

Detailed Findings

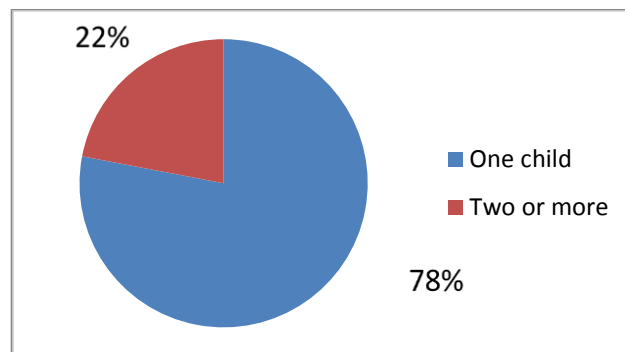
I. RECIPIENT PROFILE – Family and Camper

About the Family and Parents of OHC Campers

- Most families (78%) were applying for OHC for one child. More than 40% of OHC camper siblings had received a grant this summer or in previous summers.
- 19% (or nearly 1,350) of OHC families (projected to the total OHC recipient group) have no affiliation with a synagogue.
- 35% (or nearly 2,500) of OHC campers (projected to the total OHC recipient group) did not have a parent who attended Jewish overnight camp.
- Relative to national profiles, OHC parents are relatively upscale and highly-educated, similar to what we've seen for camp families in general and 72% were *both* born in the U.S.
- More than 20% are families with only one Jewish parent.

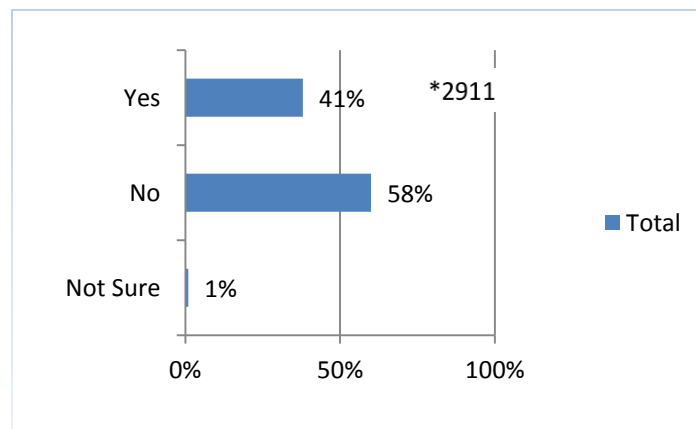
Family History with One Happy Camper

Number of family members receiving incentive



Similar results in 2015

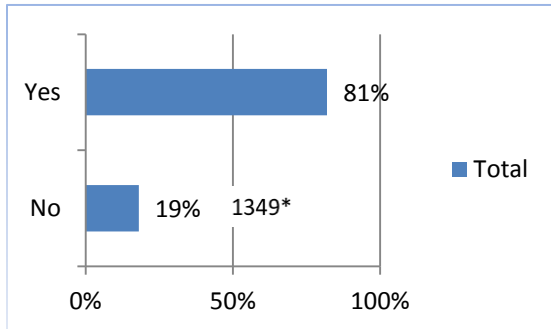
Did any siblings receive an incentive this summer or in previous summers?



*Projected total based on research percentage applied to total North American OHC recipient number

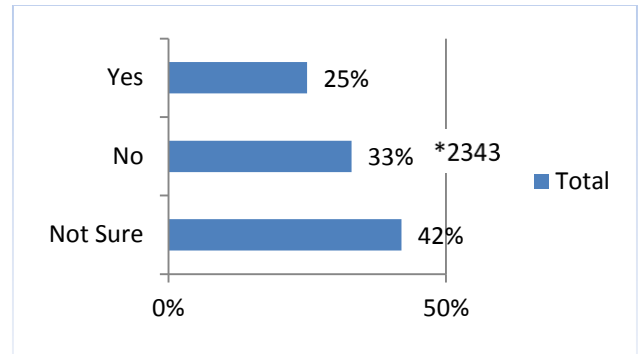
Synagogue and Affiliation

Affiliated with a synagogue or temple?



Similar results in 2015

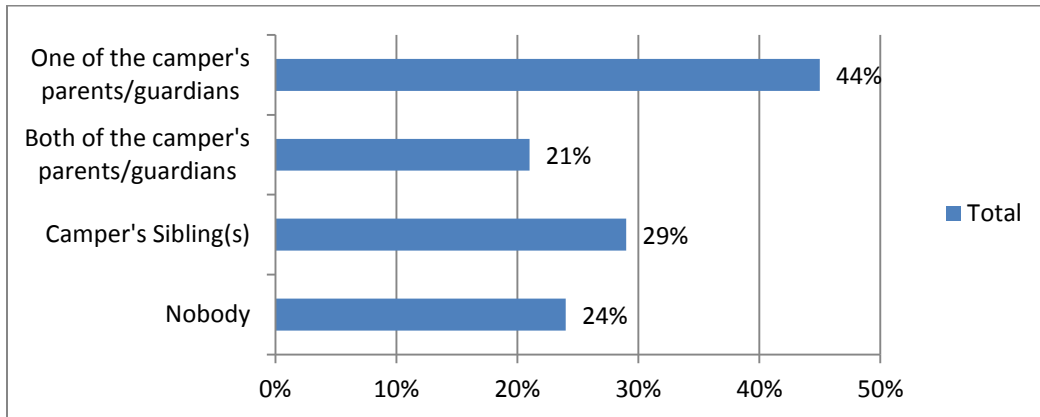
Does your temple/synagogue offer their own financial incentives/scholarships?



Similar results in 2015

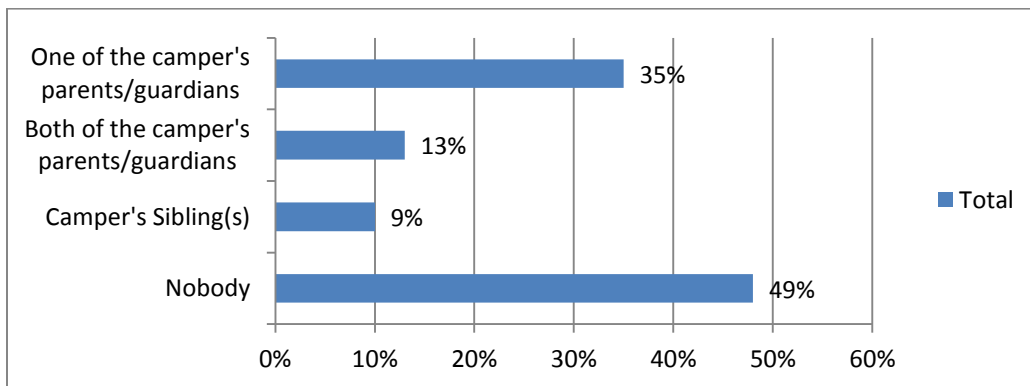
Previous family experience at overnight camp

