



## Memo

**To:** Jewish Federation of Ottawa Board of Directors  
**From:** Andrea Freedman, President and CEO  
**Date:** September 3, 2021  
**Re:** President's Report

---

Before every meeting, I submit a summary of Federation's major activities. Here is an update to the Board on activities and issues since the May 2021 meeting. I am always open to feedback as to the types of information that will be most helpful to you.

There have been three "active management issues" over the summer: antisemitism (particularly in relation to the Ottawa Carleton District School Board, issues pertaining to the OVH (securing a preeminent Kosher Caterer in Ottawa), and trying to navigate through the re-imagined national system and what this means for Jewish Ottawa. In the coming months, there will be updates to the board on each of these issues in various formats.

### DEVELOPMENT

---

#### Campaign 2021

To date, the 2021 Annual Campaign has raised \$4,686,286 in pledges. We are confident that at least \$15K of additional gifts will be secured, meaning that the campaign will close at \$4.7 Million dollars. In addition, the Emergency Campaign raised \$2,594,642 which puts the remarkable combined total contributed by the community at nearly \$7.3 Million dollars. This is a tremendous accomplishment and campaign chairs Karen Palayew and Rabbi Reuven Bulka Z"L, along with Director of Development Micah Garten and the whole team did stellar work!

#### Campaign 2022

With the help of our exceptional new Campaign Manager, Yudit Simmons, the campaign structure is complete and all 190 canvassers have been assigned donors to canvass. Of the 170 canvassers in the general campaign (EG does their own training), approximately 50 attended canvasser briefings on August 23 and 24. Another bright spot is that campaign leadership worked hard and recruited 20 new canvassers this year.

#### Campaign Events

- **September 13<sup>th</sup>**: Top Donor in person L'Chaim of Appreciation
- **October 27<sup>th</sup>**: Virtual mid campaign event with Choir!Choir!Choir!
- **Telethons** will not take place this year, but a special group of canvassers have been recruited to make telethon calls from their homes.
- **Lion of Judah** event TBD

#### Generation Trust

Preparation work continues for a hopeful Fall launch to the campaign. There are many details that need to be worked out with the schools, as they have unique needs and desires.

## **OPERATIONS**

---

### **Return to Office**

Return to work planning continues, with a soft return encouraged from September through November. The soft return currently includes the executive team beginning to work 2 days/week from the office, in person small team meetings, etc. All public health guidelines and mandates will be followed, including adherence to the Soloway JCC's vaccination policy.

### **Campus**

During a busy August, several Campus projects were completed. This includes some foundation repair work, electrical upgrades, and a complete repaving of the parking lot and front sidewalk at Building 31. Work will continue into the fall on the security upgrades that were funded by the Ontario Safer and Vital Communities grant.

### **Security**

While they have not reinstated their paid duty program (despite our strong request), Ottawa Police Services continue to be responsive to requests for situational awareness on key dates on the Jewish calendar. The annual High Holiday Security Briefing was held on August 30 for congregations.

This fall, Andrea Blaustein will be attending a Trauma Tactical Care Train-the-Trainer course, hosted by CIJA in consultation with the Canadian Tactical and Operational Medical Solutions Academy. Upon completion, she will be able to lead courses for our security team and community synagogues and agencies.

### **Governance**

Planning for Federation's board retreat is underway, with details forthcoming. This year our retreat will focus on two timely and important topics: The "Next" Normal and Antisemitism & Advocacy.

### **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**

---

### **Community Building**

#### **GatherUP Labs (Final three installments of 4-part series) June 10, July 15, August 12**

A monthly session for engagement lay leaders and professionals. Through experimentation, real-event case studies and team-building exchanges, participants lead and learned about event technology, gathering best practices and experience design. The labs have built a following of 21 participants, from 18 departments and organizations all over the Jewish Ottawa spectrum.

#### **Mitzvah Days of Summer - July**

As an engagement project for families, Federation created an 18-activity kit with supplies to do a Mitzvah-a-day, for kids 6 and up. The underlying theme was appreciating and contributing to making the world a beautiful place.

### **Jewish Book Club: Jews on Climate Change**

On May 27<sup>th</sup> the fourth and final session of the book club “Jews on Climate Change”, was held with a robust discussion of Jonathan Safran Foer’s book “We are the Weather”. A total of 13 individual participants attended this weekly discussion group.

### **August 29, Newcomers Event**

A virtual pre-Rosh Hashanah event was held August 29<sup>th</sup> for young families new to the community. Participating families received a welcome kit with Rosh Hashanah goodies delivered to their home in advance of the meet up. 10 newcomer families participated in the event.

