



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** February 6, 2017  
**Re:** President's Report

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

## DEVELOPMENT

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As of February 3<sup>rd</sup>, the 2017 Annual campaign has raised **\$4M** on **1,766** gifts, an increase of **2%**. The women's campaign total to date is **\$1.1M** on **763** gifts, an increase of **1.6%**. The Emerging Generation total is **\$34K** on **168** gifts, an increase of **33%**.

We are extremely grateful to Sharon Appotive for two incredible years as Campaign Co-Chair. Under her leadership, first with Jeff Miller and now with Michael Polowin, the campaign has experienced exceptional management and continues to grow. We will continue to go from strength to strength now that Aviva Ben Choreen has assumed the mantle of leadership from Sharon and will partner with Michael for Campaign 2018.

While we are still actively working to secure gifts from Campaign 2017, there have been several setbacks with significant gifts lost (deaths) or reduced for a variety of reasons. A small cadre of experienced canvassers has been recruited to take on additional canvasses through February. 60 cards have been reassigned, and 20 of these have already been closed. In addition, a canvasser call night was held on January 30<sup>th</sup> at the Campaign office, with an additional dozen cards closed and over \$5,000 pledged.

## CORPORATE SERVICES

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### Canada 150

Federation has identified several initiatives to support Canada's sesquicentennial celebration in 2017. These include: special branding, a series for the Ottawa Jewish Bulletin, bringing the Canada 150 theme into our major events, and a photo installation with materials from the Ottawa Jewish Archives.

- A logo has been created to add to our digital and print materials, where appropriate. A special brand has been created for the Bulletin series. The new 150 logo will be added to the Federation website splash page which will link to our Canada 150 projects. That page will be updated regularly as the year goes on.
- A special series for the Bulletin began in January that focuses on bios of Canadian Jews who made notable contributions. Each month, a new bio will be written. In June 2017, a special supplement will be published, including ads and birthday wishes.
- Efforts are being made to ensure that our major events (e.g. Mitzvah Day), all have an element celebrating Canada's 150<sup>th</sup>.
- A photo installation called *Face to Face/Vis à Vis* will be unveiled at the SJCC in June. The exhibit, to be curated by the Ottawa Jewish Archives, will highlight the contributions made by notable Jewish Ottawans to Canada's public service and political landscape throughout its 150 year history. The

exhibit will run for a year and then will be transportable for use at local museums, City Hall, and other public spaces.

- A grant of \$15,000 from the Innovation Fund for Capacity Building supported a grassroots organisation's efforts to build a display about Canada and organize special programming to commemorate the 150<sup>th</sup>.

### **Campus**

- The Jewish Community Campus of Ottawa is applying for funding through Public Safety Canada's Security Infrastructure Program (SIP). The funds, if awarded, will assist in enhancing the security infrastructure, impacting all campus residents and visitors. The Campus team is also supporting Early Beginnings in its application for funding from the City of Ottawa to subsidize additional security enhancements not covered by SIP.
- In the hate crimes case involving the November graffiti, at the request of the prosecution, several people have submitted victim impact statements.
- January saw several days where multiple bomb threats were made to JCCs, including for the first time on January 31<sup>st</sup>, a bomb threat in Canada (London, ON). While this is disconcerting, there is no elevated threat. In light of the increased scares, we once again ensured that our staff are well trained and prepared.

### **OVH**

- Collection efforts for OVH in November through January resulted in receipt of over \$33,000 from license holders in arrears.
- A new license holder was added and paid its fee in full.
- OVH and the Kashruth Council of Canada (COR) are planning a joint Passover presentation to the Ottawa Jewish community on March 20. This event will include a workshop, video presentation, and discussion with Q&A.

## **FEDERATION PROGRAMMING AND SERVICES**

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### **Chanukah at the Sens Hockey Game. December 22**

The annual Chanukah Night at the Ottawa Senators game in partnership with Ottawa Torah Centre, took place on December 22, with approximately 150 attendees convening at the main entrance during the second intermission.

