



Memo

To: Jewish Federation of Ottawa Board of Directors
From: Andrea Freedman, President and CEO
Date: April 4th, 2022
Re: President's Report

Here is an update to the Board on activities and issues since the March 2nd meeting.

DEVELOPMENT

Campaign 2022

As of **April 4th**, Campaign 2022 stands at **\$4,733,794** with **1,583** cards closed. This represents a **5% increase** on a card over card basis. This includes **130 new donors**. We also have **\$17,100** annual revenue from Monthly Mitzvah Club Donors.

There are **221 open dollar cards** representing **\$262,262**. A small amount of these open cards are from donors who made gifts to the Ukraine campaign. While these cards are lower in dollar amounts, they will likely impact how many cards we can close for 2022.

Canvasser Survey

126 Canvassers were sent the Canvasser Experience Survey via email and were asked to complete a 10 question survey for their input, 28 individuals submitted a response. The overall canvasser experience was 9.7 out of 10 with respondents finding high value in the training materials, support from staff, communications about their impact on community, and feeling valued as a member of the campaign team.

Florida Top Donor event

On March 21st, Ian Sherman and I were both in Florida and are thankful to Elissa and Avraham Iny for hosting a small top donor event for snowbirds in the Boca Raton area. The wine and cheese was attended by 12 top donors and was a good way for Federation to show our appreciation to this important group of donors.

Ukraine Relief

As of **April 4th** we had raised **\$353, 831** from **430 donors**, including some local dollars for refugee resettlement. A concerted effort has been made to provide specific updates to these donors as well as craft a stewardship strategy. More detailed analysis is forth coming, but from an initial assessment it appears that roughly **10%** of the donors are not current annual campaign donors. The money has been transferred to UIA with the bulk of it going to the JFNA proposed 50/50 split between JAFI and JDC. One \$10K donation was donor directed to the JDC portion.

Life and Legacy

Federation's life and legacy team now has **15 Letters of Intent** in year two, bringing our total for the program thus far to 40. The community received an extension to the end of June, which gives us ample time to get the remaining 3 LOIs required to remain in the program.

OPERATIONS

Security

Federation, CIJA and the Ottawa Police performed security site assessments at seven synagogues in March. We received very positive feedback and learned a great deal about their interest in, and plans for, enhanced security

measures and training. It is clear that all organizations, regardless of size and location, require additional funding to support these measures.

CIJA has committed to providing funding for three Run Hide Defend (Active Threat) workshops, to be led by a local security training company. These will be scheduled for the spring and are intended to engage representatives from as many agencies and synagogues as possible.

KBI has advised us that they were successful in receiving a provincial security grant in March. Also in March, Campus received its second year of funding from the province for the security grant it secured in 2021.

The kickoff meeting with JFNA's LiveSecure grant program was held on March 17. Next steps will be to formulate our fundraising plan and identify our priorities and budget, with assistance from the national security experts.

To fill a gap for a couple of security staff who are currently on leave, we have hired one new PT security guard.

Facilities

In accordance with the recommendations of the 2019 building condition audit, we have just completed a tender process and awarded a contract for the complete overhaul of the electrical room at building 31. The work will be completed this summer and will involve a relocation of the electrical room to minimize disruption and downtime.

The Fire & Life Safety audit reports for buildings 11 and 31 have been reviewed with the engineer, and the remediation plan is being formulated. Most of the recommendations are voluntary, so the required work is being prioritized.

The Designated Substance review report for building 11 was received, and the engineer is preparing our AMP (Asbestos Management Program) report. A revised DSR report for building 31 was also received, and the AMP is in progress. Any required remediation will be handled as soon as possible.

Leases for OJCS and TIPES (for additional space in building 11) have been prepared and presented to the tenants.

OVH

From **April 4-11** (excluding Shabbos), OVH will be hosting an information booth at Loblaws in College Square. *Ask The Rabbi* will feature a community Rabbi available at the noon hour to answer questions about Pesach and general kosher inquiries.

Both licensed caterers are providing our community with kosher food options for Purim, Pesach and everyday meals. Loblaws Pesach aisle opened in March.

Governance

The Campus governance sub-committee has met, and work has begun on the revised articles and bylaws. They will be presented to this board for approval at the June meeting.

Nominations for the community volunteer and communal professional awards opened on **March 8**.

