



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: February 12, 2014
Re: President's Report

I am pleased to provide an update to the Board on activities and issues that have taken place since our last Board of Directors meeting on January 22.

A major focus of the Federation for the past 6 weeks has been the consultation aspect of the strategic planning process. To date, 8 sessions have been held, with approximately 140 community members participating. While we are pleased with the high caliber nature of discussions and the broad cross community representation, it must be noted that none of the sessions were at the maximum capacity of 30 people.

As a result of the feedback from these sessions, we will be holding a session on March 24, 2014 for all participants to hear global feedback from the process and gain an understanding of how their input has been incorporated.

Overall, the community's input has been highly valued by the Strategic Planning Committee and feedback from participants on the process, for the most part, has been very positive.

DEVELOPMENT

- A joint Federation/Foundation meeting was held to discuss and evaluate the **Centre for Jewish Philanthropy**. The pilot was deemed a success and it was suggested that we continue the project at the same level as this year (approximately 100 individuals/families), with a slightly adjusted canvassing list.
- As part of this meeting, the following points were addressed:
 - Federation/Foundation collaboration is now seamless – with staff and key leadership embracing the wearing of both hats.
 - Clear metrics need to be developed so success can be properly measured.
 - More training on Foundation giving vehicles is required.
 - The concierge aspect (year-round relationship building) is an area that requires improvement.
- The 2014 Annual Campaign still has **\$365,000** remaining to secure from donors.



COMMUNITY BUILDING

Community Building

- **Mitzvah Day (February 9)** was a great success with approximately **400** people of all ages participating in mitzvot. In addition to our Event Chairs, Linda and Warren Melamed and their family, we had **60** Mitzvah Captains helping to make sure it all ran smoothly. Activities included: writing letters to lone soldiers in Israel, sandwich making for the Ottawa Mission, and an Extreme Football Challenge to raise funds for the Pulmonary Hypertension Association of Canada. Members of the Emerging Generation Division were at the Shepherds of Good Hope to help prepare and serve a meal and Torah High students prepared meals for individuals and families supported by Ten Yad. There was great press prior to the event, and Jeff Miller from GGFL, our main Mitzvah Day sponsors, along with Ariel Fainer our Event Coordinator, were on CBC Radio, Rogers TV and the CTV morning show. There was additional day of coverage by the Ottawa Citizen. The list of dignitaries participating was highlighted by Mayor Jim Watson.
- On Friday February 7, we were pleased to welcome **Ambassador Rafael Barak and Mrs. Barak** on a tour of the community campus. During the tour, they had the opportunity to experience the “cradle to grave” concept that exists on campus.
- On February 5, the second meeting for Executive Directors of all Federation funded agencies took place. Federation announced the **Innovation Fund for Capacity Building** (\$100K in 2014 and \$50K in 2015). Since the fund emphasizes collaboration between agencies, the executive directors broke into small working groups to begin brainstorming on projects they can collaborate on in order to jointly apply for funding from the Innovation Fund.
- **Steven Kimmel, Andrea Freedman and Bram Bregman** have begun attending the start of board meetings of Federation funded agencies to have conversations and encourage open dialogue. To date, there have been presentations at Torah Academy, Ottawa Modern Jewish School and Jewish Family Services.
- **Supplementary Schools:** The Federation, together with the supplementary schools, held a joint Havdallah & Movie Night on January 25 for all families involved in their school and for prospective families. Despite the snow, approximately 30 people, representing almost all of the supplementary schools, attended the event.
- **Allocations Process for Program Funding:** The Grants and Evaluations Committee wrapped up its meetings with all organizations that have applied for funding. We have received 36 applications from 17 organizations/agencies. The committee is now meeting to deliberate and to prepare its recommendations for funding which will come to the board in a full report in May.
- **March of the Living** students had their first get together on February 4. The 24 students had the chance to get to know each other and their chaperones (Benita Siemiatycki and Gaby Scarowsky) better.

Emerging Generation

- January 16 - **Punk Jews at ByTowne Theatre** attracted 85 young adults, along with other community members.
- February 12- **Grad/Med/Law Speed Dating event** at Must Kitchen and Wine Bar, with 30 people attending.
- On February 26, **ConnectOTT**, a networking event for young professionals, will be held and is already 80% sold out!



Hillel Ottawa

The focus has shifted to smaller and more meaningfully engaging events and programming that help foster strong Jewish relationships for our students, including:

- A **Shabbat dinner** on January 24 with 55 students, as well as weekly hot lunches (8-11 students).
- Students chose to collect food for the **kosher food bank** as Hillel's Tikkun Olam project of the month.
- 16 students took a break and gathered to **skate on the canal** on January 30.
- **The Israel Action Committee** hosted Sunday brunch on January 26 with Israeli Bedouin Muslim guest speaker Amal Elsana-Alh'jooj on the topic of Women in Israel (35 students).

CORPORATE SERVICES

- The Ottawa Jewish Archives has been selected as a venue for Doors Open Ottawa. The Archives will be open on Sunday, June 8, 2014 and will include interesting displays of archived materials for the public to see.
- Social media is a great way for the Federation and its business units to stay in touch with the community. These “follower” stats are current as of February 12:

	Twitter	Facebook
Jewish Federation of Ottawa	765	634
Ottawa Jewish Bulletin	56	184
Ottawa Jewish Archives	N/A	323

While this a good start, we are looking to increase our numbers.

FINANCE

- The finance committee met to review/discuss funding envelopes and will be making a recommendation to the Board at the February meeting.
- In December, staff made a concerted effort to remind significant donors that payment from their 2013 gift was required by the end of the year. The amount outstanding is comparable to previous years.
- In terms of these outstanding pledges, the Federation has taken the following step:
 - Previous campaign chairs Charles Schachnow, Leiba Krantzberg, Michael Landau and Susan Viner-Vered have formed an Arrears Committee to discuss all gifts made since 2009 which have not yet been paid.