



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** February 21, 2020  
**Re:** President's Report

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Here is an update to the Board on activities and issues since our last meeting on January 22<sup>nd</sup>, 2020.

### DEVELOPMENT

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2020 Campaign (Feb 20, 2020)	2020	2019	Increase of	% Increase
Campaign Total (1612 Total Gifts)	\$4,171,129	\$3,926,783	\$244,346	6.22%
New Supplemental Gifts for Jewish Super Highway	\$63,000			
<b>Total Campaign and Supplemental Giving</b>	<b>\$4,234,129</b>			
Total Match (total increases + total supplement gifts)	\$292,244			
<b>Total Campaign and Supplemental Giving and the match</b>	<b>\$4,526,373</b>	<b>\$3,926,783</b>		15.27%

#### Call Night

A call night was held on January 23<sup>rd</sup>, for which board member Nikki Shapiro recruited 6 canvassers. 17 cards were closed and \$3,075 was raised.

#### Assumption Letter

After studying best practices in other communities, the campaign executive is testing the concept of sending a letter to telethon donors who have given consistently for at least 3 years, but have not yet been reached for Campaign 2020. The letter will propose automatically renewing their pledge at the previous level unless we hear from them. Our research indicates that this is successful in other communities and the pledge fulfillment rate only dips slightly for those who renew through this method.

### OPERATIONS

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**Staff** – Robin Cole, staff accountant responsible for the SJCC has resigned effective March 13<sup>th</sup>. With OJCS's decision to leave the shared service model as of July 1, 2020, this represents the need to hire a short-term contract to fill the gap.

The search continues for a new director of Hillel on campus and a search will begin for a new student life coordinator. Federation continues to accept applications for the Director of Emerging Generation position. There has been significant interest to date.

## **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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**Advocacy:** Meeting and events continue on various levels

January 24<sup>th</sup> – Debbie Halton-Weiss and I represented Federation at the Canadian Senate's conference on the **75<sup>th</sup> anniversary of the liberation of Aushwitz-Birkenau**

January 28<sup>th</sup> – Victor Rabinovitch and I met with **MP Marie-France Lalonde**

January 28<sup>th</sup> – I represented Federation at the **CIJA wine and cheese**

February 4<sup>th</sup> – Michael Polowin and I had a productive discussion with **senior Carleton University leadership** - President Benoit-Antoine Bacon, President & Vice-Chancellor; Rafik Goubran, Vice-President (Research & International) and Karen Schwartz, Associate Vice-President (Research & International)

January 27<sup>th</sup> – Sarah Beutel and I represented Federation at the **International Holocaust Remembrance program** at the Library of Archives (Federation was a co-sponsor), It was attended by approximately 250 people.

February 19<sup>th</sup> – Jewish community meeting with Police Chief Peter Sloly

February 19<sup>th</sup> – Ambassador Darius Skusevičius of Lithuania

## **Community Building**

**Partnership 2Gether update:** Federation provides funding, through the P2G budget, to an organization founded in Ottawa by Sarah Gordon called Israel Connect. Israel Connect matches Israeli high school students with volunteers in North America who help them learn and practice English. As of this January, there are 18 high school students in our partner region learning English with Israel Connect, and 12 of those students are matched with volunteer mentors/teachers from Ottawa's Jewish community - a wonderful people-to-people connection.

**Mitzvah Day**, February 2<sup>nd</sup>: More than 450 people of all ages participated in 12 family-fun activities that highlighted the theme of "Better Together". Participants were Tamir clients, Hillel Lodge residents, supplementary school students, day school students and more. VIPs from all levels of government attended, and eight organizations benefitted from the activities. While it was well-attended, participation was down significantly from previous years. The robust participation from our Board is noteworthy, thank you all.

**Newcomers Event**, February 4<sup>th</sup>: Thirty newcomers to Jewish Ottawa attended a mix & mingle welcome event. The event included seven community members who greeted the newcomers. Those in attendance represented diverse groups in terms of their language, culture (Israelis, Russians, Torontonians, etc.), affiliations, and familiarity with Ottawa.

**Launch of the Jewish Journeys Fund**, February 10<sup>th</sup>: this is the last of the new strategic funding streams for this fiscal year. The fund offers grants up to \$15,000 for programs or activities that inspire Jewish engagement and affiliation for all ages. Applications will be accepted that pilot new and creative events

or programs, scale up successful programs/activities to increase their impact, or build Jewish identity through significant, sustained and meaningful Jewish experiences. The deadline for organizations to apply is April 20.

**Community Conversation with Physicians**, February 11<sup>th</sup>: As part of the Year 1 Business plan, this event was hosted by Dr. Allan Shefrin for his network of younger physicians. It was held at the home of Dr. Riva Levitan and Richard Roth, and 7 doctors joined in a discussion, facilitated by Dr. Hartley Stern, on how to get them and those in their demographic, more engaged in Jewish life.

**March of Living Shabbaton**, February 21<sup>st</sup>-22<sup>nd</sup>: An important part of the preparation of students for the MOL trip are the pre-trip sessions. The Shabbaton will inspire group cohesion and provide more background information and educational content to the participants. The MOL trip dates are April 19 - May 4, 2020. We have added a 3<sup>rd</sup> chaperone to the group, communications director Pauline Colwin to the trip so that she can help promote the program through first-hand knowledge.

### Hillel Ottawa Update

Hillel Ottawa received a significant grant from the Maccabee Task Force to strengthen Israel advocacy on campus. The goals of the grant are:

- Strengthen Israel advocacy at Ottawa University to counter BDS and anti-Israel activities.
- Enable Hillel to identify, support and strengthen both Jewish and non-Jewish students/allies who support Israel at Ottawa University.

January 21 – **Hillel** worked with the multi-faith centre at Algonquin College to help bring together Jewish, Muslim, and Christian leaders to discuss breaking boundaries and barriers for students. The Algonquin College Multi Faith Panel was a success, and Rabbi Eytan Kenter represented the Jewish community.

January 23 – **Hillel Ottawa** brought Holocaust Survivor Elly Gotz to Ottawa for a special program called “Memories in the living room” (Zikaron B’Salon). Elly Gotz shared his story with 40 university students in an intimate setting.

January 28-30 – **Hillel staff** attended the Maccabee Task Force conference in Las Vegas. They had the opportunity to network with other professionals and brought fresh ideas and inspiration back to strengthen Israel advocacy on campuses.

February 5 – **Jewish Learning Fellowship Winter** term begins. The program has 8 sessions, with 8 students participating.

February 6 – **Israel Learning Fellowship** begins, led by Hillel’s Israel Fellow. The program includes 8 sessions, with 10 students.

February 7 – Eco-friendly and sustainability **Shabbat dinner**. 70 students

February 10 – **Hillel** celebrates Tu’Bshvat in partnership with JNF by building mini terrariums and learning about the holiday. 18 Students

February 14 – **Hillel Staff** on campuses with sweet treats to ensure no students feel alone/lonely on Valentines Day!

February 17-23 – “Reading Week” (Carleton and uOttawa campuses).

## **COMMUNICATION:**

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### **Community Messages**

Community-wide – ENews – January 8, February 4

Community-wide –Shabbat greeting from CEO on inclusivity, board member intro, February 7.

### **Social media**

Federation's **Facebook** continues to enjoy strong post reach with **17,962 reached**. Engagement is also robust at **8,972** people

**Instagram** growth is steady with 792 current followers.