



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: October 14th, 2020
Re: President's Report

Here is an update to the Board on activities and issues since the September 16th meeting.

DEVELOPMENT

Top Donor Briefing

With just over 30 top donors and members of the Ben Gurion Society, the briefing featured a report from me and updates from Sarah Caspi, CEO Jewish Family Services and Ted Cohen, CEO, Bess and Moe Greenberg Family Hillel Lodge.

Lion of Judah

We are thrilled to announce that we have three new members of Ottawa's Lion of Judah Division (Individual gift of \$5K+) as well as one woman who has signed on to a step-up program that will see her giving at that level within 3 years (she was not a donor last year).

Canvassers

We are pleased to report that our canvasser training was well attended this year in spite of being virtual. In the general campaign we had roughly 60 canvassers attend one of two training sessions and in the emerging generation division, half of the 20 overall canvassers attending the EG training session.

We have also received good feedback regarding our online resource page for canvassers which is new this year: <https://jewishottawa.com/annual-campaign/canvasser-portal>

Jewish Federations of North American (JFNA) Human Services Relief Matching Fund

Thanks to a number of significant gifts to the emergency campaign from people who do not normally give, we have already managed to raise over \$133K that will qualify for the JFNA match. This means that we will certainly be able to secure the \$60K CAD and we are hopeful of increasing our total tally in order to persuade JFNA to provide us with \$60K in USD.

Campaign Results To Date

Annual Campaign 2021 = \$2.3M, representing a 0.6% increase over last year on a gift by gift basis. This is from 483 donors, of which 44% also made a gift to the Emergency Campaign for Community Resilience.

Emergency Campaign = \$2.5M (including the JFNA match).

Analysis: our pace this year is slower than last year which might be attributable to several factors, many of which are benign. However, one we are monitoring closely is donors who historically give quickly and are either not returning calls or delaying the decision. That being said, so far, the small number of decreased gifts and/or refusals is consistent with prior years.

OPERATIONS

Security

Federation worked closely with CIJA, Ottawa Police Services, and our community synagogues to ensure appropriate precautions were taken to support the high holidays in this year of unique celebrations and prayer. This included: a security briefing for synagogues, a concerted and successful effort to secure paid duty officers, and tremendous coordination with the hate crimes unit to provide additional support. There were two incidents of anti-Semitic verbiage aimed at the Chabad Finkelstein Centre downtown, but no other incidents were reported.

Hillel House

With local universities moving their programs online due to COVID, and a glut of student housing available in Sandy Hill as a result, we are fortunate that 5 of the 6 rooms at Hillel House have been rented for this academic year. The housemates have created a bubble and are self-enforcing mask and sanitization rules, under the leadership of Sasha Kathron, Executive Director.

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

A Canadian Rosh Hashanah: A Celebration of Federations, September 13: Despite issues with the show's video live stream, the nationally coordinated event was viewed by over 8,500 households. In Ottawa, over 360 households (approx. 630 participants) watched the event. The event was coordinated with JFC-UIA, and included representatives from all 11 Federations.

EG Get-Together, September 29: Due to the increasing number of COVID cases and changing guidelines around gatherings, the event planned for Hampton Park was cancelled. Plans are currently underway for other ways to engage young professionals that work to keep to people safe and healthy.

Lions of Judah were invited to join a Jewish Family Services Rosh Hashanah Tikun Olam project to help isolated seniors through JFS's Thelma Steinman Seniors Support Services Unit. Ten Lions signed up to help deliver care packages between September 21 and 23.

Notorious RBG Virtual Exhibition for the Lions of Judah, October 13: Notorious RBG (The late Justice Ruth Bader Ginsburg, z"l) is a virtual exhibit hosted by the Illinois Holocaust Museum. The event will feature a guided tour, and Q&A session and 28 Lions are currently registered to participate.

Emerging Gen Sunday Shvitz, Total Body Workout, October 18: This monthly event has continued virtually through the pandemic. It is organized by two EG volunteers who are committed to continuing to bring their peers together for some fun and exercise, featuring a different local trainer for each of the sessions.

Midway on the Highway Campaign Event with YidLife Crisis, October 26: The Mid-Campaign event has over 180 households (approx. 350 individuals) registered at this time. The goal is to reach 550 participants. Cybele & Lyon Hamburg, the event Co-Chairs have successfully raised \$19,500 in sponsorship, surpassing the goal of \$18,500.

Hillel Ottawa

Kickoff Virtual Trivia Night, September 10: Hillel Ottawa and Israel on Campus (IOC). 40 students attended.

Rosh Hashanah and Yom Kippur Online Services, September 18-20: Hillel International streamed services called "Higher Holiday Services". (It is unclear how many students participated from Ottawa.)

Bagels at University of Ottawa, September 22: Bagel boxes were pre-packaged and students were invited to drop in and check in with staff and take their lunch to go.

Bagels at Carleton University, September 24: Bagel boxes were pre-packaged, and students were invited to drop in and check in with staff and take their lunch to go.

Jewish Learning Fellowship, September 30: This is the first of a 10-week program that covers various topics on Judaism. Pre-registration is required and 10 students are expected to participate. Students completing the course receive a \$200 stipend, and this is sponsored by Hillel International.

Welcome Shabbat "to-go", October 2: The first Shabbat dinner of the semester was a take-out meal and 65 students dropped in to pick up their dinners.

Maccabee Task Force (MTF) Action Plan meeting, October 5: IOC student leaders and staff met with MTF representatives to set out the Action Plan for this year's MTF grant.

Israel Learning Fellowship, October 6: This is the first of a 10-week learning course. Students pre-register to participate and receive a \$200 stipend for participating. This program is sponsored by MTF.

Ice-Breaker event, October 8: First-year students only.

Yiddish Bingo Night, October 15.

Bagels at Ottawa U, October 16: staff will review public health guidelines closer to the date to determine if it is safe to proceed.

Bagels at Carleton, October 23: staff will review public health guidelines closer to the date to determine if it is safe to proceed.

Reading Week, will be held from October 24 to November 1.

COMMUNICATION:

Community Messages

Weekly Friday Shabbat messages continue to get above-average open rates of about 40-46% (Industry average is 16%).

There were several special directed messages, including a Report from the Field featuring the Ottawa Kosher Food Bank, sharing with donors to the Emergency Campaign the results of their gift. This had a 70% open rate. Other directed messages included: a reminder to take canvasser calls to all past donors

(70% open rate); Lion of Judah newsletter; PJ Library newsletter; and event updated from mid-Campaign event chairs.

Social media

The Federation's **Facebook** saw a big jump in engagement and reach as a fresh ad campaign was launched to help boost the Annual Campaign message. This included sharing the new Campaign video and several graphics meant to inspire giving. Reach hit 35,000 (up more than 200%), engagement was at 6,000 (up 85%) and 13,893 people viewed our video.

Emerging Generation FB group page stayed steady with 158 members

Jewish Ottawa Helps, with 1,273 members, is stable but posts are slowing down and mostly promotions for Jewish events. Federation staff is meeting to begin planning how to move this page forward as a more effective volunteer forum.

Instagram now has 980 followers, and **Twitter** is steady at 1,678 followers.