



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: September 5, 2023
Re: President's Report

Here is an update on Federation activities since our last full meeting on June 7th, 2023.

DEVELOPMENT

Annual Campaign 2023 – Despite numerous challenges and thanks to the team's dedication, the 2023 Annual Campaign increased slightly from the previous year, with a few more gifts still expected.

As of 5/30/23	As of 08/22/23	Campaign 2022 Final
4,936,035	\$4,961,976	\$4,888,116
1,516	1,522	1,624

Golf Tournament: The sold out golf tournament took place July 10th and netted approximately \$150,000 for Federation. Chair Ben Sherman, along with Jason Shinder, Charles Mirsky, Adam Zaret and Micah Garten did a terrific job!

Campaign 2024:

Canvasser training took place virtually on August 28th, with approximately 25 people in attendance. All pledge cards have been distributed and canvassers are being encouraged to canvass as early as possible.

An in-person card allocation meeting took place on August 9th for top donors and Lion of Judah.

Campaign Manager:

Our interim campaign manager Yulia Elgin (maternity leave contract), was recruited by another organization. As we can't offer Yulia a permanent job, she was obviously interested in this, however through an agreement with the other organization we were able to retain her until the end of December. While far from ideal, to compensate for her reduced hours, we have hired the former sales manager at the Ottawa Jewish Bulletin to do many of the cards that the campaign manager would have traditionally done. Our previous campaign manager, Yudit Simmons, has also offered to lend a hand during her maternity leave.

Real Estate Micro Community:

On August 23rd, Micah Garten took 12 young commercial and multi residential real estate owners to Montreal to have dinner with Jonathan Wener, founder of Canderel. We secured sponsorship to cover the cost and it was a great relationship building experience, with discussions for a Toronto trip already starting.

COMMUNITY BUILDING

- After the board approved funds for a grant writer, community member Oren Petel reached out and offered to lead a volunteer effort to research and write grants. As an academic, Oren has a long track record of successful grant writing and has lent his talents to the community before, authoring the grant for the new playground on campus. We have decided to put the funding on hold for now and try the volunteer model.
- Federation has two new agency representatives on boards. We thank Jeff Laks for his past service on the SJCC board and thank former board member Harold Feder for stepping into that role. We thank Leila Ages for having served as Federation's representative to the OJCS board and are grateful to Ian Sherman for stepping into that role.
- On July 19th, Ian and Randi Sherman generously hosted a well-attended reunion for the Israel @ 75 group.

	Program Details	Measuring Engagement
PJ Library	<p>A parent coordinator has been hired to run the Babies & Bagels monthly program starting in September, freeing up staff time to engage with more families. The coordinator will also help to spread the word about the program.</p> <p><u>June 4: PJ Our Way (PJOW) Launch</u> Youth ages 9-12 participated in team-building and brainstorming exercises in partnership with Greenberg Families Library.</p> <p><u>June 16: Pre-Shabbat Party with Congregation Machzikei Hadas</u></p> <p><u>June 26: Babies and Bagels</u> Home-based playgroup, inclusive to all types of families. Gathering held at PJ member's home in Alta Vista.</p> <p><u>July 26: Babies & Bagels</u> Gathering held at another PJ member home in Alta Vista.</p> <p><u>July 30: PJ Goes to Camp</u> Overwhelming response to this annual program! Families went to CBB Ottawa for a day filled with activities and a tour of the camp led by the CBBO team.</p> <p><u>August 9: Babies & Bagels at Brewer Park</u></p> <p><u>August 11: PJ in the Park</u> Postponed from June (due to smoky conditions). PJL invited</p>	<p>13 Families</p> <p>32 Families</p> <p>12 families</p> <p>14 Families</p> <p>60 Families (prior to pandemic, average was 10 – 15 families)</p> <p>16 Families</p>

	Jewish supplementary schools to participate to help raise their profile and promote the new Supplementary School Incentive Program.	46 Families
Emerging Gen	<p>We have hired a young person to help launch a Tik Tok channel and create video content, to broaden our reach and deepen understanding about Federation with this demographic.</p> <p><u>June 2: Young Professionals Shabbat Dinner</u> In partnership with Machzikei Hadas and Glebe Shul (JET). This was a low-barrier social event to connect with new people.</p> <p><u>June 25: HOTTAWA Summer Party</u> Robust participation underscores the importance and appeal of initiatives aimed exclusively at young adults. This was a soft launch for new Capital J fundraising campaign.</p> <p><u>Aug 28: BGS Appreciation Event</u> Hosted by Danya Vered and David Glick-Stahl.</p> <p>Emerging Gen Campaign: NEW! CAPITAL J young donors club (online campaign). CAPITAL J is a unique approach tailored for young adults. By transforming a yearly \$360 donation into access to exclusive community benefits, discounts, and a network of like-minded peers under the Jewish Federation of Ottawa's umbrella, it speaks their language and provides exactly what they are seeking, all while allowing them to make a difference for less than a dollar a day.</p>	<p>110 people</p> <p>80 people</p> <p>18 people</p>
Newcomers	<p>Staff continue to engage 3-5 newcomer families per month. Updating our approach to newcomers: Based on the needs of newcomers, Federation's Newcomer Ambassador Group has been divided by stage of life into Newcomer Ambassadors and PJ Parent Leaders. The role of the 5 Newcomer Ambassadors remains to welcome newcomers from outside of Canada to Ottawa. Newcomers currently are regularly arriving and seeking connection to Jewish community. PJ Parent Leaders are specifically focused on engaging new families with younger children.</p>	