Jewish overnight camp



Similar results in 2015

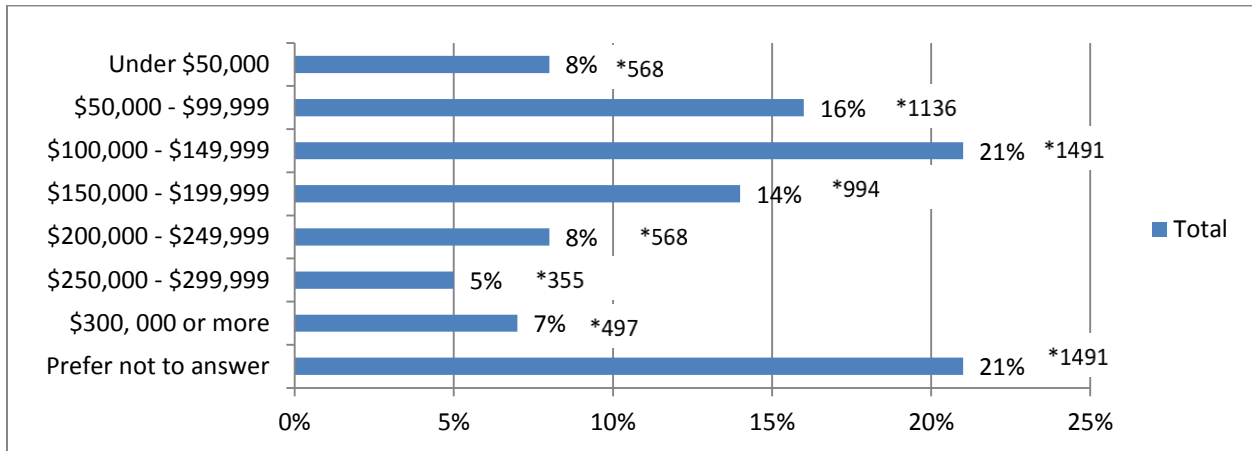
Non-Jewish overnight camp



Similar results in 2015

OHC Family Profile

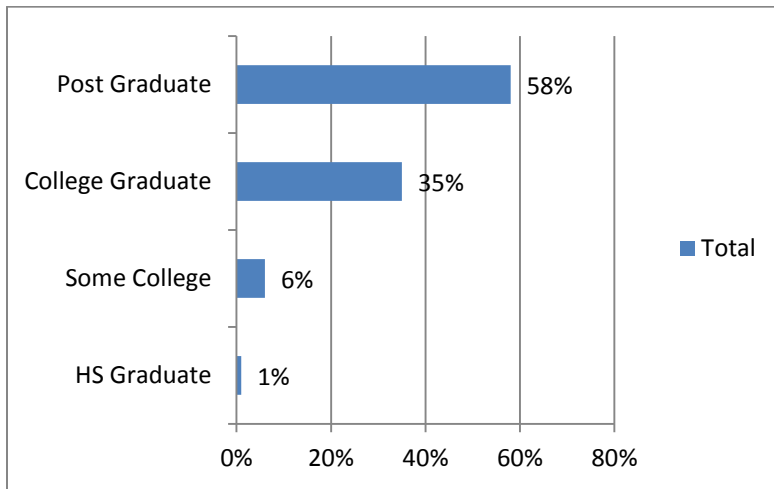
Total HH Income:



Similar results in 2015

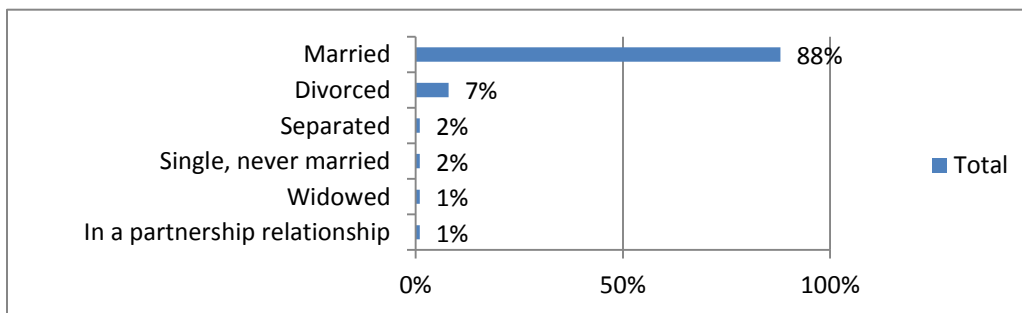
**Projected total based on research percentage applied to total North American OHC recipient number*

Parent Education Level:

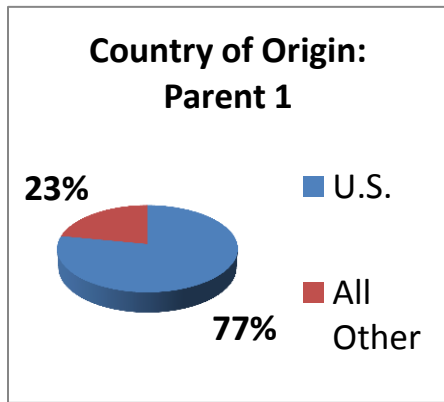


Results above for Parent completing survey; results for second parent generates similar results

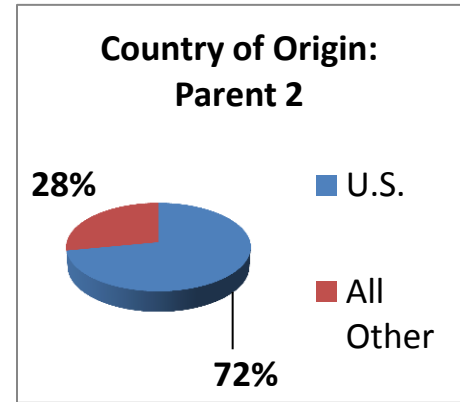
Marital Status:



Both Parents American Born:



Similar results in 2015



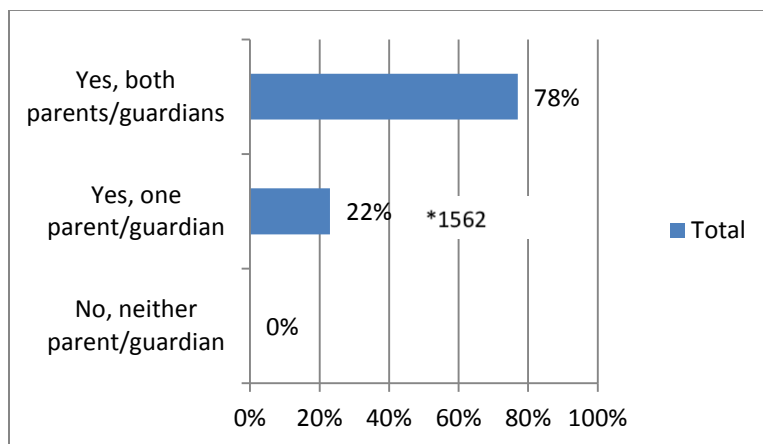
Similar results in 2015

If not, where:

Country of Origin:	Parent 1	Parent 2
United States	(5,467*) 77%	(5,112*) 72%
Canada	(639*) 9	(568*) 8
Israel	(284*) 4	(284*) 4
Russia	(213*) 3	(142*) 2
Ukraine	(142*) 2	(142*) 2
S. Africa	(71*) 1	(71*) 1
United Kingdom	(20*) <1	(71*) 1
Other	(284*) 4	(639*) 9

*Projected total based on research percentage applied to total North American OHC recipient #

Do either one or both of the camper's parents/guardians identify as being Jewish?



