



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: October 10, 2019
Re: President's Report

Here is an update to the Board on activities and issues since our last meeting on September 18th, 2019.

DEVELOPMENT

Lion of Judah

On October 6th, 35 Lions attended the Dinner and Conversation with Gail Asper, of the Asper Foundation, responsible for the creation of the Canadian Museum for Human Rights. Lions were encouraged to bring daughters and granddaughters along to this event. New Lion Nicole Goldstone was pinned. Feedback has been excellent.

Super Sunday

Super Sunday had a good turnout for both Sunday afternoon and Monday evening (Sunday morning was light) and included representatives from both Day Schools, the SJCC and JFS, as well as many communal volunteers including March of the Living alumni and their parents. Over 220 cards were closed over the two days, representing approximately 10% of the total number of campaign gifts. Returning to the model of telethons from the 3rd party company we used last year, was seen positively by those we spoke with and will also result in a lower overall cost. It does mean that additional `wrap up` call nights over the next few months will be needed. Volunteering is encouraged!

Top Donor

On November 5th, we will be holding a joint Federation and Foundation Top Donor event, featuring Stephen Bronfman. This model first introduced last year was well received. We believe, with the launch of the Foundation's *Life and Legacy* program, it is important to continue to highlight the cooperation between both organizations. Additionally this year, we have extended the invitation to our Ben Gurion Society Members (young adults who contribute \$1,000+ to the annual campaign).

Top donor briefings will be held On October 23rd and 29th. We decided to invite our Ben Gurion Society Members (young adults who contribute \$1,000+ to the annual campaign). We did this in part to illustrate the exciting crop of future community leaders that we have.

OPERATIONS

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

Shinshinim: Hila and Snir have been warmly welcomed by our community and are particularly engaged in Alta Vista, where their host families reside and at the Ottawa Jewish Community School. Unfortunately, Snir arrived in Canada with a back injury, and this has impacted his ability to give 100% to this program. After discussions with Snir, his family, and the Jewish Agency, it was agreed that Snir will return to Israel. We are working with the Jewish Agency to bring a replacement to ensure the vibrancy of our local program and support Hila. We expect the new Shinshin, a young woman named Shai, to arrive by the beginning of November.

Grants & Evaluations: The Grants Committee met to plan the work for this year that includes 2-year Program Funding allocations, and the roll-out in early 2020 of the Request for Proposals (RFPs) for the new strategic funds for **Care for the Vulnerable** and **Jewish Journeys**. Care for the Vulnerable will provide grants of up to \$50,000 for organizations to provide enhanced care or help prevent future vulnerability. Jewish Journeys Fund will provide grants of up to \$15,000/year (for a max of 3 years) for organizations to bring more people onto Ottawa's Jewish Superhighway through more intense programming and outreach.

Jewish Jumpstart: The program is Sold Out! 118 people have applied for and been accepted for incentive member grants. Synagogues and the SJCC are completing their reporting on the program's welcoming steps and invoicing for their Federation portion.

EG Happy Hour: September 18, EG kicked off September at Craft Brewery. Over 30 members of the Emerging Generation community mixed and mingled over drinks for a fun social evening.

PJ Library Goes to the Animals: September 20, PJ Library partnered with the Ottawa Humane Society for a fun and informative event that included crafts, snacks, meeting new animal friends, and learning about the Jewish tradition of *Tz'ar Ba'alei Chayim* (kindness to animals). 25 families participated.

EG Canvasser Training: September 22, twelve of the more than 20 EG Canvassers participated in canvasser training. The evening featured a discussion about overcoming obstacles when canvassing and connecting to people through their personal journeys on the Jewish Super Highway.

Professional Development for agency board members: September 26, in a session, sponsored and presented by GGFL, Federation hosted the first of a two-part series on "Board Basics". 24 community directors attended to learn about fiscal responsibility and the roles and obligations of directors on non-profit boards. Dr. Hartley Stern will lead the second session, on Strategic Board Leadership, on November 21.

P2G: Israel Meetings will be held on Oct 29 - Nov 1. Barbara Crook and Kara Goodwin are attending. This year, Ottawa will be hosting the Canadian meetings June 20-22, 2020.

March of the Living: Registration for the 2020 trip closes on Nov. 1. September's Information Session was well attended, with over 28 students expressing interest. To offset the high cost of the trip, currently priced at \$5,925 USD/per participant, Federation is offering a \$500 USD/per participant subsidy, which is in addition to the \$650 USD/per participant subsidy provided by a new fund in the Ottawa Jewish Community Foundation. Additional subsidies are available upon request. There is a great deal of discussion at the national table as to what can be done to reduce the trip's cost. This includes no longer

participating in the international March, and instead participating at a different time of year when prices will be lower. As of yet, nothing has been proposed or decided.

Volunteer Centre: In collaboration with the Ottawa Jewish Community Foundation, we will be staffing a Volunteer Centre table at the upcoming “Sisters on Board” event on October 24. In preparation for this, we have been connecting with community partners to update their current volunteer needs, along with our own website listings. In addition to our public volunteer listings, we are also compiling an inventory of opportunities to join local boards and committees, geared specifically to women attending this event. One of the goal of the event is to engage more women in leadership roles

Hillel Ottawa Update: Staff and students had a strong start to the school year with a variety of events and programs.

September 9 – Kick-Off Fiesta. The annual event at Hillel House had 109 students attend.

September 15 – Student Executive training day. 20 Hillel Student Executives attended. This represents the leadership of both Hillel and Israel on Campus (IOC).

September 16 – Bagels and schmear at uOttawa, 13 students attended.

September 17 – Bagels and schmear at Carleton, 20 students attended.

September 17 – IOC election dinner, 40 students attended.

September 20 – Picnic Style Shabbat Dinner, the first of the year. Dinner was held in Strathcona Park, 90 students attended.

September 24 – Opening Event for First-Year Students was a “Nacho Night” at local campus bar, 20 first-year students attended.

September 26 – *Frosh-Hashanah* welcoming the New Year party, 58 students attended.

October 2 – IOC Pints for Peace with Tel Aviv University, 17 students attended.

Upcoming events:

Holocaust Education Month: November 27, in partnership with the Cyprus Embassy, the Shoah Committee of the Jewish Federation has invited guest speaker Dr. Eliana Hadjiavaas, a Research Fellow at the University of London, to present her research and curate a photo-narrative exhibit, entitled “From Dachau to Cyprus – Jewish Refugees and the Cyprus Internment Camps, 1946-1949”. Holocaust survivor Rose Lipszyc, will speak about her personal experience in the Cyprus internment camps.

COMMUNICATION:

Community Messages

Community-wide – ENews – September 5, September 18, October 3.

Community-wide – *Shabbat* Greeting from CEO – September 13.

Community-wide – Election voting options, September 22.

Community-wide – *Rosh Hashanah* greeting, September 26.

Social media

Federation's **Facebook** reach was up reflecting the launch of Campaign, with a jump of 20% more video views.

Post Reach

9,330

Post Engagement

5,872

Instagram continues to grow with 687 followers and regular positive engagement. As the audience grows, analytics become accessible.

For example, from September 26 - October 2, 247 accounts were reached; with 447 impressions made (impressions are the total number of times posts were viewed). This is an increase over last week by 34 accounts and 84 views, respectively.