



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: February 10th, 2021
Re: President's Report

Here is an update to the Board on activities and issues since the January 20th meeting.

A key current challenge pertains to our staff (illness, morale and temporary vacancies e.g. campaign manager).

Last year, due to the pandemic, we declined to participate in the Leading Edge Employee Engagement Survey. This year, our executive team engaged in a robust discussion on participation. The dialogue focused on the usability of the data, as the survey will take place in the Spring, with results received in the early Fall, when the world is likely to be in a very different place. Will the results still be actionable? The executive team elected to poll our staff as to the team's desire to participate and overwhelmingly, they are in favour of participation. I look forward to sharing the results with the board and continuing to work on creating a constantly improving workplace of excellence.

DEVELOPMENT

Life and Legacy

Federation's team has now secured 24 Letters of Intent (LOI). The Foundation has informed all partners that there will be a year 1 extension until the end of March (one month to reach targets), due to the pandemic. This gives us an extra month to help secure 1 more LOI and an additional \$5K USD for the emergency campaign. The Federation team (Sharon Appotive, Bonnie Boretsky Michael Landau, Jeff Miller and Victor Rabinovitch) met on February 3rd to discuss next steps and assign additional prospects.

Campaign Results to Date

Annual Campaign 2021 The results of the campaign continue to inspire, given the circumstances. Currently, the campaign stands at \$4.54M from 1,586 donors. This represents a 3% increase on a gift by gift basis.

Emergency Campaign: 465 donors also made a gift to the Emergency Campaign, which currently stands at \$2.58M.

Open Cards: While there remain 194 open dollar cards representing \$204K, we are reasonably confident that more than half of this dollar amount is just a function of timing. For the remainder, we are looking at a number of options such as the assumption letter, and hiring a student to help. Current campaign co-chairs Karen Palayew and Josh Engel, along with past campaign chair Sharon Appotive have been actively working to secure the remaining gifts.

Women's Philanthropy Event: In another example of a COVID silver lining, the Louisville Federation has invited us to partner with a group of intermediate Federations, to offer a woman's philanthropy event featuring Suzi Weiss-Fischmann, the Founder of OPI Nails, and the child of Holocaust survivors. This event will take place on Sunday, March 14th at 5 pm.

Annual Campaign 2022: the campaign team is actively working on developing marketing materials and special initiatives for the upcoming campaign. A mini-retreat was held on February 3rd for planning purposes.

OPERATIONS

Governance

The Federation Board Nominating Committee will have its first meeting on February 10. Under the leadership of Hartley Stern, the committee will strive to fill board seats of retiring directors and the next campaign co-chair, to serve with Josh Engel.

Nominations for this year's community awards opened in January, and applications will be accepted until April 16.

Planning for the 2021 Annual General Meeting is underway. While the AGM will again be a virtual event, due to continued restrictions on gatherings, we are exploring creative ways to honour award winners and outgoing and incoming board chairs. The theme for this year's AGM is "Gratitude", and there will be a program component to thank our community heroes – front line workers, support staff, and volunteers.

Campus

As was previously reported to the board, one member of the Campus custodial team tested positive for COVID. Four other team members were tested due to possible exposure, and thankfully none had a positive test; nor do any of them have symptoms, though two were required by Public Health to isolate out of an abundance of caution. We are optimistic that there was no spread due to proper use of PPE and enhanced infection control. Staff schedules were shifted to ensure proper custodial coverage in the buildings that are busy, and one temporary employee was brought in to assist.

In partnership with CIJA and the Ottawa Police, Federation hosted a virtual Situational Awareness training session on February 8. Thirty-three people attended, representing 13 community organizations.

IT

IT was called in to provide assistance with unrelated but concurrent issues with the Federation's online donation system. At no time was Federation or Foundation data breached or at risk, though the testing forced a temporary closure of our site. A second issue, involving a change in protocol by VISA Canada, has caused an issue with a handful of recurring payments that the team is working to resolve. A cross-functional team, led by Micah, is working with the donation and payment processing vendors to address these issues.

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

EG Sunday Schvitz, *Body-Weight Circuit with Everett Sloan*, January 31: the latest installment of the monthly fitness virtual event. 15 people attended.

PJ Library Milestone! Since its launch in May 2011 in Ottawa, PJ Library has now served **1,000 Ottawa families**.

Description	Count
Total Families Served	1000
Total Children Served	1580
Active Families	595
Active Children	830

PJ Library Celebration of Tu B'Shevat, January 24: PJ Library families received Do-It-Yourself planting kits, replete with educational activities to celebrate the new year of the trees, including our very own adopt-a-tree program. Over 40 families, and a total of 160 individuals, participated in this program.

PJ Parents Trivia Night, February 6: In collaboration with CBB of Ottawa, Federation hosted a social event for parents and 30 people attended

J-Fellows, "How to Navigate Difficult Conversations", January 26 was the first of 4 sessions in the Speaker Series. The topic of this young leadership development program was on communication and negotiation, and was facilitated by guest speaker Misha Glouberman. 19 people participated.

International Holocaust Remembrance Day, January 26: In collaboration with CHES, the Israeli Embassy, CIJA and the Library Archives Canada, Federation hosted a virtual commemoration on the subject of the work of the International Holocaust Remembrance Alliance (IHRA), and its efforts to confront anti-Semitism, Holocaust denial and distortion.

