



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President, and CEO  
**Date:** September 5, 2018  
**Re:** President's Report

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Every month, included in your board package, I provide an update on Federation activities since the previous board meeting. I am always open to feedback from board members as to the types of information that is more (or less) useful and pleased to adjust as required.

Here is an update to the Board on activities and issues since our last meeting on June 12, 2018.

**Jewish Superhighway:** Federation has been actively promoting the vision for the Jewish Superhighway in the community. In addition to presenting at the Foundation and Federation AGMs, several congregations agreed to presentations.

- June 21<sup>st</sup> - KBI Board of Directors
- July 17<sup>th</sup> - Machzikei Hadas AGM
- August 22<sup>nd</sup> - Beit Tikvah Board of Directors
- August 28<sup>th</sup> - Temple Israel Board; September 18<sup>th</sup> (Kol Nidre) – short D'var Torah to the congregation

Requests were also made to OTC and Or Haneshamah to make presentations (but to date, there has not yet been a positive response).

**Advocacy:** following the provincial election, work has been done to set up meetings with all elected MPPs. **MPP Joel Harden** met with community leaders on August 27<sup>th</sup>. This provided the first opportunity for a meeting with Mr. Harden who has the community campus as part of his constituency. The meeting was a positive first step in relationship building and while we strongly disagree on BDS, there are many other policy areas important to the Jewish community where we will be able to work constructively together. A positive meeting took place with MPP Jeremy Roberts on August 24<sup>th</sup>, and with Nathalie Des Rosiers on August 31<sup>st</sup>. A meeting with Minister Merrilee Fullerton will take place on September 6<sup>th</sup>. Additional dates are still being coordinated with others MPPs.

On behalf of Federation, CIJA organized a **security briefing/training** on September 5<sup>th</sup> for synagogues and schools. Every year, this briefing is held in advance of the High Holidays.

Federation partnered with CIJA and KBI on a **Pride Shabbat Dinner** on August 24<sup>th</sup>, which was attended by approximately 115 people. Federation joined numerous other community partners, including for the first time, Hillel Ottawa is marching in the **Pride parade**. Our delegation included approximately 25 people. Federation was represented at both events by myself and vice-Chair Michael Polowin.

Unfortunately, in August, there were two incidents of **anti-Semitic graffiti** – 1 downtown at the corner of Cumberland and Rideau and the other Kanata. In both cases, through CIJA, we were in touch with OPS. Additionally, I reached out to Councilman Hubley to thank him as he issued a very strong condemnation in response to the Kanata incident.

## **DEVELOPMENT**

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**Campaign 2018:** As of August 14<sup>th</sup>, there were 1,865 donors, with 207 of them being new or lost gifts. \$4.41M has been pledged. There are still 130 open dollar cards and we realistically expect to close roughly another \$100,000. This will result in a slightly increased campaign.

**Golf Tournament:** The 25<sup>th</sup> Anniversary Golf Tournament was successful. While registration was slower this year, we had a number of new, younger participants. As previously reported, a new live auction format, in which participants gave money for Special Education at Jewish day schools, netted \$51,000. Overall, fundraising was in-line with previous years, but as with many golf tournaments, it has become increasingly challenging due to market saturation and market fatigue.

**Top Donor Event:** The very first joint Federation/Foundation Top Donor Event will be held on September 20<sup>th</sup>. Key-note speaker Jeffrey Seller, 4-time Tony Award-winning producer of Hamilton, Rent, and Avenue Q is proving to be a draw. New this year, we are explicitly encouraging top donors to bring their adult children.

**Campaign Kickoff:** The campaign kickoff will be taking place on September 16<sup>th</sup> at Centrepointe Theater. The format is very different this year, and the expectation is that the Lip-Sync battle will be a draw for the younger generation, help build community spirit, and through interviews with the community performers, tell a compelling story about Jewish Ottawa and the Jewish Superhighway. Kick-off is chaired by the Zaret family.

**Campaign 2019:** The \$500,000 challenge fund is generating significant excitement and momentum. Several veteran community members have agreed to canvass and there is a push to ensure that all canvassers are trained appropriately. Some canvassers were keen to get started, and already 2 new Top Donor gifts have been secured.

**Canvasser training:** canvasser training took place on August 21<sup>st</sup> with approximately 50 canvassers in attendance. New this year, a 2<sup>nd</sup> “pop-up” training (abridged version) took place August 29<sup>th</sup> with 12 canvassers who were unable to make the main event. It can be challenging to generate interest in training, and the pop-up format shows promise.

**Marketing and communication:** two videos were produced for the Annual Campaign and a very different approach was taken. The campaign video involved an open casting call and community members were filmed getting onto the “Jewish Superhighway”. It is positive, upbeat and highly inclusive. Additionally, a whiteboard video, to be used on social media, was created explaining the challenge fund.

## **FINANCE**

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With the year-end just completed, Finance is preparing financial statements for the Jewish Federation of Ottawa, Ottawa Jewish Bulletin, and Jewish Community Campus of Ottawa. Auditors have been on site since the week of August 27th, 2018. In its shared services role, Finance is also engaged in preparing the financial statements for the Ottawa Jewish Community School.

## **CORPORATE SERVICES**

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### **Campus**

Richard Roy joined the Campus team as Facilities Manager on June 30<sup>th</sup>.

