



Memo

To: Jewish Federation of Ottawa Board of Directors

From: Andrea Freedman, President and CEO

Date: November 8, 2017

Re: President's Report

I am pleased to provide an update to the Board on activities and issues since our last meeting on September 13th.

DEVELOPMENT

Campaign 2018

As of November 7th, the 2018 Annual campaign has raised **\$2.6M** with 982 cards closed. These cards have an average **7%** increase card over card. We have so far engaged **30** new donors.

The Lion of Judah event, hosted by Elissa Iny on Wednesday, October 25th, welcomed over 35 women to hear from author and columnist Andrew Cohen.

A sold-out Choices event took place on November 1st, with just over 300 women hearing an inspirational address from Gillan Presner. Sponsorship for this year was \$17,700 compared to \$11,750 the previous year.

Campaign Manager Position

Rena Garshowitz has informed us that she will be leaving to become the Executive Director at KBI. She has graciously given us ample time to fill the role and ensure overlap between her and her successor. The job is now posted and has been circulated both internally and externally.

Top Donor Briefings: were held on October 30th and 31st with approximately 35 top donors participating. They were particularly well received and the presentation struck a proper balance between reporting achievements and sharing the vision for why increased fundraising is necessary to properly support our community.

CORPORATE SERVICES

Campus:

The individual responsible for the hate crimes of November 2016 was released from custody on October 30th. Conditions of his release include restrictions on his movement, his internet usage, and a restraining order barring him from the institutions whose facilities he defaced. With permission from the court, we circulated the name and picture of the offender to the leadership of Jewish institutions.

FEDERATION PROGRAMMING AND SERVICES

Community Building:

Shinshinim: The Shinshinim have integrated well into various schools and synagogues, and are implementing fun and educational activities. They are at OJCS 3.5 days per week, and in 3 of the supplementary schools on a weekly basis (Temple Israel, Ottawa Talmud Torah and Ottawa Modern Jewish School). They each visit their “home shul” 2 times a month (Temple Israel and Kehillat Beth Israel), and then alternate between other synagogues for one Shabbat per month. Plans are underway to have the Shinshinim do programs with Ottawa Torah Centre and the Chabad Hebrew School, Hillel Ottawa, Torah High, Hillel Lodge, the SJCC’s BBYO youth group, Or Haneshamah and others.

Shabbat Project’s Challah Bake: The Challah Bake took place on October 26th. The event was sold out with a waiting list, and 200 women participated

March of the Living: Registration for the 2018 trip is open and to date there are 19 students registered. This is a terrific number, particularly considering the high cost of the program.

Hillel Ottawa:

Attendance at Hillel Ottawa’s events has been outstanding and surpassing numbers from last year. The number of students on the Hillel Ottawa Executive has grown as more Jewish students are seeking out leadership roles and gaining Jewish leadership experience.

- **September** - Two Kickoff Bagels & Schmear events, one on each campus, where 30+ students on each campus attended.
- **September 14th** - Kickoff BBQ with over 140 students. Representatives from CIJA, CJPAC, and the Israeli Embassy were in attendance.
- **September 17th** - Kicked off a Jewish learning program called Jew U, facilitated by Rabbi Eytan Kenter. Over 25 students applied for the course, and twelve were accepted for this semester.
- **September 18th** - Published the reinvented newsletter, *The Hillel Holler*. The newsletter will showcase what Hillel Ottawa and students are doing, while also raising community awareness of Hillel.
- **September 20th** - Erev Rosh Hashanah, 40 students attended an event where they learned about the holiday, decorated candied apples, and made New Year’s resolutions.
- **September 21st** - Rosh Hashanah, Hillel Ottawa hosted a Shabbat dinner with over 80 students and surpassed our max capacity at the Hillel House.
- During the days in between Rosh Hashanah and Yom Kippur, Hillel hosted a Tashlich event, with Bagels & Schmears on the Rideau River and the Canal. 20 students attended each event and learned about this unique Jewish tradition.
- **September 27th** - 10 student leaders were invited to attend the National Holocaust Memorial unveiling and were given the opportunity to witness history in the making.

- An event that hosted 6 IDF lone soldiers attracted 75 students. Students were given the opportunity to hear first-hand accounts, and learn about how the IDF conducts itself.
- **October 5th** - Annual Shakshuka in the Sukkah attracted over 50 students.
- **October 13th** - A record breaking 100+ Students attended a Shabbat dinner with unique *D'var Torahs* shared by our student leaders, and the theme of happiness truly permeated every minute of the event.

While programming is extremely strong, given what we see on campus and at other universities, we expect and are preparing for turbulence regarding the rights of Jewish students.

Emerging Generation and PJ Library:

September 10th - PJ Library partnered with Ottawa Torah Centre to hold a Rosh Hashanah celebration. 40 people attended, representing 8 families.

October 8th - PJ Library partnered with Temple Israel to host a Sukkah decorating party. 14 families participated.

October 18th - EG Happy Hour was attended by 35 people, 3 of whom were new to EG.

New Leadership Development Initiative for young professionals: *J-Fellows* is a 6-session program for 10-15 young professionals, that will provide a deeper understanding of the Jewish community, help identify participants’ community passions, and provide opportunities to develop leadership skills. At the end of the sessions, participants will be placed in volunteer positions with committees, projects or within agencies. The first ***J-Fellows*** Co-Chairs are Arielle Kreisman and Adam Zaret, and we are working towards the program’s launch in January.

Social Media:

<i>As of Oct. 24, 2017</i>	Twitter followers	Increase from Aug. 29, 2017	Facebook “likes”	Increase from Aug. 29, 2017	Instagram followers	Increase from Aug. 29, 2017
Jewish Federation of Ottawa	1,427	+16	22,154	+1,258	221	+28
Ottawa Jewish Bulletin	174	2	7,658	+291	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	901	+9	n/a	n/a
PJ Library Ottawa	N/A	N/A	323	8	n/a	n/a

Social media continues to grow across all platforms.

FINANCE

The Finance team successfully completed its audit of the Jewish Federation of Ottawa, Ottawa Jewish Bulletin, and the Jewish Community Campus. As part of its shared services role, Finance also completed the audit of the Ottawa Jewish Community School. The final reports are in the process of being

completed and will be presented to the appropriate boards. In mid-November, we will begin the audit process for the Soloway Jewish Community Centre as well.

In moving forward with the implementation of the new Foundation software system, Finance has reconciled its reporting practices with the practices used to update the Foundation's software. Where we are able to, we have aligned reporting practices to ensure that the information matches. We are now identifying how to align reporting of income so that both systems use the same information throughout the year.