



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** November 13, 2018  
**Re:** President's Report

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Here is an update to the Board on activities and issues since our last meeting on October 23, 2018.

### **Pittsburgh Tragedy**

On October 28, Federation held a Memorial for the victims of the Pittsburgh synagogue shooting. Over 550 people attended, and rabbis representing all denominations led attendees together in prayer. Representatives from other faith groups, the Chief of Police and local, provincial and federal leadership were in attendance and shared heart felt messages with the community.

Federation led efforts to promote **Solidarity Shabbat**, estimated to have had over 1600 people. Many congregations had political leaders and other faith groups joining in prayer.

**Security** remains a paramount concern.

- Prior to Shabbat (November 2/3), we recommended that congregations do not have an open door policy, consider hiring a security guard or at a minimum, utilize volunteers to screen people before they enter the building.
- We have been coordinating closely with CIJA on all security matters.
- We regularly continue to evaluate our own internal security procedures.
- Along with CIJA, we have been actively advocating for provincial funding for security (training and hiring of off-duty police officers).
- In collaboration with CIJA, we are building a schedule of training classes to offer to synagogues and schools.

### **Representation**

- November 2<sup>nd</sup> – meeting with Minister Lisa MacLeod on various issues, including community security.
- November 5<sup>th</sup> – meeting with His Excellency Kimihiro Ishikane, Ambassador of Japan
- November 7<sup>th</sup> – various government receptions pertaining to the government's MS St. Louis Apology.

## DEVELOPMENT

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2019 Campaign	2019	2018	Increase of	% Increase
Campaign Total (1,067 gifts)	\$3,066,523	\$2,815,716	\$250,807	9%
New Supplemental Gifts for Jewish Super Highway	\$77,864			
<b>Total Campaign and Supplemental Giving</b>	<b>\$3,144,387</b>			
Total Match (total increases + total supplement gifts)	\$344,133			% match used <b>69</b>
<b>Total Campaign and Supplemental Giving and the match</b>	<b>\$3,488,520</b>			

New Gifts = \$82,793 (106 donors)

Refusals = \$21,780 (99 former donors)

% donors who increased their gift = 57%

The pace of the campaign is approximately 10% slower than the prior year.

### Lion of Judah

On October 29<sup>th</sup>, 33 women attended the fall Lion's event. The speaker was Maharat Rachel Fiengold, one of the first ordained female Orthodox clergy in the world and David Smith hosted the event in his home. This was the highest attendance at a fall event in the last 3 years, though reviews of the speaker were mixed.

### Call nights

In a new initiative, Federation has partnered with some major congregations on telethons. On November 6<sup>th</sup>, the first such call night with Temple Israel took place, with 8 volunteers and raised \$17K dollars from 43 donors.

## FEDERATION PROGRAMMING AND SERVICES

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The fall **Members' Meeting**, featuring an update on the Jewish Superhighway and an expert panel discussion on *Breaking the Mental Health Stigma in the Jewish Community*, will be held at 7pm on November 20 at the SJCC. All board members are encouraged to attend, immediately after our board meeting.

**Women's Challah Bake at KBI**, October 25<sup>th</sup>. In conjunction with The Shabbat Project, 200 women from all segments of the community and generations attended. Over 275 challahs were donated to the Ottawa Kosher Food Bank.

**Community Conversations:** As part of the Year 5 work plan, an important initiative is to have small group conversations with community members about the Jewish Superhighway. On November 11<sup>th</sup>, Nikki and Michael Shapiro hosted a brunch in their home with 14 guests and Linda and Warren Melamed are hosting desserts on November 21<sup>st</sup>. The idea is to bring relatively small groups of people to share Federation's vision and hopefully engage more people as active community builders.

**Israel Advocacy session,** November 14<sup>th</sup>. A session for high school students will be hosted at NCSY/Torah High and led by CIJA's Allison Grant. We are expecting 15 participants.

**PJ Library's Chanukah Celebration,** November 18<sup>th</sup>. PJ Library, in partnership with the Soloway JCC and Ganon Preschool, will host a Chanukah celebration for young families.