### **Young Leader mission to Israel, January 8-13**

Twelve young leaders were nominated by our funded agencies and synagogues to participate in a mission to Israel. This leadership development initiative provided young professionals with the opportunity to connect with like-minded peers, participate in new and exciting experiences while travelling through Israel, and explore how Federation makes a meaningful impact in Israel. Trip highlights included: *Leadership in Decision Making Situations* seminar at the Yitzhak Rabin Center, a reception with Deborah Lyons, Canada's new Ambassador to Israel, a visit to the Hanadiv School in Metullah and Shabbat in Jerusalem. Feedback has been extremely positive.

### **CIJA's Grassroots Community Consultation, January 22**

In collaboration with Federation, CIJA held a community consultation to discuss community priorities with 45 participants. CIJA facilitated the consultation which provided a valuable opportunity for community members to meet one another, engage CIJA's team, and share concerns and priorities. These consultations will shape CIJA's advocacy work in the year ahead.

### **International Holocaust Remembrance, January 27**

Federation partnered with CIJA, Centre for Holocaust Education and Scholarship, the Israeli Embassy and several other partners to organize a special ceremony at City Hall as part of International Holocaust Remembrance. The event was extremely well attended by leadership from all levels of government.

### **Emerging Generation**

**PJ Library Shabbat Dinner:** On January 27<sup>th</sup>, over 150 children, parents, and grandparents came together to celebrate Shabbat at Congregation Machzikei Hadas with PJ Library. An additional partner was Camp B'nai Brith who facilitated a children-oriented Shabbat service.

**Women's Newcomer Tea:** The Emerging Generation hosted its fifth edition of the EG Women's Newcomer Tea on January 29<sup>th</sup> at the home of Federation Board Member, Stacy Goldstein. Nine community members came together in an effort to connect 15 newcomer women to Ottawa's Jewish community.

### **Hillel Ottawa**

The semester began on January 9<sup>th</sup>, with the following activities:

January 10 - Bagels & Schmear @ Carleton University with over 40 students

January 11 - Bagels & Schmear @ University of Ottawa with over 30 students

January 17 - JewU study program for 10 students with Rabbi Kenter

January 19 - Bagels & Schmear @ University of Ottawa with over 30 students

January 20 - Shabbat Dinner with over 60 students

### **Mitzvah Day, Sunday, Feb. 5**

Approximately 500 people of all ages gathered at the SJCC for activities that included assembling "Bracha Bags" filled with socks, gloves and snacks to distribute to the city's homeless via Jewish Family Services, creating care packages for members of Canada's Armed Forces stationed overseas, and braiding ready-to-bake challah for the Kosher Food Bank, some of which were sold on site with all proceeds going to the Kosher Food Bank. Off-site mitzvot benefitted Shepherds of Good Hope and Ten Yad. Mitzvah Day once again attracted key political leaders including: Mayor Jim Watson and MPPs John Fraser and Yassir Naqvi.

## **FINANCE & OPERATIONS**

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The SJCC's audit for 2015-16 has been completed and the auditors have issued an unqualified report (also known as a clean report).

A service level agreement for the Ottawa Jewish Community School has been drafted and is being reviewed by the School Board of Directors. Revisions are still being made in relation to the tuition assistance program.

A Workplace Harassment Policy has been updated and will be circulated to staff in the near future, and include a training session with an outside consultant.

Automation of some processes has begun within the finance department. A number of areas have been identified that could benefit from automation. This process will proceed as time and resources are available.

## Social Media

<i>As of Jan. 31 2017</i>	Twitter followers	Increase from Nov. 7, 2016	Facebook “likes”	Increase from Nov. 7 2016	Instagram followers	Increase from Nov. 7, 2016
Jewish Federation of Ottawa	1,325	+12	14,638	+1,914	86	+24
Ottawa Jewish Bulletin	169	+3	6,231	+656	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	880	+47	n/a	n/a
PJ Library Ottawa	N/A	N/A	288	+5	n/a	n/a

Social media continues to expand and gain traction.

### **Social Media highlighting Federation’s impact**

As per the work plan, we recently launched a social media project to show Federation’s impact and will continue sharing two posts per month until June 2017, highlighting different agencies and pillars: education, community, Israel and supporting the vulnerable.

The first post, which ran mid-January, showed how Federation helps the more vulnerable in our community and focused on Tamir. The post gained significant traction. For example, on Facebook, 6,759 people were reached and 152 engaged directly with the post by liking it, commenting on it or sharing it.