



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: May 30, 2023
Re: President's Report

Here is an update on Federation activities since our last meeting on May 10th, 2023.

DEVELOPMENT

Thank a Thon

On May 19th, 15 Grade Eight students from OJCS made thank you phone calls to Annual Campaign Donors with a script provided by the campaign team. They called approximately 400 donors to express gratitude. We prioritized calls to first time and lapsed donors, monthly donors and those who had recently increased their gift by 10% or greater.

2023 Campaign Stats

Just over 40% of all donors increased their gift while 8% of donors decreased their gift. These figures are comparable to historical trends, however the matching campaign, emergency campaign and Ukraine campaign impacted the last few years of data.

EG Campaign

We are delighted that John Bitzan and Noga Matana-Bitzan have agreed to a 2-year term as EG chairs, joining Jared Jenicek who is in his second year. John has canvased for the last two years and done a spectacular job particularly with young civil servants.

Ottawa Jewish Community Foundation Annual Disbursement

The Foundation board has continued their practice of allocating undesignated funds to the annual campaign. When combined with donor advised funds which designate directly to the annual campaign, this year the Foundation disbursement to Federation will be \$583,533, from nearly 400 funds.

Annual Campaign

	Campaign 2023 as of 05/02/23	Campaign 2023 as of 05/30/23	Campaign 2022 Final
Total Dollars	\$4,911,368	\$4,936,035	\$4,888,116
Total Donors	1,503	1,516	1,624

The campaign has performed well and, as you can see from the chart, significantly fewer gifts are closed at this time of year, which is always the case.

COMMUNITY BUILDING

	Program Details	Measuring Engagement
Archives	May 9 – The Ottawa Jewish Archives released episode 6 of the podcast, 613Archives , on the history of the Jewish Federation of Ottawa. The episode is called “We Stand on the Shoulders of Giants: 90 years of Federation” and looks at how the organization came into being and how it compares to what we do today.	To date, the episode has <u>45 downloads</u> .
PJ Library	<p>May 7: PJ Library Jews of Colour Family Day. In partnership with the Multiracial Jewish Families Group, Gillian Koh, founder of the Group, facilitated a discussion on belonging and involvement in the Jewish community. Each family got to choose a PJ Library book that showcased the diversity within the Jewish community to bring home. Families then joined in the park outside for a picnic.</p> <p>May 16: Babies and Bagels. Gathering held at a PJ parent's home in Barrhaven. Program included story-time and songs for toddlers and babies focused on Jewish Heritage Month.</p> <p>May 28: PJ Shavuot Slumber Party with Temple Israel Religious School. In celebration of Jewish Heritage Month, families were invited to learn about the history of the Latin American Jewish community by watching Disney's Encanto.</p> <p>Upcoming:</p> <p>June 11: PJ in the Park. Annual event in CentrepoinTE Park. Rabbi Schachar Orenstein (Montreal) will be performing bilingual Jewish nature/environmental songs in a shir-a-long. This is part of the launch of Federation’s Supplementary School Incentive Program, and activities will be led by supplementary schools.</p> <p>June 16: PJ Summer Family Pre-Shabbat Dinner in partnership with Congregation Machzikei Hadas. Will</p>	<p>12 families including many families who have not been involved in Jewish programs/events before.</p> <p>13 families</p> <p>25 families</p> <p>TBD</p>

