

Annual Report

2013/2014

Message from the Chair

“For over 60 years the Soloway JCC has provided quality education as well as social, recreational, wellness and cultural programs for thousands of Jews and non-Jews, members and non-members. Our philosophy embraces a holistic wellness approach, recognizing that all programs and services offered impact the wellness of our participants.”

Those are the opening words on the “About” page from our website www.jccottawa.com.

The Ottawa Jewish Community Centre continues to evolve to meet the changing needs of our community, our Jewish community and the greater Ottawa community. There was a time, not too long ago, that Jews in Ottawa were not allowed to participate in all activities or to be members in all clubs and organizations throughout our city. Today, we have many choices of where and how to participate, and our JCC takes pride in the fact that the Jewish community is open to all people who share the inclusive philosophy that we embrace.

The Soloway Jewish Community Centre not only welcomes everyone who identifies as being Jewish, but we also actively reach out to those Jews who are not currently affiliated; this is an important role that we play in the healthy continuation of our community. Equally as important is how welcoming we are to members of the JCC who are not Jewish.

We don't have to search very far to learn that the principles that guide our SJCC have been a part of Jewish learning for generations. To fulfill our role as a “light unto the nations”, we need to continue to provide quality programming to everyone at every stage of life who walks through our doors. We may be the first step for someone to reconnect with their Jewish roots. We may be the first place that someone learns about the meaning of a Jewish holiday or about the beauty and diversity of Israel. We may be the place that people from different synagogues will sit and discuss what steps our community should take next. We need to continue to do the great things that make our SJCC special to all of those who experience what our JCC has to offer.

This may seem like a daunting task, yet our SJCC's dedicated staff and volunteers have been following the teaching of Pirkei Avot's “It is not incumbent upon you to complete the work, but neither are you at liberty to desist from it”. We do it all: may it be organizing events for the youngest in our community, providing excellent fitness and aquatic programming, choosing adult and senior programs that will inspire busy people to attend an afternoon or evening event at the J, and the challenges of having to be everything to everyone as well as maintaining above average fiscal responsibilities.

There will always be work to do until every member of the Jewish Community of Ottawa is a proud member of the Soloway Jewish Community Centre.

Thank you to the dedicated JCC professionals and volunteers who continue to make our members feel like they are in their home away from home.

After 60+ years, it is comforting to know that our JCC is always working to create positive experiences for everyone.

Sincerely,
Mitch Miller



Soloway JCC Mission & Values

The Soloway JCC strives to be a gathering place for all people to come together in a spirit of diversity, respect and inclusiveness. We aim to promote Jewish cultural, intellectual and social journeys, physical wellness and connection to Israel. We collaborate with a wide range of partners and welcome all members of the community, whatever their background and whatever their entry point and wherever they identify along the spectrums of religiosity, sexual orientation, age, financial status and family makeup.

The mission of the Soloway JCC and all community agencies is to ensure the significant continuation of the Jewish people. Towards this end, the Soloway JCC strives to maximize the role of Israel in enhancing Jewish identity and love of Judaism and building bridges to the Jewish people.

Message from the President and COO

The Soloway Jewish Community Centre (SJCC) continues to be a locus of activity for our Ottawa Jewish community. In 2014 we hosted numerous community events with thousands of people participating. We hosted Ottawa's first ever community Havdalah service with more than 500 in attendance. Annual events like commemorations for Yom Hashoah and Yom Hazikaron bring hundreds of community members to our wonderful SJCC facility and Jewish Community Campus. Our community-wide celebration for Yom Ha'Atzmaut has outgrown our space, and this past year attracted close to 1000 participants. Community celebrations of holidays like Chanukah and Purim draw hundreds to our Centre. In addition, when our community saw fit to demonstrate our support of Israel, three separate rallies took place at the SJCC with well over 1,000 people attending to show solidarity for Eretz Yisrael.