Similar results in 2015

*Projected total based on research percentage applied to total North American OHC recipient number

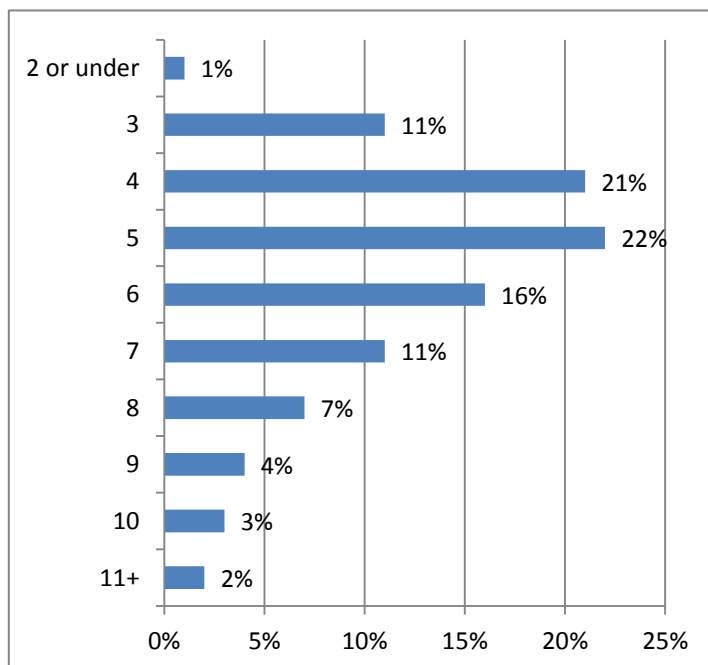
About the Camper

- Most OHC recipients are first-time campers. 45% of first-time campers do not participate in Jewish youth groups or youth activities, making camp their primary immersive experience with Jewish peers.

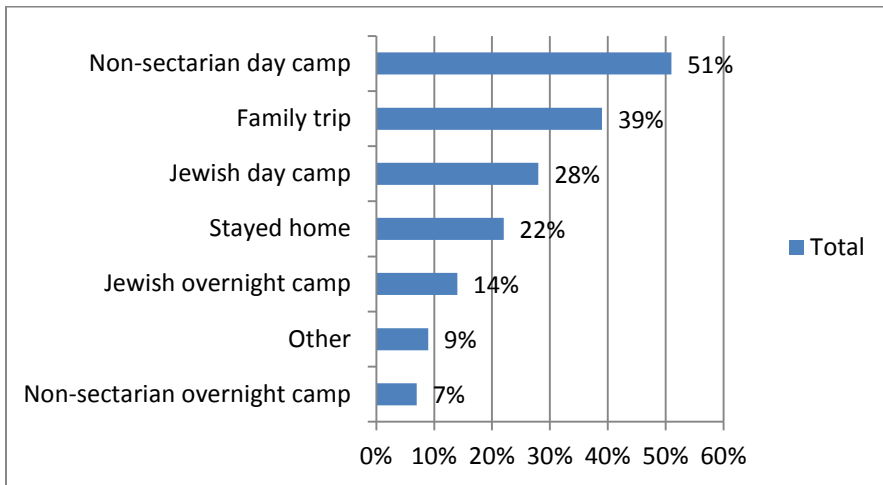
Throughout the year, how often, does your child participate in any of these organized Jewish activities?

	Daily/Weekly	A Few Times/Month	Every Few Months	Never
Synagogue/Temple services	15%	24%	50%	11%
Hebrew/religious school	72%	7%	3%	19%
Jewish youth group/activities	7%	12%	36%	45%
Programs at Jewish Community Center	3%	54	26%	67%
Community service: service-learning or youth philanthropy project organized by a Jewish organization	2%	4%	38%	56%
Celebration of Jewish holidays	27%	25%	46%	2%
Participation in Jewish and/or Israel cultural events	9%	13%	54%	24%
Other	14%	3%	5%	78%

Grade of child (youngest camper):



How did they (the 2016 OHC recipient) spend last summer (2015)?

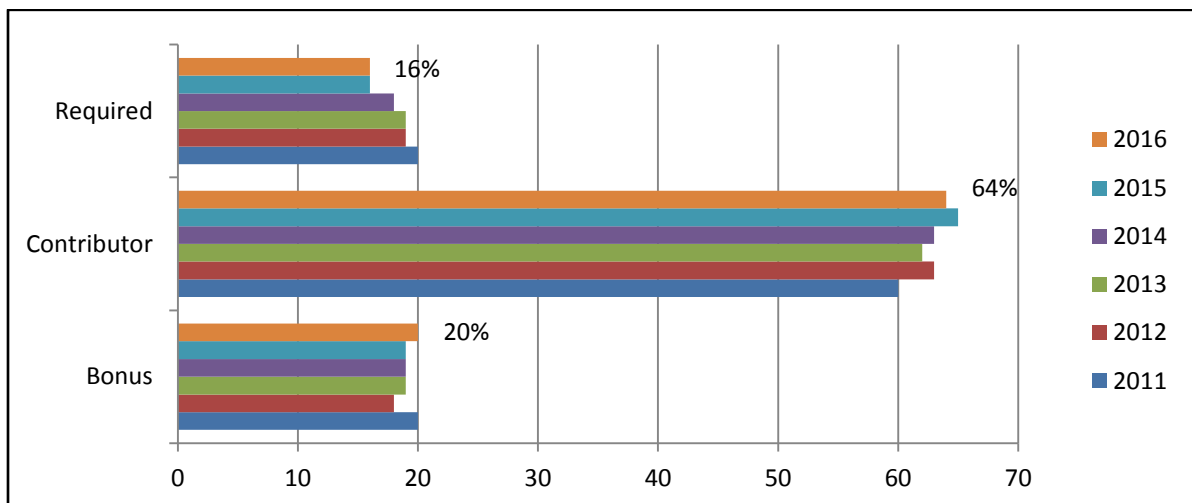


II. THE ROLE OF THE INCENTIVE AS STIMULUS FOR ATTENDING JEWISH CAMP

Role of incentive in summer plans

- In 2016, 16% of OHC recipients comprised the Required group (e.g., “not at all” likely to have attended camp without the incentive). Predictably, this group had a higher incidence of lower-income households.
- Even more compelling is the fact that for many, OHC incentives helped influence their decision to provide their child with a Jewish summer experience. The research shows that from an array of summertime alternatives, only 12% of all recipients said that Jewish camp was always the plan. This means that for 88% of recipients, Jewish camp was one of several options they were considering from among an array of mostly secular alternatives, including 28% who would have simply stayed home.
- Another striking finding– when the *Bonus* segment (the 20% of generally higher-income parents who were “extremely likely” to send their child to camp, regardless of the incentive) told us about *their* alternatives to Jewish overnight camp, close to half (43%) identified *only* secular options. In other words, even when money was less of an issue, the OHC incentive helped steer them towards making a *Jewish* choice. Among *Required* families, 75% identified only secular options.