	<p>include an interactive family Kabbalat Shabbat, crafts before Shabbat, and PJ story time.</p> <p>June 26: Babies and Bagels</p>	<p>TBD</p> <p>TBD</p>
Emerging Gen	<p>J-Fellows: May 11: The 2nd session of the Federation's young leadership program featuring leaders from <i>No Silence on Race</i>, on unpacking diversity in our Jewish community as an important facet of professional and leadership development.</p> <p>May 23: 3rd session of J-Fellows. This session focused on professional leadership through giving back with a hands-on evening with the Ottawa Kosher Food Bank.</p> <p>June 15: 4th and final session + closing event. Opportunity for mentees and mentors to share their experiences, a professional headshot photoshoot, and a keynote address from organizational behaviour expert Lisa Miller, president of DMHS Group Inc.</p> <p>June 2: Young Adults Shabbat Dinner with Congregation Machzikei Hadas and the Glebe Shul. To date, 90 people have registered. New: singles can ask to sit with other singles.</p> <p>June 25: Pool-side Casino Night Summer Party. 80-100 people are expected, and apart from the social element, the intent is to cast a wide net and find people new to Federation and introduce them to the rest of our programs.</p>	<p>J-Fellows – the numbers:</p> <ul style="list-style-type: none"> • Participants: 13. • Mentors: 11. • Participants' age range: 24-41. • 85% are participants of the Federation's young professionals WhatsApp group (~ 60 members). • # of new newcomers that joined the community thanks to the program: 5. • Started volunteering in the community following the program: 4. • # of coffee dates with each mentor: 3.
MOMentum Women's Trip to Israel	<p>May 24: 1st Pre-Trip Meeting for the Trip & Year-Long Journey. 31 of the 32 available spots are filled. We anticipate filling the last spot soon.</p>	<p>35 people</p> <p>31 participants, and 4 trip leaders</p>
Newcomers	<p>Staff continue to engage 3-5 newcomer families each month. Newcomer Ambassadors engage those new to Ottawa and the Jewish community. Two Newcomer Ambassadors partnered with PJ Library to engage newcomers and worked to create the Jews of Colour Family Day and the Mother's Day Celebration for Russian-speaking Newcomers. Both events created a</p>	

	<p>sense of belonging for micro segments of the Jewish community and are bringing new people onto the Jewish Superhighway.</p> <p>May 14: Mother's Day Celebration for Russian speakers, led by Newcomer Ambassador, Yulia Elgin. PJ Library hosted the first Mother's Day in Canada for Jewish Ukrainian newcomers and Russian-speaking Israeli newcomers at Meadowbreeze Park.</p>	22 families
Volunteers	Since September 2022, 20 new volunteers have been placed with Federation and its partner agencies including Tamir, Israel Connect and the Ottawa Kosher Food Bank.	20 volunteers
Jewish Heritage Month	<p>May 11, film-screening of the documentary "Periphery", followed by a panel discussion with <i>No Silence on Race</i>, a Canadian non-profit organization focused on diversity within the Jewish community. The program was in collaboration with the Sephardic Association of Ottawa, the United Way, and the Ottawa Public Library.</p> <p>May 12: Lunch & Learn professional development workshop with <i>No Silence on Race</i> for staff of Jewish organizations.</p>	<p>80+ attendees, including OCDSB trustees</p> <p>20+ people representing 10 organizations</p>

MicroGRANTS

To date, the committee has allocated \$82,168.50 towards 45 community programs and events. Since May 10, the committee supported three new initiatives:

Chava Feibusch	Flowers for Shavuot	\$562.50
Ottawa Modern Jewish School	Shavuot Dairy Palooza	\$900.00
Chabad of Wellington	Journey of the Soul: Afterlife Course	\$1,800.00

Grants & Allocations

Jewish Journeys Grant: Nine applications for the Jewish Journeys Grant are under review by the committee. The recommendations will be ready by early June for the board's consideration.

Throughout the month of May, members of the Grants & Allocations Committee met with leaders of organizations receiving Organizational Funding, including Torah Day School, OJCS, JFS, SJCC, Hillel Lodge and Tamir for their annual reviews. These meetings afforded Federation the opportunity to better understand the current successes and challenges facing partner organizations, as well as review compliance terms. Ian Sherman and I also participated in these meetings.

Supplementary School Tuition Incentive Program "A Place for Everyone"

Throughout the month of April and May, Federation has been working diligently with five supplementary schools to produce marketing videos of each school in preparation of the launch of a two-year tuition incentive program. The schools involved include Ottawa Talmud Torah, Temple Israel School, Chabad Hebrew School, Torah High and OMJS. This launch will officially take place on June 8, 2023.

Hillel Update

Fundraising: The week of May 5 was Hillel's Global Giving Week campaign in which all donations made to Hillel Ottawa were matched dollar for dollar by Hillel international. Hillel Ottawa successfully raised \$4,303 which will be doubled for a total of \$8,606.

