



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: December 11, 2019
Re: President's Report

Here is an update to the Board on activities and issues since our last meeting on November 20th, 2019.

DEVELOPMENT

2020 Campaign (Dec 10, 2019)	2020	2019	Increase of	% Increase
Campaign Total (1365 Total Gifts)	\$3,787,262	\$3,569,929	\$217,333	6.1%
New Supplemental Gifts for Jewish Super Highway	\$30,000			
Total Campaign and Supplemental Giving	\$3,817,262			
Total Match (total increases + total supplement gifts)	\$252,959			
Total Campaign and Supplemental Giving and the match	\$4,070,221	\$3,569,929		14%

Call Night

A Call Night took place on November 14, during which 9 volunteers secured 44 gifts, representing \$6,076 in support for our community.

Life and Legacy Program

As part of Federation's participation in the program, we are required to recruit a team of volunteers, who will help develop the plan and have conversations with prospects. We are thrilled to report that Jeff Miller, Sharon Appotive, Bonnie Boretsky, Victor Rabinovitch and Mike Landau have all agreed to form Federation's team. I will be providing staff support to the team, while Micah focuses more on overall management of the *Life & Legacy* initiative.

We had strong representation from the board at the December 10th session explaining the importance of legacy giving. The first team training session takes place on January 8th.

OPERATIONS

Governance

The Governance committee held its first meeting of the year on December 9th. This year's agenda for the committee includes a board assessment survey and strategies to remove gender bias from our nomination and review process for community awards.

Advocacy efforts

- Efforts to engage community members to reach out to the PM re: UN vote singling Israel out and representing a fundamental shift in long-standing Canadian foreign policy.
- November 29th – meeting with newly Re-elected MP Chandra Arya.
- November 29th – meeting with MPP Joel Harden to discuss our dismay over his tweeted support for a leader of a terrorist organization.
- December 9th – board chair Michael Polowin represented our community at the Menorah lighting on Parliament Hill and was invited to light a candle.

JFC-UIA Meetings

- I represented Ottawa at national JFC-UIA meetings (December 8-9). The major agenda items of interest to the board were:
 - An approved budget for the national system, representing no additional budget from communities. However, for a variety of reasons, including a 20% reduction by Montreal going forward, the approved budget is not sustainable. Accordingly a second resolution was passed, tasking JFC-UIA management with bringing forward a plan for sustainability by June 2020.
 - Approval to explore additional programs similar to the March of the Living that are less expensive and at a different time of year; and models of what to do when survivors are no longer able to participate in the trip.

Compliance

All GST has been paid, our payroll is current, source deductions have been made, and all other filings and payments are in compliance.

FEDERATION PROGRAMMING AND SERVICES

Community Building

Professional development for Agencies: On November 21st, Hartley Stern delivered a motivating and informative session entitled “Strategy and Effective Decision Making for Boards of Directors”. He provided insight into how boards can work together to improve performance and lead strategically. 25 people attended, representing 13 organizations.

Holocaust Education Month event: November 27, the Shoah Committee event showcased a photo-narrative display of the internment camps in Cyprus, a keynote address by historian Dr. Hadjisavvas, as well as an interview between Holocaust survivor Rose Lipszyc and her daughter Carol. The event was in partnership with the High Commission of Cyprus, and 120 people attended.

PJ Havdalah with Temple Israel: November 30, PJ Library partnered with Temple Israel for *Havdalah* with crafts, dinner and an opportunity to meet the new Rabbi. 10 Families attended.

EG Happy Hour: December 4, the EG Steering Committee hosted Happy Hour at Playback Ottawa, and 25 young professionals attended.

PJ Chanukah Party with Ganon and SJCC: December 8, Annual Chanukah Party featuring story time, crafts, sufganiyot, and a performance by Singsong Party time. 100 families participated.

EG Chanukah Ball: Let's Get Lit!: December 14, at the Ottawa Art Gallery. Close to 100 young professionals are expected for a night of dancing, drinks and games and general holiday spirit! The event is chaired by Jacob and Sarah Polowin.

Shinshinim: Shai and Hila have a busy schedule of Chanukah events, including their regular calendar of work at synagogues and schools. They move this month to their second host families.

March of the Living: Registration is closed for the 2020 trip, with 13 participants from Ottawa and one from Kingston joining our group. Participant educational sessions begin on December 12. Though greater funding was available, there are less participants this year.

J-Fellows 2: Currently, there are 12 participants registered for J-Fellows, with the first session planned for January 15. Promotion is ongoing, and more are expected to join.

Grants Committee: The committee is meeting in mid-December to review the following funding applications:

- Program Funding applications for two-year funding.
- Fund for Innovative Capacity Building: \$30,000 in funding is available in the current round, and seven applications were received.
- Day School Strategic Funding: Funds for Collaborative Projects that were not allocated in the summer, are available to Day Schools (\$14,375 in funding). Two applications were received.

Partnership 2Gether: Planning is underway for the Partnership meetings in Ottawa from May 9-11, 2020. In addition, one of our local funded projects, Israel Connect, has established a connection in our partner region with Danzinger High School. In May, Barbara Crook will be assuming the role of National P2G Chair.

Hillel Ottawa Update

November 20 – **Word Swap** is a program brought to campus in partnership with Stand with Us Canada. The program brings trained Israelis to campus to interact with students to 'de-bunk' myths about Israel and her people. 50 students were engaged.

November 27 – **Feminism in Israel**, a lecture at Carleton University by a Hillel student leader who is the WZO representative. 10 students attended

November 28 – **Gratitude Day** on uOttawa campus, engaged upwards of 100 students. This involved setting up a table on campus and engaging with students from all backgrounds in conversation as they walked by.

November 30 – **Annual Chanukah Ball**, held at Kinki Lounge. 80 students attended.

December 3 – **Hillel student executive board meeting** to plan for next semester. 10 student leaders attended.

December 5 – **IOC student executive board meeting** to plan for next semester. 10 student leaders attended.

December 8 – **Sufganiot Sunday** - Donut decorating and hangout at Hillel House.

Hillel staff are busy wrapping up the first term as students head into the exam period. They had a very successful fall semester with over 400 students engaged in some way with Hillel. Though impressive, program participation has declined from last year, but is consistent with prior years.

COMMUNICATION:

As previously reported to the board, we made and distributed two unique videos – a thank you video on giving Tuesday and a video encouraging giving by Harley Finkelstein and Lindsay Taub. In my January report, we will report statistics on the Finkelstein/Taub video which is receiving significant social media traction. As an example, within 24 hours – there were 10K views on twitter and over 2K on Facebook.

Community Messages

Community-wide – HEM invitation follow-up, November 18.

Community-wide – Chanukah Tribute cards, November 21.

Community-wide – Kerr land sale, November 28.

Community-wide – eNews – November 19 and December 3.

Social media (not including the results of the Harley Finkelstein/Lindsay Taub video)

Federation's **Facebook** experienced a 56% in engagement, while reach stayed stable.

Post reach 8,968; **Engagement:** 5,727

Instagram now has 736 followers. We had 686 impressions up from 447 last report.