



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: November 30, 2021
Re: President's Report

Here is an update to the Board on activities and issues since the November 17th meeting. Let me begin with highlights of some key issues on the go or those that will be brought to the board in the New Year:

- **University of Ottawa:** Yesterday, President Fremont released a strong statement against BOS. We are now awaiting next steps from the administration following the meeting with student, faculty and community leadership.
- **Ottawa Police Services:** with the photo of a suspect widely circulated, confidently, the individual has been identified and an arrest will take place. Unfortunately, in the meantime, he continues his hateful actions.
- **Annual Campaign:** While results to date are positive, there remain, over 500 gifts to secure from donors who gave last year, representing approximately \$1.7M.
- **Employee engagement:** Effort, thought and care is being made with respect to a hybrid return to the office, but unquestionably, this is a tough time for team members. The compensation project is in process and is a deliverable by the end of January 2022.
- **Communications:** as you can see from the President's report, Pauline Colwin continues to analyze how to engage more people through email and on social media. In the new year, we will also be revamping our website.
- **Program funding:** in the new year, a new model for program funding will be presented to the board.
- **Re-imagining process:** At the end of October the majority of staff at Jewish Federations of Canada-UJA, ceased working for the national organization. There remain many questions as to how and where promised services will be delivered, though some progress is being made. As is typically the case, transitions are challenging.

DEVELOPMENT

Campaign 2022

As of November 24th, campaign 2022 has pledges totaling **\$3,346,228** from **1239 donors**, representing a **4% increase** on a gift by gift basis. This represents \$620K and nearly 190 donors more than the report on November 5th.

Lion of Judah

On December 8th Lion of Judah will be holding a virtual event which will allow participants to go on a virtual tour of Jewish Majorca. The pride also recently added a new Lion, which is the 3rd new Lion of this campaign. Yasher Koach to Board Member Gillian Presner who co-chairs the division (along with Donna Dolansky) and has helped recruit five new Lions under the age of 45 years old in the last two years.

OPERATIONS

Campus

Preparations for the 2022-23 Campus budget are underway, with the goal to bring the budget to the board for approval in February. This will include an update to the capital budget plan.

Security

On **November 29th**, Police Chief Peter Sloly visited campus to meet with clergy and lay leadership. It was a very positive dialogue and leadership continues to request the ability to secure paid duty officers for large events and the high holidays. The chief has promised an answer early in 2022.

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

EG Campaign

The total as of **November 26th** is **\$79,662** from **107 donors**, this is a **29%** increase in card value over last year. In addition to the direct mail outreach in November, plans are being confirmed with the EG Campaign co-chairs to host a Call Night for open cards.

Microgrants

Six Chanukah-related microgrants were approved totaling **\$10,088**.

Total Microgrants to date: \$37,108

Balance of funds remaining for FY 21: \$32,892

Organization	Project	Amount Allocated	Type
Isaac Bushewsky & Glebe Shul	Chanukah Beer Tasting	\$900	Individual & Organization
JET	Menorah Building Contest	\$2,500	Organization
OTC	Chanukah Drive-In	\$2,500	Organization
Jonathon Greenberg	Jewish Public Servant Network Chanukah Reception	\$563	Individual
Young Israel of Ottawa, Rabbi Rudin	World's Largest Menorah	\$1,125	Organization
Jewish Youth Library	Light up the Night	\$2,500	Organization
Chanukah Total:		\$10,088	

EG Chanukah Event

December 4th - An in-person event for 25 guests will be hosted by Yudit and Ze'ev Simmons at their home in Alta Vista, with candle-lighting and individual packages of latkes and sufganiyot.

PJ Library Chanukah

Nov. 21st - Families were invited to the SJCC to collect Chanukah activity kits made in partnership with the SJCC Children's Department. All 100 kits have been sold and two families have designated kits for donation to JFS so that additional families may benefit from a brighter Chanukah.

