



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: November 13, 2019
Re: President's Report

Here is an update to the Board on activities and issues since our last meeting on October 17th, 2019.

DEVELOPMENT

2020 Campaign (Nov 13, 2019)	2020	2019	Increase of	% Increase
Campaign Total (1083 Total Gifts)	3,255,554	3,053,744	201,810	6.61%
New Supplemental Gifts for Jewish Super Highway	29,000			
Total Campaign and Supplemental Giving	3,284,554			
Total Match (total increases + total supplement gifts)	225,362			
Total Campaign and Supplemental Giving and the match	3,509,916			14.94% Increase over last year

Top Donor

On November 5th, 100 donors attended a joint Federation and Foundation top donor dinner and conversation with Stephen Bronfman, who was interviewed by Laurence Wall. For the first time, the invitation was extended to Ben Gurion Society Members (young adults who contribute \$1,000+ to the annual campaign), twenty of whom attended. Feedback has been very good.

Ben Gurion Society members appreciated the opportunity to connect with established leaders and left inspired by Mr. Bronfman's direct, affirmative approach to Jewish philanthropy. Veteran donors appreciated having so many committed young people in the room.

Call Night

A Call Night is scheduled for November 14th, to work on closing unassigned cards. Volunteers and canvassers have been invited and all canvassers with open cards will be encouraged to make their calls from home that night as well. This is the first of several call nights planned throughout the next six weeks. These are necessary to increase the pace of the campaign.

Top Donor Briefing

A briefing was held on October 23rd for top donors. It was sparsely attended, though the briefing was well-received. Consideration should be given to holding briefings only in the spring (barring any significant community issue) and perhaps adding a 5-minute high-level briefing to the top donor dinner.

Database manager

Judy Kavanagh has been hired as the new database manager and begins work on November 18th. She is a seasoned professional, most recently with DNA Genotek, where she was responsible for their database. With a BA in computer science, she has extensive knowledge of databases.

Life and Legacy

Federation will be one of the Ottawa Jewish Community Foundation's partners in the upcoming *Life and Legacy* initiative. A team comprised of 4-6 fundraisers is being formed and will be in place for the training session on January 8th. A key date is December 10th (6:00-8:00 PM) – when representatives from the Harold Grinspoon Foundation will host a session open to the community on Legacy giving and why it is so important.

OPERATIONS

Ottawa Vaad HaKashrut

Two new license holders signed contracts this month: Sala San Marco and the Strawberry Blonde Bakery. OVH has been working for quite some time to secure the Strawberry Blond Bakery. Additionally, beginning on November 14th, Loblaws College Square will begin baking kosher bread on site.

We are on the official creditors list for two previous license holders who have gone out of business. Collection is unlikely, but nonetheless being pursued.

Campus

The Campus team assisted OJCS with responding to concerns about water sampling after a media report was released alleging high lead levels in many Ontario schools. Due to the age of the building, it is not unusual to see an occasional reading beyond the acceptable limit. The reading in question, from one sink in 2017, was re-tested immediately after remediation, and the value was well within normal limits. For the past several years, Campus has been flushing all potable water taps in the building daily. Water sampling for 2019 will be performed in November, and if any issue arises, it will be remediated immediately.

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

Sukkot with PJ Grandparents: October 20, PJ Library held its first grandparents event with more than thirty families. The event started in the Sukkah and then continued with crafts and snacks in the JCC. The event was co-chaired by Ingrid Levitz and Donna Dolansky.

PJ Parents Night: October 26, twenty-six PJ Parents enjoyed an evening of socializing while bowling. The event was chaired by Brad and Dara Gottlieb, and sponsored by Israel Bonds.

EG Spin and Nosh: November 3, thirty-six young professionals enjoyed a private spin class at SPINCO and then enjoyed bagels and socializing. The event was co-chaired by Sarah Polowin and Alyssa Nassi, and sponsored by SPINCO.

