



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: April 19, 2017
Re: President's Report

I am pleased to provide an update to the Board on activities and issues since our last meeting on March 22.

DEVELOPMENT

As of April 5th, the 2017 Annual campaign has raised **\$4.13M** on **1818** gifts, an increase of approximately **2%**. The Women's campaign total to date is **\$1.13M** on **783** gifts, an increase of approximately **1%**. The Emerging Generation total is **\$38.5K** on **194** gifts, an increase of **27%**.

On April 4th, we hosted a canvasser appreciation evening at the SJCC for our dedicated canvassers. Approximately 65 canvassers (plus some spouses and children) participated and were treated to a buffet dinner and entertainment by a magician.

Karen Palayew and Lorne Segal have accepted the role of Chairs for Campaign Kickoff 2018, and the initial planning is now underway.

CORPORATE SERVICES

Campus

- A seasonal landscaper has been hired, and he began April 10th.

FEDERATION PROGRAMMING AND SERVICES

Supporting Jewish Education: On March 29, Federation brought Michael Soberman of the iCenter to Ottawa to present two teacher workshops and a session for JWRP Israel trip participants and their spouses, on the topic of educating about Israel. Michael met with teachers from OJCS in a separate session, then with teachers from Torah Day School and 4 supplementary schools. In total, he reached 21 teachers and provided strategies and Israel resources for their classrooms. Later in the evening, 30 people attended the JWRP session and were inspired by Michael's passion for Israel education and the user-friendly educational resources he shared.

Yom Hashoah Community Commemoration: On Sunday, April 23, Cantor David Wisnia will speak about his experiences as a Holocaust Survivor. Accompanied on piano by his grandson, the Cantor will perform a song that he sang in Aushwitz to save his life. The event will include a candle lighting ceremony with Survivors and a brief presentation by March of the Living students.

PJ Library Passover Party: On Sunday, April 2nd, 70 people came together at Machzikei Hadas for the PJ Library pre-Passover Party in partnership with Ottawa Talmud Torah.

EG Gratitude Event: On March 23rd, 50 donors and canvassers of the Emerging Generation's Annual Campaign were welcomed into the home of Sharon and David Appotive for a beautiful cocktail party in an effort to show thanks and appreciation for their contributions to the Campaign.

Hillel Ottawa

The Hillel Ottawa leadership executive team for 2017-2018 has been finalized. 18 applications were received from students for leadership positions. This represents an increase over last year, and demonstrates the growth in Hillel as a desired pathway to involvement in Jewish and campus life. The 14 member executive team was selected through an interview process.

March 10th- 58 students attended a *Shabbat Dinner with your Hillel Family* which included Shabbat songs and conversations facilitated by Hillel student leaders.

March 12th- Purim Brunch with 35 students. This Purim celebration included an amazing brunch and unique English Megillah reading.

March 15th- Bagels & Schmear at the University of Ottawa, 18 students attended.

March 16th- *Shakshuka with the Shinshiniot*, 25 students attended. Ottawa's Shinshiniot, Canaf & Noga helped cook shakshuka and over dinner, facilitated an engaging and sometimes intense conversation around domestic Israeli issues.

March 20th- Panel Discussion "*Exploring Perspectives*": The Israel Awareness Committee hosted an evening of open and informative dialogue on the State of Israel, the road to peace and the controversial realities standing in its way. It was an excellent opportunity for discussion with knowledgeable panelists who fostered open debate and led a Q&A. Over 40 students attended.

March 23rd- Poker tournament for Charity, 11 students attended. The following week, students purchased food for 55 dinners which were assembled and distributed outside the Ottawa Mission. Within 1 hour, all 55 meals were distributed to the needy.

March 28th- Bagels & Schmear at Carleton University, 24 students attended.

April 4th- Final Jewish U Course, 10 students participated. This new course explored the fundamentals of personal Judaism, what it means to be Jewish and how it fits with modern life, from a pluralistic perspective.

Social Media

<i>As of April, 2017</i>	Twitter followers	Increase from March 3 2017	Facebook "likes"	Increase from March 3 2017	Instagram followers	Increase from March 3 2017
Jewish Federation of Ottawa	1,354	+15	16, 716	+1,004	122	+18
Ottawa Jewish Bulletin	171	+2	6,678	+237	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	865	+5	n/a	n/a
PJ Library Ottawa	N/A	N/A	299	+9	n/a	n/a

Social media continues to grow across all platforms.

Social media impact posts update

In March, there were two more specialty posts created to show how the work of Federation impacts our community. One post explained the funding invested in the SJCC and that was viewed by more than 4,000 people. The second campaign is still running and it highlights the funding given to AJA 50+ and the Sephardi Association.

FINANCE & OPERATIONS

The Finance department is finalizing the financial statements for both the Foundation and JCODF.