Holocaust Education Month

Passage to Sweden, **Nov. 20th** Over 150 households tuned in for the Canadian premiere of the award-winning documentary *Passage to Sweden*, followed by live conversation and Q & A with filmmaker Suzannah Warlick, film narrator Chana Sharfstein, and welcoming remarks from the Embassy of Sweden in Ottawa and the Embassy of Israel in Canada. The live conversation was attended by approximately 40 people.

The mobile *Stars Without a Heaven* exhibit circulated through four local high schools (Woodroffe, Hillcrest, Sir Robert Borden & Notre Dame), impacting approximately 500 participating students.

Grants and Allocations

Two RFP's (Requests for Proposals) were launched in November, the fund for Innovative Capacity Building (deadline to apply for agencies is Dec. 7) and Strategic Funding for Supplementary schools (deadline to apply is Dec. 17).

Hillel Update

As the board is aware, during the week of **November 15th** a highly problematic statement was passed by the student union at the University of Ottawa. Hillel Ottawa quickly mobilized and were successful in releasing a multi organizational letter of condemnation within 24 hours of the incident. Hillel staff continue to meet with students looking for clarification of what occurred on campus and those who are seeking extra support during this time.

On Wednesday **November 17th**, a group of Jewish student leaders, faculty, and community members met with University of Ottawa President Fremont and some members of his senior administration. This meeting was an important first step in creating more open dialogue between the Jewish students and university community. It should be noted that some of the most effective presentations came from Hillel Director Sasha Kathron and two student leaders.

Recent/Upcoming Events:

November 17 - Loft board game night - 30 students

November 23- Israel Learning Fellowship Class 7 - 12 students

November 26- Shabbat Dinner - ate in-person in the Hillel House, and another 50 meals were given out

November 30- Israel Learning Fellowship Final class - 12 Students

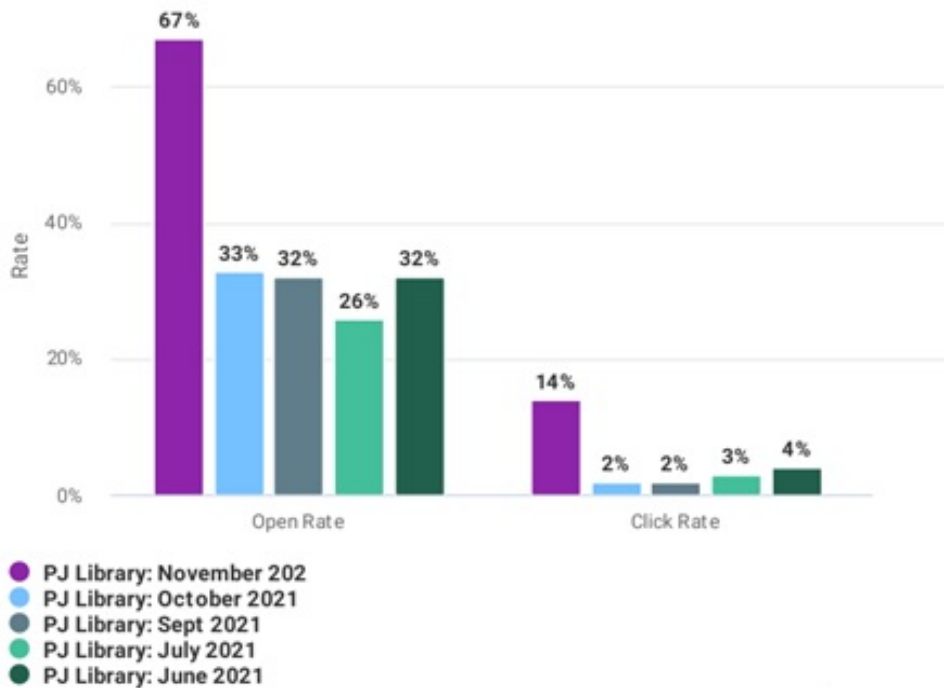
December 2- Hillel Chanukah Party

December 10th is the last day of class for the fall term. As students begin exams, the Hillel staff team will wrap up for the term by completing reports and updating the database. All Hillel staff are required to attend the Hillel International General Assembly between December 13 -16. All staff will also be participating in Canadian Hillel conference days on December 9 and 10.