### **Shoah Committee**

Successful recipients of the Maspik Grant, the Shoah Committee, in collaboration with the Canadian Society for Yad VaShem, the Jewish Federation of Hamilton, and the Jewish Federation of Edmonton, has been busily planning a yearlong program of hybrid events. On November 8<sup>th</sup> (**Holocaust Education Month**), in collaboration with CHES, we will launch our panel exhibition of [“Stars without a Heaven: Children of the Shoah”](#), which will be on display, throughout the month of November, at the Greenberg Families Library, and six local high schools. On January 27<sup>th</sup> (**International Holocaust Remembrance Day**) in collaboration with the Zelikovitz Centre, we will showcase the [“Shoah - How is it Humanly Possible?”](#) at local universities. In April, in partnership with the SJCC, we will curate our [“They Say There is a Land”](#) Eretz Israel exhibit on **Yom HaShoah**.

### **Microgrants**

**Since May 21<sup>st</sup> of 2021, a total of \$31,847.00** dollars have been allocated, and the following microgrants have been successfully awarded to community organizations and individuals:

<b>Recipient</b>	<b>Program</b>	<b>Amount</b>
Beit Tikvah	<b>Outdoor services tent</b>	\$1,777.00
KBI	<b>High Holidays Inclusive Choir</b>	\$1,800.00
OJCS	<b>Little Learners Pre-school program 2.0</b>	\$2,500.00
AJA 50+	<b>Go Pro Technology "Live from Ottawa Seniors Programming"</b>	\$1,800.00
Hillel Lodge	<b>Seniors Programming "Live from Ottawa"</b>	\$2,500.00
Chabad of Centrepointe	<b>Out of the Box Camp</b>	\$2,500.00
JFS	<b>Family/Life Workshops</b>	\$2,500.00
Ottawa Torah Centre	<b>OTC Patio</b>	\$2,500.00
Julia Gorodzky	<b>Jewish Teens Meet Up</b>	\$825.00
Or Haneshamah	<b>OrHaneshamah Bnei Mitzvah Moving Forward Curricula</b>	\$1,125.00
Rabbi Michael Fine	<b>Camp Rabbi Fine</b>	\$1,125.00
JET	<b>Outdoor Challah Bake</b>	\$1,950.00
CIJA & KBI	<b>Pride Shabbat</b>	\$1,300.00
JNF	<b>Pre-Shabbat Family Picnic</b>	\$1,770.00
Chabad Student Network	<b>Outdoor Tent</b>	\$2,250.00
Sephardic Association	<b>High Holiday Services</b>	\$2,500.00
Adam Moscoe	<b>Sushi and Cider in the Sukkah</b>	\$1,125.00

### **Innovative Capacity Building Fund:**

Throughout the month of May and June the Grants and Allocations Committee deliberated on applications for round 15 of the Innovative Capacity Building Fund. This was a highly competitive round, with 12 strong applications. After careful deliberation, this donor-driven fund approved **the following grants in July 2021, allocating a total of \$39,374.**

<b>Organization</b>	<b>Project</b>	<b>Funding allocated</b>
<b>NCSY Ottawa</b>	Professional development and training for lay board of directors	<b>\$2,500</b>
<b>Torah Day School of Ottawa</b>	Educational consultant and professional development	<b>\$4,500</b>
<b>JET Ottawa</b>	Consultant for strategic marketing and branding	<b>\$4,000</b>
<b>Ottawa Jewish Community School</b>	Educational consultant and professional development training sessions	<b>\$7,000</b>
<b>Beit Tikvah</b>	Consultant for strategic priorities, board training and development	<b>\$5,000</b>
<b>Soloway JCC</b>	Technology to enable hybrid events/programs	<b>\$5,687</b>
<b>Temple Israel</b>	Technology to enable hybrid events/programs	<b>\$5,687</b>
<b>Tamir Foundation</b>	Consultant for professional development and strategic planning	<b>\$5,000</b>
<b>Total Funds Allocated:</b>		<b>\$39,374</b>

### **EG**

- August: In lieu of an in-person EG Gratitude event, which was not possible due to public health restrictions in June, EG donors received a postcard of appreciation from the EG Campaign Chairs.
- To date, 21 EG canvassers have confirmed their participation in the 2022 Annual Campaign, of whom 4 are new recruits and one canvasser is returning after a two year absence. The canvassers have confirmed their cards and an EG-specific virtual canvasser training will be scheduled with personal follow-up meetings between the EG Director and each new recruit.

### **PJ Library Telethon**

In a recent effort, \$773 was raised from 10 new donor families. This is less about dollars raised, and more about securing new annual campaign donors, hopefully for many years to come. PJ families may be canvassed 2 years after they join PJ Library.