It is no surprise that when we think community, we think SJCC. In addition to the events noted, we provide a wide range of programs and services to both members and non-members. Whether you take a group fitness class or an adult class in Enlightened Jewish Education, whether you participate with other young families in our Friday morning Shabbat Shalom program or enjoy a concert sponsored by our Vered Israel Cultural and Education Program, whether you use our aquatics facilities or train with one of our personal trainers, have a child or grandchild in our Ganon Preschool or one of our many day camps programs, the SJCC has something for everyone!

This past year we continued to meet or surpass our operating financial goals. This marks nine consecutive years of demonstrating fiscal responsibility.

We are fortunate to have a dedicated group of staff and volunteers to assist the SJCC to meet its program and service goals. These are challenging times for the Centre as our aging facility requires attention and our revenue sources reflect diminishing dollars. Our signature fund raiser, The Ottawa Celebrity Sports Dinner continues to perform at a high level, successfully raising significant funds for our Centre. Thanks to Dave Ross for doing a terrific job in his first year as Chair. This past year we introduced a new fund raiser, The SJCC Biathlon. The Biathlon, chaired by Sabina Wasserlauf, is a fun fundraiser where teams swim and compete in spinning classes. Team members raise money through sponsors and our Biathlon generated over \$18,000 in 2014. Proceeds helped pay for a new mechanical system for our outdoor swimming pool. We look forward to The Biathlon becoming an annual event.

Our single greatest source of revenue is membership. Our membership is stable at close to 1,500 member units. We must grow membership to supplement reductions in funding sources outside of the Centre's programmatic areas. We thank those of you who continue to support our agency as members. My hope is for those of you who use the SJCC for programs and services but choose to remain non-members, you will consider upping your support by becoming members.

The SJCC is a jewel to our community. I am grateful to the many supporters who recognize the importance of a vibrant, high functioning JCC. With the help of our community the SJCC will continue to be a shining light for years to come.

Warm Regards,

Barry J. Sohn

Officers

Chair of the Board	Mitchell Miller
Vice-Chair	Mira Sucharov
Secretary	Sabina Wasserlauf
Treasurer	Allan Shefrin
Immediate Past Chair	Robert Wener

Soloway JCC Board of Directors

Jonathan Baker	Dana Geber
Esther Kulik	Gillian Presner
Allan Shefrin	Nathan Smith
Scott Streiner	Mira Sucharov

Membership & Marketing

The SJCC has more than 4,000 members. In an ongoing effort to boost member retention we continue to offer *Bring a Friend for Free* the last Thursday of each month and have monthly draws and giveaways. Every Friday members are treated to complimentary coffee, tea and snacks. This initiative is greatly appreciated by members and has created a positive and social atmosphere outside the fitness centre where members take the time to connect with each other. *The Membership Incentive Program*, which gives members who refer new customers a discount on their renewals, has been extended to include those who bring friends who sign up for Three Month Memberships as well as Annual ones. We have seen a steady increase in member retention and new member sales over the past year.

Membership advertisements and advertorials for the SJCC, have appeared in the *Ottawa Jewish Bulletin*, the *Ottawa Sun*, *The Citizen* and *The Kitchissippi Times* print versions as well as their digital editions which click through to the SJCC web site. Soloway JCC radio ads aired on Majic 100 in late August and early September

The new Soloway JCC web site, jccottawa.com, launched in the winter. The revamped site is easy to navigate and has a bright, modern look. Since its launch there has been a dramatic increase in online inquiries from potential members.



Early Beginnings Multicultural Child Development Centre of Ottawa-Carleton

Early Beginnings is a full-time, full day child care centre. We offer an exciting play-based program with a strong Jewish flavor for children aged 18 months to 5 years.

We have an enriched Junior Kindergarten program which includes weekly music and French classes, swimming lessons at the SJCC during the months of July and August, and our newest addition: a basic Hebrew language class. Several of our JK graduates go on to Senior Kindergarten at OJCS. Being on the same campus helps make this move to “big kid” school a smooth and comfortable transition for the children.