COMMUNICATION

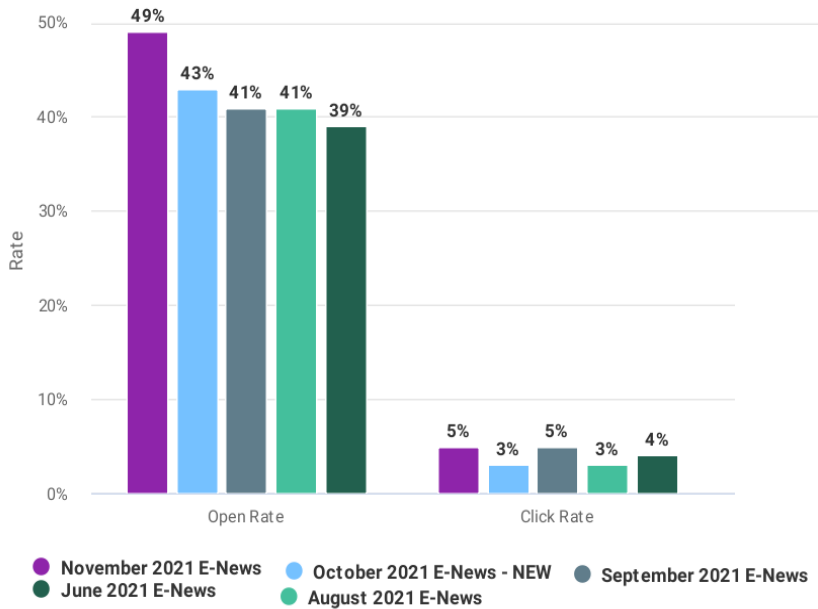
PJL Newsletter

In an effort to improve engagement and boost open rates for PJ Library messages, changes were made to the subject line, to make it more urgent (in the past, the subject line was created by PJ Library's own marketing team), and is now more personal, coming from EG Director Lindsay Newman. There was immediate success with a **65% open rate**. See below comparing the November PJ newsletter, in *purple*, to the past four messages.



E-news

A similar effort to boost open rates was made with E-news, which while enjoying good open rates was still seeing a lower rate than other messages, which get an average of around 46%. A new shorter subject with a better description was used, and the message was made more personal by having it come from staff. An immediate modest jump was visible (*See purple column showing 47% open rate*). More testing and trials are needed, but this is a good step forward in fine-tuning email delivery.



Next steps

Federation has a higher than desired bounce rate - this refers to emails that while seemingly correct are not delivering. It may be an error on the recipient side that creates a delivery mistake, but if this error reoccurs, Constant Contacts suspends the email and Federation gets a permanently undeliverable email. Efforts are being made to analyze this.

Social media

Facebook

Federation has made a concerted effort to boost Facebook after experiencing a drop in engagement. It was noted that only paid posts would deliver to our audiences. As such, we chose a few strategic messages, (Ian Sherman’s Order of Ottawa, police release of photos etc.) to amplify our messages and our engagement has seen a significant jump.

Last 28 days : Oct 21 - Nov 17 ▾

People reached **32,000**
▲308%










Post engagements **9,401**
▲341%

A quick comparison to other pages we watch puts our performance in perspective and shows how strong Federation’s statistics are. The chart below represents the stats for the current week of November 15, 2021.

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares *i*

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  CIJA	29.1K 	▲ 100%	8	1.2K 
YOU 2  JFO: Jewish Federation ...	24.3K 	▲ 100%	15	6K 
3  United Way East Ontario...	4.2K 	▲ 100%	10	85 

Next steps

We will continue to amplify strategic messages and cross share across platforms.