



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: October 14, 2015
Re: President's Report

DEVELOPMENT

- As of October 14th, the 2016 Annual Campaign has raised \$2.2 million, on 794 pledges, representing a 3.5% over last year on a gift-by-gift basis. Additionally, \$180,000 has been secured for two special projects (shinshinim program and an exploration of incentivizing participation in Jewish life). As such, with significant gifts being pledged as part of the Annual Campaign canvass for special projects, creative thought is needed as to the most accurate way of comparing fundraising results from year to year.
- The **2016 Campaign Kickoff** on September 9th at CentrepoinTE Theatre successfully brought together over 450 attendees. Sponsorship of over \$60,000 and ticket sales brought the event budget to a small surplus. Every year, recruitment is challenging and the event will be re-examined for next year. The role of the Emerging Generation in leading the event was universally well-received and praised.
- The Women's Campaign **Choices** event took place on October 8th with a capacity crowd of 275 women participating. Thanks to the diligent work of the committee, sponsorships exceeded the target. Participants articulated that they find the experience of being together exceptionally positive and also shared feedback on the speaker and the logistics of the event.
- This year's **Superweek** Telethons took place on September 20th and 21st. The Rivier sisters once again chaired these sessions and raised \$67,523 from 229 gifts. It should be noted that this represents 29% of the total number of gifts received to date, which highlights the importance of telethons. Additional evenings will be added as necessary in October.

COMMUNITY BUILDING

- **Syrian Refugee Crisis:** Federation organized a conference call on September 17th of all organizations and synagogues interested in helping with the Syrian Refugee Crisis. Jewish Family Services discussed the refugee sponsorship process. Community members organized a planning meeting on October 7th at Temple Israel to discuss next steps.
- **Discussions between Torah Academy and Rambam unification:** The Working Group of parents along with Steven Kimmel and Bram Bregman have developed a document entitled "Model for a New Unified Orthodox School in High School". This document outlines the high-level framework, structure, and policies of how a single Orthodox school would operate. This

will be presented to parents at formal consultation sessions the week of October 25th. Additionally, representatives from both schools have begun exploring the option of the new unified school being on the Jewish Community Campus and sharing the school building with OJCS. Both schools have decided that the ultimate decision to amalgamate or not will be by parent vote from each school.

- **Federation funding for local agencies:** In line with the recent recommendations from the Allocations Task Force (May 2015), a new funding model to provide “organizational funding” to the 5 big agencies is being implemented. Work has started on negotiating new Tailored Accountability Agreements with these 5 agencies. Other local agencies have begun submitting applications for program funding, and the Grants and Evaluation Committee will review applications and meet face-to-face with agencies in the coming months. The Committee will bring funding recommendations to the Board in January, for funding for 2016/17 and 2017/18.
- **New Fund for Innovative Capacity Building:** The fourth round of funding has been launched, with \$50,000 available to local funded agencies. The fund is an opportunity for agencies to come up with innovative, creative ways to increase their capacity or strengthen their services through a one-time cash infusion that is aimed at helping improve operations. New this round, applications will be accepted for programs and events, and for pilot projects that launch partnerships or new activities. To date, \$144,906 has been awarded through this fund.

Hillel Ottawa

- **Carleton Expo** – September 1st - Carleton University's club event was an opportunity to speak with hundreds of Jewish and non-Jewish students about Hillel and Israel. Additionally, over 80 new students were registered.
- **Welcome BBQ** - September 10th - over 100 students attended a kickoff BBQ event, including many Grad/Med/Law students.
- **First Year Cooking Social** - September 16th - 15 new students attended a social event to meet their peers and learn more about Hillel while helping cook the Shabbat Dinner that week.
- **uOttawa Clubs Fair** - September 17th – Hillel participated in uOttawa's event to promote clubs on campus. Over 40 new students were registered, while speaking with over 100 Jewish and non-Jewish students about Hillel and Israel.
- **Shabbat Dinner** - September 18th - over 70 students attended a home-cooked Moroccan style Shabbat dinner.
- **Impact Planning** - September 20th - Israel Awareness Committee executive members participated in a session focusing on coalition building lead by Hasbara.
- **Jews&Cues** - September 24th - Hillel partnered with AEPi to host 15 students for a fun evening while getting to know Jewish organizations on campus.
- **Sukkah Decorating** - September 30th - 12 students participated in bagels and sukkah decorating.
- **Darbuka in the Sukka** - September 30th - over 30 students attended a fun sukkah event with Cantor Benlolo leading a session on Moroccan drumming.

Emerging Generation

- **EG Goes to the Ottawa Redblacks** - August 30th – 20 members of the EG took in an Ottawa Redblacks game at TD Place.
- **PJ Library Pool Party** - August 30th - brought together 25 young families (90 people) for a morning of swimming, snacking, and music at the SJCC outdoor pool.

- **EG Pre-Kickoff Campaign Launch Party** - September 9th - a cocktail party where 60 participants learned about new EG Campaign initiatives prior to attending the main Campaign Kickoff event.
- **NOTE:** less social events are taking place this Fall as greater emphasis is placed on the Annual Campaign.

Shoah Education

- A **March of the Living** information meeting was held on September 24th to recruit students for the 2016 trip. Sixteen students attended the meeting, along with parents. Registration for the March opened on September 24th, and continues for one month. Due to the strength of the American dollar, unfortunately the experience is particularly expensive this year, which may require a greater number of participants receiving financial assistance.
- In addition to the November 1st **Holocaust Education Month** launch featuring a concert and done in conjunction with JFS, two more events will be offered by the Shoah Committee - a movie screening of *There was Once*, in partnership with the Embassy of Hungary on November 15th, and a presentation by Richard Marceau on the status of restitution for confiscated property on November 23rd.

CORPORATE SERVICES

- An experienced technology project manager, Judith Tooms, has been hired to manage the database conversion project. She began work on October 8th and will be engaged through June.

Ottawa Vaad Hakashrut

- Babi's Kosher dairy restaurant has officially opened at the SJCC with a limited menu. Response has been positive so far from many community members and the restaurant brings a positive energy to the building.

Marketing and Communications

- Federation created a marketing piece to report on Year 1 Key Outcomes and Initiatives of the Strategic Plan. It was distributed through the October 12th Ottawa Jewish Bulletin and is also available on Federation's website.

- **Social Media Metrics**

<i>As of Sept. 30 2015</i>	Twitter followers	Increase from Aug 2015	Facebook "likes"	Increase from Aug 2015
Jewish Federation of Ottawa	1142	+11	2774	+268
Ottawa Jewish Bulletin	146	+1	1385	+661
Ottawa Jewish Archives	N/A	N/A	618	+ 9
PJ Library Ottawa	n/a	n/a	191	+7

Social media remains steady with the most dramatic increase being on the side of the Ottawa Jewish Bulletin, which almost doubled their page likes due to a new ad campaign.

FINANCIAL SERVICES

- As per board member requests, financial information will now be distributed in advance of the board meeting and will include the bulletin.