



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: May 16, 2019
Re: President's Report

Here is an update to the Board on activities and issues since our last meeting on April 10, 2019. Work on the strategic plan continued. A top donor consultation was held on April 23rd with approximately 20 people who provided valuable feedback and important validation that there is alignment with the proposed goals. Additionally, to solicit feedback from community members unable to attend one of the consultations, an on-line survey was launched, with 150 people responding. This feedback showed that there is not unanimity in the community.

Two examples:

- Disparate views as to whether or not Federation is understood, and even whether or not it is an important goal.
- A number of respondents indicated that they did not feel the community welcomed them. Interestingly, some Orthodox, LGBTQ, and interfaith families, etc. all shared this perspective with each group feeling we prioritized others.

DEVELOPMENT

2019 Campaign (May 14, 2019)	2019	2018	Increase of	% Increase
Campaign Total (1,746 gifts)	4,626,544	4,286,009	340,535	7.95%
New Supplemental Gifts for Jewish Super Highway	146,514			
Total Campaign and Supplemental Giving	4,773,058			
Total Match (total increases + total supplement gifts)	560,056			
Total Campaign and Supplemental Giving and the match	5,333,114			24.43% Increase over last year

Ben Gurion Society

On April 30th over two dozen members of the Ben Gurion Society (young adults who contribute \$1,000+ to the annual campaign) attended a private tour at the Ottawa Art Gallery.

Lion of Judah

On May 28th the Lions of Judah and their daughters will hear from Deborah Goodman Davis. Deborah is the daughter of Rosalyn Goodman z"l who was one of the Founding members of the Lions of Judah at CJA in Montreal. Deborah will speak about her mother's passion for Jewish philanthropy and how she passed along Jewish values to her children.

CORPORATE SERVICES

Security

A 3-hour training session was held on April 11th for 35 community representatives of synagogues and Jewish agencies. The training was conducted by representatives from the RCMP, Ottawa Police Services, and Ottawa Provincial Police. In addition to providing meaningful guidance on topical security concerns, the law enforcement groups in attendance – particularly OPS – reinforced their commitment to our community.

Ottawa Vaad HaKashrut

The OVH has added three new product license holders (Hanna's Bakery, Wizard Greens, King's Lock Craft Distillery), one new caterer (A Dashing Pinch), and some products under the Farm Boy brand since July 2018. Business development is focused on adding more local businesses as license holders.

FEDERATION PROGRAMMING AND SERVICES

Community Building

EG Social Action Day - April 28: The Day was organized by Gillian Presner, who is a member of JFNA's National Young Leadership Cabinet, and was part of JFNA's Cabinet Day of Service. Thirty families with young children participated in a variety of tikkun olum/social action activities to help make Ottawa a better place. Five projects were organized and led by "activity leaders". Activities included cleaning up parks and purchasing needed supplies for the Kosher Food Bank. Compared to such events in other cities, Ottawa's participation ranks at the top in North America.

Fund for Innovative Capacity Building: Applications are now being accepted, and organizations and synagogues can apply for up to \$10,000 in funding. The deadline to apply is May 31.

ShinShinim Update: Inbar and Liam have moved to their third and final host families. In addition to their regular synagogue and school assignments, Liam will be joining Machzikei Hadas for several programs over Shabbat May 10 and 11, Inbar will be joining Beit Tikvah in early June. The ShinShinim farewell event is scheduled for June 13. We are currently recruiting new host families for 2019/2020.

Yom HaShoah Commemoration - May 1: Approximately 500 people attended and heard survivor Elly Gotz share his reflections in discussion with moderator Stephanie Levitz. The event concluded with a service to honour the victims of the shooting in Poway.

PJ Library Yom Ha'Atzmaut with Ottawa Talmud Torah – May 5: This partnered event drew 30 families who enjoyed a 'tour' of Israel as children participated in a variety of stations, replicating popular spots in Israel.

March of the Living Info Session #2 - May 6: Twelve families attended the second info session to learn about the 2020 trip and we are hoping for another strong Ottawa contingent.

World Jewish Congress – May 13-14 our advocacy partner CIJA hosted delegates of the World Jewish Congress. On May 13th, Federation hosted 25 delegates for a well-received session on Jewish Ottawa.

Party with a Purpose - May 21: The new Federation Flagship event for women, Party with a Purpose, will be held on May 21 at the RBC Foundry in Bayview Yards. The event aim to gather Jewish women to build networks and friendships and also to highlight three community initiatives that benefit the vulnerable population of Jewish Ottawa. The beneficiary organizations are Ten Yad, JFS's Shalom Bayit program, and Tamir's Keshet for Kids. Attendees will then be asked to donate to one or all of the worthy projects.

Jewish Experience Microgrants – Federation's first new initiative resulting from the success of the Annual Campaign to support the Jewish Superhighway was launched on May 13. The new microgrants will replace Federation's EG grants. Based on the success of EG grants, new microgrants will provide up to \$2,500 in funding to organizations or individuals seeking to bring activities and events to Jewish Ottawa. Grants will be awarded to proposals that build affiliation and engagement in Jewish life, with an emphasis on those that have the greatest potential to attract new or under-engaged people. \$70,000 is available for microgrants in 2019-2020.

Hillel Ottawa Update:

April 11 - Pints for Peace, Israeli pub night, 25 students attended.

April 16 - Bagels & Schmear Study Break (UofO), 12 students attended.

April 18 - Bagels & Schmear Study Break (CU), 19 students attended.

April 19 - Intimate & Express Passover Seder, 16 students attended.

April 24 - Good Deeds Day, Canal Cleanup, 6 attended.

With the semester now completed, activities have slowed down. There are a few events planned as the summer semester begins. Hillel's two support staff (Tomer and Sasha) are off until August, but Dovi continues to meet with students, finalize fundraising for this year, and speak with many students and parents who are reaching out to Hillel as they plan for their start in Ottawa's universities in the fall.

COMMUNICATION:

Community Messages

Community-wide Pesach Greeting, April 18 – Changing traditions & our collective story, Jewish journeys.

Community-wide and dedicated agency message after San Diego shooting, April 27 – News, condolences and security reassurance.

Community-wide Strategic plan survey, May 1 – Survey to get community's feedback.

Update on Israel rocket attacks and Yom reminder, May 6 – Message to update and reassure community after weekend of rocket attacks. A clarification and slightly revised message was then sent to ensure that there was widespread understanding that not all the Palestinians who died were innocent civilians.

Community-wide, May 13 – Message to launch Jewish experience Microgrants

Social media

Post Reach

April 9 - May 6

22,020

People Reached ▲122%

Post Engagements

April 9 - May 6

7,186

Post Engagement ▲79%

Videos

April 9 - May 6

2,117

3-Second Video Views ▲390%

Federation experienced a very strong period for social media engagement with reach increasing by 122%, engagement by 79% and video views an impressive 390%. The jump in video views comes from a very successful cross share of a live feed from the International March of the Living on Yom HaShoah.

Instagram is also growing steadily with new followers daily bringing us to 593 followers this month.