In partnership with our five supplementary schools, Federation officially launched its two-year pilot incentive program in June. This initiative included the production of five unique marketing videos, target marketing to our PJ list and parents' groups, and culminated in an in-person launch event at PJ in the Park on August 13. Progress will be measured in September, once active registration occurs at the schools.

Grants & Allocations:

microGRANTS: June marked the year end for microGRANTS proving 2022-2023 to be the most successful year to date with 48 unique microGRANT events. This included nearly 9,000 participants and allocated close to \$90,000 to individuals and organizations building community through grassroots initiatives.

Since July 1, 2023, we have already funded six community initiatives, allocating a total of \$9,982.

Adam Moscoe	Parents Night Out	\$2,000
Temple Israel	Rosh HaShanah Beyond	\$1,950
Zoe Jacobson	International Day of Service with Yahel Israel	\$500
CIJA	Pride Community Breakfast	\$2,500
Hillel Ottawa	Pride Community Float	\$532
Sephardi Association of Ottawa	High Holiday Services/Rosh Hashanah Jewish Unity Event	\$2,500

Innovative Capacity Building Fund: In June the following grants were approved by the donor of this Fund, allowing funding for five organizations to further build the organizational capacity.

Organization	Grant Awarded	Grant Amount
OJCS	Professional Development/Training "Amplify Reading" Assessment Tool	\$5,000
Beit Tikvah	CRM purchase and membership data transfer	\$4,487
Jewish Family Services	Integrated CRM needs analysis	\$10,000
Temple Israel Religious School	Professional Development/Training for teachers addressing neurodiversity / diversity and inclusion	\$6,000
Sephardi Association of Ottawa	Website upgrade	\$3,401
	TOTAL:	\$28,888

Hillel Ottawa Update

Student Engagement: Staff have been meeting with student leaders and students on campus to begin to get students involved ahead of the school year.

- August 27 - Pride Parade & Float Decorating – 10 students.
- August 31 - Mini Social at Hillel House – 25 students.

Upcoming Events:

Sept 6 – Carleton club expo

Sept 7 – uOttawa club expo

Sept 10 – Kickoff Bagel Brunch at Hillel House

Sept 12 – Candy Apple Creations in anticipation of Rosh Hashanah

Fundraising: The loss of a key funder, Maccabee Task Force has resulted in the loss of approximately \$15,000 in program funding that Hillel has relied on for the past 3 years. (The loss is due to issues within MTF and outside of Ottawa's control). The Hillel staff and the Advisory Board are working to identify other potential sources of grants and donations.

Advocacy: Hillel Ottawa is planning for an Israel Learning Program, a 6-week training course for student leaders. Additionally, plans are underway to connect to student groups on campus, and plan proactively for the year ahead.

Marketing: An email newsletter introducing Hillel Ottawa's new staff and student executive board and highlighting upcoming events was sent to the list of 435. Hillel has also used social media to introduce the new team and promote upcoming events. Hillel's reach includes Instagram (1,088 followers) and Facebook (1,300 followers). Staff plan to work with students to broaden Hillel's reach across new and existing channels.

OPERATIONS

Early Beginnings Lease: As the Early Beginnings lease expires shortly, and had previously been a sublease of the JCC, Campus has been involved in discussions about a new lease agreement. Early Beginnings, like many daycare facilities in the Ottawa area, has signed on to the Canada-Wide Early Learning & Child Care (CWELCC) plan, often inaccurately referred to as "\$10/day daycare". As a recipient of the CWELCC rebate, they are prohibited from raising their fees.

They are requesting some level of cost certainty over the term of their lease as they continue to grapple with both the long-and-short term financial impacts of participating in this program. Discussions are ongoing with their leadership.

Security Infrastructure Program (SIP) grant: Federation has offered to provide limited matching funds for organizations who receive a SIP grant. Six community organizations have applied for the grant (and Federation has submitted an application as well.) We have also provided support letters to accompany the application for any organization who has requested one.

Synagogue security for High Holidays: In lieu of a group training, Federation's Security Manager, Andrea Blaustein, has reached out to all Ottawa-area synagogues and offered to meet with synagogues individually to help develop customized High Holidays security plans and protocols. She has met with 9 synagogues.

Federation Board Retreat: Federation's Board retreat will be held on Tuesday, September 26th and is shaping up to be an informative and engaging day, with sessions including antisemitism and supporting a CEO transition.

