



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** September 9, 2015  
**Re:** President's Report

As part of your board package, I compile a monthly President's report. It typically includes a mix of programmatic, operational and issue updates. I am always open to suggestions to ensure that the report best meets your needs. The categories correlate to the Federation's organizational chart: development (fundraising), community building, corporate services and finance.

## **DEVELOPMENT**

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- On August 27<sup>th</sup>, our **Inspire and Inquire** evening for 2016 Campaign canvassers took place at Hillel Lodge. Approximately 70 participants heard from Campaign Chairs, Jeff Miller and Sharon Appotive, Board Chair, Linda Kerzner, and our guest speaker for the evening, Susan Jackson, Director of Women's Philanthropy at UJA Federation of Greater Toronto. All attending canvassers received their packages and cards. It should be noted that the number of canvassers for this year's campaign has increased from 180 to 190.
- On August 31 and September 1<sup>st</sup>, **Yossi Tanuri**, Director General of JFC/UIA in Israel visited Ottawa and participated in meetings and canvasses with several key leaders and donors in the community.
- The **2016 Campaign Kickoff** on September 9<sup>th</sup> at Centrepointe Theatre has generated positive feedback. Tamara Fathi and Stacy Goldstein have led an enthusiastic team of Ben Gurion Society members. Sponsorship for the event has reached the goal of \$60,000. Unfortunately, ticket sales have been slower than expected (320 tickets as of August 31<sup>st</sup>), but our hope is that a final push will result in a good crowd.
- Our **Top Donor Upgrade Task Force** has resulted in 43% of identified potential upgrades assigned new canvassers who indicated their own preparedness to seek and potentially deliver increased gifts from this group. This is a significantly higher proportion than originally expected. As well, there has been a number of high profile, seasoned canvassers who have agreed to return to canvass after extended absences. We are very thankful for their renewed participation and optimistic that this will yield positive results.
- This fall's **Choices** event will take place on October 8<sup>th</sup> at Agudath Israel. The event will feature Julia Koschitzky, philanthropist, community leader, and recent Order of Canada recipient. Registration is progressing at a pace consistent with and even slightly ahead of last year's nearly sold out event. Sponsorships have also progressed at an excellent pace.
- This year's **Superweek** Telethons are scheduled to take place on September 20<sup>th</sup> and 21<sup>st</sup>. The Rivier sisters will once again be chairing these sessions. Additional evenings will be added as necessary in October.

- As part of the Shabbat Project, on October 23<sup>rd</sup>, Ottawa's **Lion of Judah** women are hosting their first Family Shabbat Dinner at Mackzikei Hadas, with Guest Speaker Richard Marceau.
- The **Annual Golf Tournament** was held on July 13<sup>th</sup>. Chaired by David Appotive and Charles Schachnow, the tournament brought in \$200,000 from sponsors, donors and the live auction. Proceeds from the tournament are substantially higher than last year.

## COMMUNITY BUILDING

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- **Shabbat Project Ottawa** will be take place on October 23-24, 2015, and Federation is running two community-wide events: A Women's Challah Bake on October 22 and a Unity Havdallah on October 24. Additionally, synagogues throughout Ottawa are running special programs that Shabbat, which are listed at [www.jewishottawa.com/shabbatproject](http://www.jewishottawa.com/shabbatproject).
- Federation compiled a list of every service and program for the **High Holidays in Ottawa**, and is marketing it through email and social media: [www.jewishottawa.com/higholidays](http://www.jewishottawa.com/higholidays).
- Discussions between **Torah Academy and Rambam** are progressing. Both sides have signed a Letter of Intent to Enter into Formal Discussions, and have formed a Working Group of eight parents with equal representation from both schools. The Working Group has divided the various issues and are designing what a unified school would look like to show parents and other stakeholders during consultations. Leading the discussions has been a time-consuming task for Bram Bregman and Steven Kimmel, who are excelling in the role.
- The work of the **Jewish High School Education Task Force** continues. The Task Force conducted 10 one-on-one interviews with incoming Grade 8 students (who will be entering high school in 2016), and is currently planning a broader online survey for parents in Grades 1-8 to research what would possibly get them to consider sending their children to a Jewish high school.
- Survey of people in the community aged 55 and up: An **Executive Summary of the Survey Report** is now available. The working group has decided that further assessment is needed to determine if there is sufficient commonality among potential residents and if there is sufficient demand for a fully integrated Jewish seniors' living center. Accordingly, the working group will continue to analyze the survey results, and plans to seek input from industry experts as part of the assessment exercise. Specific recommendations are expected to be made to Federation's board in the late fall.
- **New Fund for Innovative Capacity Building**: This past June, six agencies were awarded a total of \$53,404 to pursue special projects in the latest round of grants. To date, **\$144,906** has been awarded to local agencies through this fund. The next round of grants will be launched in the fall and funded agencies will be eligible to apply for grants for new and innovative projects.
- **Applications for Program Funding** process was launched and local organizations have been invited to submit proposals for funding for 2016/17 and 2017/18. Submissions are due by September 30, and then the Grants and Evaluation Committee will review applications, meet face-to-face with applicant organizations, and submit their funding recommendations to the Board in January. Final recommendations will be confirmed in late May once the Board has approved the budget for 2016/17.

