



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: March 18, 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 February 19th.

DEVELOPMENT

- The 2014 Annual Campaign now stands at **\$4.02M** with **\$297,000** gifts remaining to be secured from Campaign 2013. This reflects a **6.1%** increase on a gift-by-gift basis.
- We launched a special fund for Ukrainian Jews that has raised just over **\$3,500**.

COMMUNITY BUILDING

- February 20th - Michael Soberman from Canada-Israel Experience ran a workshop on informal Jewish education for supplementary schools.
- March 9th - PJ Library and OJCS partnered to hold Purim Palooza with 41 young families in attendance. A handful of parents spoke to OJCS staff about the school.
- We compiled a list of all Purim parties happening in Ottawa, which was widely distributed in an effort to attract more people to attend the multitude of Jewish programming happening on Purim. This is a prime example of Federation serving as a broker of services.

Hillel

- Ongoing: Weekly Hot lunch with a total of 70 meals this month and weekly tabling for Hillel/Israel Awareness Committee (IAC) on campus.
- February 2nd - Super Bowl party with 15 students.
- February 4th - Special tabling session on Israel for International Innovation Week @ Carleton.
- February 12th - 36 students attended Speed Dating at MUST Kitchen and Wine Bar.
- February 13th - Carleton Jews & Brews with 20 students.
- February 21st - Jewish Law Students association held a Shabbat dinner in a student's home, with 20 people.
- February 24th - Hillel & Israel Action Committee (IAC) hosted a training session with Dylan Hanley (CIJA) in preparation for Israel Apartheid Week with over 30 students in attendance.

- February 28th - Hillel & Chabad partnered with the Sephardi Association to host the first annual Sephardi Shabbat Dinner, with 80 students attending.

Emerging Generation

- February 26th - ConnectOTT- 160 young professionals participated in this networking event along with 30 executives.
- March 2nd - Israel Social Action Mission participants volunteered with the Multi-Faith Housing Initiative.
- March 7th- Birthright Alumni Shabbat Dinner took place with 85 people.
- March 8th – Navigating the Dating World Workshop was held with 20 people.

Holocaust Education

- Plans for Yom Hashoah are well underway for April 27th at the SJCC. The guest speaker is Father Patrick Desbois from France, a Catholic priest who spearheads an organization to locate and identify the remains of Jewish victims in mass graves. The Shoah Committee secured a grant of almost \$10,000 from Citizenship and Immigration Canada to underwrite the costs of Father Desbois’ participation.
- A second event, a panel discussion, will take place on April 28th at St. Paul University. This panel will discuss issues around genocide, human rights, and societal obligations.

CORPORATE SERVICES

- Led by Debi Zaret, a governance review task force has begun meeting. Phil Stein and Linda Kerzner are both participating. The mandate includes: compliance with revisions to the Canada Not For Profit Act, a review of Federation’s committee structure and potential governance enhancements.
- Much behind the scenes work is being done to finalize and update all materials for the revamped website. The tentative date to go live is April 23rd.
- Efforts to increase our social media efforts continue as slow and steady progress is made. We have begun using google analytics to gain a deeper understanding of the types of posts that prove of most interest to viewers.

<i>As of March 11, 2014</i>	Twitter followers	Increase from previous month	Facebook “likes”	Increase from previous month
Jewish Federation of Ottawa	792	+29	644	+10
Ottawa Jewish Bulletin	60	+5	189	+5
Ottawa Jewish Archives	N/A		333	+13

FINANCE

- The private mortgage on the vacant land was extended from March 3, 2014 to March 3, 2016.
- Rebecca Nagrodski, Foundation Associate has tendered her resignation effective April 4th, 2014 as she has accepted a promotion to work for the NAC. We are launching an aggressive search process. While

this is a Foundation position, as both the Federation and Foundation work collaboratively, we will look to re-assign some of Rebecca's responsibilities to Federation staff on a temporary basis.

- I am pleased to report that Janet Anderson has been hired as a database analyst and she begins work on April 1st, 2014. Janet has extensive experience working at the United Way providing analytics and support for fundraising.

COMMUNITY ISSUES

- **Ottawa Jewish Community School:**
 - Enrollment at the Ottawa Jewish Community School remains an on-going priority, concern and challenge. The oversight committee made the decision that the school will open next year, and then based on September benchmarks, make a determination for the following year. A great deal of effort is being spent on recruitment for ADK as there is a need for this number to trend upward.
 - An active search for a new head of school is underway and the Federation has seconded Bram to assist with the effort (5-10 hours/week).
- **Kashruth:**
 - Kashruth remains an on-going and active issue in our community. Recently, Creative Kosher Catering (CKC) made the difficult decision not to transition their operations for Passover this year. After providing such a valuable service to the community for so many years, this was a business decision, which we need to respect. Rabbi Teitlebaum, OVH Director, has taken the following steps:
 - Discussions are on-going with CKC and the situation remains fluid.
 - Work with the College Square Loblaws located at Woodroffe and Baseline to increase their Kosher for Passover food selection and quantity.
 - Making arrangements with out of town Kosher vendors to provide additional Kosher Passover food options for our community. As always, the OVH strongly encourages community members to support local suppliers of Kosher food.
 - Unfortunately, there is a great deal of negative "buzz" in the community, with many in the community concerned about the perceived lack of Kosher food and holding the OVH/JFO responsible.
 - Completely unrelated to Pesach, the SJCC has informed us that United Kosher Deli will cease operations at the Centre effective March 27, 2014. As it is important to maintain Kosher food options in Ottawa, the OVH, JFO and SJCC are meeting to discuss alternatives.
 - There will be a further update at the Board meeting.
- There is nothing new to report with regards to Beth Shalom or Kerr Avenue at this time.