Staff: We continue to put effort into shaping a positive organizational culture. On July 12th, a staff clean-up day took place with almost everyone pitching in to clean, recycle and throw ancient items away. While it was hard

work, it turned out to be an excellent bonding experience! On August 8th, we held a well-attended staff appreciation lunch and games afternoon off site at Shillow Beer. Finally, all staff were invited to participate in brainstorming for the Year 5 final Business Plan. A robust and diverse group opted in and contributed greatly to the process.

COMMUNICATION May 23, 2023 – Aug. 23, 2023

Eblasts overview

In the last 90-day period, there have been more than 95K individual messages. The open rate is very good at 60%, compared to 57% for the last report from April to May.

Highlights include:

Gift in Action: In June, a Gift in Action message was sent to donors highlighting the latest programs aimed at supporting and connecting newcomers to Jewish Ottawa, including collaborative events for Russian-speaking families from Israel, Ukraine, and Russia, such as a special brunch held for Mother's Day, which was attended by 70 people including children. The message was very well received and enjoyed a 76% open rate.

Board Shabbat greetings: During this period, we had several Board messages including ones from Tal Scher, Marina Milyavskaya, and Marci Surkes. Each of these enjoyed a higher-than-average open rate averaging 61%. We are very grateful for the members' thoughtful messages and it is clear the community benefits and appreciates hearing from our leadership. For the upcoming year, the Shabbat message schedule will include all Board members as well as six agency executives from Tamir, OJCS, Hillel Lodge, JFS, SJCC, and Torah Day. (New this year are the schools and the SJCC.)

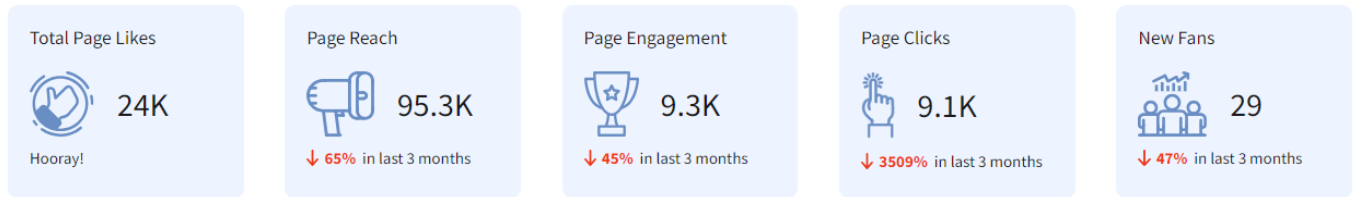
E-Bulletin: Publication of the E-Bulletin slowed down over the summer holidays with there being only one issue each for July and August. The E-Bulletin continues to get a good readership with open rates of 58%- 61%. We are carefully watching which stories receive the most clicks - [the summer reads](#), for example, outperformed all other August stories! The July issue welcoming the new head of school for Torah Day had the most overall engagement with top stories being the [Torah Day article](#), and inside [the life of a Jewish paramedic](#).

Social media

Facebook changes: Meta, the company behind Facebook and Instagram, started blocking news articles on its social networking services in Canada. This came in response to a new law in Canada that requires tech companies to pay news outlets. Unfortunately, this means that the **e-Bulletin is now blocked to Canadian readers. We are actively looking at ways to have this reviewed and at other ways to publicize our stories.**

More info on this: <https://about.fb.com/news/2023/06/changes-to-news-availability-on-our-platforms-in-canada/>

Federation Facebook: Overall engagement on Federation's Facebook is significantly down. More research needs to be done, however it is clear their algorithms have changed again. Jodi Green undertook a seven-hour training in social media and learned that FB is leaning more and more to a full "pay-to-play" model. In other words, all posts need to have paid advertising put behind it to actually hit people's stream. Despite that we are still reaching more than 9K people.



Instagram: We are seeing steady to stable reach. Similar to FB, we are investigating how to navigate Meta’s newest algorithms. One excellent analytic is the website clicks, which are up 125%, showing more people are taking an extra step of engagement and visiting the link associated with the post.



Advocacy update

Community Relations

Jodi Green, who started at the end of April, has made excellent inroads. Her work with religious/cultural groups included touching base and meeting with 12 external community groups, including working with Jews of Colour, and is resulting in several opportunities to partner in the coming year.

Community relations video: David Sachs did an interview with the National Gallery for a new installation relating to historic racism in Canada: <https://www.youtube.com/watch?v=mkMa2LdMiKs>.

On the political advocacy front:

Ottawa MP Yasir Naqvi, after a conversation with past-chair Ian Sherman, organized a meeting with the Jewish caucus of Liberal MPs, along with Board members including Ian, Karen Palayew, Danya Vered and Marci Surkes. The agenda included IHRA; online hate legislation; mainstreaming of antisemitism; and immigration.

CIJA’s Face It Fight It, Oct. 16-17: The advocacy team and local conference chair Ian Sherman and a small committee has undertaken a strong campaign to ensure excellent Ottawa attendance at this important antisemitism training event, but recruitment so far has not been easy (currently at 45 people). To help encourage and support attendance, Federation has created a special subsidy. Board members are strongly encouraged to attend and to invite their networks to the event.