

# Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** September 6, 2022  
**Re:** President's Report

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I am pleased to provide an update to the Board on activities and issues that have taken place since our last full Board of Directors meeting in June. As part of your board package, this report is designed to keep board members updated on key activities and issues, so time is not spent reporting at meetings. The goal is that board members are well informed. As such, feedback on this report is welcomed and appreciated.

## Development

**Campaign 2022** - has raised **\$4.83M** to date from 1,610 donors including 137 new or lapsed donors. While there are still 151 dollar cards outstanding, some of which come at year end, there are only a few significant gifts remaining with a high probability of success. Additionally, we now have 27 Monthly Mitzvah donors whose annual giving comprises roughly \$17K.

**Campaign 2023** - the vast majority of pledge cards have been disbursed to the 161 canvassers, including 9 new canvassers. Some enthusiastic canvassers have already begun their work.

**Lion of Judah** - on September 21<sup>st</sup>, Federation will be hosting an in person LOJ event at the KBI tent. Ambassador Hoffman will be in attendance as will his wife Dr. Michal Arad who is the guest speaker for the evening.

**Life and Legacy** – Federation's team ended year 2 of the program with another 25 Letters of Intent (LOI) and has already secured an additional letter as part of year 3, bringing the total amount of LOIs received to date to 52. A big thank you to Sharon Appotive and her team, whose diligence collected these gifts and in so doing, secured a \$6,250 USD incentive grant from the Foundation.

**"Retiring" Canvassers** – the campaign team created a process to follow up with all canvassers who declined to participate for the 2023 campaign. After checking in as to why they weren't returning, Campaign Manager Yudit Simmons created small gift bags, with a personalized note to recognize their support in a meaningful way.

## Personnel and Employee Engagement

- The new **Community Engagement Specialist**, Emily Litvack began work on August 1<sup>st</sup>. Emily's portfolio will include engaging and supporting micro-communities and newcomers, volunteer engagement, other event support, and miscellaneous projects. She is currently working part-time and her hours will increase to full-time in the near future.

- A new **PJ Engagement Associate** (part-time; 8 hours/week), Michelle Kahn, began work on September 1<sup>st</sup>. Her role will be to undertake small PJ Library get-togethers and connect with PJ families through ongoing outreach.
- The position of **Manager of the Emerging Gen** remains open. It has been re-posted and is being widely circulated.
- As previously reported, Rena Garshowitz has been hired as the new **VP Operations** and will begin work by late October. Sabrina Vitoriano is Federation's new **Administrative Coordinator** and began work on September 6<sup>th</sup>.
- The Ottawa Jewish Archives welcomed a 3<sup>rd</sup> new Collections Assistant, funded through the Ottawa Jewish Historical Society. She will be working to complete the digitization of the audio cassettes collection, making oral histories accessible to the public and researchers
- On August 9<sup>th</sup>, a fun staff summer lunch took place, complete with staff recognition and games.
- A search for a facilities director continues and we are cautiously optimistic that it will conclude successfully in the very near future.

## Community Building

### Federation Community Engagement:

	Program Details	Number of People Engaged
<b>Emerging Gen</b>	<b>Emerging Gen Dessert &amp; Drinks</b> on Aug. 24. Hosted at the home of Yudit and Ze'ev Simmons. The event brought together a diverse group of younger adults with a clear appetite for more in-person opportunities to socialize and engage in Jewish life.	50 people
<b>PJ Library</b>	<b>PJ Bagel Breakfast, Aug. 28:</b> Young families were invited to get to know our community Supplementary Schools. Five schools were able to connect with new families, many of whom are making decisions regarding Jewish programming for their children.	20 families
<b>Newcomers</b>	<b>Young Adult newcomer event held in tandem with Emerging Gen Dessert &amp; Drinks</b>  <b>Young Family Newcomer event, "Goodnight Ottawa" September 7:</b> These newcomer events are the first ones held in-person since the pandemic started.	12 people  TBC

### Grants & Allocations Update:

- **Emergency funding:** CBB was awarded \$32,244 in emergency funding to cover Covid-related expenses incurred this past summer, 2022.
- **Strategic Funding, Care for the Vulnerable:** The committee's recommendation for capital funding for Chabad of Ottawa was not approved as they rent their space.

