



# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** May 10, 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 April 26<sup>th</sup>. It has been a busy few weeks highlighted by the community's commemoration of Yom Hashoah and Yom Hazikaron and the celebration of Yom Ha'atzmaut.

Additionally, we have been working hard to properly on-board new team members. After a series of internal promotions, following some staff departures, Federation is now fully staffed and the team is exceptionally strong and passionate.

## DEVELOPMENT

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- As of May 5<sup>th</sup>, the 2017 Annual campaign has raised **\$4.145M** on **1832** gifts, an increase of approximately **2%**. The Women's campaign total to date is **\$1.137M** on **790** gifts, an increase of approximately **1%**. The Emerging Generation total is **\$38.5K** on **194** gifts, an increase of **27%**.
- On May 16<sup>th</sup> we will be holding our second **Lion of Judah Day on Parliament Hill**, during which participants will engage with politicians in MP meetings as well as participate in a briefing with a US diplomat and a keynote address by the Minister for the Status of Women. We expect approximately 30 women to participate in the program.
- **Top donor briefings** were held on May 1<sup>st</sup> and May 10<sup>th</sup> to update top donors on key community developments, as well as progress with Federation's strategic plan. The briefings were particularly well attended this year (approx. 35 top donors).
- The **campaign executive** (division captains and event chairs) is almost completely set with great leaders agreeing to take on key roles. Card assignment meetings are scheduled for May and June and efforts will be made to match the best canvasser with donors and potential donors.

## CORPORATE SERVICES

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### Campus

- Campus security participated in security training with CIJA on April 23<sup>rd</sup>, where they learned best practices in searching a building during a bomb threat evacuation.
- Federation organized key community leaders and Holocaust survivors to attend the sentencing hearing of the individual responsible for the hate crimes of this past November. In light of the individual's strongly held racist and anti-Semitic beliefs, likely mental illness, as well as his past history and unwillingness to engage in a process of collaborative justice, there was no choice but to ask the court to consider a lengthy sentence and an extended probationary period, as well as a restraining order barring him from Jewish institutions. Thank you to Federation board members: Linda Kerzner, Steven Kimmel and Lenora Zelikovitz for attending the hearing.

## OVH

- There was a tender process for the catering of Federation's largest events and we are now in the final stage of review and signing contracts. Criteria were developed for the RFP and decisions are made based on price and overall proposal fit with the event.

## FEDERATION PROGRAMMING AND SERVICES

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**Yom Hashoah Community Commemoration:** Sunday, April 23<sup>rd</sup>. Due to illness, Survivor David Wisnia was unable to travel to Ottawa to speak at the event. Survivor, Angela Orosz from Montreal stepped in and shared her incredible story of survival with over 400 community members in attendance (she was born in Auschwitz). March of the Living participants created a poignant video, and local Survivors lit memorial candles as part of the moving commemoration event.

**Yom Ha'atzmaut, City Hall Flag Raising:** On May 2<sup>nd</sup>, approximately 150 community members, including students from the Ottawa Jewish Community School and Torah Day School, participating in the raising of the Israeli flag at city hall. The short program included the participation of His Worship, Mayor Jim Watson, His Excellency Nimrod Barkan and the participation of several members of the federal government who read a statement from the Right Honorable Justin Trudeau, Prime Minister of Canada.

**Continuing Education for agencies and community members:** Federation hosted a lecture by Linda Kislowicz, Wednesday, April 26<sup>th</sup>, "Cracking the code for Boomer Engagement in Jewish Life". 35 people attended the presentation which delved into the latest research on Canadian Jewish boomers and their unique needs, in order to better understand issues affecting this group that represent over 50% of active Jews in communities across Canada. There exists incredible opportunities within our community to connect and engage with this segment of the population.

**EG Happy Hour:** 30 people attended this opportunity to mingle in a relaxed atmosphere with other young Jewish professionals. Due to the excellent turn-out and demand from participants, another EG Happy Hour is being added to the calendar in June.

### Hillel Ottawa

**April 5<sup>th</sup>** – Bagels & Schmear event with 32 students enjoyed lunch

**April 7<sup>th</sup>** – Farewell Shabbat Dinner with 56 students celebrating Shabbat together one last time before leaving at the end of the semester

**April 13<sup>th</sup>** – Special Passover lunch with 28 students during exams

**Birthright Update:** In 2016/17, Ottawa has sent a record number of people on trips. 15 went in the winter, and 75 are scheduled to participate this summer, with the possibility of more, as more dates have been released. Dovi Chein, new Director of Hillel Ottawa, is leading a Birthright trip with many Ottawa students, May 11<sup>th</sup>-21<sup>st</sup>.

### Upcoming programs of note:

- Federation supported screening of **Le Chemin des Juifs (A Survivor's Journey)** on Monday, May 29<sup>th</sup> at the Canadian War Museum - the indelible testimonial of Ottawa resident, David Shentow, a WWII immigrant and Holocaust survivor.
- **Annual Azrielli event for Holocaust Education**, which has a waiting list, as 700 public school students are scheduled to attend on May 25<sup>th</sup> at Algonquin College theater.
- **Transforming the Jewish Community through the Power of Relationships - FEATURING RON WOLFSON** on May 30<sup>th</sup> @ 8:30 AM. Dr. Wolfson is an expert in creating welcoming communities and the workshop is intended to serve as a springboard for more work in this area to address the findings

in the Young Family Survey and the Boomers survey.

## Social Media

<i>As of May 11 2017</i>	Twitter followers	Increase from April 4 2017	Facebook "likes"	Increase from April 4 2017	Instagram followers	Increase from April 4 2017
Jewish Federation of Ottawa	1,375	+21	17,885	+1,169	143	+21
Ottawa Jewish Bulletin	172	+1	6,951	+273	n/a	n/a
Ottawa Jewish Archives	N/A	N/A	870	+5	n/a	n/a
PJ Library Ottawa	N/A	N/A	306	+7	n/a	n/a

Social media continues to grow across all platforms. Interesting to note there has been a slight bump up on Twitter with more new followers than normal.

### Social media impact posts update

In April, there were two specialty posts. These focused on how the work of Federation impacts Jewish education through support of the days schools, Ottawa Jewish Community School and Torah Day School. More than 4,000 people were reached with an engagement of approximately 1,700. (Engagement meaning these people interacted with the post by liking, sharing or commenting.)

## FINANCE & OPERATIONS

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- Following the transfer of Erin Bolling to the development area (new tribute card coordinator), the position has been upgraded to Bookkeeper and Cole Gordon has been hired. Cole is a new graduate with a Business Administration Diploma as well as a Bachelor of Business Commerce Degree. With the most up to date financial education, Cole will bring us new and innovative ideas.

This is a busy time of year in terms of representing Federation at significant events in Ottawa's Jewish community and the broader community as well. My recent activities, often accompanied by other leaders, particularly Board Chair Linda Kerzner, include:

**April 7<sup>th</sup>** – remarks on Parliament Hill at the 23<sup>rd</sup> commemoration of the Rwandan genocide

**April 21<sup>st</sup>-22<sup>nd</sup>** – Installation of Rabbi Eytan Kenter at KBI

**April 30<sup>th</sup>** – SJCC organized Yom Hazikaron commemoration and May 2<sup>nd</sup> SJCC organized Yom Ha'atzmaut celebration

**May 3<sup>rd</sup>** – Israeli embassy Yom Ha'atzmaut celebration

**May 8<sup>th</sup>** – National Holocaust Remembrance Day, organized by the Canadian Society of Yad Vashem

**May 12<sup>th</sup>-15<sup>th</sup>** – Partnership2Gether meetings in Calgary