



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: October 16, 2018
Re: President's Report

Here is an update to the Board on activities and issues since our last meeting on September 12, 2018. There are a number of staffing updates to report:

- Robert Half has been retained to conduct a CFO search and a small interview committee met with candidates on October 11 and 12. In advance of a new CFO beginning work, a Service Level Agreement with OJCS, that includes a scope of work commensurate with the fees being paid and mindful of the other partners being serviced will be signed.
- Executive Assistant Rachel Abenheim will not be returning from maternity leave. Bedy Israel's contract has been extended until the end of January.
- Event coordinator Samantha Sharkey will not be returning from maternity leave and Tanya Poirier who was filling her maternity leave has agreed to stay in the role.
- Following the resignation of Mat Dalrymple, we have hired Jody Weir as our new IT Manager. Jody brings 15 years of IT experience, working in technical support and system administration.

DEVELOPMENT

As you can see from the chart below, campaign is off to a very promising start.

2019 Campaign	2019	2018	Increase of	% Increase
Campaign Total (548)	\$1,549,614	\$1,368,180	\$181,434	13.26%
New Supplemental Gifts for Jewish Super Highway	\$120,150			
Total Campaign and Supplemental Giving	\$1,669,764			
Total Match (total increases + total supplement gifts)	\$305,080			% match used 61%
Total Campaign and Supplemental Giving and the match	\$1,974,844			

FEDERATION PROGRAMMING AND SERVICES

Community Building

Developing Future Leaders Intern: Federation has a student intern from the DFL program at Carleton's Zelikovitz Centre. Dario Chaquin will be with us until April, providing event and project support, and learning about the Federation through these experiences.

EG Canvasser Dinner, September 5th. Nine EG Canvassers and Federation staff met at the Gowling WLG office.

EG Happy Hour, September 13th. Over 30 young professionals met for drinks at Craft Beer Market.

PJL, Sukkot with Beit Tikvah, September 30th. PJ partnered with Beit Tikvah to celebrate Sukkot.

BGS event at the Sens home-opener, October 4th. 12 people attended this event and enjoyed networking.

PJ Parents Night Out, October 20th: Chaired by Sasha and Eliana Mandel-Carsen, PJ Parents will come together at KBI to socialize and to make pizza with the guidance of a professional chef. 30 to 40 parents will attend.

Hillel Ottawa

It has been a busy and productive start to the school year for Hillel on campus. In addition to the regular programming in the month of September, professionals have gone on 55 coffee dates, believing that 1:1 engagement is essential.

September 4th - 5th: Hillel was present at both the Carleton Expo and UofOttawa's Club's Fair, and met approximately 100 new Jewish first-year students.

September 6th: Hosted the annual Kickoff BBQ at the Hillel House, with almost 200 new and returning students in attendance.

September 12th: Hosted a *Tzom Gedaliah* meditation and breakfast titled, Pizza for the Soul. 12 attended.

September 13th: Hosted a Jewish learning roundtable titled, Sorry Not Sorry. 8 attended.

September 14th – 16th: Leadership, advocacy, and team building Shabbaton for the student executive at Camp Bnai Brith. 31 students participated in the full Shabbaton.

September 17th: The second annual *Tashlich* events: one held on the Rideau River and the other at the Canal. Students participated in a unique *Tashlich* ceremony while feasting on our classic bagels and schmear. 20 Students attended from Carleton University and 15 from UofOttawa.

September 20th: Hosted first Jews & Brews of the semester, which featured Sukkah building and decorating. Over 30 attended. For the first time, thanks to a generous gift, Hillel had its own Sukkah, which students used extensively throughout the holiday.

September 26th: Shakshuka in the Sukkah, over 40 students shook the Lulav, learned about the holiday, and had a Shakshuka dinner.

September 27th: Kickoff event for Hillel SAGE (Students Acquiring Graduate Education). Scotch and Pizza in the Sukkah brought over 30 students together to network, shake the lulav, and kick off this new cohort of young Jewish adults.

September 28th: Kickoff Shabbat dinner titled, Hillel Panda Shabbat Dinner, attended by 150 students.

October 4th: Jewish Learning Fellowship, a new 10-week learning course launched with 8 students registered who will meet once a week to learn with Rabbi Morais.

October 14th: Hillel Hikes in Gatineau Park. 15 students participated.

October 16th: Hillel Games night at Hiller House.

October 18th: The opening event for *Israel on Campus*.

Upcoming events:

October 25th, Shabbat Project Women's Challah Bake will take place at KBI. The event is chaired by Orly Aaron and Linda Melamed.

November is **Holocaust Education Month**. The Shoah Committee, chaired by Debbie Halton-Weiss will be presenting two events:

- **November 18th:** Film screening: *Who Will Write Our History* (referenced by Nancy Spielberg in her 2016 Kickoff address);
- **November 28th:** Author/Speaker/Law Professor Amos Guiora on the topic of his book **The Crime of Complicity: The Bystander in the Holocaust**, with the possibility for a second speaking engagement with Hillel students or the Bora Laskin Society.

COMMUNICATION:

Community messaging and outreach:

Jewishottawa.com website: a special compilation of High Holidays events was created to share with the community, support agencies and facilitate engagement.

Good news Shabbat greeting on Sept. 21: highlighted Kickoff success, while sharing links to new Campaign videos, including video promoting \$500,000 Challenge Fund.

Fall letter to schools on Sept. 18: introduced Federation as a resource and contact to all area public high schools, while sharing important dates in the Jewish calendar. Community relations initiative of the CCRC.

Post-tornado messages: two notices were sent out to support and inform the community after the storm.

Social Media Post - From September 5 – October 2, 2018

Overall impact:

Post Engagements	Reach	Videos
September 5 - October 2	September 5 - October 2	September 5 - October 2
9,136	14,382	4,604
Post Engagement	People Reached	Total Video Views

Unique promotions are boosting views of Campaign and Challenge Fund videos.

Ottawa Jewish Bulletin Revenue:

Ad revenue is currently at \$59,000 compared to a budget of \$63,000. Plans to remedy this budget deficit include an extra push for the community-wide Chanukah edition of the paper, which will contain a special advertising feature with a spotlight on Wellington West/Hintonburg BIA.