



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: October 6th, 2021
Re: President's Report

Here is an update to the Board on activities and issues since the September 13th meeting.

DEVELOPMENT

As of October 1st the 2022 Annual Campaign sits at **\$1,747,483** million from **572** donors, representing a 1% increase on a gift-by-gift basis. This includes 22 donors who did not give last year. Of those 22, 7 donated to the Emergency Campaign and have now been converted to make an annual gift.

Not included in the annual campaign figure are 8 monthly donors who we have signed up to become monthly donors, an initiative undertaken by the development team. These donors account for \$6,360 and no longer need to be canvassed annually. The newly named Monthly Mitzvah Club is hoped to grow next year, with the goal of eventually freeing some bandwidth to focus more on new donor acquisition. It is a goal in this year's business plan to secure a minimum of 25 monthly donors.

A more formal stewardship matrix for donors going forward will be implemented. In addition to thank you letters, every donor will receive a thank you email within 48hrs of the pledge being processed. All new or lapsed donors will receive a personal thank you call, and the campaign manager or director of development will call any \$3600+ donor who is not currently part of one of our giving societies (LOJ, TD and BGS). Top Donors will be called by the campaign chairs or a member of the senior staff team.

One other highlight is regarding the nature of the receivables for the emergency campaign. With \$2.6M pledged, only \$3,300 is outstanding, part of which is deferred payments. This is a historically great rate of pledge collection.

OPERATIONS

Vaccination Policy

Federation implemented its vaccination policy for office, Campus, and OVH staff in September. Most employees were able to provide proof of vaccination. Two exemptions were handled.

Security

On October 4, Andrea Blaustein attended a Trauma Tactical Care Train-the-Trainer course, hosted by CIJA in consultation with the Canadian Tactical and Operational Medical Solutions Academy. Colleagues from other Ontario Jewish communities also attended.

A security working group met in late September, with the goal of collaborating on campus-wide security protocols and training.

On October 27th, I presented to the Ottawa Police Services board as part of their budget consultation. My presentation focused on the rise in antisemitism, support for the hates crimes unit and a reiteration of our repeated request for the ability to hire paid duty police officers.

Compliance

All GST has been paid, our payroll is current, source deductions have been made, and all other filings and payments are in compliance.

FEDERATION PROGRAMMING AND SERVICES

Top Donor Event (Best. Donors. Ever)

On September 13th, 33 Top Donors & BGS donors attended a L'Chaim under the tent at KBI. Guests enjoyed music, food, drinks and also received a small gift. Though it was a more intimate group than previous in-person top donor events, this event was nonetheless well received.

Archives

An Intern was hired thanks to a grant from the Ottawa Historical Society. The Intern will undertake a new project to digitize the collection of audio cassettes. The project will be completed over the next six months.

EG Campaign Update

There are 22 EG canvassers who have volunteered to help canvas this year. An EG-specific canvasser training session was held on September 23rd with eight of the canvassers participating. The current total for the EG campaign is \$15,592, with pledges increased from last year by 17% to date.

EG Steering Committee

Due to the High Holidays, the EG Steering Committee had a late start in its planning. They will now meet on October 7th. Also, this year J-Fellows will be more integrated under the EG umbrella. The committee will confirm plans to host an event for Chanukah with smaller social gatherings throughout the fall.

PJ Library Breakfast in the Sukkah

September 26th-In partnership with the Ottawa Modern Jewish School 10 families (42 guests) were welcomed for a socially distanced, in person, breakfast at the SJCC. Families mingled, recited the blessings over the lulav and etrog with OMJS Principal Jodi Green, listened to a story and assembled crafts.

GatherUP Labs

October 7th- The monthly gathering of Jewish engagement professionals returns with a focus on TIME. As a group they will explore project management (tools, resources), leadership for the future by being in the present, and a collaborative case study for creating opportunities for the micro-grants program.

PJ Library Virtual Open House

October 14th- PJ families are invited to learn more about the program and event calendar. New members are being recruited for the PJ Library Parent Committee.

Microgrants

The Committee is delighted to welcome Emily Segal as the new incoming Chair. Emily has been on the committee for 2 years and is replacing Sharon Diamond. Three Microgrants have been approved since September 13th, bringing the total allocations (from July 1, 2021) to **\$20,820**. It is a goal in this year's Business Plan to disburse \$70,000 in microgrants.