Likelihood that child would have gone to Jewish overnight camp without incentive:

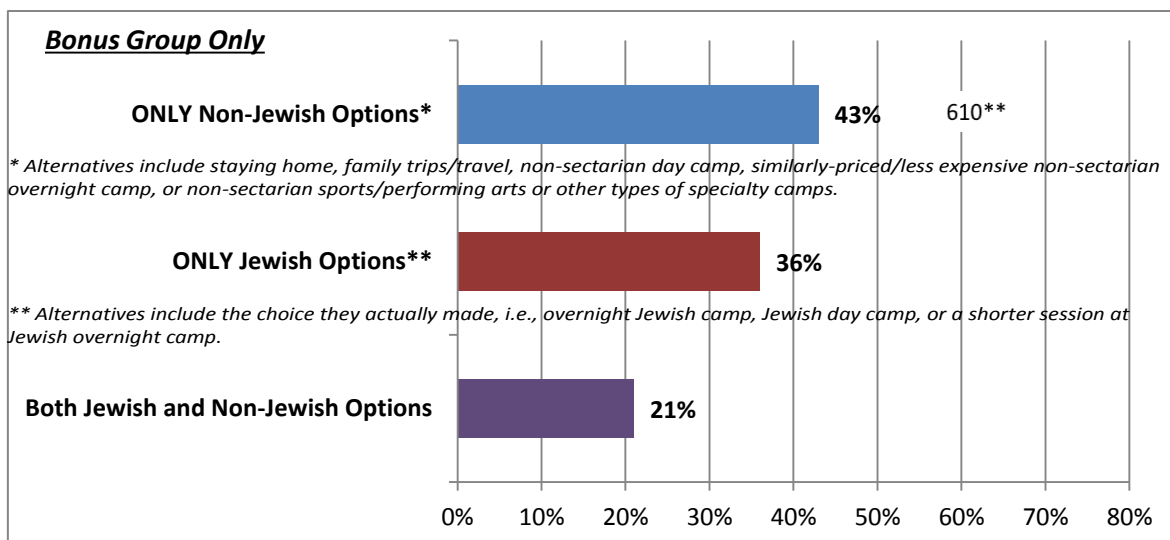
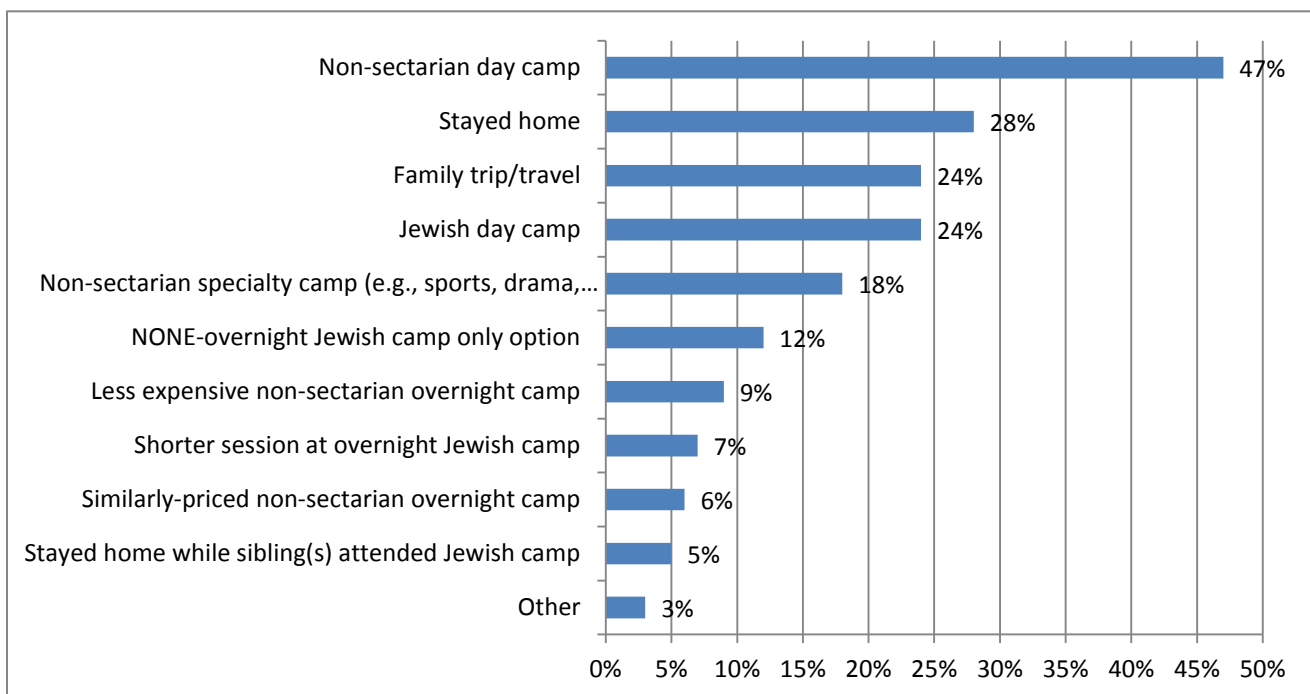


Likelihood that child would not have gone to Jewish overnight camp without incentive (segmented by family income):

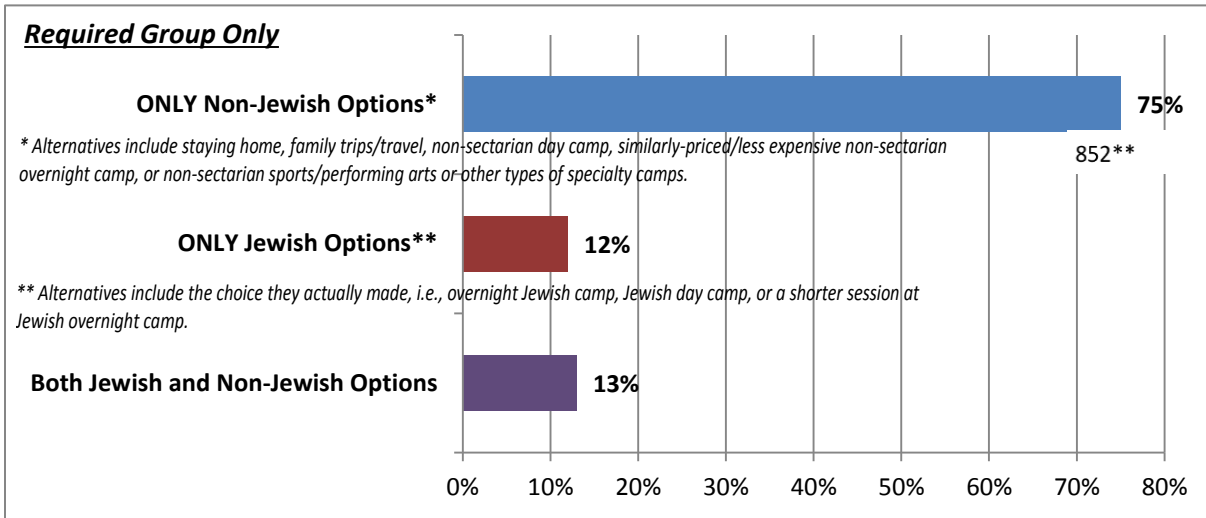
Total U.S	Required n = 486	Contributor n = 1,900	Bonus n = 596
Under \$100K	54%	20%	10%
\$100 - \$149K	19	23	15
\$150 - \$199K	10	16	12
\$200 - \$249K	3	9	12
\$250 - \$299K	1	5	8
Over \$300K	0	5	20
Didn't Provide Income	13	21	23

