



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: January 31, 2023
Re: President's Report

Here is an update on Federation activities since our last meeting on January 11th, 2023.

DEVELOPMENT

Based on board member feedback, we are trying a different way of presenting the results from the Annual Campaign. This is our first attempt and please view this as an iterative process and provide comments if there is a way of presenting the information in a way that would be more helpful.

	Campaign 2023, as of 01/03/23	Campaign 2023 as of 01/23/23	Campaign 2022 Final
Total Dollars	\$4,476,455	\$4,634,246	\$4,888,116
Total Donors	1,358	1,443	1,624

There remains **\$353,829** of open cards (donors who made a gift the previous year but have yet to respond this year). 69% of the total is from 3 donors and we do not have reason to believe any of these gifts are in jeopardy, though we are concerned. Of the remainder (178 donors), some are simply off-cycle and are not cause for concern, while others are a challenge. The team continues to work hard to reach out to donors and secure gifts.

COMMUNITY BUILDING

Community Building

February is an incredibly busy month for the community building and communications teams as Federation is involved with direct programming and/or promotion of Jewish Disability Awareness and Inclusion Month (JDAIM), Black History Month and Kindness week.

	Program Details	Number of People Engaged
Community Building & Advocacy	Feb. 7: Combatting Antisemitism with Jewish Pride presented by Ben Freeman, well known author and educator. Federation strategic funds are supporting this and two other events that will engage university students and faculty, teens and parents, and the LGBTQ+ community.	
PJ Library	<p>Jan. 21: PJ Outdoor Havdallah with OJCS, at CentrepoinTE Park. Interactive, musical Havdallah under the stars with OJCS Head of School, Dr. Jon Mitzmacher.</p> <p>Jan. 30: Babies and Bagels Playgroup in Barrhaven. Launch of a monthly playgroup for parents of babies and toddlers (ages 0-3). The playgroup will alternate between Barrhaven and central Ottawa homes to engage families from all over the city.</p> <p>Feb. 5: PJ Our Way Cross-Canada Tu B'Shevat, virtual program in collaboration with Jewish Federations across Canada. Youth ages 9-12 will be invited to plant an indoor Havdallah garden, learn about young environmental leaders and connect with other Jewish tweens from across Canada.</p>	<p>28 families</p> <p>1 family</p> <p>Capacity of 12 families per session</p>
JDAIM, Jewish Disability Awareness & Inclusion Month	Feb. 12: Community Inclusive Skating at Brewer arena. People of all ages and abilities are invited to enjoy an afternoon activity to mark JDAIM. A Federation social media campaign will highlight how inclusion and accessibility are important goals for our community. Tamir and JOIN (Jewish Ottawa Inclusion network) have several activities around JDAIM.	
Newcomers	Jan. 16: Newcomer Community Ambassador Group Orientation. This new group of volunteers received an orientation on engaging newcomers. The diverse group is comprised of connectors in Ottawa's Jewish community who are committed to offering a welcoming and inclusive experience for newcomers to Ottawa. Each will be connected with newcomers who are a good match and asked to mentor, support and guide their newcomers as needed.	9 volunteers
Emerging Gen	The new Campaign Engagement Specialist, Michel Reznick, started in January and is connecting with key EG leaders and volunteers to better understand the needs of this cohort. Plans are underway for volunteers to undertake an activity for Kindness Week later in February.	On average, he is meeting weekly with 6 young leaders and 3 community partners

Grants & Allocations

Round 18 of the Fund for Innovative Capacity Building, awarded six grants, for a total allocation of \$28,680. The Jewish Journeys Fund, a community impact grant with a total of \$75,000 available in funding, will open for proposals in early February.

OMJS	New website	\$6,000.00
Machzikei Hadas	Strategic Planning	\$4,500.00
CBB	Camper scheduling software & iPads	\$5,680.00
Or HaNeshamah	Hybrid technology for accessibility & inclusion	\$5,000.00
KBI	PD training for membership engagement	\$2,500.00
Temple Israel Religious School	Curriculum Consultation & Strategic Planning	\$5,000.00
		\$28,680.00

Microgrants

Since July 2022, the committee has allocated \$59,706 to support 27 community initiatives. One new initiative received funding in January 2023.

