



Camp Judaea 2015 Impact Report



A little bit of Israel in the heart
of the Blue Ridge Mountains

Mission Statement:

Camp Judaea's mission is to provide a safe, fun, nurturing community where children, teens, and young adults grow as individuals, build lifelong friendships, develop leadership skills, and establish enduring connections with Judaism, Israel, and the natural environment.



From Our Director

Dear CJ Family,

Camp Judaea enjoyed historic success in 2015 – our 55th season. Enrollment remained strong with 563 campers from 17 states and five countries who attended camp over the season. Camp Judaea achieved consistently strong and stable customer satisfaction measures – all well above North American averages – and is now setting the **highest performance level in North America** of any scored FJC camp in the area of spiritual, cultural and religious life where campers are proud to be Jewish*.

Camp Judaea's community of campers and staff truly thrived this summer. We are proud of our strong CJ Family where everyone feels understood, valued and nurtured and where we are celebrated for our focus on communal kindness and respect and on accommodating the needs of each individual camper.

It is an honor to serve as Camp Judaea's Executive Director and lead such a menschy camp family. The year-round staff and I feel tremendous gratitude to our Board of Directors, Donors, Staff and Camp Families for the opportunity to share this extraordinary season with you all.

Shalom, ahava, v' CJ l'netzach,
(Peace, Love and CJ Forever)



Tom Rosenberg
Executive Director



* Statistics and findings came from the 2015 Camper Satisfaction Insights (CSI) and Staff Satisfaction Insights (SSI) provided by the Foundation for Jewish Camp and the Summation Research Group, INC.

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From Our Board Chair

Dear CJ Family,

Over the past few decades, we have witnessed major changes to our camp community and to Jewish camping. Our steadfast truth that guides us through change is Camp Judaea's culture of putting campers first. The Camp's professional team and Board of Directors share our dedication when providing exceptional experiences in a safe, fun, and nurturing environment, where children and young adults grow as individuals. Every summer, campers and staff members build lifelong friendships, develop leadership skills, and establish enduring connections with Judaism, Israel, and the natural environment. And each year, the Camp Judaea organization continues the mission of providing exceptional and innovative programming so we can remain an outstanding Israel-focused Jewish overnight camp while maintaining a close-knit camp community.

We aim to fulfill the mission and Camp Judaea's long-term vision while providing outstanding camp programs for future generations of Jewish leaders. Knowing we stand among the best Jewish overnight camps in the country affirms our mission and allows us to move forward with confidence.

To maintain our leadership position, we have formed a Strategic Planning Committee to develop initiatives and guide our path in a concise and thoughtful approach; however, in order to continue to build organizational capacity for leadership and resource development, we must address limitations in our facilities and strengthen our camp programs. This strategic plan marks an important moment in the Camp's history.

Even as we make plans for future growth, we remain mindful of the less fortunate members of our community. Last year, over \$200,000 was provided to assist campers in tuition. In short, we are committed to giving every interested child an opportunity to attend camp.

The engagement and enthusiasm demonstrated by our *chanichim* (campers), *madrachim* (counselors), *merakzim* (unit leaders), year-round employees, donors, Board members and volunteers are the lifeblood of our organization. With this passionate and consistent support, we will continue to enhance the quality of Camp Judaea.

Camp Judaea has played a critical role in my life for more than four decades. It has been a true honor serving as the Chair for the past three years. I am delighted we have achieved so much. I look forward to seeing the next generation thrive due to their life experiences gained at Camp Judaea.



Michele Puldy Burger
Board Chair

“ She is begging to come back and can't wait to pick her activities for next summer.

Thank y'all for giving her the opportunity to try new things. make new friends. and enjoy being Jewish.

”

Our Year was STRONG. Our Year was SUSTAINABLE. Our Year was IMPACTFUL.

- **Overall satisfaction** with camp has improved considerably with 80% rating “excellent” in 2015 compared to 65% rating it “excellent” in 2010.
- **Overall perceived value** of a summer experience at Camp Judaea has almost doubled from 49% rating “excellent” in 2010 to 97% rating it “excellent” in 2015.
- The **quality of relationships** between campers and their staff members improved considerably from 66% rating “excellent” in 2010 to 90% rating “excellent” in 2015.
- The perceived quality of the camp leadership and how camp is run improved from a 57% “excellent” rating in 2010 to 80% “excellent” rating in 2015.
- The perceived **quality of Camp’s spiritual, cultural and Judaic life** has the highest percentage of “excellent” measures in North America at 97% (compared to 84% in 2010).
- The overall perceived **quality, adequacy and cleanliness of Camp Judaea’s facilities** has nearly tripled, from 36% rating in this area “excellent” in 2010 to 91% rating it “excellent” in 2015.
- Clemson University completed Youth Development Outcomes and Behavior Change research at Camp Judaea this year with fascinating results. Over 86% of parents surveyed reported that “attending Camp Judaea helps their child succeed in school”.*



