



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** April 3, 2019  
**Re:** President's Report

---

Here is an update to the Board on activities and issues since our last meeting on March 19, 2019.

### DEVELOPMENT

---

2019 Campaign (April 2, 2019)	2019	2018	Increase of	% Increase
Campaign Total (1,693 gifts)	4,546,322	4,219,008	327,314	7.76%
New Supplemental Gifts for Jewish Super Highway	146,514			
<b>Total Campaign and Supplemental Giving</b>	<b>4,692,836</b>			
Total Match (total increases + total supplement gifts)	544,816			
<b>Total Campaign and Supplemental Giving and the match</b>	<b>5,237,652</b>			24.14% Increase over last year

**Kickoff:** We are pleased to report that Howard and Evelyn Silverman have agreed to chair Kickoff this year. While it wouldn't be advisable to duplicate the style of last year, they are both eager to find ways to engage a broad demographic of people.

**Golf:** Adam Zaret and Charles Mirsky are doing an excellent job of Chairing the golf tournament (July 8). They are excited to have the torch passed to the younger generation and have taken a very active role in the sponsorship acquisition process. They also want to make sure that the next generation of community leaders has a strong presence at the tournament, in part because they believe that will help drive additional sponsorship.

### FEDERATION PROGRAMMING AND SERVICES

---

#### Community Building

**PJ Library New Comers Meet and Greet, March 24:** This 1st time event was tailored specifically for families new to PJ within the last year. The event drew 15 new families and included a handful of more established families whose role was to welcome them.

**Staging of play, My Heart in My Suitcase, April 1:** The Shoah Committee sponsored a second performance of ArtsPower Touring Theatre's play – the true story of Anne Lehman-Fox's family experiences leading up to the Kindertransport. The play was staged at Woodroffe High School for an ethnically-diverse population of 700 Grade 8 - 10 students from Woodroffe High School, Pinecrest, Putman and D. Roy Kennedy Schools. The performance was followed by a Q& A with the actors during which the students posed thoughtful questions.

**Pushing the Boundaries Conference, April 2-3:** Federation and partners, Tamir, JFS and JOIN succeeded in bringing out hundreds of community members to this engaging and important conference. 150 people attended the April 2 community event. The April 3 conference was sold out, with 100 participants representing almost the full spectrum of Jewish organizations in Ottawa including all schools, most synagogues and many other organizations. Many community members also attended. The attendees learned best practices around the inclusion of those with disabilities in Jewish life, and had the opportunity to engage in a community conversation about ways to improve accessibility within our organizations and possible next steps.

**PJ Library Conference:** 4 Federation staff were invited by PJ Library to attend this year's conference. In addition to myself, Micah, Jordan (Director of PJJ) and Pauline (Director of Communications) enjoyed learning about how to make the most of the PJ program, through meeting colleagues from different cities and hearing about the most successful ideas and strategies being employed around the globe.

**PJ Does Passover with OJCS, April 7:** There will be Passover themed crafts, snacks and a reading of the Passover story.

**Grants & Evaluations Committee Update:** Members of the Committee have met with all organizations receiving Program and Organizational Funding. The focus of the discussions were to provide an update on the impact of the funded programs and to identify areas of common need to support future planning. To support the new Strategic Funding, this committee will be developing some new processes to be ready for the review of the new applications for funding.

**Party with a Purpose,** Federation's new women's event, chaired by Jenny Shinder and Lenora Zelikovitz, will be held on May 21. The event replaces CHOICES and aims to encourage women to connect, make friendships, and to take action to learn about and support important causes in our community. The first hour will be dedicated to mingling and friend-raising. The second hour will include presentations by three worthy programs that provide services to the Jewish vulnerable. At the end of the evening, participants will have the opportunity to make a donation in support of one (or more) of the three worthy initiatives. Thought still early, registration is brisk.

### **Hillel Ottawa**

Staff continues to provide several ongoing programs and services including 1-1 coffee dates to connect with students, and "study breaks" where students can gather for snacks and friendly discussion or support, on both campuses.

**March 16** - Israeli movie screening, 13 attended.

**March 19** - Tel Aviv University Jews and Brews, 24 attended.

**March 19** - U of O Bagels and Schmear Purim style- 8 attended.

**March 20** - Purim Stem Cell Drive at U of O, 40 students registered to become a donor.

**March 21** - Carleton Bagels and Schmear Purim style- 22 attended.

**March 22** - Shabbat Dinner to honour the victims in New Zealand- 120 attended.

**March 27** - Hen Mazzig, visiting lecturer on the subject of Israel, 30 students attended.

**April 2** - Jews on the Hill, political panel of MPs and staffers about what it is like to be Jewish in politics, anticipating 75 attendees.

**April 5** - Final(s) Shabbat Dinner, anticipating 160 attendees.

## **COMMUNICATION:**

---

### **Community Messages**

**Community-wide Shabbat Greeting, March 8** – Inclusivity message with invitation to Pushing Boundaries Conference, includes message about community list of Purim events.

**Community-wide Shabbat Greeting, March 29** – encouraging people to participate in 2forSeder to help combat anti-Semitism

### **Social media**

#### **Post Reach**

February 26 - March 25

10,116

#### **Post Engagements**

February 26 - March 25

3,628

Social media engagement is up this month with healthy interaction on posts.

Examples below:

03/18/2019 1:56 PM		Horrible terror attack in Israel. Prayers for the full recovery of			2.6K	
03/17/2019 10:45 AM		An important letter and message from the Jewish			1.1K	
03/22/2019 2:37 PM		Shabbat Shalom friends! Best wishes for a peaceful, happy and			1.1K	
03/21/2019 5:19 PM		Happy Purim from the staff of the Federation and Foundation!			664	

Instagram is also growing with new followers daily, we achieved 555 followers this month.