Other than a small office suite at building 11, all Campus properties are fully rented. This includes Hillel House on Laurier Avenue and building 31 on Campus. This is a significant achievement by our campus team and has not been the standard in recent years.

## **FEDERATION PROGRAMMING AND SERVICES**

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### **Community Building**

**EG Happy Hour**, June 14<sup>th</sup>. Fifteen young professionals enjoyed each other's company over drinks at Lieutenants Pump. It was a casual way to maintain connections and meet new people.

**PJ in the Park**, June 24<sup>th</sup>. More than 60 young families came out for the annual day in Centerpointe Park. A special quiet area was set up with partner organization "JOIN" (Jewish Ottawa Inclusion Network) to enable inclusive programming for children of all abilities.

**PJ goes to Camp CBB**, August 5<sup>th</sup>. PJ Library partnered with Camp B'nai Brith to give young families an opportunity to experience Jewish overnight camp. 40 families spent the day touring the camp, meeting staff, and participating in various activities.

**Newcomer's Event**, August 20<sup>th</sup>. Forty-five guests participated in the meet and greet. They had the opportunity to meet with community members and Federation staff, and meet other new people while enjoying refreshments. This is a great way to connect new people to the Jewish community.

**PJ Library Pool Party**, August 26<sup>th</sup>. Partnering with the SJCC, PJ Library marked the end of summer with fun activities including games, crafts, and snacks. The event was attended by 25 families.

**Federation's ShinShinim** – The 3<sup>rd</sup> year of the Shinshinim program kicked off on August 26<sup>th</sup> when Inbar (female) and Liam (male) arrived. They have a full year ahead, working with our community partners including schools and synagogues, and will help build our community's connection with Israel. On June 11<sup>th</sup>, Federation hosted a farewell for last year's shinshinim; Noa and Idan, which was attended by over 100 enthusiastic community members, including many families from OJCS (it was a packed house).

**EG Canvasser Training Dinner**, September 5<sup>th</sup>. The event will help to prepare EG canvassers and set them up for a successful campaign. 10 canvassers are expected to participate.

**EG Grants:** 4 EG Grants were awarded since June: Temple Israel hosted a film premiere of Monkey Business (80 guests), Big Comfy Havdallah in July (60 guests); Ottawa Talmud Torah's Apple Picking program, partnering with 2 synagogues, will take place on September 16<sup>th</sup>; JYL's The Courtyard's Secret book launch will take place on November 1<sup>st</sup>.

**Interfaith Family Focus Group:** Federation received a grant from JFNA to partner with the SJCC to deliver a program called *"Expand the Circle"*. This parent group for inter-faith families will provide a forum for open discussion on issues of interest to the families. A focus group is being held on August 29<sup>th</sup>, to help develop the program content.

### **Hillel Ottawa**

Hillel was successful in raising funds to bring an Israeli Fellow to Ottawa, including a significant grant from The Jewish Agency for Israel. This is an exciting opportunity to have a young, trained Israeli emissary (post-army) who will meet with students and undertake programming on Ottawa's 3 university campuses. Tomer Dayagi arrived in mid-August and is a terrific addition to the Hillel team.

Hillel's enthusiastic new Student Life Coordinator, Sasha Kathron, also started in August. Together the Hillel team, Sasha, Dovi Chein, Hillel's Director, and Tomer, are planning for semesters full of Jewish programming for students on campus.

**September 5<sup>th</sup>** is the first day of school and Hillel will begin outreach to new students through tabling at 3 campuses.

**Hillel's Kick-off BBQ**, September 12<sup>th</sup>, for all students.

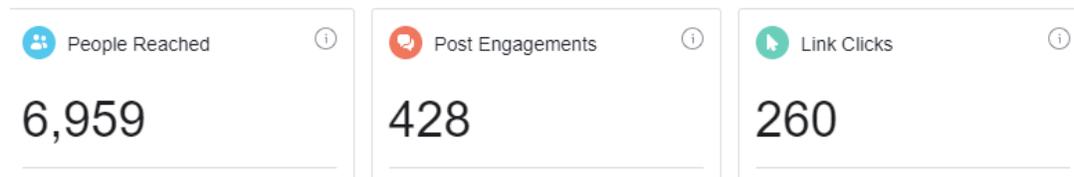
### **SOCIAL MEDIA POSTS**

**From mid-June – August 20, 2018**

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#### **Overall impact:**

#### **Four examples and their specific reach**



1. Boosted tickets sales for Kickoff. This type of post is ongoing
2. Promoted the Pride Shabbat Dinner
3. Described the impact of the EG division and how this is an on-ramp on the Superhighway
4. Promoted the video filming.

**Event Promotion**

Annual Campaign Kickoff Lip-Sync Battle  
Sunday, September 16, 2018, 7 PM - 10 PM

Promoted by Pauline Colwin-Work on Aug 1, 2018

**6,233**People Reached

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**Event Promotion**

Pride Shabbat Dinner and Services  
Friday, August 24, 2018, 6 PM - 9 PM

Promoted by Pauline Colwin-Work on Aug 1, 2018

**1,492**People Reached

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**Boosted Post**

Along the Jewish Superhighway, Federation's E...

Promoted by Pauline Colwin-Work on Jun 14, 2...

**1,389**People Reached

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**Event Promotion**

Filming of Annual Campaign Video  
Tuesday, June 26, 2018, 5:30 PM - 6:00 PM

Promoted by Pauline Colwin-Work on Jun 5, 2018

**938**

People Reached