



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: May 14th, 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 April 23rd. It has been an incredibly hectic and rewarding month filled with numerous large-scale community programs.

DEVELOPMENT

- The 2014 Annual Campaign now stands at **\$4.08M** with **\$243,000** gifts remaining to be secured from Campaign 2013. This continues to reflect a **6.0%** increase on a gift-by-gift basis.
- **Top Donor briefings** were held May 1st and 5th with approximately 45 participants. The discussion was robust, particularly around the Ottawa Jewish Community School. There was a valuable exchange of ideas and information and I believe top donors felt well-informed and highly connected to key issues facing our community.
- A new **donor appreciation event** held on May 12th was attended by over 225 people. The program was brief and allowed for lots of schmoozing time. Thanks to full sponsorship from the Ottawa Convention Center and David Smith Creative Kosher Catering, we were able to offer a great evening free for all donors!

COMMUNITY BUILDING

Community Programming and Initiatives:

- The Shoah Committee organized a very successful **Holocaust Commemoration *Breaking the Walls of Indifference*** on Sunday, April 27 at the Soloway JCC. The program featured Father Patrick Desbois, President of Yahad-In Unum. Approximately 500 people attended. A record number of dignitaries attended including: Rafael Barak Israel's Ambassador to Canada, French Ambassador Phillipe Zeller, U.S. Ambassador Bruce Heyman, representatives from other embassies including the Dutch, Hungarian, and Serbian embassies, as well as the Archbishop of Ottawa Reverend Terrance Prendergast. Media coverage included: Ottawa Citizen, CTV Morning Television and CBC Radio's All in A Day.
- The **Panel Discussion on Genocide *Duty to Remember and The Rebuilding of Nations*** took place at Saint Paul University on Monday, April 28, with over 180 people in attendance. The panel included Father Desbois, Rabbi Bulka, Jan Grabowski (Prof. from Ottawa U.), Vern Redekop (Prof. from Saint

Paul), Emery Rutagonya from the Rwandan Foundation and moderator Andrea Knight from the Azrieli Foundation. The venue featured *The Holocaust By Bullets* exhibit from Yahad-In Unum. The French Embassy sponsored a reception after the panel discussion and hosted an intimate dinner at the French Embassy with The Honourable Jason Kenney.

- The Shoah Committee partnered on both events with the French and Israeli Embassies, The Archdiocese of Ottawa, Saint Paul University and Yahad-In Unum. A matching grant from the Government of Canada made these two events possible.
- Federation, in collaboration with the Soloway JCC and the Vered Israel Cultural and Education Program, organized the annual *flag-raising ceremony* in honour of Israel's 66th Anniversary of Independence on May 6th. Over 150 people attended including more city officials than in previous years.

Emerging Generation Programs:

- **May 1:** a full bus of 45 people went to the CJPAC Action Party in Montreal for young professionals.
- **May 5:** Sam Banks addressed a crowd of 20 women for Hadassah-Wizo on the role of Federation in engaging the emerging generation.
- **May 6:** following the community Yom Ha'Atzmaut celebration, a group of 15 young professionals went out to continue celebrating Israel's Independence Day.

Hillel on Campus:

Due to final exams and the end of the semester, this has been a quieter programming period for Hillel.

- **April 2:** NCSY/Torah High Israel Advocacy 101 – educated 12 grade 11/12 students on Israel advocacy on campus.
- **April 6:** Student executive board appreciation dinner at the home of Community Advisory Board Chair, Jonathan Ben-Choreen Freedman, to show appreciation for the hard work of the students.
- **April 17:** Hot Lunch Kosher for Passover Edition - 23 students attended a Passover hot Lunch.
- **Birthright Israel:** 115 individuals applied for December 2013 and June 2014 trips, of which 49 Ottawans will be participating.

CORPORATE SERVICES

- **Ottawa Jewish Archives** – the Ottawa Jewish Archives has been selected as a venue for Doors Open Ontario and Doors Open Ottawa. The exhibit will feature original artifacts from the Archives' vast collection, and will be open to the public on June 8 from 10 am to 4 pm.
- We are currently **recruiting for two positions:**
 - Following Samantha Banks' resignation to accept a position in Toronto at The House, a new Emerging Generation Director
 - Director of Development

- **Social Media** – our numbers continue to increase at a fairly steady rate. Popular posts were the film clips of the Yom Hashoah events and the latest job posting for the Federation.

<i>As of May 6, 2014</i>	Twitter followers	Increase from previous month	Facebook “likes”	Increase from previous month
Jewish Federation of Ottawa	839	+17	692	+12
Ottawa Jewish Bulletin	70	+1	200	+6
Ottawa Jewish Archives	N/A	N/A	366	+13

FINANCE

- Preparation of the operating budgets (2014/15) for Federation Services, Annual Campaign, Bulletin and campus properties have been ongoing this spring and were reviewed and approved by the Finance/Audit Committee on May 1st. These budgets will be brought to the May Board meeting for review and approval and are included in your board package.
- We met with our representatives to review renewal of the group benefits plan and rates will increase by 3.3%.
- The Board of the Ottawa Jewish Community School has struck a committee to look at the Sustainability Plan in light of challenges meeting the 2014/15 target for enrollment and beyond. They are exploring a wide-range of possibilities.