



The Jewish Federation OF EDMONTON

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When the pandemic first started, it seemed everyone I spoke to was cleaning their baseboards or making sourdough bread. I found a joke the other day. “In 2019 would you have ever understood these words: ‘Wordle is the sourdough of omicron!’?” (Wordle is an online game that has been growing in popularity.) As so many Jewish organizations are speaking about critical plans, we can say, “Strategic plans are signalling our desire to concentrate on our Jewish future.” The paths we should have, where to concentrate and how to prioritize are top of mind for executives and boards across the community.

We heard input from you during our strategic planning consultation and are eager to share the results. We placed an overview of our plan on our website. You can [view it here](#). Copies of the full report are available by contacting info@edifed.org.

Announcing the project is only one phase in our process. The next step of implementation has already started, as we are using the data to guide us in our day-to-day activities. We are building capacity to facilitate priorities by focusing on funds, talent, space, branding, and communications. The implementation planning committee, composed of the board, will meet this month. They will set up key initiatives and set performance indicators. This will allow us to measure and report back on as we execute the plan’s priorities.

The strategic plan confirms the Federation’s actions, programs, and decisions on which ways the organization should go as we emerge from the pandemic and focus on the future. We will share more while we continue to communicate. In the meantime, and in the future, we want you to feel connected, included, and engaged in Jewish Edmonton. We need you to feel safe, knowledgeable, and fearless in speaking about antisemitism, Judaism, Israel, Holocaust denial and distortion. We wish you to be security aware and prepared for any situation that may arise in the Jewish world. The Jewish community needs leaders to grow and sustain it now and in the future. The Federation is the source of building community leaders and developing their leadership skills.

The plan outlines the next three years. It is bold and ambitious. I am confident that together, we will have a thriving, caring, engaged, and connected Jewish community.

Shabbat Shalom,

D. Lewitt

Stacey