



Memo

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

Here is a report on Federation activities since our last meeting September 12th.

DEVELOPMENT

Campaign 2023

As of October 3rd, \$1,054,581 has been raised from 326 donors and currently, campaign is flat. The flat campaign is largely the result of the continued and expected decline in one particular gift, as previously reported to the board. Additionally, to date, 16 new or lapsed donors have made gifts this year.

Life and Legacy

In Year 3 of the program, goals shift from securing Letters of Intent (LOI) to formalizing LOIs and receiving testimonials. To date, Federation has received 3 testimonials and would welcome additional ones from board members who have already signed a LOI.

Lion of Judah

Approximately 25 Lions gathered on September 21st for an amazing evening where Dr. Michal Arad spoke about her research as well as her life, including as the spouse of the Israeli Ambassador. Due to inclement weather, the event was moved indoors and a few Lions subsequently declined to participate.

Canvasser Corner

Campaign Manager Yudit Simmons created a new weekly email template to go to all the canvassers with campaign tips, interviews and a campaign update. The feedback has been overwhelmingly positive and open rates are near 90%.

Young (Adult?) Real Estate Gathering

On September 28th, Federation hosted a small gathering of future leaders in the commercial real estate space. Roger Greenberg spoke with the group as part of the micro community strategy. 16 people attended.

PERSONNEL AND EMPLOYEE ENGAGEMENT

After over two decades of working for Federation, **Tinh Ly** has officially retired and her last day as Controller was September 30th. After a competitive search process, **Joanna Carriere**, currently an accountant associate with us (responsible for the SJCC), has been promoted to Controller. One of the visions of the finance department is to have better overlap between roles and entities and this is a significant step. Additionally, when appropriate, it is always wonderful, to promote from within the organization.

Liam Robinson started as the new Facilities Director on September 19th and is off to a strong start. **Rena Garshowitz's** first day back at Federation as Vice President, Operations will be October 24th.

On September 20th, Sarah Beutel and Anne Read organized a **Rosh Hashanah L'Chaim for Jewish Communal professionals**. It was a wonderful and well-received gathering of approximately 40 colleagues, which was enhanced through the participation of board leaders Ian Sherman, Karen Palayew, and Kevin Barwin.

COMMUNITY BUILDING

Federation Community Engagement:

	Program Details	Number of People Engaged
Ottawa Jewish Archives	Keynote address, Sept. 18: Teigan Goldsmith, the Archivist was the keynote speaker for Na'amat Ottawa's celebration of the Ottawa Jewish Telephone Directory, presenting on the history of Directory in Ottawa.	40 people
PJ Library	<p>Young Family Newcomer event, "Goodnight Ottawa" September 7: Event with children ages 0-10 years old were invited to get to know each other and meet community ambassadors in a fun, friendly environment.</p> <p>PJ Plays in the Park in Kanata, Oct. 9. Targeting families living west and in Kanata, the event will offer a causal way to connect families to each other.</p>	<p>12 new families + 5 ambassador families</p> <p>TBC</p>
March of the Living 2023	Coast to Coast communities are partnering to offer the MOL Poland to Israel trip experience for high school students in Grades 10-12. Registration opens Oct. 12, and an Info-session will be held Oct. 19. Trip dates are April 15 – May 1, 2023 (TBC).	

Grants & Allocations Update:

The new grants software platform, Good Grants, was launched successfully. It is now being used for Microgrants, and will gradually integrate all applications for funding and reporting documents. The new software will enable the efficient storing, reviewing, scoring, and analyzing of Federation funding. Staff are in the process of designing the complete grant cycle for all strategic funding streams.

- **Microgrants** allocated in this period totaled \$5,981.

Recipient	Program	Grant
Jessica Strauss, community volunteer	Makom Ottawa	\$2,500
Adam Moscoe, community volunteer	Sushi in the Sukkah	\$1,400
NCSY	Back to School with Confidence	\$2,081
Total Grants to Date		\$26,531

Hillel Ottawa Update

Student Engagement: Kick off week was a great success with Hillel staff at Campus Club Fairs every day, welcoming new and returning students. The **Welcome Back Bagel Brunch** had 64 students, with a mix of new and returning students. The Hillel team continues to engage students through many events and one on one coffee meetings.

As in past years, Hillel Ottawa does not offer High Holiday services, however, works with community partners to ensure every student has a place to go based on their specific needs and level of observance. Hillel has also partnered with the Jewish Fraternity, AEPI, to plan a “Rush” Hashana Party to celebrate the new year together.