Israeli Women & KBI	Kids Community Purim Party	\$1,800.00
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Hillel Update

Student Engagement: Classes resumed in January, and in the first week back, Hillel staff went to all three campuses for a “welcome back bagel lunch” where 34 students attended. The Hillel Student executive also met during this time to plan events for the term. Events include:

- **Jan. 25:** Schmooze for Jews, pizza and game night (30 students attended)
- **Feb. 1:** Jews and Brews in partnership with Stand with Us Canada
- **Jan. 6:** Tu B'Shvat Paint night
- **February 10:** Students from Queens Hillel will be joining Ottawa for a Shabbaton with their student leadership. On Friday night Hillel Ottawa and Hillel Queens will come together to host a Shabbat dinner for student leadership at the Hillel house. Permit me a moment to kvell, as the Queens' Shabbaton is organized by niece and nephew.

Advocacy: Hillel Ottawa is planning an inaugural “Jewish Resiliency Week” from January 27- February 3, spin on Holocaust education week that many Hillels take. Hillel Ottawa students are very excited about this week of new programming exploring the strength of the Jewish people through multiple generations.

- The week will begin with the commemoration of International Holocaust Remembrance Day (IHRD). Hillel will be hosting a pop-up display titled “Shoah: How Was it Humanly Possible” at the University of Ottawa.
- At 4pm on January 27, University of Ottawa, Algonquin College, and Carleton University lit up a building in yellow to honor IHRD. Hillel will join President Fremont in the ceremony.
- Lunch and learn on January 31, in partnership with the Ottawa Jewish War Veterans to teach the students about the important activities of the “Ottawa Post”, including the incredible stories of young Jewish members of our community who enlisted during WWII.

- The week will then shift towards the current resiliency of the Jewish people with a focus on Israel advocacy and education. On February 1-2 Hillel Ottawa will be on campus tabling with fun and engaging Israel programming including VR goggles and Gratitude days.

Other Events

Feb. 8: Hillel is partnering with the Zelikovitz Centre at Carleton to bring Ben Freeman to campus for a talk with students.

Maccabee Task Force (MTF) Fact Finding trip to Israel: The date has been secured for Hillel Ottawa's first MTF trip, bringing 5 Jewish students and 20 non-Jewish student leaders to Israel for a 10-day fact finding trip. Trip dates are May 3- 14. This continues to be a priority of staff to plan and recruit for this trip over the next few months.

OPERATIONS & FINANCE

- We are currently in the process of populating the Board nominating committee as well as the Community Service Award committees. This year there will be a Gilbert Greenberg Award, and not a Community Professional Award.
- Lease agreement discussions with campus partners are underway.
- OVH has just signed an agreement with Keepin' it Vegan (KV) Bakery, a local vegan bakery that will be opening its new location in Craig Henry mid-February. Their establishment will include a small dine-in area where customers can enjoy pastries, beverages, and light meals.
- The finance team has been working diligently on the campus budget, and ensuring that new team members are onboarded successfully.

COMMUNICATION

January 2023 - Communication update - Dec. 19, 2022 - Jan. 23, 2023

Eblasts: There was a decrease in activity in the last two weeks of December and the first week of January due to holidays. As such, 21K individual messages were sent, down from nearly double that in the 30-day period before. Average open rates remain high at **58%**.

Highlights include:

End-of-year fundraising outreach – Just say yes! A special eblast was sent out on behalf of the Campaign team to past and lapsed donors, urging them to simply reply “yes” to renew their past pledge. The initiative was well received with 11% of recipients replying yes, which is a very good direct response rate to a message.

Social media

The Faces of Jewish Ottawa social media initiative launched on January 12. So far, Federation has shared three installments and the engagement and interaction has been very well received. There was a slight dip in engagement for the second post and third one is still ongoing; as more stats are gathered, it may work better to post less frequently. Early data shows campaign is resulting in positive engagement with new faces highlighted in the community.