Early Beginnings is a place where children can learn and have fun in a warm, nurturing, and stimulating environment right in the hub of the Ottawa Jewish community. We feel the strong sense of the family-like community on the campus when we participate in activities such as visiting the OJCS library to participate in the Reading Buddies Program, having monthly visits with the residents at Hillel Lodge, and when our preschoolers attend Ganon preschool’s annual Purim Carnival.

Ganon Preschool

The Ganon Preschool is a foundational step towards involving children (and their parents) in the organized Jewish community. The Ganon Preschool provides children 2-5 years old with play-based learning, individualized programming, an introduction to French and Hebrew and teaches Jewish values and ethics in an age-appropriate way. Ganon had 72 children in the morning licensed preschool program. Fourteen out of a potential 21 JK children registered to attend the OJCS from Ganon last year, six children registered to attend various public schools throughout Ottawa to attend French immersion programs, and one child moved to another city

Family Life Centre

The Family Life Centre offers weekly programs for parents and caregivers and their young children. Gym and Swim, FitMom and Monkey Rock classes continue to grow and include new parents and their little ones in fun and exciting activities at the centre and introduce them to the benefits of membership. The Friday Shabbat program teaches young families how to sing Shabbat songs and encourages participation in the Ganon Preschool and formal Jewish education. The Family Life Centre continues to engage families in our centre and provides opportunities for families to play learn and grow together while building a commitment to the Jewish community.

Children & Teens

Our Just 4 Kids aftercare program registered 57 OJCS children over the past year. On Fridays, when the campus schools finish early, we offered early aftercare which brought additional children to the program.

We offer two full school year programs; Karate and Musical Theatre. Children in our Karate program were able to advance by earning colored belts, and Musical Theatre participants mounted a full performance of The Wizard of Oz.

After school enrichment classes introduced Small Samurai Karate, Kinder One Yoga and 1, 2, 3 Dance with Me; all geared to children in kindergarten and grade one. KidProof Canada offered a variety of children's safety classes including Bullyproofing, Home Alone with First Aid, and Stranger Smarts.



The B'nai Brith Youth Organization grew to 30 members. Participation in all events was higher than in the past five years. We joined forces with the Lake Ontario Region to attend conventions and expose

teens to bigger leadership conventions. Programs within the city ran weekly and focussed on: Jewish heritage, community service, Israel Advocacy, physical activity, social programs, philanthropy and leadership programs.

Family Holiday Programs

We brought in the new year at the Experimental Farm with a honey workshop and edible sukkahs. In addition to lighting the chanukiah and singing songs in the lobby with children, each day of Chanukah, we had a Family Chanukah Party with magician Michael Bourada. At Purim entertainer Eccentric Adam performed a juggling show before we read the Megillah.

JCC of Ottawa Summer Camps

JCC Summer Camps continues to prosper and grow. Summer 2014 was fantastic with over 700 children between the ages of 2 and 15. Our quality, home-base day camp is led by JCC Ganon Preschool Director Lauren Lee. Youth Director Gail Lief hosted 15 unique one-week Specialty Camps, and Travelling Sports Camp continues to be the only camp of its kind in Eastern Ontario where children go on a different recreational sport adventure every afternoon. This year's annual Help Send a Kid to Camp Campaign ensured 70 children in need had the opportunity to spend a special summer right here at JCC Summer Camps.

Health and Wellness

The Fitness Centre has offered 40 classes each week for members, and over 200 people frequent the fitness facility each day to work out or drop in on group fitness classes. This year Basic and Core yoga classes have been included in membership. The Fitness programs have a two-fold goal: to encourage fitness in a friendly atmosphere with knowledgeable staff and to use our facility to address health issues.