*Projected total based on research percentage applied to total North American OHC recipient number

What would the camper have done this summer if they had not gone to Jewish overnight camp (Total OHC):



**Projected total based on research percentage applied to North American Bonus OHC recipient number

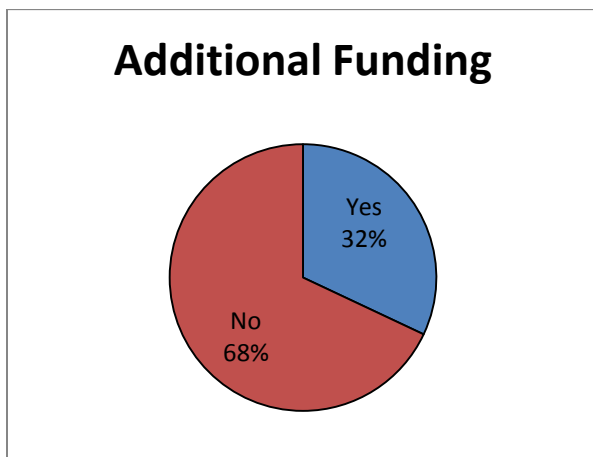


***Projected total based on research percentage applied to North American Required OHC recipient number

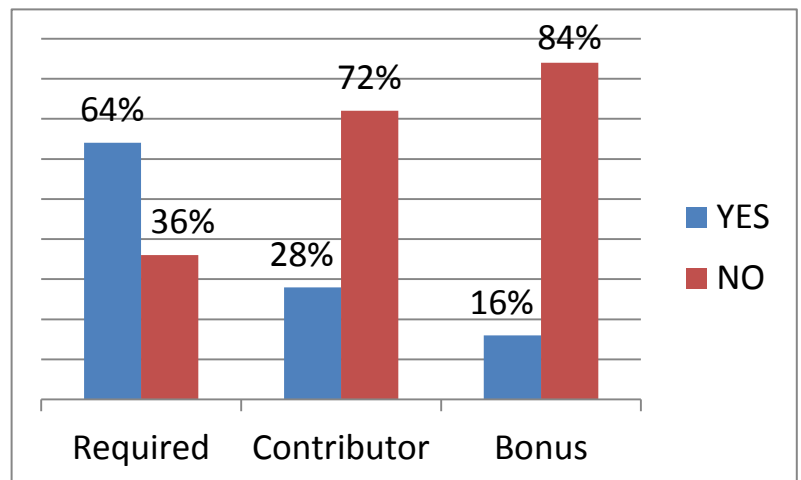
OHC grant as financial assistance:

- Among all parents who said they were less likely to have sent their kids to camp, over 90% cited cost and affordability as the barrier that OHC helped them to overcome.
- 32% of families indicated that they were receiving (or hoped to be receiving) additional outside funding, which is consistent with the findings from the OHC Retention Study. This climbed to 64% among the Required group. This scholarship funding (not OHC incentive funding) was coming primarily from the camps (59%) or from their temple/synagogue (49%).

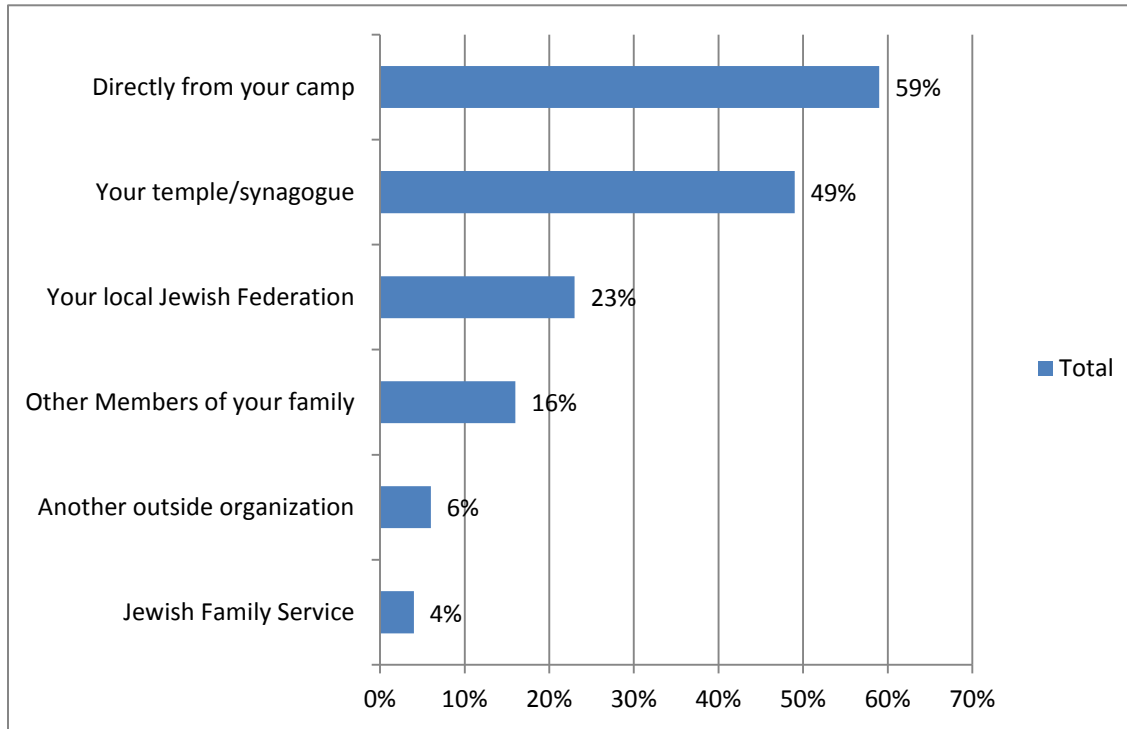
Received (or hoped to receive) additional outside funding:



