



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** January 13, 2021  
**Re:** President's Report

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Here is an update to the Board on activities and issues since the December 16<sup>th</sup> meeting.

### DEVELOPMENT

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#### **Life and Legacy**

Federation has currently secured 20 Letters of Intent with an estimated value of \$643K. We continue to be so appreciative to all the board members and long-time supporters who have made this commitment and look forward to receiving the USD \$5K incentive grant from the Foundation that will be put to the Emergency Campaign. With the first year of the program ending February 28<sup>th</sup>, we do still have time to get to 25 Letters of Intent, before the goal rolls over.

#### **Campaign Results to Date**

**Annual Campaign 2021** The results of the campaign continue to inspire, given the circumstances. Currently, the campaign stands at \$4.51M from 1,540 donors. This represents a 3.19% increase on a gift by gift basis.

**Emergency Campaign:** 461 donors also made a gift to the Emergency Campaign, which currently stands at \$2.57M.

**Analysis:** While there remain 232 open dollar cards representing \$234K, we know that more than half of this is likely just a function of timing. Given the circumstances, we are relieved and awed at having been able to raise over \$7M cumulatively and not lose significant ground on the annual campaign side.

**2020 pledge payment:** It is too early to have the final analysis regarding the impact the pandemic had on arrears; however, the results at a glance look fairly positive. While some pledges could not be fulfilled due to circumstances, the numbers do not appear to be dramatically different from previous years.

**International Lion of Judah Conference:** In another example of COVID silver linings, the Lion of Judah Conference moved to a virtual setting, scheduled to be held at the end of January, Ottawa's pride already has 10 women registered, which is more than would normally attend when it happens in person. Because of the nature of the event, it has also been opened to guests and prospects, so if there are any women you think would be interested in attending please do connect them to us.

#### **Assumption Letter**

Last year we tested a process in May where we sent a letter to donors who had given for at least 3 consecutive years, but for whom we had not been able to secure a gift. The letter stated that unless they reached out to us to inform us of other intentions we would put in a pledge renewal of the last amount. We sent 49 letters and only 2 people told us they could not make a gift. A further two told us they couldn't

pay the invoice when they received it in November. Of the remaining 45, 85% paid the invoice they were sent and of those, 13% also made gifts to the emergency campaign. This is a very encouraging result and suggests that this process should be repeated.

## **OPERATIONS**

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### **OVH**

Discussions continue with OVH and Federation leadership on how to address the need for a premier full-service kosher caterer in Ottawa.

### **Campus**

The latest lockdown in Ontario has had minimal impact on the Campus team as many agencies are permitted to remain operational. Infection control protocols continue as usual, though less attention is required in the fitness areas of the SJCC.

The position of Security Supervisor is being re-posted this month, as we seek a candidate who will complete several security projects as well as oversee the guards, plan the schedule, and perform guard duties as required. This position is accounted for in the budget.

### **Governance**

Applications for the annual Community Service Awards open on January 19, with a deadline of April 16.

### **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**

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### **Community Building**

**Ottawa Jewish Archives:** Thanks to a generous grant from the Ottawa Jewish Historical Society, the Archives was able to hire a student intern. The intern will undertake a special project to digitize the audio-cassette collection to make it accessible to the public as well as ensure it is well preserved. The Archives will also benefit from a second student intern who will volunteer with the Archives as part of their Fleming College Conservation program to gain in-field experience. This student intern will work on digitizing the extensive photograph collection as well as creating a conservation/preservation plan.

**JWRP Trip Virtual Meet-ups:** Two virtual gatherings were hosted for 2016 and 2018 trip participants. The purpose was to provide a forum for the women to re-connect and enjoy an opportunity to schmooze.

**PJ Library Tu'Bshvat Activity,** January 24: PJL invites families to celebrate the Jewish New Year of the Trees with a Tu B'Shevat Family Tree-Walk and Planting Kit. Includes a guided forest walk to learn about the diversity of Canada's native tree population, a tree planting kit, with Tu B'Shevat craft ideas and outdoor activities.

**EG Sunday Schvitz,** January 24: The latest installment of the monthly fitness virtual event.

**Ben Gurion Society Virtual Gathering, *Bevvies, Gratitude & Shmooze,*** January 26: BGS donors are invited to an exclusive cocktail event. Participants will receive the ingredients in advance and join together to mix

their drinks and enjoy an evening of connecting. 30 people are registered to date, though given new government stay at home orders, this may be reconsidered.

**J-Fellows:** The 3-stream program for young professionals was launched in January and includes a lecture series, new “Leading Labs” and an opportunity to volunteer. The lecture series will feature the principles and practices of effective leadership from experts and engaging Jewish community leaders. The first session is on January 26, “How to navigate difficult conversations”. Leading Labs will bring together like-minded peers to develop solutions to unique community-wide challenges. Through volunteer opportunities, young professionals will be able to contribute to the community while building skills and gaining experience.

**Fund for Innovative Capacity Building:** Seven applications were received for this round of this donor-directed fund. While there are many uncertainties facing organizations at this time, the fund remains focused on improving organizational health and capacity, and in order to address present-day circumstances, the criteria were broadened to include projects that help organizations meet the challenges of the current environment (help organizations pivot, manage change, adapt to new realities). The following organizations were granted funds:

Organization	Project	Grant
Jewish Youth Library	Technology and Website	\$5,000
Or Hanesamah	Marketing and Social Media	\$8,000
Tamir	Community Needs Assessment	\$10,000
Young Israel	Website and social media	\$4,280
<b>TOTAL:</b>		<b>\$27,280</b>

**Hillel Update:**

The Hillel Ottawa team is ready to support students through another term. The student winter break was extended due to COVID-19 until January 11<sup>th</sup>, and Hillel staff took the opportunity to plan and prepare for the semester. Virtual 1-on-1 coffees have now resumed.

January 11: **Launch Applications for learning fellowships.** This term Hillel will be offering the Jewish Learning Fellowship and the Israel Learning Fellowship to students. The Israeli Book Club will continue this semester as well.

January 21: **Welcome Back Games Night.** An online evening full of ice breakers, schmoozing, and virtual games.

January 27: **International Holocaust Remembrance Day.** Together with other partners, Hillel will be hosting a lecture and panel discussion.

January 28: **Tu Bishvat paint and plant night.** Students will receive a care package containing seeds, soil, and a planter for them to decorate. Students will also receive traditional fruits of the holiday to join the virtual Tu Bishvat “seder” in which the significance of the fruit and the importance of the holiday will be explained.

## **COMMUNICATION & ADVOCACY:**

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### **Communications**

The first edition of the E-Bulletin will be at the end of January and will mark the beginning of several communication updates, including the move of the E-news to once a month, beginning in February. Leadership Shabbat emails featuring messages from the Board members began in December and have already proven well-received.

### **Social media**

Federation's **Facebook** impact slowed down over the holidays but maintained a reach of 14,000.

The **EG Facebook group** has grown by 6 members to 173, while **Jewish Ottawa Helps** has increased by 14 to 1,310 members

**Instagram** has seen a jump in followers and now has 1,025. **Twitter** has also grown slightly to 1,690.