



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: March 15, 2017
Re: President's Report

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

DEVELOPMENT

As of March 3rd, the 2017 Annual campaign has raised **\$4.1M** on **1,791** gifts, an increase of **2%**. The Women's campaign total to date is **\$1.1M** on **772** gifts, an increase of **1%**. The Emerging Generation total is **\$35K** on **178** gifts, an increase of **33%**.

At the end of March, we will be sending our semi-annual direct mail outreach to remaining open donors. Remaining donors with an assigned canvasser will be evaluated on a case by case basis; some will be sent a direct mail solicitation, and donors of a significant dollar amount will continue to be solicited directly.

On February 22nd, 12 women attended the Lion of Judah Southern Hospitality event in Florida.

On April 4th, we will be hosting a canvasser appreciation evening at the SJCC for our dedicated canvassers. Typically, this event has taken place at the Sens game; however, the Sens did not make a suite available this year.

CORPORATE SERVICES

Campus

- Public Safety Canada's Security Infrastructure Program (SIP)'s deadline was extended to March 31. The Jewish Community Campus of Ottawa has submitted an application, as did several other Jewish Organizations.
- Bomb threats to JCCs continued through February, and the scope expanded to include Jewish day schools. Thus far, six incidents have been reported at JCCs in Canada. Further, vandalism to Jewish cemeteries in the US, threats at post-secondary institutions, and bomb threats issued to Jewish museums worldwide have resulted in increased attention to hate crimes and anti-Semitism. We have held training sessions and drills to continuously hone our campus readiness. While we remain vigilant, there is no elevated threat to our community. Nonetheless, the rash of threats is understandably causing concern and frightening people.
- CIJA convened a group of security leaders from Federations across Canada to discuss and share security-related information. The inaugural meeting was held in Ottawa in February, and monthly conference calls are also being held. We are represented by Charles Brazeau.

Canada 150

The Ottawa Jewish Archives, under the leadership of archivist Saara Mortenson, has been awarded \$6,000 by the City of Ottawa Heritage Program 2017 to curate an exhibition titled Face / Vis a Vis — a photography exhibition highlighting the contributions made by notable Jewish Ottawans to Canada's public service and political landscape throughout its 150 year history.

FEDERATION PROGRAMMING AND SERVICES

Lior Raz Event

The Israeli creator and main character of the well-known Israeli television series "Fauda", spoke to a sold out crowd of 400 people on Sunday, February 26th, at the SJCC. The event was a partnership between Federation, CIJA, the SJCC's Vered Israel Cultural & Educational Program and the Israeli Embassy. Lior spoke candidly about his life as an undercover elite special operations officer in the IDF unit Duvdevan. There was a special reception with Lior prior the community event for Ben Gurion Society donors, and 20 people attended. Additionally, CIJA held a lunchtime event with key influencers and policy makers.

Emerging Generation

PJL Parents' Night Out- TED Talks: The evening of February 25th, 40 PJ Library parents' enjoyed exciting presentations on Jewish parenting, relationships, and individuality within relationships by Rabbis Blum, Scher, and Kenter. The event took place at the CIBC Wood Gundy office on the 21st floor overlooking downtown Ottawa.

EG and KBI "A Very Disney Purim party": EG and KBI hosted a Purim party on March 11th at Eggspectations restaurant. Approximately 40 attendees took part in an interactive megillah reading led by Rabbi Eytan Kenter.

Hillel Ottawa

Israel Apartheid Week (IAW): Our policy is to steer clear of direct competition with IAW to avoid bringing the conflict to campus, and to not publicize these happenings in the broader community so that people are less likely to show up on campus and cause conflict.

This year's efforts seem to be more event-based and behind closed doors. Campus security, student affairs and equity services have been alerted and are prepared to deal with any issues that may arise. Hillel Ottawa has student leaders and staff available to speak with students who find the week to be difficult. In addition to this, student unions (CUSA and GSA) have committed to hang up flyers across campus next week that say "No Islamophobia, no antisemitism, no homophobia." This was brought up a while ago by students saying that a previous campaign that used these posters made campus feel more welcoming.

The Federation CCRC is on stand-by, as usual, during this time to deal with any potential issues that may arise.

Jan 26 – Jews & Brews with Hebrew University schlichim, Daniel and Orit Tor, 30 students

Jan 26 - "JewU" This is a new pilot project in which ten participants gather weekly for ten learning sessions led by Rabbi Eytan Kenter. The program explores the fundamentals of personal Judaism, what it means to be Jewish and how it fits with modern life, from a pluralistic perspective. Students that successfully complete all ten sessions receive a \$250 stipend. The program has already proven to be a huge success with over 30 applicants, and plans for next year are already developing (more rabbis and possibly multiple streams).

Feb 2 – Israeli Dinner to promote Birthright, 40 students

Feb 10 – Tu B'Shvat Shabbat Dinner with 64 students

Feb 13 – 8th Annual Israeli Wine & Canadian Cheese event. This is the marquee event for the Israel Awareness Committee's efforts on campus. Close to 200 people and two MPs attended to celebrate the strong relationship between Canada and Israel. The event has grown from its first year which had less than 50 students, and is in partnership with CIJA and CJPAC. An effort is made to bring non-Jewish students to the event along with campus leadership, as it is a great way to combat anti-Israel and anti-Semitic sentiment on campus.

Feb 20-25 - Reading Week

Mar 5 – *We Walk to Remember* (Holocaust commemoration in partnership with fraternity AEPi), 50 students

Social Media

<i>As of March 3, 2017</i>	Twitter followers	Increase from Jan 31, 2017	Facebook "likes"	Increase from Jan 31, 2017	Instagram followers	Increase from Jan 31, 2017
Jewish Federation of Ottawa	1,339	+14	15,712	+1,074	104	+18
Ottawa Jewish Bulletin	169	-	6,441	+210	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	860	-	n/a	n/a
PJ Library Ottawa	N/A	N/A	290	+2	n/a	n/a

Overall, social media continues to expand and gain traction with new followers on all platforms.

Social media impact posts update

In February, Federation created two new impact posts. One post was a photo collage to highlight how we helped Hillel Lodge and the second was an infographic to highlight how we help JFS. The Hillel Lodge ad reached 2,464 people (mostly organically with 882 people reached as part of the ad campaign.) The infographic hit a wider audience with 4,349 people (again mostly organically with only 448 reached as part of the paid campaign.). This was an initiative of this year's work plan and results are tracking positively.

FINANCE & OPERATIONS

Following the revision of the Workplace Harassment Policy, a one hour training session was provided to Federation staff on March 6th, by an outside expert.

There will be a new addition to the finance staff starting March 20th. The main focus for the additional resource will be the OJCS, Foundation, assisting with Foundation's transition to ALFIE software, and also to assist in mapping processes and maximizing the use of technology. This is based on the E&Y report on shared financial services.