



Jewish Federation of Ottawa Tuition Incentive Program

Year One in Review

A Place for Everyone

Open to all families raising Jewish children, this program offers two years of tuition reduction for families who are new to supplemental schools.



1

Increased Student Enrollment by 22%

The program is flourishing. With **71** first-time students enrolled across five schools, it has surpassed the initial program goal of reaching 58 new students - representing a **20%** increase in supplementary school enrollment overall.

Presently, the total number of students benefiting from the incentive program represent **22%** of the total number of students enrolled.

School	Total New students 2023-24	Total cost 2023-24	Total Student Enrollment 2023-24	% of Students Using Incentive vs. Total Enrolled
OTT @ KBI	8	\$3,500	42	19%
OMJS	15	\$6,500	51	29%
Chabad Hebrew School	16	\$7,500	88	18%
Temple Israel	21	\$8,750	108	20%
Torah High	11	\$5,500	50	22%
Total	71	\$31,750.00	339	22%

High Net Promoter Score

“A Place for Everyone” has an overall **90 out of 100** Net Promoter Score, (this is the measure of participant loyalty by looking at their likelihood of recommending a given program). **90%** of participants “very likely” or “likely” to refer a friend or family member to participate in the school their child is enrolled in.

2

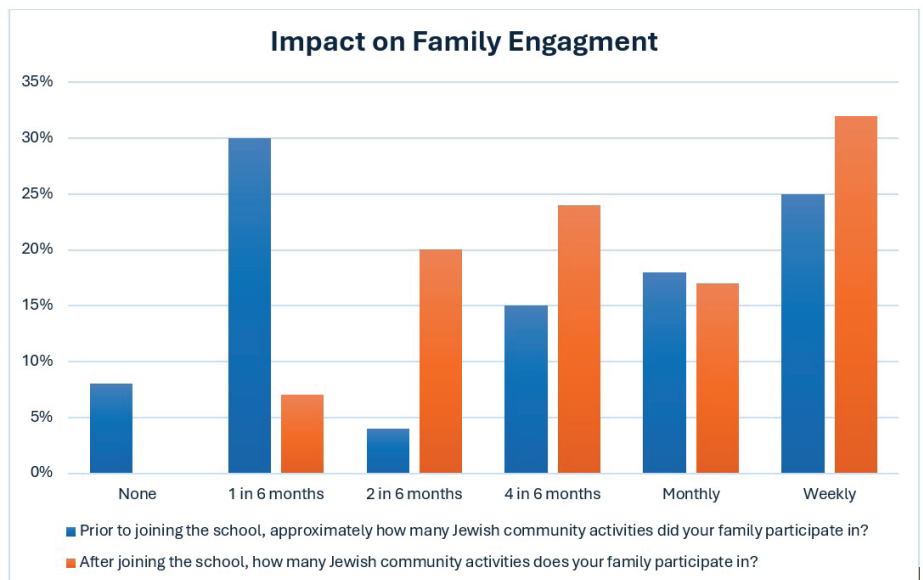
90% NPS



3

Increased Overall Family Engagement in Jewish Life.

To assess the impact of the tuition incentive program on family engagement, we asked participants to weigh in on the average number of times they participated in Jewish communal events or activities as a family. Here’s what we learned: family engagement in communal Jewish life increased because of the program.



4

Working with a Surplus

This Federation initiative is also running a surplus, having under-spent on marketing costs, and per-child tuition incentive costs.

Currently, the program has an average annual cost of **\$447** per person. In its first year, the Federation allocated a total of **\$31,750** in tuition incentives, when it had originally budgeted at **\$50,000**.

Marketing Budget	\$15,000.00
Marketing Actual	\$6,219.90
Surplus Marketing Year 1	\$8,780.10

Tuition Budget Year 1	\$50,000.00
Year 1 Tuition Actual	\$31,750.00
Surplus Tuition Year 1	\$18,250.00
Total Surplus Year 1	\$27,030.10

The reason for the surplus is due to a nimble change in the structure of the tuition incentive program, wherein students who are enrolled for the first time receive the original stipend of **\$500** off their tuition, while siblings of new students receive an additional **\$250** off their tuition.



5

What participants are saying

“The tuition incentive program has helped tremendously this year. Being a member of a synagogue, JCC, camp, etc., is very expensive so this helped this year.”

– **Ottawa Modern Jewish School** parent

“We weren’t sure if we’d send our kids to supplementary Hebrew school. Our daughter loves it and is always excited to go and learn more about Judaism and make connections.”

– **OTT@KBI** parent

“The program raises a sense of belonging and pride in our identity. Kids have fun and make new friends.

“Thank you for your hard work!”

– **Torah High** parent

“Our child has learned more about Judaism, Hebrew, and made some Jewish friends. She is more excited about her Jewish heritage.”

– **Chabad Hebrew School** parent

“It’s very touching to know that my children are finally getting a Jewish education. When I hear them singing the Hebrew songs and prayers with the cantor, I sometimes get teary eyed. Their grandparents also felt emotional when they came to visit the school. I’m so proud when my children show confidence when saying the Shabbat prayers at home. It’s so important that they know who they are, where they come from, and have a connection to the Jewish community.”

– **Temple Israel Religious School** parent

“First off, with respect to the tuition incentive program, THANK YOU! The money was very helpful and appreciated. I’ve been very happy with the program. My son has made new friends, learnt some Hebrew, and developed more understanding of our religion. We are grateful. Well done Sasha and the team at OTT! Thank you again.” – **OTT@KBI** parent



“For my child, this opportunity is remarkable. She loves it so much. She loves her friends, she loves her teachers; she loves learning, she loves singing, she loves praying; being with these friends

doing those things makes her happier than I have seen her since she was little. It moves me to tears to be watching her so happy, so much at home.

“For me, not being able to pay fully, and not being able even to offer more, to be generous,

is sad and embarrassing; it makes me feel anxious; but the kindness and the graciousness of our benefactors also makes me feel loved, makes me feel helped to parent my daughter well and Jewishly... I am so beyond grateful. I just can’t thank you all enough.

“My child is very sure and certain about her Jewish identity, and the Jewish marriage, family, and community she wants to build as an adult. The scholarship you are providing is like plant food — it is growing her roots. She’s a strong, healthy, green singing shoot of a young woman, in no small part because of you. Thank you.”

– **Temple Israel Religious School** parent

“Many thanks to Federation for the tuition help. It’s easier to sell the expense to my non-Jewish spouse if it’s not crazy expensive. I do appreciate the opportunity for our child to attend a Jewish supplementary school program. Thanks.”

– **Ottawa Modern Jewish School** parent



“We are loving our experience so far and my daughter is thriving. She’s coming home with new knowledge in such a short amount of time, and we are so happy! We have also started doing Shabbat at home now — she’s engaged in brachot and candles. It’s been a wonderful experience. Looking forward to being able to attend events which we haven’t done so much yet!”

– **Chabad Hebrew School** parent

“My daughter joined other friends at her age in activities and social networking. She likes being with them and chatting with them. Very grateful to Federation for the incentive.”

– **Torah High** parent