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 current total is **\$117,575** with a **28% increase** in card value over last year. Currently there are **37 open dollar cards** with a card value of **\$5,117**. Many of the cards have been re-assigned, and some will receive the direct mail solicitation.

PJ Library - Pay It Forward Campaign

The telethon raised **\$2,054** from **13 new donors**. This fall, these donors will be assigned a designated canvasser to encourage them to continue supporting Federation by making a gift to the 2023 Annual Campaign.

Community Engagement

Program	Program Details	Number of People Engaged
Young Leadership Development, J-Fellows	Session 1, March 3rd - In Pursuit of Justice: A conversation with Justice Rosalie Silberman Abella. Virtual event.	45 participants
International Women's Day; Rise-Up event	March 8th - Federation convened the SJCC, the WCPP and women's organizations to present this event. Five inspirational speakers representing different segments of the community spoke.	100+
Indigenous Awareness Training	<ol style="list-style-type: none"> 1. Metis History and Present Day: Thursday, March 24th; 2. Inuit History and Present Day: Thursday, March 31st; and 3. First Nations and Reconciliation with Bob Watts: Thursday April 7th. 	120+ registrants
Ottawa Jewish Archives	<p>March 21st - The Archivist spoke to a History class at Carleton University on the history of Jewish Ottawa.</p> <p>March 28th - The Archivist will be speaking with a grade 12 History class at Astolot Education Centre.</p>	45 students 15 students
Emerging Gen	April 8th - Pre-Passover EG Shabbat dinner in partnership with Machzikei Hadas and the Glebe Shul.	60-80 anticipated
PJ Library	<p>March 13th - Tobogganing get-together in Charing Park, Craig Henry. 2 families, including four children, attended. (Over 30 families were personally invited, and cold weather and illness were cited as reasons for not attending)</p> <p>PJ Library Purim - Two prizes were awarded for the Virtual Costume Contest. Shaloch Manot was provided to 25 families.</p>	2 families 25 families
Newcomers	Met with four newcomer families in March and connected them with local supports and resources.	4 families

Grants and Allocations since the last board meeting

Microgrants

The committee approved six applications, including four Purim events during March.

Israeli Women of Ottawa	Ladies Movie Night	\$800.00	Individual
KBI	Jewish Ottawa Youth Purim Party	\$2,063.00	Organization
Jewish Public Servants	Purim Reception for Jewish Public Servants	\$825.00	Individual

Glebe Shul	Purim Party for Young Adults	\$1,800.00	Organization
Ocean Enbar	Jewish Law Students Association Pub Night and in-person Palooza	\$450.00	Individual

Advocacy

A productive meeting was held with the key administrator at the OCDSB and finally, though there are still frustrations, some promising progress is being made. At the same time, families continue reporting challenges with which we are trying to assist.

A productive meeting with our city Councillor Jeff Leiper was held on April 4th.

COMMUNICATION

Eblasts

The average open rate has gone up two percent to 58%, which is high compared to industry standards.

Email engagement remains excellent with much of the success coming from strategic use of smaller designated lists. For example, messages about **Ukraine** sent to people who just donated to the Ukraine Crisis Fund receive extremely high open rates. Similarly, the Gifts in Action messages to Campaign donors are also very well received.

Gifts in Action (GIA) Update

The March GIA initiative focused on how a gift to the Annual Campaign helps to strengthen and improve beneficiary organizations, and their programs and services through the **Innovative Capacity Building Fund**. This was the first time we have highlighted this fund so it was a good opportunity to point out how Federation helps other Jewish Ottawa organizations to improve, helping to guarantee that the best possible services are available for our community. **It had a 65% open rate.**

Social media

To provide another look at how our social media, in this case, Facebook, compares to other organizations, here is a chart to show how Federation is received compared to other pages similar to our own. Below you can see CIJA, with more followers, but our engagement last week was actually higher - probably due to how much more we post. This also shows that overall, all pages saw an increase of 100% over the prior week.

Page	Total Page Likes	From Last Week	Posts this week	Engagement this week
CIJA	29K	100%	4	346
Jewish Federation of Ottawa	24.3K	100%	15	1.1K
United Way East Ontario	4.2K	100%	10	58
World Skills Employment Centre	3K	100%	5	1.9K
Hillel Ottawa	1.2K	100%	1	46