



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: November 28, 2022
Re: President's Report

Here is an update on Federation activities since our last meeting on November 9th. As you know from previous communication with the board, the significant issue we have been managing most recently pertains to MPP Joel Harden's interview, and his disturbing and consistent pattern of antisemitic comments.

DEVELOPMENT

2023 Annual Campaign

As of November 23, the campaign sits at \$3.9 million from 1082 donors. This represents a 4% increase on a card over card basis. We still have almost 500 dollar-cards outstanding worth nearly \$1M. Of these, 45 open cards have a value of \$767K.

The team is working on several solicitation strategies to close cards before year end, and also paying special attention to open cards who normally pay their gifts at this time.

Even with the success of the matching campaign, our pace still lags.

Matching Campaign

The one-week matching campaign was a huge boon to the campaign both monetarily and in terms of pace. Over the course of the week, 218 pledges came in. For context, in the weeks prior to the matching campaign, we averaged 80 pledges each week. Of the 218 pledges, 85 were increased gifts and 14 were from donors who hadn't given for at least a year, with those gifts ranging from \$18-\$5,000.

All the gifts that came in during the week totaled \$515K! There were a number of donors who told us that the match prompted them to finally make their pledge. We also had a previously-closed Top Donor who called to significantly increase their gift (by \$10k) and a monthly donor who called to increase their monthly pledge. All told the campaign generated \$49,794 in increases and new gifts!

COMMUNITY BUILDING

HR

Hiring is underway for the position of Campaign Engagement Specialist (previously the Emerging Generation Director). The person will work with both the Community Building and Campaign teams, focusing on engaging young adults. As part of this adjustment, Federation's Community Engagement Specialist, Emily Litvack, will be assuming the lead on the PJ Library program. Emily will work in conjunction with the PJJ Engagement Associate,

Michelle Kahn (who works 8 hours/week), and both continue the process of onboarding and training with the Harold Grinspoon Foundation.

Federation Community Engagement

	Program Details	Number of People Engaged
Ottawa Jewish Archives	<p>The latest podcast in the series 613Archives launched in November and has received 200+ views to date. It features 130 years of cemetery history. It can be accessed everywhere you listen to podcasts.</p> <p>November 27: The Archives will be a part of a speaker series put together by the Montreal Jewish Public Library called the 'Archives Roadshow'. The Archivist will be speaking, alongside other Jewish heritage workers, about an individual item in the collection that represents the collection as a whole.</p>	238 downloads (the last 2 podcasts had 128 and 201 downloads)
PJ Library	<p>Nov. 20: PJ Library Bookswap: In partnership with the SJCC's Greenberg Families Library, this provided an opportunity for families to refresh their collections of children's books. Many books were dropped off, however there was far less interest than anticipated in selecting new books.</p> <p>This prompted the PJ Library for Public Schools Project: Federation staff are compiling packages of select PJ Library books on Jewish holiday themes and Jewish culture to distribute to public school teachers in Ottawa/Gatineau, driven by requests from parents and teachers.</p> <p>Dec. 18: PJL Chanukah party in partnership with the SJCC's Ganon Preschool will include a performance by Junkyard Symphony and fun activities.</p>	
Professional Development for Agencies & Leadership	<p>Nov. 22: Changes to Ontario Rules for Not-for-Profits. The session was led by board member, Harold Feder.</p>	13 different organizations participated
March of the Living 2023	<p>MOL trip dates are April 16 – May 1, 2023. There are 8 students in Ottawa's contingent (3 from Kingston and 5 Ottawans). Chaperones are Jenny Shinder and Jasmine Kranat. Chaperone training takes place in Toronto in</p>	

	December. Pre-education sessions for participants will start in January.	
Emerging Gen	<p>Nov 17: EG Happy Hour, at BierMkt.</p> <p>Nov. 23, EG Tech Event: We tried to convene a gathering of tech entrepreneurs for a panel discussion with 3 young professionals in the tech/startup industry. Unfortunately, this needed to be cancelled; for the next time, thought will be given to broadening to a larger target group.</p> <p>EG Chanukah Ball for the under 40 crowd, will be on December 17th at Orange Gallery featuring entertainer Adrianna Exposee. Complimentary tickets have been offered to members of BGS as an expression of our gratitude for their support.</p>	30 people
Shoah Committee Holocaust Education Month (HEM)	<p>Nov 16: Pink Triangle Legacies, author talk with Dr. Jake Newsome. November is HEM and Nov. 20 is also Transgender Day of Remembrance. The virtual event addressed both themes.</p> <p>Federation's Yad VaShem mobile exhibit "Stars Without a Heaven" is currently exhibited in Hillcrest High School (note that this school is located in the Alta Vista area with few to no Jewish students in the school) for Holocaust Education Month.</p>	54 people
Partnership 2Gether Meetings in Israel	<p>Barbara Crook and Bram Bregman attended the Partnership meetings that took place the week of Nov. 14. These were the 1st in-person meetings since fall 2019. Barbara is the current Coast-to-Coast (CTC) National Partnership Co-Chair. Of note was the successful Terry Fox Run that recently took place in our partner region, which was funded by the Partnership. Israeli students learned of and were inspired by Terry Fox, one of Canada's national heroes. This was an excellent example of our shared values in action, and another run is planned for next year.</p> <p>The spring P2G meetings will take place in Ottawa in May or June 2023. The meetings in Ottawa were originally planned for spring 2020.</p>	

Microgrants

The committee approved four Microgrants during this period, and to date has allocated a total of \$43,906 since July 2022.