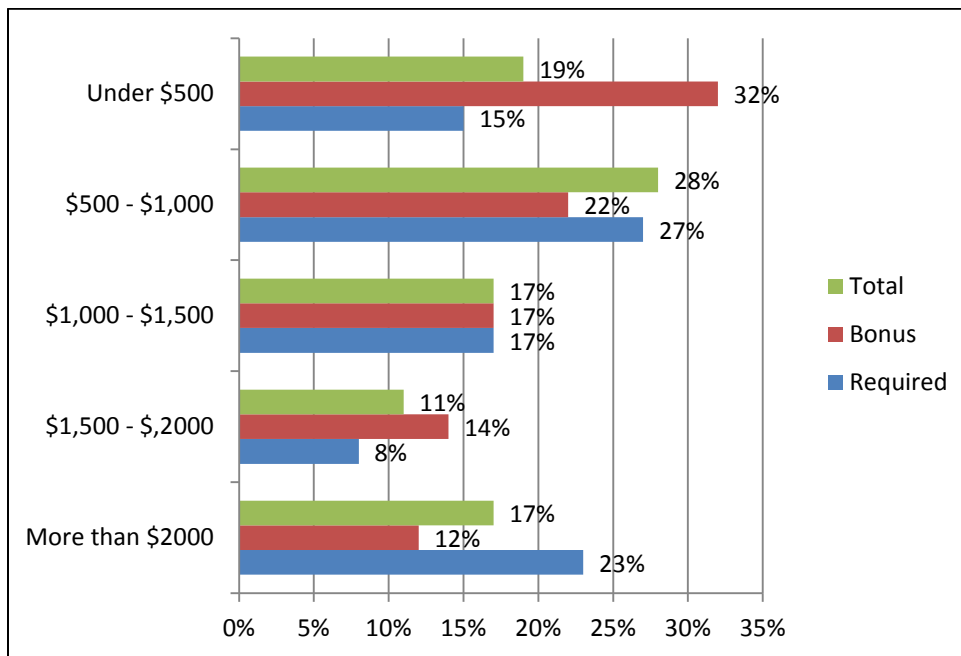
Results similar to 2015



Where does that funding come from:



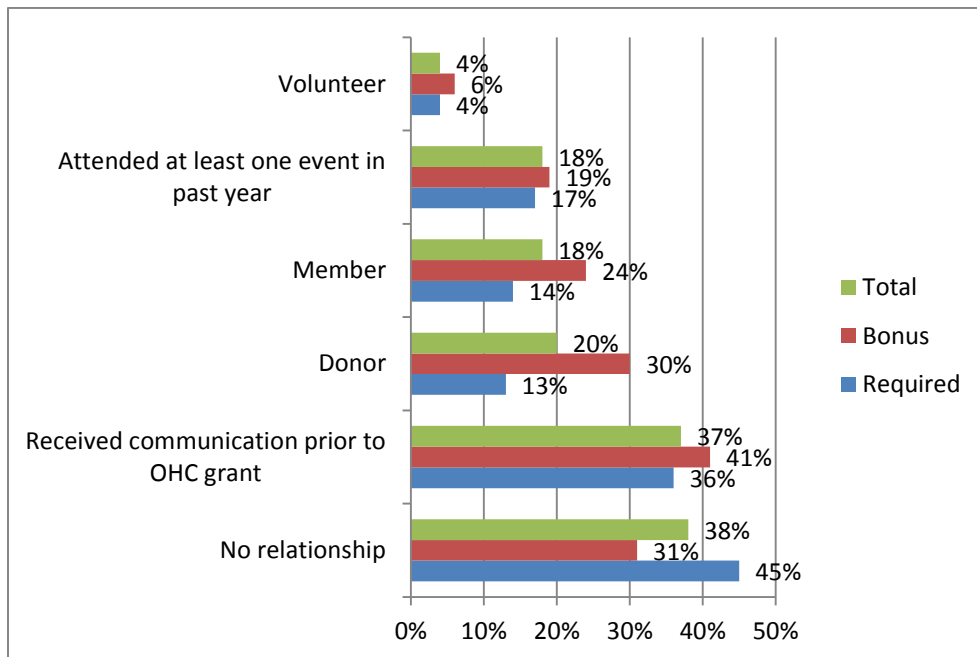
How much additional funding are recipients expecting to receive:



III. JEWISH ENGAGEMENT

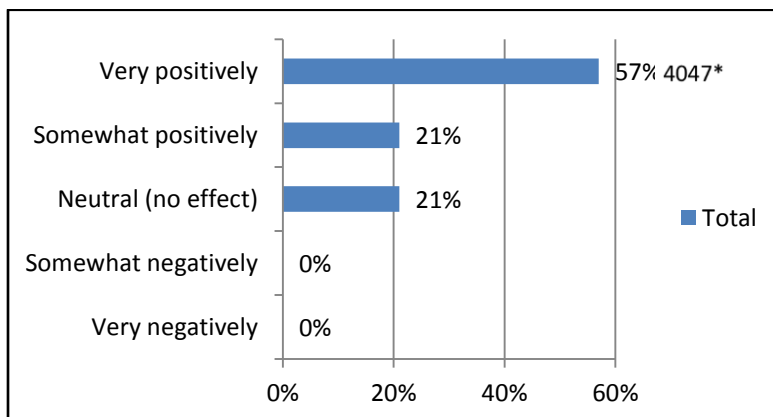
- For the majority of families, OHC had the additional perceived benefit of creating closer ties to their Jewish community and/or their Federation.
 - Over 60% (or nearly 4,300 OHC families projected to the total OHC recipient group) are not currently members and/or donors of their sponsoring organizations, many with giving potential.
 - 57% (or over 4,000 OHC families projected to the total recipient group) believed the incentive "very positively" affected their family's connection to the overall Jewish community
 - 63% (nearly 4,500 OHC families projected to the total recipient group) believed the incentive "very positively" affected their connection to the local Federation.
 - 74% (or nearly 5,300 OHC families projected to the total OHC recipient group) were more likely to support the sponsoring organization.

Are you a member, a donor, or do you support, in some manner, this organization?



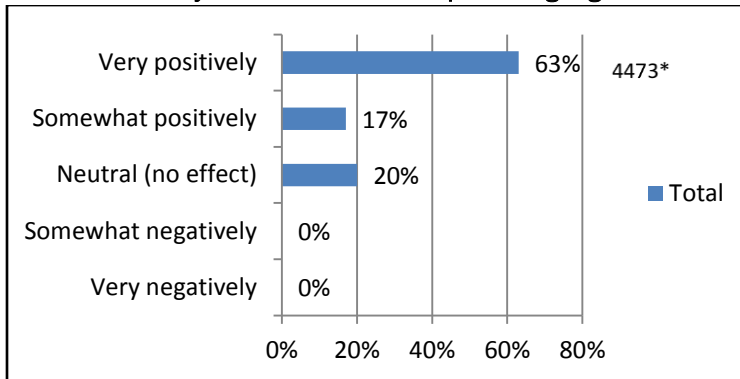
*Projected total based on research percentage applied to total North American OHC recipient number

Did the OHC grant affect the family's connection to the overall Jewish community:

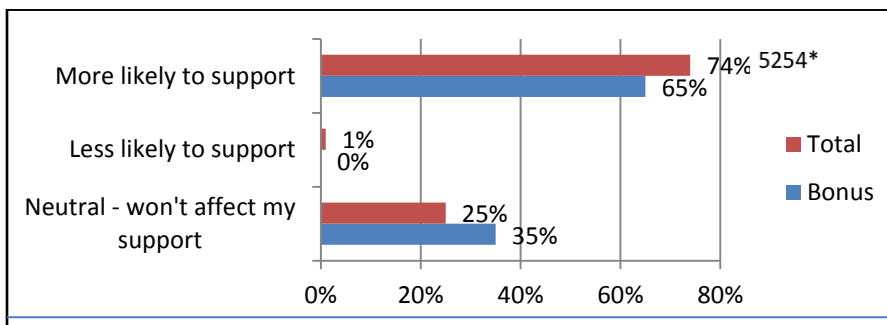


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Did the OHC grant affect the family's connection to the sponsoring organization:



How might your One Happy Camper experience affect your support for the sponsoring organization?