To achieve this second goal the SJCC and the University of Ottawa Heart Institute have teamed up to offer safe and effective exercise programs for people with cardiac disease. Exercise programs that carry the Heart Wise logo in our program guide are suitable for those with cardiac disease or those who may want to assure themselves that the programs are heart friendly. The SJCC offers Vitality Plus, Functional Fitness, Aquawaves, After Work Energizer, Movement Improvement and Post Stroke Aquafit all of which meet the Heart Wise criteria.

Not only has our salt water pool been a great incentive for membership, it has also been used for therapeutic classes such as post-stroke aquafit and aquafit classes for people with arthritic and neuromuscular conditions.

Athletics & Leagues

JB's After School Sports Club had over 200 children throughout the school year playing soccer, floor hockey, badminton, squash, archery and basketball. Over the winter, February and March Breaks sports and basketball camps took place in the gym. On Sundays dozens of aspiring basketball stars attended Coach Brown's Basketball Academy where they experienced one-on-one specialized training with Coach Brown. Evening leagues were buzzing with participants of all ages. Hockey, volleyball, squash, basketball and softball attracted over 200 participants to our gymnasium, the Sensplex and Hampton Park baseball diamond, throughout the year.

At the Annual JCC Breakfast of Champions in June, volunteers, team champions and individuals were honoured for their achievements. Other honorees included Ottawa Jewish Sports Hall of Fame Inductees, marathoner Faye Goldman and Gymnast Sharon Saslove. This year's events special guest speaker was 2014 Gold Medal recipient Genevieve Lacasse, member of Canada's Female Olympic Hockey Team.

Aquatics

The Pool continues to be a major gathering place for SJCC families and we are thrilled to be able to welcome familiar faces from session to session. With a significant investment made in our outdoor pool families gathered daily to swim in the clear water and cool down from the summer heat. The pool staff had the opportunity to instruct approximately 1000 children as part of the ever popular JCC Summer Camps. The children enjoy the pool and our staff enjoy teaching and playing with the children. Our parent and tot programs continue to be a major success and it is amazing to see our future JCC members discovering the pool and the world around them. Parents love watching their children frolic in the water and also gain some new friendships. It is always our goal that some of these children, as young as 3 months old will someday work at our pool and be the next generation of lifeguards.



Vered Israel Cultural & Educational Program

The Vered Israel Cultural and Educational Program promotes a greater understanding of Israeli culture in the Ottawa community through literature, theatre, film, dance, and visual arts. The Vered Program presents Israel as a modern nation with artistic and cultural movements which transcend the news media's reduction of Israel to a locus of political and religious conflict.

In the past year the Vered Israel Program hosted the Israel Tzofim (scouts) in a concert for the community and educational programs for summer camp and staged concerts with Israeli performers. The Vered Israel Centre partnered with the Canadian Film Institute for the 11th Annual Israeli Film Festival and provided partial funding to bring Israeli performers to the Ottawa Jazz festival and Chamberfest.

The Program commemorated Yom Hazikaron – Israel's Remembrance Day for the fallen soldiers and terror attacks, with a ceremony at the Soloway JCC and together with the Jewish Federation raised the Israeli flag at City Hall in honor of Yom Ha'atzmaut. The Israeli Independence Day celebrations continued in the evening with over 800 community members in attendance.



Greenberg Families Library

The Greenberg Families Library has over 10,000 books related to Jewish history, religion, literature and culture. The Library serves the needs of all branches of our Jewish community by providing patrons a diverse selection of Jewish content materials. The library is open six days a week and stocks Jewish themed books and films for children and adults. In the last year the Greenberg Families Library served hundreds of patrons and lent over 4,500 items. Movies and CD's were increasingly popular; therefore, the library has placed additional effort and funds on ensuring the availability of excellent audio video materials. We maintain professional standards and have been recognized with Advanced Accreditation by the Association of Jewish Libraries.

As the cultural and spiritual heart of the Soloway JCC the Greenberg Families Library encompasses a broad spectrum of viewpoints and offers both scholarly and popular works with the goal of augmenting the understanding of the Jewish religion and culture in the community. Members are welcome to peruse books, films or periodicals, check their email or study or simply relax in our warm and welcoming environment.

