



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: January 9, 2019
Re: President's Report

Here is an update to the Board on activities and issues since our last meeting on November 20, 2018.

DEVELOPMENT

As previously reported, and with the permission of the challenge fund donors, the fund was increased from \$500,000 to \$550,000. We are cautiously optimistic that this new \$50,000 will be fully utilized. In addition to the general community response, several high potential canvasses remain to be completed.

2019 Campaign (December 20, 2018)	2019	2018	Increase of	% Increase
Campaign Total (1,545 gifts)	\$4,345,983	\$4,060,001	\$285,982	7%
New Supplemental Gifts for Jewish Super Highway	\$146,514			
Total Campaign and Supplemental Giving	\$4,492,497			
Total Match (total increases + total supplement gifts)	\$500,494			
Total Campaign and Supplemental Giving and the match	\$4,992,931			22.98% Increase over last year

- While it does not affect the match, there has also unfortunately been a loss of \$68,000 by donors who either decreased their gift or did not make a gift this year.
- 56% of all donors to the campaign have made an increased gift. This is significantly higher than past years.
- The pace of the campaign was slower this year but has now caught up and a roughly equivalent number of gifts have been secured to date.

FEDERATION PROGRAMMING AND SERVICES

The fall **Members' Meeting** was held on November 20. The meeting included a Campaign update and featured an expert panel discussion on *Breaking the Mental Health Stigma in the Jewish Community*. 40 people attended. The panel was excellent, but Members' Meetings are not big draws and will be reconsidered for the future.

Holocaust Education Month events:

- **November 18th** Film screening, *Who Will Write Our History* featured the story of the Oyneg Shabes: a clandestine collective of captives who risked their lives to document life in the Warsaw Ghetto. 120 guests attended. Unfortunately, towards the end the film, the theatre was evacuated due to a fire alarm. The film was then re-screened at the SJCC on December 11. 25 people attended the re-screening.
- **November 28th** Author and Professor Amos Guiora held an interesting and thought-provoking discussion on his latest book, **The Crime of Complicity: The Bystander in the Holocaust**. 100 people attended.

EG Chanukah Ball, December 8th. 100 young professionals attended the event at the War Museum. The highly successful event was chaired by Jacob and Sarah Polowin.

Chanukah at the Sens Game, December 9th. Over 100 people joined the Federation and Rabbi Blum from the Ottawa Torah Centre during the second intermission, for the lighting of a giant menorah and *sufganiot* to mark the final night of Chanukah.

Mitzvah Day is coming up on Sunday, February 3rd. The event is being chaired by Naomi and Jonathan Mitchell and features new interactive activities (What's inside the Mezuzah and Hebrew Calligraphy; Upcycling create an environmentally friendly t-shirt tote bag; Living on-line with Jewish values, and more) as well as traditional favorites. To date, more than 250 people have already registered.

PJ Library Get Together Grants – 20 grants have been received to date, in Ottawa since December. 103 families have been invited to a Get Together for a Chanukah themed party, and more than 60% of the Get Togethers have included interfaith families. The grants are offered through the Harold Grinspoon Foundation which invites PJ Library families to Get Together with 2 or more other families and receive up to \$100 reimbursement. Grants are available until April 30.

Hillel Ottawa

November 18th: Krav Maga in partnership with Jewish Family Services. 10 students attended.

November 23rd: Holocaust Survivor Shabbat Dinner. Five survivors attended, with David Moskovic giving the keynote address. Multiple students also shared their personal family stories of survival. It was a very educational and emotional evening. The event was held at City Hall, and the venue was generously donated by the Mayor. 170 students attended.

November 26th: Annual challah bake, Challah4Hunger was hosted at the Hillel House, with 23 students attending.

November 28th: Legal Lunching featured Professor Amos Guiora, who later spoke to the community as part of Holocaust Education Month. This was a partnership between Federation, the Bora Laskin Society, and the Jewish Law Students Association. 15 students attended.

December 1st: Hosted our annual Chanukah Ball. Had a record year with over 240 students attending.

CORPORATE SERVICES

Campus:

In collaboration with CIJA, Federation hosted a Situational Awareness seminar in December for campus and agency staff with an interest in security. 33 people attended and feedback has been positive. We will continue to work with CIJA to present further security training to our community in 2019.

Ottawa Vaad HaKashrut:

Jonah Rabinovitch has agreed to serve as the new chair of the OVH Lay Committee. Jonah brings both a passion for enhancing kashrut in our community and volunteer leadership experience with Congregation Machzikei Hadas, Torah Day School, and Federation.

COMMUNICATION:

Community messaging and outreach:

Jewishottawa.com website: Full listings of community Chanukah events created and shared in e-blasts and on social media.

Good news Shabbat greetings sent on November 30 and December 20: Highlighted Challenge Fund success, Impact Report (linked to document) and Chanukah listing. The second message included a short video announcing that the challenge fund had been increased.

Social Media Posts

Overall impact

Post Engagements

3,792

Post Engagement

Post Reach

11,638

People Reached

Videos

2,264

Total Video Views

Overall, social media interaction was slightly down reflecting a holiday slowdown; however, we had an increase with video views. Three special posts were created to share Campaign success including a story about a donor who increased their gift, a new donor, and a new canvasser – all three reached more than 3,500 people.