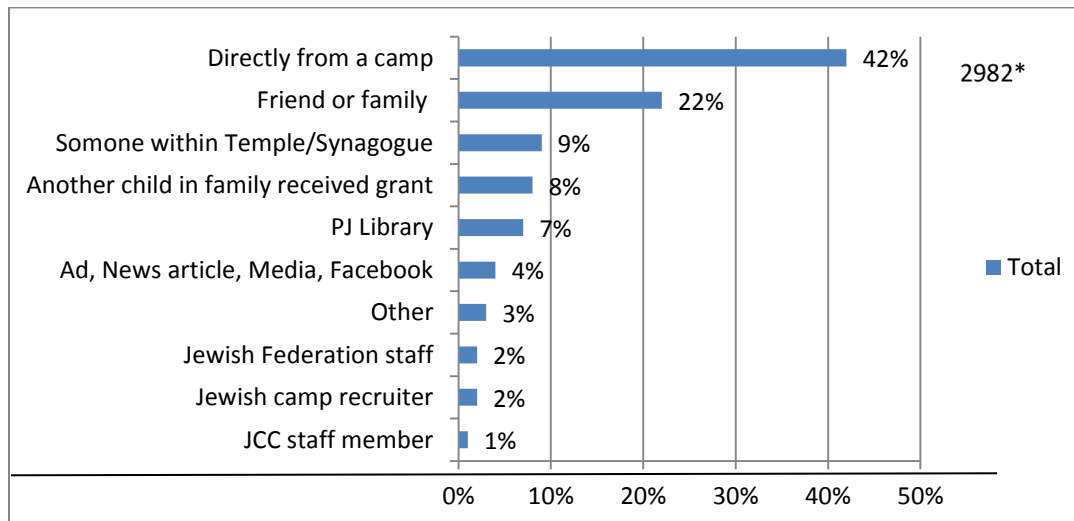


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IV. INCENTIVE AWARENESS AND THE APPLICATION PROCESS

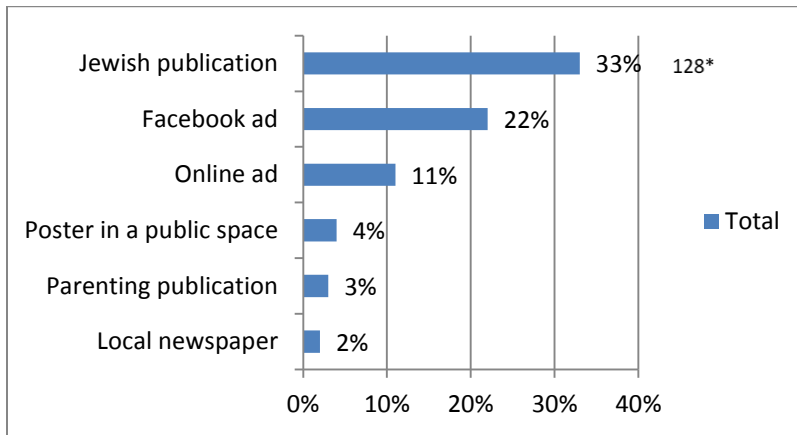
- Parents primarily hear about OHC from the camp and “buzz” from friends and family.
- Most recipients began their search for camp by talking to family/friends (61%), but nearly a quarter (or more than 1,700 OHC families projected to the total OHC recipient group) began by talking directly to the camp or going to their website.
- Nearly 60% of recipients started their camp search/summer planning at least 9 months in advance.
- The application process was favorably received, with most offering no suggestions for improvement; however, the majority of respondents were still not aware that the FJC was a co-sponsor of this program

How did you hear about the OHC Program?



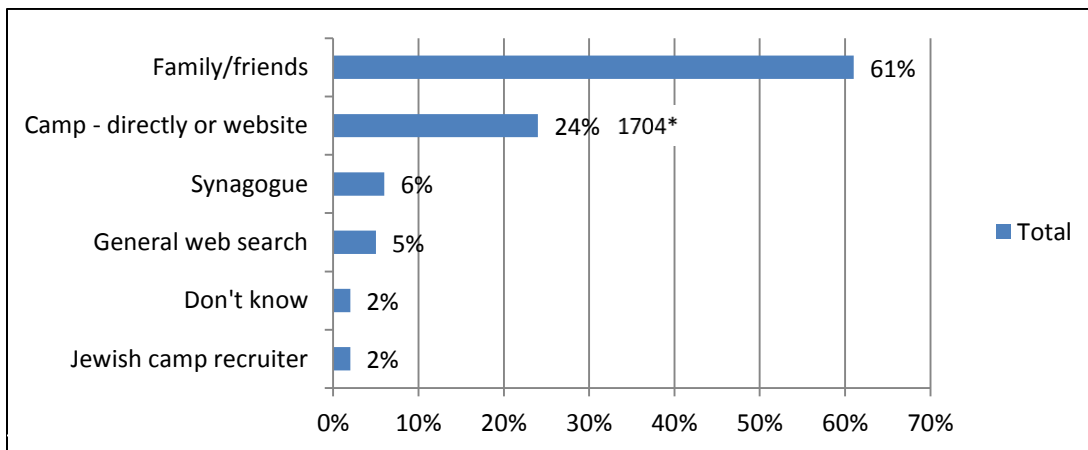
* Projected total based on research percentage applied to total North American OHC recipient number

Did you hear about OHC Program through an ad or news article, and where?



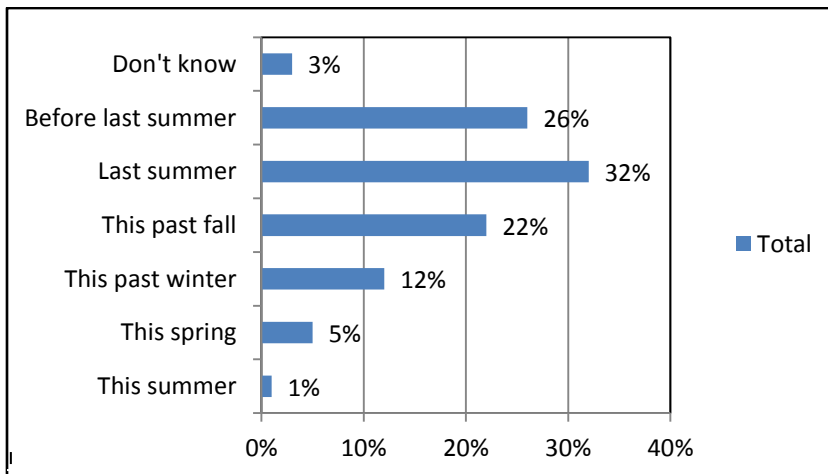
* Projected total based on research percentage applied to total North American OHC recipient number (44% of the 4% who indicated they heard about the OHC program through an ad or news article)

Where did you start your search for information regarding Jewish overnight camp?