### **August 15, PJ Library Virtual Camp-Out**

19 families (39 children) collected a free activity kit including craft supplies, campfire song lyrics and recipe ingredients to make s'mores. They all met up in a virtual component of the event where families shared their tents or pillow forts and enjoyed a PJ story.

### **Grants & Allocations Committee**

The committee met in August with the principals of Supplementary Schools to discuss back-to-school plans, problem solved potential risks, pitfalls and challenges to reopening, and looked to find ways that Federation can support their programs. All are planning to re-open with in-person classes.

### **August 24, Understanding Antisemitism & Community Based Civic Engagement**

Federation presented this learning opportunity in partnership with AJA 50+ and CIJA. The event was free of charge and 50 people participated.

## **Archives**

Thanks to a grant from the Ottawa Historical Society, the Archives was able to hire two students who will undertake projects for the Archives this fall. One project is to digitize the collection's audio cassettes and the other is digitizing deteriorating photographic negatives. This work is needed to continue to preserve Ottawa's unique Jewish history.

**June 14** – Archivist Teigan Goldsmith was the guest speaker for Na'amat Women, Aviva chapter on the history of the archives, attended by 20 people.

**June 21** – Teigan was the guest speaker for the Ottawa Jewish Historical Society doing a talk called 'Treasures of the Archives'. The talk featured 12 artifacts from the Archives vault and went into their history, their significance to the community and why something like that is housed in the archives. Available on Youtube: [https://www.youtube.com/watch?v=cwpqI\\_nl13o&t=3264s](https://www.youtube.com/watch?v=cwpqI_nl13o&t=3264s)

**June 23** – Teigan was the guest speaker for the 2021 Capital Heritage Connexion annual AGM. A film crew came into the archives a month prior and filmed a full tour of the archives. There was then a question period after the video was shown. Available on Youtube: <https://www.youtube.com/watch?v=6aebYeu1Meg&t=4s>

## **Hillel Update**

It has been a busy summer for Hillel Ottawa! Hillel Director Sasha Kathron has continued to work closely with incoming student leadership to plan for the new school year. Significant efforts were also put towards advocacy planning as a result of the rise in antisemitism and anti-Israel sentiment on campus earlier this year. Behind the scenes, there have been conversations with university officials and campus security, in addition to scenario planning for the coming year. It is important that Jewish students feel comfortable and safe returning to their campus this September. To help with this, Hillel Ottawa is grateful to have recently received a \$45,000 grant from the Congregation Beth Shalom Legacy Fund, which will help with Israel advocacy efforts.

Two new staff have been hired to round out the Hillel team: Austin Pellizzer will fill the role of Advocacy Coordinator and Gabe Hamburg has stepped into the role of Student Life Coordinator. Both begin on September 1st.

The entire Hillel team is extremely excited to finally have students returning to campus. There will be a welcome back Bagel Brunch as well as a province wide online Hillel Unity Shabbat. This year will feature a hybrid of online and in-person events. Hillel will take full advantage of the nice weather and have outside event where student can remain safely socially distanced.

## **Upcoming Events**

**September 1-** Hillel Staff on onboarding and training

**September 3-** Ontario wide Unity Shabbat

**September 12-** Welcome back Bagel Brunch

**September 19-** Exec hangout, Hillel student leadership team bonding (canoeing/ park picnic)

**September 23-** Book Club launch

**September 24-** Happy/Snacky Hour in the Sukkah

## Federal Election

Together with our advocacy partner CIJA, we have organized election roundtables with candidates from the 3 major parties. We will be meeting with the Conservatives on September 10<sup>th</sup> at 8:00 AM, the Liberals on September 10<sup>th</sup> at noon and the NDP September 13<sup>th</sup> at 8:00 AM. These will be live streamed and the recordings will be promoted on social media and in a Shabbat message.

## COMMUNICATION

---

Since the last update in May, Federation has sent 53 individual e-blast campaigns to various community lists. Among the special community-wide messages was a special edition of the E-Bulletin in honour of Rabbi Reuven Bulka Z"l, and Shabbat greetings from Board Members Jake Shabinsky, Ian Sherman and Karen Palayew, all of which had above average open rates of 47%.

Emails stats over the last 90 days:

Number of E-blast Campaigns	Open rate*	Click rate**	New contacts	Unsubscribed
May – August	45% (same)	12% (+1%)	+60	-35

**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.

## Social media

### Facebook

Facebook has adjusted how it measures insights and we are still analyzing this to determine what is meaningful. Once we have done that, a communication dashboard will be shared with the board.

### Other elements

The EG Facebook group still sits at 183, while Jewish Ottawa Helps has increased by 62 to 1,443 members, Instagram jumped to 1,132 (up 63). Twitter has grown by 43 to 1,769. In addition, Federation added a new PJ Library group page called PJ Library Ottawa Families, which now has 21 members.