



## Memo

To: Jewish Federation of Ottawa Board of Directors  
From: Andrea Freedman, President and CEO  
Date: February 23, 2022  
Re: President's Report

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Here is an update to the Board on activities and issues since the February 2<sup>nd</sup> meeting.

In February and March, leadership meetings are being held with all 6 agencies receiving organizational funding to review progress on their tailored accountability framework and have an open discussion on needs.

At a board meeting on February 16, the official governance structure of UIAC was changed as the next step in the re-imagining process.

### DEVELOPMENT

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#### Campaign 2022

As of February 22<sup>nd</sup>, the Annual Campaign has secured pledges of **\$4,705,830** from 1,540 donors. This represents a **5% increase** on a card over card basis. There are still 254 dollar cards outstanding with a total value of **\$284K**, which the campaign team and a few diligent canvassers continue to work at closing. Some of these gifts are clearly at risk but there are also some larger ones that we are confident about and historically come in the spring.

#### In Appreciation of Karen Palayew

On February 9<sup>th</sup> a small group gathered for a surprise skate party to honour the incredible contribution that Karen made as co-chair in her record 3 Annual Campaigns and the Emergency Campaign. It was wonderful to see people in person and we are so appreciative to Karen for all she has done for the community!

### OPERATIONS

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#### Security

Due to an oversight by CIJA, the invitation to the Canada-wide Situational Awareness webinar held in February was not sent to our community. We are working with CIJA to schedule another session.

Site assessments have been offered to each Ottawa synagogue, to be held the week of March 7<sup>th</sup> and led by CIJA and Andrea Blaustein. As of this time, seven synagogues have requested these onsite assessments and those have all been scheduled. While we hope to engage the Ottawa Police for these visits, we are mindful of their priorities with the current state of emergency and related incidents.

In February, JFNA announced a new funding opportunity, LiveSecure (to be matched by Federation fundraising), for community security. We have submitted our Letter of Interest and will be working with JFNA and SCN to formulate our request.

Also in February, the provincial government opened a security grant program for faith-based organizations, including for synagogues and JCCs. We are working with the relevant organizations in our community to support their applications, as they can be eligible for up to **\$10,000** each for security infrastructure and training.

Unfortunately, with the resignation of Ottawa Police Service Chief Peter Sloly, we will need to wait to re-submit our request for paid duty officers for the high holidays and major community events. We were supposed to have received an answer in February.

### **Governance**

The board nominating committee has met and is actively working on the 2022/23 board slate.

AGM planning has begun, with the goal of holding an in-person event with a livestream for those unable to attend.

### **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**

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### **EG Campaign**

The current total for the EG campaign is **\$117,575** with a **28%** increase in card value over last year. Several canvassers have taken on additional cards to close those remaining, of which 37 are dollar cards.

### **EG Social Activities**

*EG Games Night* on February 17<sup>th</sup> at Level One Games Pub in the Byward Market engaged **8 people**. It is hoped that intentional small gatherings such as this will provide an opportunity for connection, while gaging comfort with social re-emergence. The next gathering will be a skating night on March 3<sup>rd</sup>.

### **PJ Library Pay It Forward Campaign**

The campaign launched on February 2<sup>nd</sup> with solicitation of **281** prospective donors by email, direct mail and telephone canvass. This campaign is designed for PJ Library families who have received books for two years, and are not yet donors to the Annual Campaign.

To date, the campaign has raised **\$515** from **6 new donors**. Canvassing by phone and email will continue through the end of February. This campaign is more about donor acquisition than dollars raised.

### **PJ Library Family Activities**

For Kindness Week, families were invited to create greeting cards for the residents of Hillel Lodge. Families were also encouraged to share pictures of their creations for a kindness-themed art contest hosted by the Caring and Sharing Exchange.

### **PJL Neighborhood gathering**

On February 27<sup>th</sup> a tobogganing get-together will be held at Charing Park. While the aim was for a Craig Henry neighborhood gathering, it was shared on the PJ Facebook page for any families who want to join.

### **Black History Month**

Federation convened community partners to offer a series of films around the theme of celebrating the Black Jewish experience. One of the films, *Yerusalem*, also had a panel discussion, on Feb. 17<sup>th</sup>, with the film producer and narrator that was attended by **40 people**. The offerings were diverse in order to engage different audiences.