**Holocaust Education Month.** In addition to coordinating and distributing a community-wide calendar of events, Federation's Shoah Committee has planned the following:

- **November 18<sup>th</sup>:** Film screening, *Who Will Write Our History* at Ben Franklin Place. The story of the Oyneg Shabes: a clandestine collective of captives who risked their lives to document life in the Warsaw Ghetto. Q & A with Professor Jan Grabowski followed the screening.
- **November 28<sup>th</sup>:** Author and Professor Amos Guiora, book discussion, **The Crime of Complicity: The Bystander in the Holocaust.**

#### **EG Grants awarded since September:**

- \$1,800 to Ottawa Talmud Torah for their Apple Picking event, in partnership with Machzikei Hadas and KBI (85 parents and children participated).
- \$1,300 to Glebe Shul for a Shabbaton at Machzikei Hadas, Oct 26/27 (40 people participated).
- \$1800 OJCS for a parent's night "Wine, Whiskey and Friends", on Nov. 15, to help strengthen their bonds as part of the OJCS family.
- \$1,000 to Jewish Youth Library for a Book Launch, *The Courtyard's Secret*, children's book on the Holocaust. Event Dec. 7.

#### **Hillel Ottawa**

**October 29<sup>th</sup>:** Jews & Brews Featuring *Tachlis w/Tomer*. 35 students attended.

**October 30<sup>th</sup>:** *Feast & Faith*, a kosher dinner in collaboration with the Catholic students union, where students engaged in inter-faith dialogue, and how each faith celebrates love. 45 students attended.

**October 30<sup>th</sup>:** JewU, the second in a 10 part learning series, facilitated by Rabbi Kenter. 10 students explored their Judaism with interactive and engaging Jewish learning.

**October 30<sup>th</sup>:** Co-hosted a vigil with Chabad Student Network, for the victims of the Pittsburgh shooting. 50 students attended as well as the President of the University of Ottawa.

**November 1<sup>st</sup>:** Student Executive appreciation night at the Flying Squirrel. 20 Students attended.

**November 2<sup>nd</sup>:** Hillel Hosted Prof. Deidre Butler's Carleton Judaism class for an intimate educational Shabbat experience at the Hillel House. 20 attended.

**November 2<sup>nd</sup>:** Shabbat dinner to honor the memory of the victims in Pittsburgh. It was an incredibly meaningful service, with students sharing their feelings, reciting *Kaddish*, and singing songs of peace. 190 attended.

**November 5<sup>th</sup>:** Hosted Noam Gershony, a former IDF soldier who was paralyzed in a helicopter crash, and went on to become a Paralympian gold medalist. He shared his story of gratitude and perseverance. 30 students attended.

**November 6<sup>th</sup>:** Celebrated the Ethiopian Jewish holiday of SIGD. Food, music, and a passionate story by Yoni Belete, an Ethiopian Jewish Ottawan, made the celebrations a fun learning experience. 20 attended.

## **COMMUNICATION:**

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### **Community messaging and outreach:**

**Jewishottawa.com website:** Full listings of Holocaust Education Month events created for easy access for the community; compilation of synagogue services created for Solidarity Shabbat for November 2-3.

**Good news Shabbat greeting on October 26<sup>th</sup>:** Highlighted power of community and included: donation call for a child with leukemia; Challah Bake success; and Campaign update on Challenge Fund success to date.

**Post-Pittsburgh tragedy messages:** Four messages sent out to reassure and connect the community, first with vigil then with Solidarity Shabbat; this included a Shabbat message.

**Impact Report:** the 2017/18 impact report has gone to print and will be distributed shortly.

### **Social Media Posts - From October 7<sup>th</sup> – November 3<sup>rd</sup>, 2018**

#### **Overall impact**

<b>Post Engagements</b> October 7 - November 3	<b>Reach</b> October 7 - November 3	<b>Videos</b> October 7 - November 3
<b>10,833</b> Post Engagement	<b>20,766</b> People Reached	<b>1,840</b> Total Video Views

Post engagement was up by over a 1,500, and reach was up by 6,000. This shows good social media interaction with people seeing and reacting to our messages, which included various unique posts to promote community events, Federation's impact, and community support after Pittsburgh tragedy.