First post received nearly 5K impressions and lots of positive feedback and new sign ups to the form.



We're excited to share the first in our "Faces of Jewish Ottawa" series. *** Until recently, I...

January 12 at 9:00 AM

Post Impressions

4,941

Post reach

3,216

Post Engagement

958

Detailed Interactions

363 liked the post, 56 loved the post

Comments: 15

Link Clicks (back to the form): 28

Shares: 15

Second post received a bit less attention with 4.68K impressions, but more positive comments and “loves”.



When I was little, my family lived in Boulder, Colorado. At the time, there were very few...

January 19 at 9:00 AM

Post Impressions

4,686

Post reach

2,645

Post Engagement

844

Detailed Interactions

378 liked the post, 77 loved the post

Comments: 24

Link Clicks (back to the form) – 10

Shares: 17

Ongoing post – impressions still building but early engagement is positive.



My most "Jewish" memory is the feeling of arriving “home” when I first landed in Israel....

Published by SocialPilot · January 26 at 9:00 AM ·

Post Impressions

1,896

Post reach

1,209

Post Engagement

337

Detailed Interactions

206 likes

13 loves

Comments: 3

Link Clicks back to form: 10

Shares: 8

Another post that garnered lots of engagement was the news about a new Kosher eatery. As there is much community interest in this topic, it was shared by many other organizations and people resulting in a reach of more than 8K.



Exciting news! Federation and the Ottawa Vaad HaKashrut are happy to announce a new addition to our kosher community: Keepin' it Vegan, a...
Thu, Jan 19

Post reach	Engagement
8420	1468

ADVOCACY AND COMBATting ANTISEMITISM

Ottawa-Carleton District School Board: The unanimous vote re: a Jewish Equity Coach by the trustees on January 17th, was an important step as part of a holistic plan to make public schools safer for Jewish students. Leading up to the vote, David Sachs and I spoke with and met with many trustees. Additionally, we sent a joint letter with CHES asking trustees to support the motion. Leading up to and after the vote, I did numerous media interviews. Following the vote, we sent thank you letters to each of the trustees. On January 31, the board formally approved all motions passed at the last meeting.

On February 2nd, David Sachs and I are meeting again with the administration to provide input into their holistic plan to combat antisemitism and the job description of the Jewish Equity Coach.

International Holocaust Remembrance Day (IHRD), Jan. 27: Special outreach resulted in many new Ottawa landmarks participating in the Yellow Light illumination Campaign. Landmarks included: Canadian Museum of History, Canadian War Museum, Canal Building at Carleton University, National Gallery of Canada, Peace Tower, Pedestrian Bridge at Algonquin College, Shaw Centre, University of Ottawa - Tabaret Hall, and the US Embassy.

There was also a full day of antisemitism programming at Algonquin College and Federation was a partner in the National Holocaust Committee's program on the 27th, in which both the Prime Minister and Official Leader of the Opposition participated.

Michael Polowin secured a beautiful proclamation from His Worship, Ottawa's Mayor Mark Sutcliffe in recognition of IHRD. The Mayor officially presented the proclamation to Michael and myself at City Hall on the 26th.

Antisemitism motion at City Council: At the January 25th council meeting, a notice of motion was presented regarding antisemitism. Key components include: an unequivocal condemnation of antisemitism and ensuring that antisemitism is included in the city's diversity and anti-racism training. We are grateful to the Mayor's office for helping to advance this agenda.

Minister Steven Lecce: On January 27th, I met with the minister to discuss the situation with respect to the OCDSB. It was a productive meeting and heartwarming that the minister was joined by the entire Ottawa Conservative caucus.

National Art Gallery: David met with the interim CEO and Director of Curation regarding building ties between the Gallery and Federation, including input for an upcoming exhibit on historic racism in Canada, as well as antisemitism training for Gallery staff.