



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: May 20th, 2020
Re: President's Report

Here is an update to the Board on activities and issues since the April 22nd meeting. Two major themes have dominated our work and efforts the past couple of weeks:

- Preparation for an eventual and gradual return to work
- Preparation for the Emergency Campaign for Emergency Resilience

DEVELOPMENT

Currently, Campaign 2020 stands at \$4.7M (annual, match and supplemental gifts). On a gift-by-gift basis, donors increased their annual giving 6.2%. To date, \$311,431 of the match has been used.

Recruiting for Campaign 2021

With the launch of the Emergency campaign, thirteen \$5K+ canvassers have already been recruited and their work will start May 20th. Recruitment of division captains for the Fall Annual Campaign is ongoing. To date, 13 captains have confirmed, and have been asked to confirm their canvassing team by June 1.

Emergency Campaign

60 major and top donors have confirmed for the Emergency Campaign for Community Resilience kick-off on May 19th. Our communications teams has prepared all the necessary collateral material for a public launch on May 20th.

OPERATIONS

Return to Work

Return to work planning has begun, for Federation and all campus buildings that we manage. Our top priority is the health and safety of our staff and all those who come to our campus. Guidance from the province and public health will affect who returns and when, though we have begun to acquire materials required to accommodate physical distancing and enhanced cleaning & sanitizing protocols. Pivoting towards new touchless and paperless work processes is also under review. A special thank you to Leslie Kaufman who has been leading our efforts and has made excellent use of available resources to help guide the process.

Campus Projects

Work is continuing on high priority projects. Installation of the new accessible playground will begin in late May/early June.

Security

Ottawa Police continue to be very responsive to requests for situational awareness on key dates on the Jewish calendar. They also responded quickly to two alleged anti-Semitic graffiti incidents in Ottawa. CIJA's National Community Security Program has held two Zoom sessions in recent weeks for community security leads to collaborate, and JFNA's Secure Community Network (SCN) has provided helpful

information to assist Jewish organizations in their return to work plans as well as a comprehensive session presented by the FBI on cyber-fraud.

Annual General Meeting

Federation's virtual AGM will take place on June 17th. The business agenda will be significantly condensed, award winners will not make speeches and to help add value and interest, there will be a keynote address from Eric Fingerhut, CEO of Jewish Federations of North America.

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

J-Fellows Session, May 6: the third session for young professionals was moved to an on-line format. The theme was mindfulness and gratitude from a Jewish perspective, and featured meditation and yoga sessions. Eight people participated, and while the number was not large, the group had a meaningful program and appreciated the opportunity to participate. The fourth and final session of J-Fellows is planned for June.

Emerging Gen Update: With fewer staff on the Community Building team due to several vacancies that have deliberately not been filled, there was a decrease in the level of activities and events targeting EG (including PJ Library) since Passover. Staff have since been redeployed, and more activity will start after the Victoria Day weekend. There will be four events targeting the EG demographic by the end of June, and planning is underway for next year's EG Campaign.

Ottawa Jewish Archives:

- The third and final episode of the Archives Podcast, Ottawa 613, was released. The topic is Jewish Family Services. Find it at <https://jewishottawa.com/ottawa-jewish-archives>.
- The Archive's reach via social media continues to grow. The Facebook page has 1,100 followers, and 472 followers on Instagram. Also, the latest blog post received more than 1,200 views. It features the Story of Ottawa's Very Own Soft Drink Company: From Ginger Ale to Cream Soda. This post was written by Jan Kurman, a University of Ottawa student volunteer at the Ottawa Jewish Archives.

March of the Living: JFC-UJA notified Federations of the final refund available to families for the cancelled trip. In total, families were refunded 82% of their payment. This elicited a variety of reactions from family, some very understanding and others unhappy that they were not issued full refunds.

Federation's Jewish Ottawa Helps Facebook group has 1,100 followers, and continues to be a central source of access to volunteers and information for the community. It has evolved, as we had hoped, into a self-generating community where people offer support and information as they see requests. Federation staff continue to jump in to provide assistance in cases that are more complex, or when others have not offered the needed support. Jewish Ottawa Helps volunteers have been instrumental in the second round of kindness calls starting this week.

Hillel Update

Sasha Kathron will assume the position of Hillel Director starting in August. She is being promoted from Engagement Director. This is wonderful news for Hillel Ottawa.

Hillel Ottawa's Israel Fellow, Tomer Dayagi, will finish his 2-year term in Ottawa and return to Israel at the end of May. He has been exceptionally productive in promoting Israel on campus, and his contributions to the Hillel team will be missed.

While the winter semester finished at the end of April, staff have continued to connect with students. Their primary concern was to help those who required immediate aid such as finding ways to safely access food, ensuring accommodations, accessing appropriate mental health services etc. Once staff were confident that immediate needs were addressed, they shifted to the regular work that takes place in May. Staff quickly realized that students were experiencing "Zoom fatigue". They have since significantly decreased the number of online events and are instead focusing on working with student leaders. Both Hillel and Israel on Campus student executive boards have been chosen for next year, and they are already brainstorming how to begin the fall term online. Staff are also completing end-of-year reporting.

With universities offering only on-line classes in the fall, Hillel's model of engagement and service delivery is evolving.

COMMUNICATION:

Community Messages

To keep community connected during COVID-19 crisis we have maintained weekly Friday Shabbat messages with updates and resource links. An additional message was sent out for Yom Hashoah from Michael Polowin.

Social media

Federation's **Facebook** presence continues to do well to connect the community:

- Emerging Generation, with 110 members.
- Overall **Facebook** engagement continues to be strong at more than 12K people.

Instagram has seen an increase to 872 followers. A recent effort to push a twitter account has seen followers grow to 1,681.