Staff updates: Both Ben Stone, student life coordinator, and Austin Pellizzer, Advocacy coordinator will finish their contract with Hillel Ottawa at the end of May. Sasha Kathron, Director, has also handed in her notice and will finish at Hillel with her last day in the office being May 30th. All staff will be completing an exit document before completing their contract.

Next year Hillel will operate on a two staff model, ideally made up of a Director and a Student life & Advocacy coordinator. A new Student Life and Advocacy Coordinator has been hired and will start in August.

OPERATIONS

Community Awards

The community volunteer and leadership awards committees met on May 11 and May 12 and determined the winners for the Frieman Family Young Leadership Award & the Lawrence Greenberg Young Leadership Development Award (Jessica Greenberg); the Rabbi Reuven Bulka Shem Tov Community Volunteer Award (Sandra Zagon); and the Gilbert Greenberg Distinguished Leadership Award (Donna Dolansky).

Pop Up Restaurant

The next OVH-JFO Pop Up Restaurant Experience will be held on Monday, June 5 at OTC. Deli Boyz from Montreal will be the host.

COMMUNICATION

Eblasts overview

In the last 30-day period, there have been 37K individual message. The open rate is very good at 57%.

Highlights include:

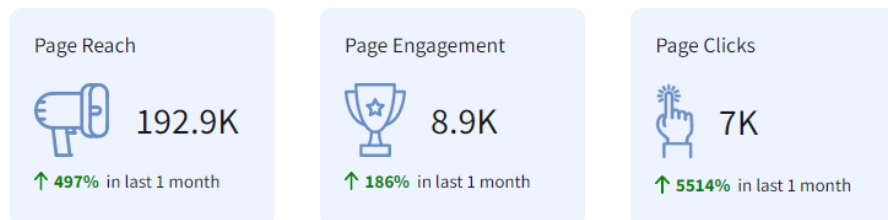
E-Bulletin: The biweekly newsletter remains a key communication tool. New staff member Jodi Green has taken on the duties of curating and writing stories. The last edition was well received with a 57% open rate (equivalent of 1,959 readers) and the most popular story was the first-person article on the Israel @75 trip. This was a submission made at the request of staff and is an example of how we are attempting to encourage more community members to share their stories with the E-Bulletin.

Agency Shabbat greeting: Ted Cohen of the Bess and Moe Greenberg Family Hillel Lodge wrote the Shabbat greeting on May 12. There were many positive replies with a 58% open rate (equivalent of 1,971 readers). This is proving to be a positive initiative. We have so far had JFS, OJCS, and the Lodge write




messages. Starting in the fall, we will again ask more agencies to participate and have already had some reach out to see if they can submit a column.

Social media

Facebook: We have experienced a significant increase with several popular posts such as Kettlemans Bagel, Community Service Winners, Faces of Jewish Ottawa, posts on Israel at 75, and the MOL student experience.



Highlights include:

	Exciting news! The Jewish Federation of Ottawa, on behalf of the Ottawa Vaad Hakashrut (OVH), is delighted to announce that Kettlemans Bagel College Square location, (1365 Woodroffe Ave.), will be offering kosher fresh bagels certified by the OVH as of June 202...	Post reach	Engagement
	Thu, May 11	141,887	3,057
	Faces of Jewish Ottawa "My most Jewish memory is of visiting my grandmother when I was about 3 years old at her home, which was located on the corner of Bay and Albert Street. She had just come back from a grocery trip to "The Market" and had brought bac...	Post reach	Engagement
	Thu, Apr 27	5,589	920
	Students on the March of the Living are now in Israel enjoying the many special celebrations for Yom HaAztmaut. #MOL #JewishOttawa	Post reach	Engagement
	Thu, Apr 27	4,927	531

Instagram: Saw healthy reach and increased engagement.



ADVOCACY AND COMBATting ANTISEMITISM

- The Second Annual Canadian Summit for Israeli-Jewish Affairs took place on May 16 and was attended by several Federation representatives, including Ian Sherman, Karen Palayew, Sarah Beutel, David Sachs, Jodi Green and myself.
- Jodi Green presented at an Interfaith Symposium for women on April 30 and made useful new contacts including with members of the Muslim community. There was goodwill for ongoing connections.