February is Jewish Disability Awareness & Inclusion Month (JDAIM):

- JFNA, together with local Federations, are presenting a month-long series of sessions, which started with a launch event on February 3rd, featuring special guest, Itzhak Pearlman.
- Together with partners Tamir, JFS and JOIN, the Jewish Federation of Ottawa designated Shabbat on February 5/6 as **"Inclusion Shabbat"** and asked local organizations to share the message of Inclusion in various ways.
- Under Tamir's leadership, partners also launched a month-long [Virtual Community Conversation](#) inviting the community to answer eight questions about inclusion, share their experiences, and their hopes and dreams for an inclusive future. At the end of the month, the conversations will be reviewed and will help create a roadmap for assessing the critical next steps in our communal inclusion plan.
- February 16: CIJA and Canadian Federations will host **"Mobilizing Canadians for Inclusion"** featuring the Honourable Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion for an interactive discussion on Disability Inclusion in Canada and how we can make our community more inclusive to all.

Ottawa Jewish Archives The Archives was recognized for its outstanding outreach in 2020, and is one of three organizations invited to submit videos to be presented as part of the 2021 Heritage Day Ceremony on February 16. The theme of the ceremony this year will be resiliency during the pandemic. Some of the special features of the Archive's recent social media outreach have included the "Do you know who I am" photo album, and the "Submit your history" posts.

EG Sunday Schvitz, Purim-Style, Broadway Workout, February 21: A special dress-up edition of the monthly fitness virtual event with a slideshow costume contest and the option for participants to make a donation to the Emergency Campaign for Community Resilience.

I am Jewish: Honouring Black Jewish Experiences, February 24: To mark Black History Month in February, the program will feature experiences & performances from Canada, the US and Israel. This special broadcast is presented in partnership with the Embassy for Israel in Canada (the event's sponsor), CIJA, JAFI, JFC-UIA, Congregation Machzikei Hadas and Temple Israel. Ottawa has also invited other Canadian Federations to share this event, and 9/10 Federations have signed on as community hosts: Edmonton, Calgary, Winnipeg, Toronto, Montreal, the Atlantic Council, Vancouver, Hamilton, and Windsor. Ottawa will provide them with a toolkit for event success including marketing materials.

Hillel Ottawa Update

Due to the stay-at-home order, Hillel staff have had to pivot to an entirely virtual model without "drop-offs" during this time. This resulted in some events being cancelled or re-scheduled including this month's Shabbat dinner and the Tu-B'Shvat painting event.

January 21 - **Welcome back Games Night** - 16 students attended

January 25 - **Jewish Learning Fellowship (JLF)** winter term begins - 8 students registered

January 26 - **Tu B'Shvat Online Lunch** and learn featuring Hanni Arnon - 20 students attended

January 26 - **Russian Jewish Student's Bingo** and Chai night - 12 students attended

January 27 - **Holocaust Remembrance Day** event: *Lost Memory, Forgotten Lessons?* A screening of the girl Glass negatives film followed by a panel discussion. This event was in partnership with Carleton's Zelekovitz Center, the Israeli Embassy, and Ottawa University's Vered Jewish Studies Program.

February 1 - **Jewish Learning Fellowship (JLF)** Session 2

February 2 - **Israel on Campus Book Club** Session 1 - 15 students attended

February 3 - **Israel Learning Fellowship (ILF)** begins - 20 students attended

February 8 - **Jewish Learning Fellowship (JLF)** Session 3

February 9 - **"Healing Ink" Documentary viewing** followed by Q&A with the CEO of Artists 4 Israel

February 10 - **Israel Learning Fellowship (ILF)** Session 2

February 15 - 21 is **Reading Week**: Hillel Ottawa will be partnering with Chabad Student Network to offer a full week of wellness programming during the February reading week. Each day, students will be invited to participate in a new activity that focuses on either mental, physical, or spiritual wellbeing. The week will end with a **Shabbat to-go kit**.

COMMUNICATION & ADVOCACY:

Communication Dashboard – For the last 30 days

Number of Eblast Campaigns	Open Rate	Click Rate	New Contacts	Unsubscribed
24	46% (-1%)	12% (+4%)	+209 (most for the E-Bulletin)	-27

In the last 30 days, the Federation has sent 24 individual eblast campaigns to various community lists. Just over half of these (13) were sent to dedicated smaller lists such as EG, PJ Library and donors to the Emergency Campaign. Donors to the Emergency Campaign received a Special Report from the Field focused on Tamir, which has received much positive feedback.

Social Media

Federation's **Facebook** engagement is up again after a slower December.

Last 28 days : Jan 7 - Feb 3 ▼

People Reached **17,592**
▲ 27%

Post Engagements **4,627**
▲ 41%

Page Likes **32**
▲ 52%

The **E-Bulletin** has caused a healthy jump in Facebook engagement on the E-Bulletin page.

Last 28 days : Jan 7 - Feb 3 ▼

People Reached **5,232**
▲ 391%

Post Engagements **1,698**
▲ 201%

Page Likes **16**
▲ 167%

The **EG Facebook group** has grown by 5 members to 172, while **Jewish Ottawa Helps** has increased by 24 to 1,318 members.

Instagram jumped to 1,034. **Twitter** has grown by 37 to 1,713.

Advocacy: the city of Ottawa is current in the process of community consultation as the first step in the development of an Anti-Racism Strategy for the City. On February 8th, I participated in the consultation and urged the adoption of the IHRA definition of anti-Semitism. You cannot work to solve a problem, until you define it.