** Statistics and findings came from the 2015 Camper Satisfaction Insights (CSI) and Staff Satisfaction Insights (SSI) provided by the Foundation for Jewish Camp and the Summation Research Group, INC.*

“ My son came home telling endless stories of fun, singing beautiful Jewish songs, talking about all his new-made friends and of course, telling us how much he wants to go back. Per his request (and begging) I have already registered him for next year. Thank you again for making his summer so perfect!! ”

Our Campers and Programs

Our campers and staff enjoyed a spectacular new pool and two new tennis courts. We dedicated two beautiful new dugouts in memory of our founding Camp Director, George Stern, Z"L. Our 31st annual *Chalutzim* outdoor adventure program with the North Carolina Outward Bound enjoyed great success with 3 crews of 11 participants. Our *Omanut* program expanded to include glassblowing workshops for older campers. We enjoyed the very best kosher food in any Jewish camp anywhere, thanks to our new partnership with Chef Michael Wolf.

- Our campers came from 17 states and 5 countries.
- 87% of our eligible campers in 2014 returned in 2015.
- We served 563 campers between both sessions in 2015.
- Kids feel **safe**, kids feel **confident**, kids feel empowered – it is okay to make mistakes and try new things.
- **Kids love our food!** Food ratings went up by 23 points from last year. We are learning from last summer and using the same company this summer.
- **Our campers feel PROUD to be Jewish!** 97% of our campers said that Camp Judaea creates an “ambiance” and atmosphere where they feel proud to be Jewish.
 - 4% higher than last year’s findings and 12% higher than findings from camps nationwide*



* Statistics and findings came from the 2015 Camper Satisfaction Insights (CSI) and Staff Satisfaction Insights (SSI) provided by the Foundation for Jewish Camp and the Summation Research Group, INC.

“ Last summer was our kids’ first summer at CJ. I had told them countless stories about my CJ days and they had even met many of my camp friends but I was still equipped with a box of tissues ready for me for drop off day. After all, this was my kids’ first time sleeping out of their home. I had images of my children crying as we said goodbye. Images of their counselors entertaining them so we could leave without them noticing. I imagined calls saying they were homesick. Boy, was I WRONG and FAR from the truth! ”

Our Parents

- **Key Finding:** Parents reported that camp helped their child **grow and develop in the areas of resilience, cooperation, communication, critical thinking, and decision-making** – skills closely mapped to “21st Century Skills” that employers have identified as important for future workforce success.
- We are proud to report that **97% of our camp parents agree that the quality of our camp is worth the tuition cost.** This percentage is 5% higher than the average nationwide.
- **86%** of CJ parents answered YES when asked if sending their child to camp resulted in **better school performance** from their child.
- Many CJ parents report that their children came home with **more confidence, independence** and **better social skills.**



“As a new family to Camp Judaea, I have to tell you how thoroughly impressed we were with the last two days. From the new family reception where all our questions were answered, to the warm welcome by the staff, to the campus tours, to the fabulous brunch, to the caring, supportive staff, and finally to all the pictures with my son smiling with his new friends – you definitely do things right!!!”

Our Staff

We are deeply grateful to our over **141 staff members** from the 2015 summer season. We are proud that over **81%** of our American bunk *madrichim* this summer were camper alumni and **55% were veteran staff members**. Over **78%** of our American staff had visited Israel and **26 were Young Judea Year Course gap year graduates**.

Our **Israeli staff** delegation was our strongest ever, numbering 37. We were fortunate to be able to attract such a wonderful *mishlachat* and ensure that every cabin in camp had at least one Israeli staff member. Our staff were extremely invested in their campers and in each other. Our 2015 Camp Staff Satisfaction measures were outstanding and well above all other camps scored in FJC studies.



“ It is now May and I sit back watching my kids cross off the days left for camp to start; I watch them text with their camp friends, and I can't help but smile knowing they have found their “second home”. And that is a place they will have FOREVER. Thank you CJ for giving my children a life-changing summer. ”

Thank You to Our 2014-2015 Donors

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Camp Judaea's Legacy for the Generations Society allows supporters of Camp to create a lasting impact on future generations of campers and staff. For more information on creating your Legacy at Camp Judaea, please contact Matt Gross at mgross@campjudaea.org or 678-608-4981.

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Audited Financials

Operating Revenues	10/1/2014-9/30/2015	10/1/2013-9/30/2014
Camper Tuition	\$2,333,265	\$2,212,582
Contributions, Grants Other Income Applied Toward Operating Expenses	\$309,691	\$231,020
Less Financial Aid	-\$145,030	-\$106,220
Total Revenue	\$2,497,926	\$2,337,382
Operating Expense	\$2,354,954	\$2,206,585
Increase (Decrease) In Net Assets From Operations	\$142,972	\$130,797



www.campjudaea.org

Winter

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Summer

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