



ENGAGING CHILDREN

Foundation for Jewish Camp Offers Several Grant Options for Campers

New York, NY – Over the past two summers, almost 10,000 children attended nonprofit Jewish overnight camps across North America thanks to the **Campership Incentive Program** (CIP) and **JWest Campership Program** (JWest), initiatives of the **Foundation for Jewish Camp** (FJC) – and this number is growing exponentially! Reports indicate that approximately 30% of these youngsters would not otherwise have attended Jewish camp if not for these pioneering recruitment initiatives.

Both programs offer cash grants to families who send their children to nonprofit Jewish summer camps for the first, and in some communities, second time. CIP is a national program while JWest targets those in 13 Western states. The grants are need-blind and are intended to expose children – no matter what their background – to the experience that Jewish camps offer.

CIP is funded by an anonymous donor in the Midwest along with contributions from partner organizations - including synagogues, federations, camps and other Jewish organizations. In 2009, the total amount distributed was \$4.2 million which helped enroll 6,200 children in nonprofit Jewish overnight camps. Since its inception in 2006, over \$11 million in grants have been disbursed to campers. In this short time, the number of campers who have benefited from CIP has grown from 725 to 6,200.

36 partners currently participate in the CIP program including Baltimore, Boston, Chicago, Cincinnati, Columbus, Dallas, Greensboro, Indianapolis, Los Angeles, Metrowest (NJ), Middlesex County (NJ), Montreal, New Hampshire, New York, Orange County (CA), Philadelphia, Portland (OR), and Toronto. FJC also partnered with three national camping groups - Union for Reform Judaism, Ramah and Young Judea – and over a dozen camps across North America to help enroll campers and raise funds. FJC plans to expand CIP to 20 additional partners for summer 2010.

The JWest initiative, established through the generous support of the Jim Joseph Foundation, enrolled over 650 Jewish pre-teens in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming in nonprofit Jewish overnight camps for the first time. Over 400 campers enrolled for the second time with a grant. Approximately \$1.4 million was doled out in these states. Since its inception in 2008, approximately \$2.6 million has been distributed to over 1780 campers.

A similar program introduced for summer 2010 is the Midwest Interfaith Incentive Program (MIIP) which provides need blind \$1000 grants to first time campers from families where one parent is Jewish and one is not. An additional \$750 will be offered if the camper returns to the same camp for a second year. Funded by the same donor as CIP, this program is currently limited to campers in the Midwest and 11 camps for its pilot year.

“The Jewish summer camp experience affects children in countless ways and opens their hearts to the joy of being Jewish,” says FJC Interim CEO, Maggie Bar-Tura. “We are passionate about making that experience possible for every Jewish child and deeply grateful to all of our partners who share our commitment to that goal.”

Research shows that Jewish children who attend Jewish camp become more engaged adults. Alumni are 50 percent more likely to join a synagogue, 90 percent more likely to join a Jewish community center, and twice as likely to donate \$100 or more to their local federation than Jewish adults who never went to a Jewish camp.

The cash incentive programs exemplify FJC’s unique application of for-profit business practices in its mission of increasing enrollment at nonprofit Jewish summer camps. As with consumer rewards marketing devices, the campership effort is designed to change consumer behavior within the highly competitive field of summer camps and tip the scales in favor of Jewish nonprofit camps.

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The Foundation for Jewish Camp is the only public national organization dedicated to non-profit Jewish resident camps, advancing program and leadership excellence in camps and access to vibrant Jewish experiences for campers. The Foundation helps raise awareness and support for Jewish summer camps, highlighting their successful track record for building powerful Jewish commitment in young Jews, ensuring future Jewish continuity. FJC works with more than 150 camps, 70,000 campers, and 12,000 counselors across North America to further its mission. www.jewishcamp.org

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