



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: September 11, 2019
Re: CEO Report

As part of the monthly Board package, I am pleased to provide a report on Board activities. My goal is that the report is a tool to keep board members informed on key Federation activities. Feedback is appreciated, and I am happy to adjust to increasing its utility for your needs as a board member.

Here is an update to the Board on activities and issues since our last meeting on June 5, 2019 (as such it is a particularly lengthy report).

DEVELOPMENT

Lion of Judah

On October 6th, Gail Asper will join the Lions of Judah for an intimate dinner and talk about philanthropy and leadership.

Super Sunday

Super Sunday/telethons will take place on September 22-23 and are chaired by March of the Living alumni. Last year we tried a new model and hired an external company instead of holding telethons. After careful analysis, our campaign team decided to move back to the more traditional model.

Kickoff

The campaign kickoff was sold-out for the first time in many years (though we did not make arrangements to sell balcony tickets). We believe the excitement of the successful campaign, the positive reaction from last year's event, and the hard work of event chairs Howard and Evelyn Silverman all played a role in the brisk ticket sales. In keeping with the community feeling of last year's event, there will be a short segment with representatives from several agencies telling jokes and saying a few words about their organization.

Campaign Canvassers

We are thrilled to report that this year we have over 170 individuals who are canvassing for the 2020 campaign. This includes a large number of first-time canvassers, as well as over 20 people in the emerging generation division. All of this is important in building a pipeline of people to assist in the future.

Canvasser training

Held on September 5th, over 50 canvassers gathered at the SJCC to receive training and inspiration. The event has struggled some in recent years, and enjoyed somewhat of a programmatic resurgence this year, as the feedback has been positive.

Harold Grinspoon Foundation Life & Legacy Program

As announced earlier this summer, our partner, the Ottawa Jewish Community Foundation, was accepted into the *Life & Legacy* program. It is likely that the program will launch in January. We are forming a Federation team (approx. 5 people) and if you have an interest in joining the team (specialized training and fundraising), please let me know.

OPERATIONS

Security

On September 11th, Federation held its annual High Holiday Security Briefing, with just under 20 participants. CIJA led the hands-on interactive session, which incorporated some practice exercises on topics covered in lecture-based formats in prior years.

Campus

Notwithstanding the departure of the Facilities Manager in July, the Campus team did a remarkable job completing summer projects. These included the LED lighting retrofit for buildings 11, 21 and 31 and repaving several key parking, sidewalk and play areas. Building Condition Audit reports are forthcoming for buildings 11 and 31, which will assist Campus in developing a multi-year capital improvement plan. Consideration for a revised facilities management model will be presented to the board for review and hopefully approval at its October meeting.

Ottawa Vaad HaKashrut

The OVH reacted quickly, albeit quietly, to address the shortage of kosher bread in Ottawa following the sudden closure of the Rideau Bakery. Several Rideau Bakery's breads are now being manufactured, under OVH supervision, by Farm Boy. Other local businesses have been bringing additional kosher bread and baked goods from Montreal, and local caterers - Creating Kosher Catering and A Dashing Pinch - have expanded their offerings.

IT

Federation has entered into a shared services agreement with Hillel Lodge to provide four hours of time each week for IT consulting. Since July, Federation's IT Manager has assisted the Lodge with evaluating RFPs for network wiring, a new telephone system, and a new call button system.

Finance

Auditors from GGFL are currently on-site and we expect their initial work to be completed within the next 10 days.

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 Gratitude – June 12th – EG Campaign's annual thank-you event to all emerging generation donors was held at the home of Danya Vered and David Glick-Stal. 40+ people attended for a nice evening outdoors with live music.

Shinshinim Farewell – June 13th – approximately 90 people gathered to bid Liam and Ifat a fond farewell and to thank them for an incredible year of service.

PJ in the Park - June 23rd – PJ Library's annual summer kickoff event at CentrepoinTE Park welcomed 150+ people (both big and little) for a day at the park.

Golf Tournament – July 8th – The sold-out event, with first time, co-chairs Adam Zaret and Charles Mirsky, with the support of Jason Shinder, Ian Sherman and Ken Ages, raised \$181,100. New this year was an outdoor spin class, with more than 24 "spinners", which made this top-level networking event accessible

to a wider audience, especially for non-golfers. Golf Tournament 2020 will be held on Monday, July 13, 2020.

Jr. Day at Camp B'nai Brith - Aug 4th – PJ Library partnered with CBB to bring families to experience a day at camp. This well-run day is a great showcase for all CBB has to offer. 30 families participated.

PJ Goes to the Pool - Aug 19th – PJ Library's end of summer event attracted 25 families to the JCC's outdoor pool for a party with pizza, crafts and music.

