



Memo

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

I am pleased to provide an update to the Board on activities and issues that have taken place since our last Board of Directors meeting on March 25th.

DEVELOPMENT

- The 2014 Annual Campaign now stands at **\$4.04M** with **\$283,000** gifts remaining to be secured from Campaign 2013. This reflects a **6.0%** increase on a gift-by-gift basis. Progress is slow, but efforts continue.
- We launched a special fund to assist Rabbi Boyarski in his provision of Kosher food to students after a fire devastated his home. To date, the fund has raised **\$5,031**. Federation also helped find them a new location (Beth Shalom) to prepare and store Passover food, as well to host its student seders. We are grateful to Beth Shalom for generously offering this assistance.
- A new **donor appreciation event** is scheduled for May 12. The venue, staff, and beverage service are being donated by the Ottawa Convention Centre and the catering services will be donated by David Smith. The event will be a cocktail party with a very brief program of thanks.
- Thanks to 2 generous anonymous donors, the Federation delivered **wine to all lead donors** (\$36,000+) for Pesach in appreciation for their on-going support.

COMMUNITY BUILDING

Community Programming and Initiatives:

- Federation organized a meeting on April 8 between **OJCS, CBB, SJCC and JFS** to discuss how to better work together and cross-promote, another example of our efforts to expand our role as a convener.
- **March of the Living** held a Shabbaton for its 24 students on March 21-22 with National Director, Eli Rubenstein. On March 27, Kiran Bhinder and Minister/MP Tim Uppal addressed the students. Ms. Bhinder spoke about going on the March 20 years ago and what it meant to her as a non-Jew, and Mr. Uppal spoke about the Bill in Parliament he initiated to establish a National Holocaust Monument. On April 1, Minister/MP Jason Kenney addressed the students about the importance of remembering the Holocaust.
- Federation organized a **Teacher Workshop on Differentiation** on March 19 for day and supplementary schools. The workshop was free of charge for teachers and was presented by Melanie Eisen, Assistant Director for Professional Development at the Institute for University- School Partnership of Yeshiva

University. 20 teachers representing a broad spectrum of schools participated and the post-event survey showed very positive results.

- The 9th Annual **Ottawa Women's Seder**, while volunteer-driven, receives administrative and staff support from the Federation. This year's seder took place on April 6 and was attended by 218 women.
- Following the success of the Purim flyer, Federation assembled a **Pesach flyer**, which was similarly well received. The flyer listed all community seders and Passover programs in Ottawa, where to find Kosher for Passover food, and listed a contact if an individual wanted to join a family for a seder.

Emerging Generation Programs:

- **March 2:** 6 young adults from the Social Action Mission team painted a rundown youth centre with the Multi-Faith housing initiative.
- **March 7:** 85 young adults attended the Birthright Alumni Shabbat Dinner at the GCTC.
- **March 8:** Erica Bregman & Jon Avery received a micro-grant and ran a successful Dating Workshop with 25 attendees.
- **March 16-18:** 10 young adults attended Tribefest in New Orleans. Ottawa topped Canadian recruitment for the second time.
- **March 20:** Grad/Med/Law students combined drinks and professional head shots at The Brig. This event attracted over 30 students, including many first time participants.
- **March 28:** The Jewish Law Student Association held another successful Shabbat dinner, attracting 30 students.
- **March 29:** Gratitude, an inaugural emerging generation donor appreciation event, had 60 attendees.

Hillel on Campus:

- **March 6, March 20 and April 3:** 90 students total attended a "Bagel and Shmeer" lunch at Hillel House.
- **March 12:** Visiting Israeli students, of Muslim and Jewish background, were on both campuses offering free coffee and engaging students in a dialogue (see article on wordswap in the Bulletin). The visiting Israelis also took part in a special lunch that brought Jewish students together with Arab and Muslim student leaders in order to create and strengthen relationships on campus. On the same day, a panel discussion on "Minorities in Israel and the Impact of BDS" took place.
- **March 15:** 75 students celebrated Purim together at a Masquerade Ball.
- **March 28:** "Suit Up, It's Shabbat!", the last Hillel Shabbat dinner of the year, was held with 55 students.
- **April 2:** "A Taste of Israel" a Size Doesn't Matter initiative provided falafel, hummus, and pita to students while promoting Israel.
- **Exam Study Packages** – Hillel is handing out packages of exam essentials (mug, coffee, tea, etc.) to students during the exam period.
- **Passover Packages** - Hillel is giving students a free box of matzah, and will be offering hot lunches on April 17 & 18.

CORPORATE SERVICES

- **Social Media** – our numbers continue to increase at a fairly steady rate.

<i>As of April 10, 2014</i>	Twitter followers	Increase from previous month	Facebook “likes”	Increase from previous month
Jewish Federation of Ottawa	822	+30	680	+36
Ottawa Jewish Bulletin	69	+9	194	+5
Ottawa Jewish Archives	N/A		353	+20

- **Governance Review** – the Governance Task Force has completed its standing committee consultations and its evaluation of the mandatory requirements for compliance with the new Canada Not for Profit Act. Analysis and recommendations will be forthcoming.
- **Transparency** - as discussed at a previous board meeting, notes from board meetings, the president’s report and KPIs are now available on Federation’s website.

FINANCE

- The **audit** of the Jewish Community of Ottawa Development Foundation (managed by the Federation) for the year ended December 31, 2013 commenced on March 17th and field work concluded on March 21st. The audit report was received on March 24th and the AGM took place on April 3rd.
- The Foundation’s **annual allocation process** has just been completed and cheques to beneficiary agencies totaling \$1,176,172 were released on March 26th (2 weeks ahead of last year). This amount represents an increase of approximately 9% over the prior year’s year-end allocation. The Community Endowment Campaign (CEC campaign) funds account for \$657,718 of the allocation, a 17% increase over the prior year. The Federation is a beneficiary of the Foundation and this year’s allocation was **\$307,563**: \$52,210 is directed to satisfy annual campaign pledges, \$33,693 is directed to support specific Federation programs and the remaining \$221,660 is used to support the Federation’s annual allocations to beneficiary agencies.
- Preparations have begun for the Federation’s **2014-2015 fiscal year**. We are pleased that two new members have joined the Finance and Audit Committee.