- The Board approved the following strategic funding:

Agency	Project	Grant
Chabad of Centrepointe	Ripple Effect	\$11,500
NCSY	Live2Give Social Impact program	\$8,400
TDSO	Neuro Diversity Assessments	\$30,000
JFS	Transportation Van, serving various programs	\$30,000
<b>Total Approved: \$79,900</b>		

**Fund for innovative Capacity Building**, Round 17 funding was approved by the committee and the donor:

Agency	Project	Grant (\$)
Torah Day School	Curriculum Training for Teachers	\$7,500
OJCS	Teacher Training to implement Yad B'Yad Project	\$5,000
Camp B'nai Brith	Marketing & Communications, Donor Management System	\$4,060
SJCC Greenberg Families Library	Technology for "Creative Community Lab", in-library makerspace	\$4,241
Congregation Machzikei Hadas	Technology support for podcast	\$9,000
<b>Total Grants: \$29,802</b>		

**Microgrants** allocated in this period totaled \$22,631.

Recipient	Program	Grant
Jen Perzow, Volunteer	Self Care "First Aid" Resiliency Workshops	\$1,800
OTC	Ottawa Kosher BBQ Cook-Off	\$2,500
Lisa Levitan	Ottawa Anti-Semitism & Anti-Zionism event	\$2,500
Hillel Ottawa	Hillel Pride Parade Float	\$1,500
SJCC	Humans of Tel Aviv	\$2,500

KBI & OTT	Back to School Launch Event	\$2,500
OJCS & SJCC	Challah Prince: Back to School event	\$2,500
CIJA, Temple, KBI & JFO	Pride Shabbat	\$2,500
Centre for Holocaust Education (CHES)	I-Walk	\$2,250
NCSY & Israeli Women	Back to School with Confidence	\$2,081
<b>Total Grants to Date: \$22,631</b>		

## Hillel Ottawa Update

### Advocacy:

- Hillel Ottawa continues to participate in monthly cross-Canada campus advocacy calls. This ensures that all Hillels remain connected and can work together on advocacy strategies.
- The Director has been meeting with CIJA's new Director of Campuses, Scott Goldstein, to update him on Ottawa campuses and create a strategy going into the new school year. The presidents of the University of Ottawa and Carleton University of Ottawa just returned from Israel on a CIJA led mission.
- The Director also continues to meet regularly with university administrations. On August 17<sup>th</sup>, Sasha met with Ottawa U's President Fremont to further discuss the possibility of bringing Hillel international's Campus Climate Initiative program to Ottawa.

**Staffing:** Joining the Hillel Director, Sasha Kathron are 2 others: Austin Pellizzer is the returning Advocacy Coordinator, and Ben Stone is the new Student Life Coordinator.

**Fundraising:** Over the summer, the Director was able to secure multiple programming grants for the year including support for the Jewish Learning Fellowship and Israel Learning Fellowship programs.

### Student Engagement:

- Over the summer, the Hillel Director continued to meet and engage with new and returning students. She also continued to meet with incoming students to begin planning for the year.

- Hillel staff led Birthright trips over the summer, both to engage students and to assess the new Canadian trip providers.
- The Academic year begins on September 7. During this week, the Hillel team will be engaged in campus clubs fairs, hosting Hillel “open house” day, and the annual welcome back bagel brunch event on September 11.

## Finance, Advocacy and Operations

- On Monday August 22, Michael Polowin, Ian Sherman, David Sachs and several other community leaders (Rabbis, Hillel, and members of the CCRC) met with the Solicitor General of Ontario, Michael Kerzner to discuss issues of security and antisemitism.
- During the week of August 29<sup>th</sup>, through our partner the Secure Community Network (SCN), Federation organized training sessions of *Countering Active Threat Training*. The training was provided by Stephanie Viegas who has extensive experience with the FBI, and I am so pleased that several different community organizations participated in the training.
- The audit will begin the week of September 6<sup>th</sup>.
- Under the leadership of CFO Mark Gruner, more and more processes are moving to electronic. This includes a new leave request system as well as a significant shift to Electronic Fund Transfers.

Note: owing to team member vacations, there is no communications update in this report.