In partnership with AJA50+ the Library hosts a well-attended monthly film and sponsors "Author Talks" which recently featured the latest works of local authors: Hagit Hadaya author of *In Search of Sacred Spaces: Synagogue Architecture in Ottawa* and Terrence West whose book describes Jewish life in Quebec during the depression era.



Adult Cultural Programs

Adult Cultural Programming promotes Judaic learning through a variety of courses in Hebrew, Yiddish, Israeli history, politics and literature as well as Enlightened Jewish Education all taught by rabbis and scholars in the community. In partnership with the Zelikovitz Centre for Jewish Studies at Carleton University we bring visiting scholars to the community.

We promote Yiddish language and culture with an annual Yiddish play and through partnership with the Vered Jewish Canadian Studies Program at the University of Ottawa. We co-sponsor the annual Yiddish Award Presentation whereby a deserving University student is awarded the Ethel Cooper Yiddish Award of Excellence. This year, under the direction of Shirley Steinberg, the SJCC Yiddish Theatre Troupe, Die Folkshpieler, performed their 12th production entitled '*Yiddish Akademia Far Kuntz*'.

The SJCC Purim Shpiel, returned. The shpiel, a parody of the hit musical 'Grease', starred community members and played to an audience of 200. The SJCC Shiru Lach Choir performed several Chanukah concerts and held a fundraising concert with Canterbury High School and Ottawa Jazz Soloist Karen Oxorn.

Adult Programs offered a Sunday lecture series on the lives of two great philanthropists, Moses Montefiore and Baron De Hirsch – both presented by Montreal Yiddishist Janie Respitz.

New programs introduced in the spring included a classical music series with pianist Katherine Addelman, and a classical guitar course taught by Ottawa musician Andrew Mah. The Adult Program Department hosted an evening in conversation with the Honourable Madame Justice Rosalie Abella – Judge, Supreme Court of Canada where she spoke about her life and work.

Inclusiveness

The SJCC has instituted programs to reach out to members of the community and increase the range of Jewish connection. Shalom Baby provides new mothers with a baby gift bag as well as information about the community in addition to holding monthly activities that welcome mothers and babies into the Jewish community. Our Friday morning Shabbat Shalom program takes place in the Ganon Preschool and introduces families to Jewish education.

Our Family Life Centre reaches out to young families who are not strongly connected to the community. By offering swimming, fitness, dance and other activities attractive to young families, we welcome them into the community. Our holiday celebrations draw families who have no institutional Jewish affiliation to low-cost, non-denominational programs—programs which are welcoming to people with varied knowledge of Jewish festivals.

The Ganon Preschool has made efforts to include children with special needs.

We are a Keshet Safe Zone with messages posted at our entrance and throughout the building indicating that we welcome LGBT participants.

We remove barriers to SJCC membership and program participation through scholarships for those who require financial assistance. We provide scholarships for children through the Send-a-Kid-to-Camp campaign. This year we disbursed scholarships for 23 immigrant children and 38 non-immigrant children.

