



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: February 4, 2016, 2016
Re: President's Report

I have modified the format for this month's report to include the following categories: Community/Federation issues, Development, Federation activities, and Operations. The purpose of this report is to ensure that Board members are well-informed on all aspects of Federation's mandate. Accordingly, feedback is welcome and very much appreciated!

COMMUNITY/FEDERATION ISSUES AND PROJECTS

- Federation continues to play a key and active role in the potential **merger of the Orthodox day schools**. The situation remains fluid and at this stage, a vote appears likely the week of February 8th.
- The company Measuring Success has concluded their consultations with community members and the donors who provided seed funding to explore how to potentially **incentivize participation in Jewish life**. The next step is for them to construct the survey and for Federation staff to work with them on social mapping to ensure the survey has an extremely high response rate.
- As you may recall from my email to the board and staff, we asked for assistance in opening a conversation with potential **OJCS families**. Our staff identified approximately 20 prospects where they can help and I have sent this information to OJCS.
- The **Education Funding Tasking Force**, under the leadership of Jeff Miller, has been formed with a first meeting scheduled to take place on February 9th. Committee members are: Rabbi Steven Garten, Sender Gordon, Jonah Rabinovitch and Josh Zaret.
- Through Federation's strong relationship with the Azrieli Foundation, we were able to secure \$7,500 for JFS's work supporting **low income Holocaust survivors**. The Azrieli Foundation is awaiting greater clarity from JFS on their work as additional and on-going funds may be available.

DEVELOPMENT

- To date, the 2016 Annual Campaign has raised \$4,240,514 on 1,837 pledges for a 3.9% increase over last year. The 2016 Women's Campaign has raised \$1,028,343 on 659 pledges for a 7.1% increase. The Emerging Generation 2016 Campaign has raised \$28,444 on 164 pledges for a 35% increase on a gift by gift basis.

- For the 2nd consecutive year, Ottawa snowbirds have graciously been invited to Montreal's top donor event in Florida on February 25th. Additionally, Lion of Judah Southern hospitality will take place on February 24th and 15 women will be attending.

FEDERATION PROGRAMMING

Chaired by Tamara Scarowsky, the 10th anniversary of Mitzvah Day will take place on Sunday February 7th, with hundreds of expected participants (at the SJCC and other sites). There has been extensive coverage of Mitzvah Day in the media and a significant number of VIPs have confirmed their attendance. Mitzvah Day remains Federation's highest profile event within the broader Ottawa community.

Hillel Ottawa

- **January 15th** - DAVIDsTEA Shabbat Dinner with 80 guests, featuring keynote speaker David Segal
- **January 19th** - 11 students participated in a focus group dedicated to understanding the experience of Jewish students on campus (facilitated by CIJA)
- **January 20th** - 10 students enjoyed a bagel lunch while discussing Birthright Israel and leadership opportunities
- **January 24th** - 17 students participated in a Tu B'Shvat Seder hosted by two facilitators from JNF

PJ Library

- **January 24th** - 130 parents and children came together at Temple Israel to celebrate the holiday of Tu B'Shvat. The event was co-sponsored by Temple Israel, JNF, URJ-Camp George, and PJ Library. The event was chaired by Eliana Mandel-Carsen.

Shoah Programming and Education

- In recognition of **Holocaust Remembrance Day**, on Tuesday, April 12 and 13 in collaboration with the Azrieli Foundation, Federation will for the 2nd consecutive year, present an educational program that features survivors bearing witness about their experiences. This program is targeted at Ottawa area high school students.
- Federation has been approached by the Azrieli Foundation to help organize workshops and promote a new digital program targeted to teachers across the country. This groundbreaking platform called **Re: Collection** is an interactive experience that invites users to explore the firsthand accounts of Holocaust survivors.

OPERATIONS

- Jody Roodman has begun work at the Ottawa Jewish Bulletin as the new business manager. Much work is being done to update processes and practices in addition to actively soliciting new advertisers and collecting arrears.
- Preparations for the conversion to our new database are increasingly dominating the time of many staff. It is a highly important, complex and time consuming project. At an upcoming board meeting, the board will be briefed.

- The unforeseen and substantial deviation in the value of the Canadian dollar is impacting the budgets of the both the database conversion project and our work with Measuring Success as costs are largely in US dollars.
- Pro-active efforts continue with regards to securing tenants on campus. Substantive discussions have been held with 2 potential tenants at Building 31 and a potential new tenant has been secured at the Hillel House for the remainder of the year for the vacant room.
- As evidenced by the chart below, there continues to be exponential growth in Facebook, while twitter usage remains fairly constant.

<i>As of Jan. 15 2016</i>	Twitter followers	Increase from Jan 4 2016	Facebook "likes"	Increase from Jan 4 2016
Jewish Federation of Ottawa	1203	+3	3405	+96
Ottawa Jewish Bulletin	147	+1	3400	+247
Ottawa Jewish Archives	N/A	N/A	711	+ 11
PJ Library Ottawa	N/A	N/A	201	+2