Or Haneshamah	Teddy Bear Shabbat	\$2,500
JET	Shabbat Havdalah Project	\$2,500
Glebe Shul	Shabbos Project Shabbaton	\$1,950
Ronen Geisler	Jewish Comedy Festival	\$2,500
	Total for the period:	\$9,450

Grants and Allocations Committee

Round 18 of the Innovative Capacity Building Fund was launched on November 1, with applications due by November 30.

On December 1, the Committee will convene for a lunch & learn to review upcoming changes to grant funding and receive training in the new Good Grants platform software. On December 2, Program Funded Agencies gather for a lunch & learn to review changes to program funding, including new metrics and evaluation standards.

Hillel Update

Student Engagement: November has been jam packed with events from weekly “open house” drop-in hours to weekly Israel Learning Fellowship course (12 students), and bagel lunches.

Since the start of the semester, Hillel staff have gone on 80+ one-on-one coffee dates with students.

November events include:

- Instagram influencer, Aly Silverberg, known by her tag @JewishGirlProbs
- Professor Jan Grabowski, speaking about the importance of contemporary Holocaust remembrance to mark Holocaust Education Month
- Community Building Shabbat Dinner (more info below)
- The semester will close on Dec. 9 (when exams start) with the return of one of Hillel’s flagship events, the Chanukah Ball!

Advocacy: The **Community Building Shabbat Dinner on Nov. 18**, was all about building friendships and coalitions across campus groups at the University of Ottawa. This is purposely focused on Ottawa U, as the funding is provided by the Maccabee Task Force to be directed toward advocacy efforts on that campus. The event was sold-out, with 100+ students. Student allies included members from the Indigenous Resource Centre, Ukrainian Club, Inter-Varsity Club, Young Politicos, Members of model UN, and students from the faculty of music. The President of the university participated and addressed the students.

Next steps in the coalition building efforts are to continue to build and strengthen relationships, laying the ground for the recruitment of 20 non-Jewish student allies to bring on a MTF funded “fact finding” trip to Israel in May 2023. The trip will also include approx. 5 Jewish student leaders and Hillel staff.

FINANCE AND OPERATIONS

The annual audit completed their work in early November and issued the draft financial statements for Federation. They were reviewed by the finance committee on November 21st and are now being presented to the board.

Robaba Rezaie has just signed an offer to work as the new SJCC Controller as of December 12th.

COMMUNICATION AND ADVOCACY

Congratulatory letters were sent to all newly elected city officials, including OCDSB trustees. We have several upcoming meetings set with trustees as well as city councilors.

November 15 – Trustee Dr. Nili Kaplan-Myrth (David Sachs)
December 2 – Trustee Suzanne Nash (Andrea & David)
December 5 – Councilor Matthew Luloff (Andrea & David)
December 6 – Councilor Laura Dudas (Andrea)
December 15 – Councilor Theresa Kavanagh (Andrea)
January 12 – Councilor Catherine Kitts (Andrea)

On December 18th, we have invited all trustees and city councilors to Tamir's Chanukah Party.

On November 18th, David Sachs, Rabbi Mikelberg and I met with officials of the OCDSB to provide input into their plans on antisemitism training and education. The framework they presented was robust and thoughtful and they were fully consultative on all aspects of their plan, including speakers. We reiterated our request for a Jewish Equity Coach and the reasons why this is important.

Finally, on November 23, I had a virtual and introductory meeting with newly installed Ottawa Police Services Chief Eric Stubbs. He was well briefed and prepared for the discussion re: paid duty officers. It was a warm and productive conversation, and an invitation has been extended to visit the campus in the new year.

Eblasts

In the last 30 days, we have sent more than **43K individual messages**, up from **28K** in the last 30-day period. This jump reflects the increase in community activity and in-person events. Average open rates were **57%**, down slightly from the last period at 60%.

Highlights include:

The **Double Your Impact campaign** was launched with three separately-timed messages to donors explaining that any new or increased gift would be matched up to \$10K. Emails were well-received with a 55% open rate and the campaign quickly met and well-exceeded its goal.

Shabbat greetings: A special message from Jeff Laks that included photos of him reading PJ Library books to his grandchildren was extremely well received, particularly on social media, where it reached more than 2000 followers and had 125 likes.

Canvasser corner: This weekly email update for canvassers, initiated by Campaign Manager Yudit Simmons, continues to do extremely well with open rates in the high 80%.

Social media

The prior month Instagram was slightly down so extra effort and a change in posting this month saw excellent growth and engagement. Some of this relates to the increase in events and programs, which helps drive our content. One new note is that there was a jump in the number of people who visited our website from Instagram. The event that drove those visits was the Pink Triangle Legacy book talk.

November



Compared to October

