federation's Community Engagement Specialist, a **Volunteer Centre** to match community members with Jewish organizations is in the process of being launched.

Emerging Gen & PJ Library

- **PJ Library in the Park:** June 26th. 300 PJ Library parents and children came together in Centrepointe Park for an afternoon of splash pads, field games, a dance show, and a delicious BBQ.
- **EG Summer Happy Hour:** July 21st. 30 members of the EG came to Atari in the Market to enjoy after work drinks.
- **PJ Library Goes to Camp:** August 7th. 12 PJ Library families spent the day checking out all that CBB of Ottawa has to offer.
- As part of a renewed Federation/SJCC effort to attract more Jewish families to Ganon, two events were organized this summer in collaboration and with opportunities for representatives of Ganon to interact with prospective families.
 - **PJ Library/Ganon Pool Party 1.0:** July 24th. 90 PJ parents and kids got together in the sunshine at the SJCC outdoor pool to swim, take part in crafts, enjoy snacks and an interesting PJ Library story time.
 - **PJ Library/Ganon Pool Party 2.0:** August 28th. 80 PJ parents and kids got together once again for a great experience.

FINANCE

- The Annual review by GGFL of the Jewish Community Campus of Ottawa Inc. and the Ottawa Jewish Publishing Co. Ltd are now complete and the audits of the Federation and OJCS are beginning.

OPERATIONS

Advocacy

- Over the course of several months April-August, Federation and CIJA met with all Ottawa MPs in an effort to build even stronger relationships. These meetings were conducted by Federation's CEO, representatives from CIJA and Federation's Director of Communications. Three specific issues of importance to Ottawa's Jewish community were discussed: i) Affordable Housing, ii) Anti-Semitism and Security, and iii) Israel, Iran and BDS.
All meetings were helpful in getting Federation's message out on these issues. The following were the "asks" or discussion points on each issue:
 - **Affordable Housing:** For the Ottawa Jewish community to be consulted as a key stakeholder in the development of a National Housing Strategy; Advocate for investment in Ontario, and work with provincial and municipal leaders to ensure Ottawa, especially its seniors, benefit from these resources.
 - **Anti-Semitism/Security:** Update SIP to increase the funds available and amend the approval criteria to ensure they comprehensively reflect the circumstances and needs of at-risk communities; Support legislation similar to C-510, extending the hate crime provisions already in place for synagogues to schools and community centres.
 - **Israel/Iran/BDS:** That the Government of Canada continue to apply pressure on Iran, and remains cautious, vigilant and focused on the core objective of provoking a fundamental change in Tehran's behavior; Commit to condemning the BDS movement, preferably publically, if the MP has not done so already (those that have done so were thanked).

Ottawa Vaad Hakashrut

- OVH certified a wholesale pastry facility - Signature Passion Pastry - in July 2016.

- Discussions have been on-going with the OVH committee regarding their overall policies and the committee’s relationship to and with Federation. The policies have been revised and will be an agenda item at the September board meeting.

Campus

- **Building 31:** Construction modifications are now mostly completed for TIPES (new tenant in the building). Negotiations are ongoing with a few prospective new tenants for the space previously occupied by Rambam, and the situation remains fluid.
- **Building 21:** The SJCC pool ventilation replacement project has begun and is on schedule to be completed by mid-September.
- **Building 11:** Replacement of the flat roof across the entire building was completed. The south wall overhang roof was demolished and replaced.
- **Phase 2 Security Upgrades:** In progress.
- Efforts to rent rooms at **Hillel House** have largely been successful and only one room remains unrented at this time.

Social Media

| <i>As of Sept. 7, 2016</i> | Twitter followers | Increase from May 6 2016 | Facebook “likes” | Increase from May 6 2015 |
|-----------------------------|-------------------|--------------------------|------------------|--------------------------|
| Jewish Federation of Ottawa | 1267 | +24 | 10,325 | +5033 |
| Ottawa Jewish Bulletin | 158 | +8 | 5127 | +902 |
| Ottawa Jewish Archives | N/A | N/A | 823 | + 77 |
| PJ Library Ottawa | N/A | N/A | 264 | +43 |