Newcomers Event – August 28th – over 50 newcomers came out to mingle, make connections and in many cases, take their first steps to get engaged with Ottawa's Jewish community. While ex-Montrealers were the best-represented group – it was an ingathering of the exiles with people from Australia, Kentucky, BC, Israel, San Antonio, Toronto, Russia, etc.

EG Happy Hour - September 18th – The Emerging Gen will be kicking off the fall with a happy hour at Craft Brewery in Lansdowne. Expected attendance is 25-30 young professionals for a mix and mingle.

March of the Living Information Session - September 24th – our team has been at hard work recruiting participants for the 2020 trip. We are still waiting for costs and dates from the national office, and are expecting that these will be received prior to the session.

Board Leadership Series – September 26th – a free training session led by GGFL that will teach agency boards more about board roles and responsibilities, fiduciary responsibilities, governance, etc.

Shinshinim: New Shinshinim, Hila and Snir, arrived last August 26th and are settling in with their new host families in the Alta Vista area. They are meeting their school partners and synagogue partners and starting to integrate into the community.

Jewish Holidays: Once again, a listing of all services has been compiled to promote more people to attend the Synagogue that best meets their needs.

Fund for Innovative Capacity Building: The Grants and Evaluations committee received six applications for funding in Round 11 in June 2019. The following grants were awarded for a total of \$26,000:

- Choose Ottawa \$7,000 – effort to encourage new Jewish families to choose Ottawa
- Hillel Lodge Organizational Change Consulting Project \$10,000
- JFS Strategic Planning \$6,000
- TDS website improvements \$3,000

New Strategic Funding Update

Jewish Jumpstart

This incentive program, which provides deep discounts on membership in synagogues or the SJCC launched with tremendous success in June, and applications rolled in throughout the summer until we effectively sold out during the last week of August. We are not yet ready to publicly announce that the program is full as some of the participants still need to complete their membership application process and we expect some drop-off. We are keeping a waiting list in case some of the current Jumpstarters do not complete their applications.

Interestingly, memberships are fairly evenly distributed across synagogues and the JCC. The three largest synagogues gained, on average, 18-20 new memberships through Jumpstart. The SJCC gained 30 new memberships. Demographically, the participants are mostly young couples and families, followed by seniors. Close to 60% of applicants are "new to" or "moved to" Ottawa from somewhere else. We will continue to track the welcoming program steps.

Microgrants

To date, \$23,335 in grants have been awarded for 13 events and happenings ranging from a variety of Pride events to an Ethiopian themed dinner.

Hillel Ottawa

As previously reported, Dovi Chein, Director of Hillel, resigned in July. Hillel's Student Life Coordinator, Sasha Kathron, has been promoted to Director of Student Engagement (this is a one-year contract as she plans to return to school next fall). Our Israel Fellow, Tomer Dayagi remains in his position for another year. Together, Sasha and Tomer (with significant guidance from Sarah Beutel and the Hillel board) have worked hard to put a plan in place for the school year. Next steps include hiring a part-time Student Life Coordinator and launching a search for a new Hillel Director after the High Holidays.

May 24th: Jerusalem themed Shabbat dinner, 40 students attended.

June 6th: Backyard summer BBQ at Hillel, 20 students attended.

August 25th: Capital Pride Parade, Hillel created a float and marched in the parade alongside other Jewish community organizations. 15 Hillel students attended.

September 3rd: Carleton University clubs fair expo

September 5th: uOttawa clubs tabling day

September 9th: Kickoff BBQ fiesta themed welcome back taco night happening at the Hillel House from 5-9 pm. 120 students attended.

Advocacy

Pride August 23-25: Federation was pleased to partner with our advocacy partner and numerous other organizations on a successful Pride Shabbat Dinner with over 170 people (the largest ever in Canada). At the parade, I was proud to represent our community, along with a delegation of approximately 30 others – primarily from Temple Israel and Hillel Students.

Election roundtables: The CCRC together with our advocacy partner CIJA is organizing election roundtables with all the parties. **September 18th @ 8:00 AM** with the Conservative Party of Canada and **September 19th @ 8:00 AM** – SJCC – Green Party of Canada have both been confirmed. We have invited our board, CCRC members, representatives from numerous partner organizations and are pleased that Grade 8 students from the Ottawa Jewish Community School will be joining us.

COMMUNICATION:

Community Messages

Community-wide – Intro to Jewish Jumpstart – May 30

Community-wide – Rideau bakery announcement – June 30, update – July 3

Community-wide – eNews – July 5

Community-wide – eNews – July 11

Community-wide – Shabbat Greeting – July 12

Directed list – Thank you to donors – Aug. 6

Community-wide – eNews – Aug. 8

Community-wide – Shabbat Greeting - Aug. 16

This, in addition to eBlasts publicizing specific events.

Social media

Federation continues to have a broad social media engagement with:

Post Reach

August 6 - September 2

7,601

Post Engagements

August 6 - September 2

2,448

Instagram continues to grow with 664 followers.