Advocacy: Hillel staff and student leadership met with the Maccabee Task Force (MTF) for the annual action plan meeting. Hillel was once again able to secure funding for Israel and coalition building programs. The MTF grant will enable Hillel to take 20 non-Jewish student leaders and 5 Jewish student leaders to Israel in summer 2023, on a fact-finding trip of which the main goal is to help Hillel and Jewish students build strong connections to influential student groups, thus building their networks of connections and potential allies. Running a successful trip will be a primary focus of Hillel staff this year.

Other Upcoming Events:

September 29: Book Club (weekly sessions begin)

October 6: Algonquin Clubs fair

October 7: Shabbat Dinner

October 11: Pizza in the Hut (in the Sukkah)

October 12: Israel Learning Fellowship begins (8 session weekly course)

October 13: Spilling the Tea, Mizrahi& Sephardi Heritage in the Sukkah

FINANCE, ADVOCACY AND OPERATIONS

PROCESSES

EFT: The EFT rolled out quite smoothly, as each week more transactions are added, with the goal of having the majority of transactions effected by EFT.

Leave requests: A new leave request system built in house allows managers to approve leave requests, for sick,

personal, vacation and other days. It also allows for increased efficiency in determining balances of leave for all categories, something our team has asked for.

Audit: The audit is proceeding after a slight delay. With Tinh's retirement and a new audit lead at GGFL, there has been a not insignificant learning period.

MUNICIPAL ELECTIONS

On September 22nd, under the leadership of Michael Polowin, a small group of Federation leadership met with Mayoral candidates Mark Sutcliffe and Catherine McKenney and with Bob Chiarelli on October 3rd.

All candidates running for city councilor and OCDSB school trustee have received a survey on issues of key concern for the community. Additionally, an audit of social media of school trustees was conducted.

As a non-partisan organization, Federation does not endorse candidates, but we will share the results of the Mayoral meetings, the surveys and social media audit with the community in a special edition of the E-Bulletin and in a Shabbat message.

COMMUNICATION

Communication highlights – Aug 1 – Sept. 23, 2022

Eblasts: In the last 60 days, we have sent almost **54K individual messages** and enjoyed an average open rate of **60%**.

A few highlights include:

Advocacy messaging

**NOW
WE GO
FORWARD**
Combatting
ANTISEMITISM



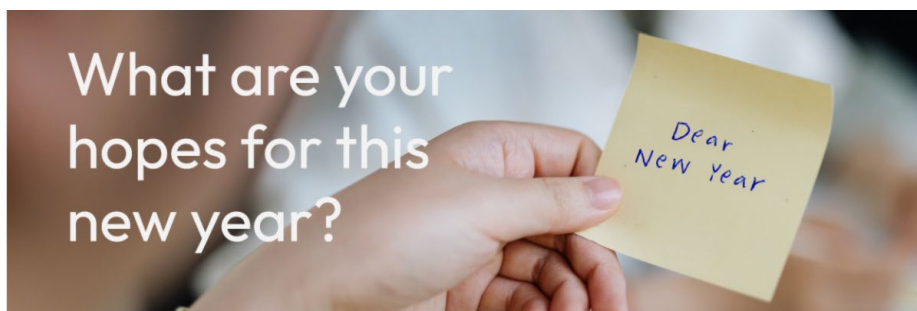
Multiple messages were sent about the OCDSB and included talking points that urged people to take action and to message their trustees and the Director of Education. A clear measure of the success of our advocacy and these messages is that on Sept. 23rd, the OCDSB issued an open letter to the Jewish community acknowledging that our relationship needs to be repaired. [See letter here.](#) While the letter is not perfect (e.g. unsigned), this is the first clear, public recognition from the OCDSB that they are finally hearing our concerns.

A Campaign Kickoff message from Josh Engel and Evelyn Silverman



This message introduced the Campaign message and video ([Now Let's Go Forward - 2023 Annual Campaign](#)) and had a 74% open rate.

Rosh Hashanah emails to donors and prospective donors



Dedicated emails and direct letters are being sent to donors as part of a new initiative that began last Passover. The extra communication and special messaging resulted in new donations and we are hopeful we will reach more people with this additional New Year's campaign, which also includes this video <https://www.youtube.com/watch?v=dRtJqig4g-8>

Social media

Instagram will be a focus this year as we push to grow our engagement with this younger audience. September is off to a good start with a jump on all metrics.