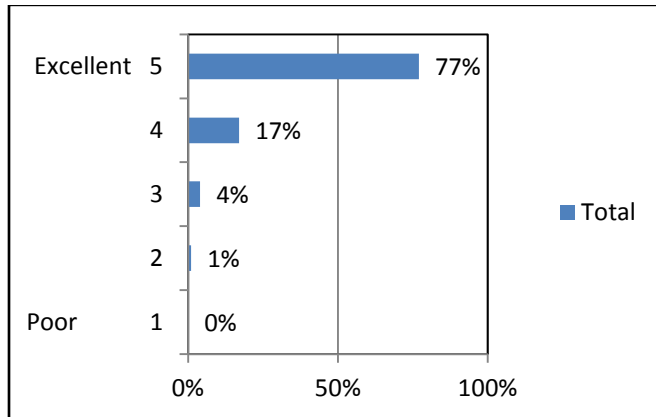


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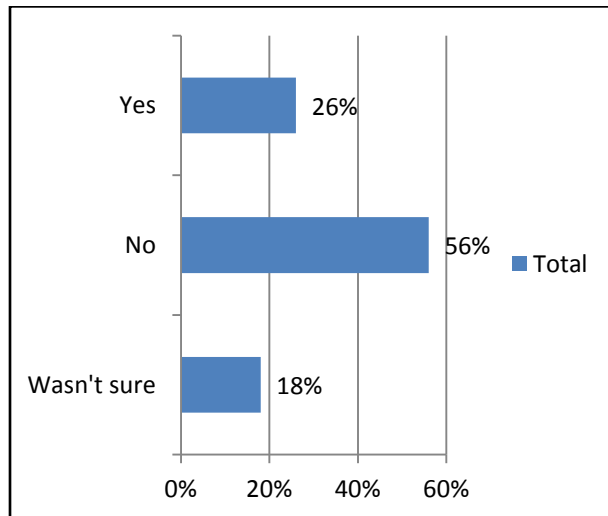
At what point did you begin specifically considering Jewish overnight camp for this summer of 2015?



Overall rating of the application process:



Were you aware that the Foundation for Jewish Camp is also a co-sponsor of this program:



Appendix I - Scope of OHC Program since 2006

Summer	# of Partners	# Incentive Campers
2016	101*	7,050
2015	69	7,300
2014	68	7,300
2013	65	7,300
2012	69	8,400
2011	67	8,600
2010	55	8,500
2009	37	6,200
2008	21	3,400
2007	7	1,800
2006	1	725

*Please note: in summer 2016, camps that are affiliated with a movement are now being counted independently and not as a single camp movement.

Communities participating in the 2016 OHC program:

- | | |
|----------------------|---------------|
| Atlanta | Louisville |
| Boston | Madison |
| Broward County | Milwaukee |
| Calgary | Montreal |
| Central New York | Nashville |
| Chicago | New Hampshire |
| Cincinnati* | Northern NJ |
| Cleveland | Omaha* |
| Colorado | Palm Springs |
| Columbus | Philadelphia |
| Delaware | Pittsburgh |
| El Paso | Portland |
| Greater Metrowest NJ | Rhode Island |
| Greensboro | Rochester |
| Hartford | San Diego |
| Heart of NJ | San Francisco |
| Houston | Seattle |
| Indianapolis | St. Louis |
| Kansas City* | Toronto |
| Los Angeles | Washington DC |

In addition, PJ Library and more than 60 camps and camp movements participated in the 2016 OHC program.
 (**These communities do not use the OHC Registration System and therefore do not participate in the survey).

Appendix II - Response Rates by Participating Partners

	# Campers invited	# of survey responses	Response Rate
Union for Reform Judaism	575	320	56%
Jewish Federation of Greater Los Angeles	513	284	55%
PJ Goes to Camp	429	332	77%
JUF Chicago	383	228	60%
Combined Jewish Philanthropies of Greater Boston	335	222	66%
Generations Fund/Federation CJA	261	148	57%
Jewish Federation of Greater MetroWest NJ	242	110	45%
UJA Federation of Greater Toronto	239	137	57%
National Ramah Commission	218	126	58%
Jewish Federation of Greater Atlanta	213	127	60%
Jewish Federation of Greater Philadelphia	205	109	53%
Jewish Community Federation of San Francisco	152	86	57%
Jewish Federation of Northern New Jersey	122	55	45%
Jewish Federation & Jewish Education Center of Cleveland	99	60	61%
JewishCOLORADO	84	62	74%
Jewish Federation of Greater Seattle	84	48	57%
Jewish Federation of San Diego County	82	43	52%
Jewish Federation of Greater Houston	72	50	69%
Jewish Federation of Broward County	66	39	59%
Jewish Federation of Greater Portland	64	31	48%
Jewish Federation of St. Louis	63	34	54%
Jewish Federation in the Heart of New Jersey	58	42	72%
Jewish Federation of Greater Pittsburgh	45	19	42%
Jewish Federation of Greater Washington	44	27	61%
Jewish Federation of Columbus	42	23	55%
Farash Institute for Jewish Education	39	23	59%

	# Campers invited	# of survey responses	Response Rate
Jewish Federation of Greater Hartford	29	17	59%
Milwaukee Jewish Federation	27	13	48%
Jewish Federation of Greater Indianapolis	16	6	38%
Jewish Alliance of Greater Rhode Island	15	9	60%
Jewish Federation of Nashville	14	6	43%
Jewish Federation of Madison	13	6	46%
Greensboro Jewish Federation	11	8	73%
Jewish Federation of New Hampshire	10	5	50%
Jewish Federation of the Desert	9	7	78%
Jewish Community of Louisville	9	6	67%
Jewish Federation of Delaware	7	5	71%
Calgary Jewish Federation	6	5	83%
Jewish Federation of CNY	6	4	67%
Jewish Federation of El Paso	2	1	50%
CAMP PARTNERS			
Bnai B'rith Men's Camp Association	20	10	50%
B'nai B'rith Perlman Camp	20	10	50%
BIMA/Genesis at Brandeis University	8	4	50%
Camp Avoda	5	3	60%
Camp Chi	8	4	50%
Camp Hatikvah	4	4	100%
Camp Inc. Business Academy	12	5	42%
Camp JCA Shalom	45	24	53%
Camp JRF	44	25	57%
Camp Livingston	5	4	80%
Camp L'man Achai	10	3	30%
Camp Louemma	14	8	57%

	# Campers invited	# of survey responses	Response Rate
Camp Mountain Chai	40	23	58%
Camp Nageela	31	10	32%
Camp Nageela Midwest	4	1	25%
Camp Poyntelle	30	17	57%
Camp Sabra	20	9	45%
Camp Tel Yehudah	5	2	40%
Camp Zeke	36	19	53%
Capital Camps	68	34	50%
Eden Village Camp	30	21	70%
Habonim Dror Camp Galil	6	3	50%
Habonim Dror Camp Miriam	6	6	100%
Habonim Dror Camp Moshava	4	2	50%
Habonim Dror Camp Tavor	4	4	100%
Havurah at Camp Tel Yehudah	12	3	25%
JCC Maccabi Sports Camp	22	11	50%
JCC Ranch Camp	32	17	53%
Moshava California	2	2	100%
Wilshire Boulevard Temple Camps	28	10	36%