ShinShinim: Shai Sagi, the new Shinshin, will be arriving in November to replace Snir and be Hila's partner for the rest of the year.

Partnership 2Gether: Committee Chair Barbara Crook and Kara Goodwin (Federation staff) attended the Israel meetings and Yom Canada, from October 28 to November 4. The meetings grew connections with both our Upper Galilee and coast-to-coast Canadian partners. Kara visited Hanadiv and Einot Hagilil, partner schools to OJCS and Temple Israel Religious School respectively.

March of the Living: Registration the 2020 trip is now closed, 14 Ottawa participants, and a student joining from Kingston, are registered. The chaperones, Shelli Kimmel and Michael Kent, will be conducting interviews with applicants, after which plans will begin for the five educational pre-trip sessions and Shabbaton. There are fewer students participating this year than in the recent past.

J-fellows 2: The leadership development initiative for young professionals has an exciting program scheduled for 2020. The program is being co-chaired by Arielle Kreisman and Simone Davis. Four sessions will be offered from January - June, and each will be a standalone event, giving participants the opportunity to attend sessions that speak directly to them. In addition to the professional skills and networking afforded by each session, participants will have the opportunity to volunteer with one of our partner agencies. There will be a final Shabbat dinner for participants who have attended the sessions.

Community Conversations: As part of our Year 1 Business plan to achieve the strategic plan, an intimate community conversation was hosted by Howard and Evelyn Silverman on November 13th. Approximately 20 people joined in a discussion facilitated by Howard on our community and how to get more people in the 50ish demographic engaged.

Hillel Ottawa Update: Due to the Jewish holidays during the month of October, there was less regular programming. Both university campuses also had reading week during this time. Hillel Staff were available during this time for coffee dates.

October 28 – Maccabee Task Force Action Plan meeting with student leadership.

October 29 – Farewell Party for Dovi Chein, past Hillel Director. Current and last year's student leadership and Hillel Advisory Board members gathered to say farewell and thank you to Dovi for his work as Director, and to wish him well in his new position. 30 students attended.

November 2 – Jewski, Celebration of Jewish Russian Culture. This was a new event instigated by Russian Jewish students to celebrate their unique food, music and culture and share it with their friends. Hillel received a Federation Microgrant for this initiative. 50 Students attended.

November 13 – JLSA and undergrad joint bagels on uOttawa campus.

November 15 – Israel Style Shabbat dinner.

November 20 – Word Swap, in partnership with Stand With Us Canada, brings specially trained Israelis to university campuses to try to 'de-bunk' myths about Israel and Israelis.

November 30 – Hanukkah Ball

COMMUNICATION:

Advocacy and Representation

- Congratulatory letters have been sent to all local MPs and constituent meetings will be set up with each of them (CIJA and Federation).

- Unfortunately, there has been on-going work with the Ottawa Carleton District School Board to help remediate some anti-Semitic incidents.
- Ottawa Police Services – there are on-going discussions, particularly with respect to the ability to hire off-duty security officers for major community events. A meeting with new Police Chief Sloly has been scheduled.
- Board chair Michael Polowin and I represented Federation at an intimate luncheon hosted by H.E. Ambassador of Greece, Dimitris Azemopoulos in honour of the Ambassador of Israel, H.E Nimrod Barkan.

There have been several large community events and AGMs where Michael and/or I have been representing the community. These include: Rabbi Bulka Kindness Park dedication October 27, JCC Celebrity Sports Dinner October 29th, JFS AGM on October 30th, Tamir fashion show November 4th, Life Will Smile November 7th, and the Negev Dinner November 11th.

Community Messages

Community-wide – ENews – November 5, October 18

Community-wide – *Shabbat* Greeting from CEO – November 1, November 8.

Community-wide – HEM invitation, October 24.

Social media

Federation's **Facebook** reach was stable but with a jump of 25% more video views.

Post reach 9,070; **Engagement:** 3,657

Instagram now has 707 followers. We had 686 impressions up from 447 last report