### **JDAIM/Jewish Disability Awareness & Inclusion Month**

Federation convened partners to offer a variety of opportunities to learn about “ableism”, and making Jewish Ottawa more accessible and inclusive. Federation spearheaded a social media campaign to raise awareness, and

our partners hosted virtual events including a panel discussion and a lunch & learn. There were also family-friendly films available over 2 weekends in February, on themes related to JDAIM.

### **Ottawa Jewish Archives**

Teigan Goldsmith will be giving lectures in early March to a first year class at Carleton University on early Jewish settlers and immigration, and to a Grade 12 class at Astolot Education Centre about the Ottawa Jewish Archives.

### **Microgrants**

Three grants initiated by organizations were approved, raising the total allocation to date to **\$52,717** (July 1, 2021-February 11, 2022).

Young Israel of Ottawa	Purim Video Contest	\$1,800
JET	The Compliment Challenge	\$1,800
Beit Tikvah	Winter Palooza	\$2,500

### **J-Fellows**

The 2022 J-Fellows speaker series has two sessions planned for March 2022:

- **Session 1:** In Pursuit of Justice - A conversation with Justice Rosalie Silberman Abella (**March 3, 2022**)
- **Session 2:** “Be Fruitful and Multiply” - Reproductive Rights as Equal Rights for Inclusive Jewish Families with fertility specialist Dr. Doron Shmorgun and Rabbi Deborah Zuker (**March 31, 2022**)

### **Indigenous Awareness Training**

We are moving forward with the First People’s Group to continue our work on reconciliation and have planned three workshop sessions for the Ottawa Jewish community/Jewish professionals this spring.

- Metis History and Present Day: Thursday, March 24<sup>th</sup>
- Inuit History and Present Day: Thursday, March 31<sup>st</sup>
- First Nations and Reconciliation with Bob Watts: Thursday April 7<sup>th</sup>

### **Partnership 2Gether (P2G)**

P2G sub-committee meetings were held virtually in February, and will culminate in the Steering Committee Meetings on March 2-3 in which the partners will decide on projects to support this year. Ottawa’s P2G Committee has allocated **\$6,000** to “*Israel Connect*”, an organization founded in Ottawa that now serves volunteers across North America and matches them with high school students from across Israel. In the last two years, Israel Connect has managed to expand its reach of students in our partner region, and now engages 40 local volunteers (mainly retirees) who are matched with 30 students in our partnership region, and that number is set to grow.

### **Hillel Update**

Hillel Ottawa, along with Hillel Ontario, Hillel BC, and Hillel Montreal will be hosting a virtual summer opportunities fair on Sunday February 21<sup>st</sup>. Jewish organizations from across Canada and Israel will be joining the fair.

The latest easing of restrictions has allowed us to resume small in person gatherings such as coffee dates and bagel brunches as well as outdoor programming such as skating the canal earlier this month.

## **COMMUNICATION**

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### **Eblasts**

The **average open rate still sits at 56%**.

We are very pleased with engagement and can see that Shabbat Greetings as well as the E-Bulletin continue to be well-received. Some highlights include Stacy Goldstein’s charming column about challah (**59% open rate**) and both latest issues of E-Bulletin (**57% each**).

We are also still seeing improved engagement with **E-news** with the latest edition having a **56% open rate**.

#### **New initiative to help the E-news**

We are sending a special personalized reminder to agency directors and executives a week ahead of the E-news to help them get their events promoted in the community calendar. So far, the extra support seems to be well-received.

#### **Gifts in Action (GIA) Update**

As shared last month, the GIA initiative is a monthly email campaign to donors to share the impact of their gift to the Annual Campaign. The latest message was sent February 16<sup>th</sup> and focused on Federation’s work during Holocaust Education Month, particularly sharing a mobile gallery, *Stars without a Heaven: Children in the Holocaust* with area public high schools. This is an example of the “humble brag” where we are touting Federation’s work and influence in the broader community.

#### **Social media**

We are pleased with our new marketing program, *SocialPilot*. It has allowed more efficient ways to create cross-platform social media marketing plans and our Communications Director can more easily share workload with the digital specialist.

There have been several targeted social media pushes, including a full-month campaign for ***Jewish Disability Awareness Inclusion Month***.

#### **Facebook results and Instagram results:**

<b>Facebook Results</b>		
<b>People Reached</b>	21,675	Up 52%
<b>Post Engagements</b>	7,838	Up 98%
<b>Instagram Results</b>		
<b>Followers</b>	1.2K	
<b>Profile Views</b>	541	
<b>Reach</b>	6.5K	
<b>Impressions</b>	11.6K	