Organization	Project	Amount Allocated
NCSY	Pop-Up Sukkahs	\$375
Chabad of Kanata	Outdoor Tent	\$2,500
Machzekei Hadas	Tashlich at the Beach	\$1,475

National Day for Truth and Reconciliation

September 30th- The community was invited to participate in a thought provoking program for the National Day of Truth and Reconciliation with Guest Speaker, Bob Watts. 100 people participated in the event. Next steps will be determined in the coming weeks. It is a goal in the business plan to initiate a minimum of 2 initiatives in this area.

CommUNITY, Annual Campaign Event

This event will take place on October 27th and marketing for the event was launched with an interview with Choir!Choir!Choir! in the e-Bulletin. The Kershman/Wasserlauf Family is chairing this year's interactive, digital experience. The event includes participants' "voices" followed up with a sing-along with famed Choir!Choir!Choir! directors & musicians. Preliminary registration is slow, but will hopefully pick up with a focused marketing campaign.

Plans for Holocaust Education Month

The Shoah Committee has secured a grant with partners in other communities through the Maskpik coalition to bring a special Yad Vashem exhibit and learning resources to local high schools. Four schools will participate (Sir Robert Borden, Hillcrest, Notre Dame and Woodroffe). The exhibit, *Stars without a Heaven* (Children in the Shoah) will rotate for a week in each of the schools throughout Holocaust Education Month. There are plans to develop a Hybrid program, including teacher resources and a student engagement plan.

Hillel Ottawa Update

The year is off to a great start with welcome back and High Holiday programming. To ensure students feel safe and comfortable attending programs, pre-registration is required and vaccines are mandatory.

65 Students participated in an **Opening Bagel Brunch**, the first in-person event in almost two years! Students also enjoyed spending time in the Sukkah at Hillel House, throughout the week of Sukkot as well as enjoy two events: **Sushi in the Sukkah** (15 students) in partnership with Jewish Law Student Association, and a **Sukkah Happy Snacky Hour** (35 students).

Events:

September 14- Federal Election Info Session in partnership with Hillel Ontario, CJPAC, and CIJA (10 students)

September 23- Book Club kick off (20 students)

October 3- Student Executive, Leadership event at Saunders Farm (20 Students)

October 5- Israel Learning Fellowship begins

October 7- Annual Maccabee Task Force Action Plan meeting

October 13- Hillel Night at the Museum, Museum of Science & Tech

October 15- Shabbat Dinner at Hillel House. Students are invited to eat outdoors together, weather permitting (or the meal will be to-go).

Hillel Ottawa was also a signatory to a joint statement of solidarity with other Canadian Hillels, StandWithUs Canada and Hasbara Fellowships Canada. The statement was about empowering proud and resilient Jewish leaders and emphatically condemning antisemitism.

COMMUNICATION

In the last 39 days, Federation has sent 23 individual e-blast campaigns to various community lists. Among the special community-wide messages was a special edition of the E-Bulletin for the Federal Election, and Shabbat greetings from Board Members Danya Vered, Jeff Laks and Chair Ian Sherman.

There was an increase in new contacts with 33 new emails.

Communication Dashboard

Emails stats over the last 39 days, compared to results from August 2021.

Number of Eblast Campaigns	Open rate*	Click rate**	New contacts	Unsubscribed
23 messages, +6 messages	42% (- 3 %)	12% (+1%)	+33	-20

Understanding terms in the table:

***Open rates:** The percentage of people who opened the email. For example, a message sent to 1000 people will be opened by 45% of them, so 450 people read the email.

**** Click rates:** The percentage of people who click on links within an emailed message. These can be links to events, to view videos, to see reports or to donate. This figure helps understand email engagement.

Industry average (according to stats provided by our email program): open rate averages for most business is 22%; click rate industry averages are 9%.

Social media

Facebook

As explained in the last update, Facebook has adjusted how it measures insights – the data is limited to viewing the past 28 days only and does not seem comparable to past numbers. Despite the limitations, reach has increased and engagement similar.

E-Bulletin Sept 2021

Aug. 2021

People Reached	2,270 ▲50%	People Reached	1,442 ▲118%
Post Engagements	326 ▼31%	Post Engagements	437 ▲241%

Federation

Federation's page shows an increase over last month, even if percentage jumps aren't clear. More study and discussion are needed and upcoming CCRC meetings will deal with how to study social media metrics for clearer usage.

Sept 2021

August 2021

People Reached	14,024 ▲47%	People Reached	11,677 ▼63%
Post Engagements	4,023 ▲84%	Post Engagements	3,072 ▼59%

Other elements

The EG Facebook group still sits at 183, while Jewish Ottawa Helps has increased by 22 to 1,465 members, Instagram is at 1148 (up 16). Twitter is up 3 to 1,771. PJ Library Ottawa Families has doubled its numbers to 43.