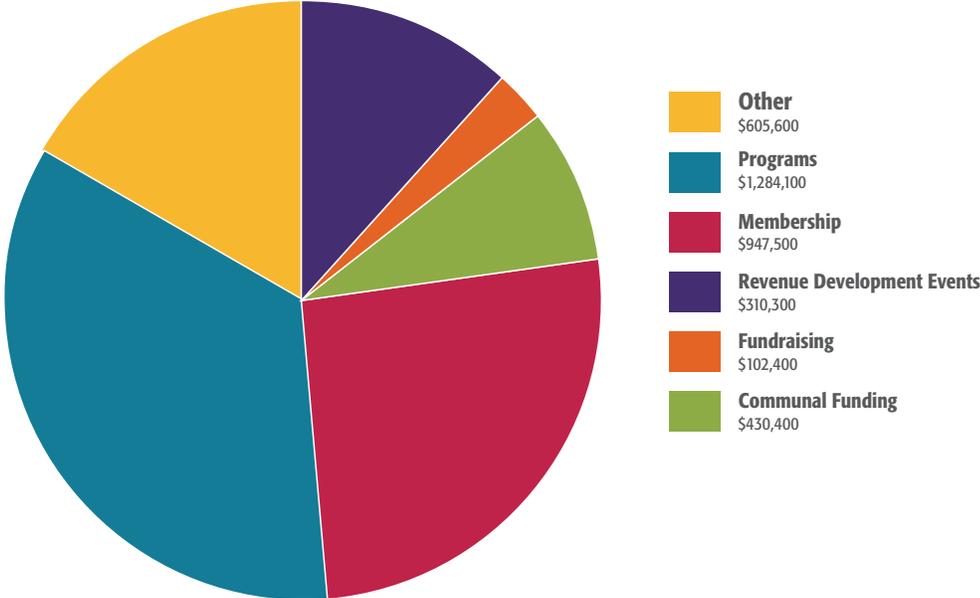
We partner with AJA 50+ on programming and provide them with space for activities. We also work together on Creative Connections, a day-long recreational program for isolated seniors.

Financial Summary

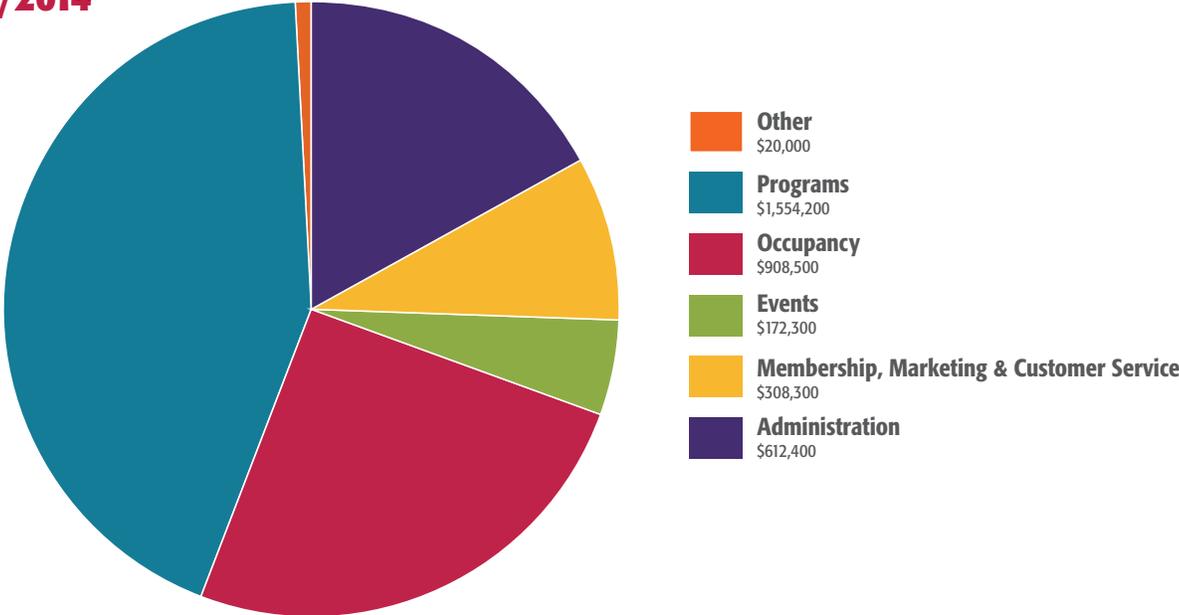
2013/2014

Total Revenue	\$3,680,200
Total Expenses	\$3,575,700
Surplus (Deficit)	\$104,500

Revenue 2013/2014



Expenses 2013/2014



Soloway JCC Professional Staff

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