- Debbie Halton-Weiss has agreed to chair Federation's Shoah committee. Concurrently, a discussion has begun with the Zelikovitz Center to potentially take ownership of some functions of Holocaust education.
- A **March of the Living** information night was held on June 9<sup>th</sup> to begin recruitment for the 2016 trip. Eighteen students attended, along with parents. Another information meeting will be held in late September, prior to the commencement of the registration period.
- Plans are underway for a concert performance to launch **Holocaust Education Month** on November 1<sup>st</sup>. For the first time, Jewish Federation of Ottawa will partner with Jewish Family Services in hosting this event, which will take place at the National Gallery of Canada at 7 p.m. The concert will feature renowned violinist Eugene Drucker, and pianist Marija Stroke. The performance is a fundraising benefit to raise money for JFS programs offered to Ottawa's Russian Jewish seniors and Holocaust survivors, which recently suffered from financial cuts from outside sources.

### Emerging Generation

- **PJ Library in the Park:** June 14, 2015. Event featured park games, face painting, splash pad, performance by Monkey Rock, and BBQ. 190 attendees.
- **Investing and Financial Planning Basics:** June 22, 2015. Panel discussion on the basics of investing and financial planning at the Lieutenants Pump led by Adam Schacter and Adam Aronson. 20 attendees.
- **Men's Newcomer Event:** August 16, 2015. Casual drinks and snacks at the home of Bram Bregman to welcome Jewish newcomer men to Ottawa, to introduce them to active community members and integrate them into the Jewish community. 15 attendees.
- **EG Goes to the Shepherds of Good Hope:** August 16, 2015. A group of EG spent the evening volunteering (sorting clothes, preparing food) at the Shepherds of Good Hope. 20 attendees.
- **EG End of Summer White Party:** August 23, 2015. One last chance to wear your white summer clothes before Labour Day. An end of the summer roof top patio party at Kavali in the Market with great music, drinks, and a vanilla ice cream bar. 40 attendees. While the event went well, participation was less than hoped for.

### CORPORATE SERVICES

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#### ARCHIVES

- Through a variety of grants and with the assistance of summer interns, efforts are being made to modernize the archives, including the complete re-digitization of the Ottawa Jewish Bulletin and drafting of appropriate policy statements and archives forms.

#### OVH

- The opening of the new restaurant at the SJCC is behind schedule, but is expected to begin operations in the very near future.

#### Campus

- In general, staff are adjusting well to the new campus management system (less staff during the day, heavier cleaning at night and non-building specific assignments). The transition to a new groundskeeper has not been ideal and an outside contractor was recently engaged to perform some remedial work. The campus board will review and make recommendations for next year.

- Security remains a top priority, with expanded training being offered by Adam Cohen, national director of security for CIJA to synagogues and schools.
- Work continues on some key issues, including solutions for the indoor pool moisture challenge and the pool dehumidification systems.
- Summer custodial projects completed prior to the start of the school year.

**Marketing and Communications**

- Annual Campaign Kickoff advance media coverage has thus far included stories in the Canadian Jewish News, Nepean Barrhaven News, Glebe Report, Kitchissippi Times and the Ottawa Jewish Bulletin. An interview is scheduled with Rogers Television’s Daytime Ottawa this week.
- **Federal Election Round Tables:** The CCRC successfully coordinated Federal election round table discussions with candidates from all four parties. Conservative candidates met on August 31, Green Party candidates on September 1 and NDP and Liberal candidates on September 3. Approximately four questions were asked of each party on issues that are important to Ottawa’s Jewish community. The Ottawa Jewish Bulletin will cover each of these meetings.
- **Inclusivity Task Force Next Steps:** The next step is to identify champions in five under represented segments of the community and develop an action plan which will include meeting with individuals, getting their feedback on engagement and Federation and developing a plan to find ways to engage them. The segments identified include: Interfaith families, LGBTQ, Sephardic Community and other Jewish French speaking individuals, Jews living in Kanata and Orleans and a group with Socio-economic diversity – who may not be able to give financially but who could volunteer. Jonathan Freedman is leading this initiative and looking to enlist the support of others.

- **Social Media Metrics**

<i>As of Aug. 21, 2015</i>	Twitter followers	Increase from May 2015	Facebook “likes”	Increase from May 2015
Jewish Federation of Ottawa	1131	+53	2506	+458
Ottawa Jewish Bulletin	144	+5	724	+154
Ottawa Jewish Archives	N/A	N/A	609	+ 59
PJ Library Ottawa	n/a	n/a	184	+28

**FINANCE**

- **Audits** of the Federation, Campus and OJB commenced on August 25<sup>th</sup> and ought to be complete by the beginning of October.
- Roll-out of **new tenant rents** (resulting from changes to custodial model, security enhancements and campus management allocations) are underway. All others have been finalized.