



# 2025 STATE OF THE FIELD CENSUS PART I: THE BUSINESS OF OPERATING JEWISH CAMP



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# INTRODUCTION

Each year, Foundation for Jewish Camp's Census offers a comprehensive and thorough overview of the Jewish camp field—growth, challenges, trends, and evolving needs. This year, FJC's Camp Census will be released in two phases. The first focuses on the business of camp—expenses and revenue, tuition rates, requested and awarded financial aid, capital needs, and more. The second phase will focus on the people that make up Jewish camp communities across North America including camper and staff demographics, enrollment patterns, camp capacity, seasonal staff compensation, and the impact of camp on campers and staff.

This year's findings tell a story of continued momentum: participation is up, budgets are stabilizing, and camps are investing in their facilities and year-round engagement. At the same time, camps are feeling the pressure of rising costs, increasing demand for financial aid, and dated facilities. These findings are the foundation for part of FJC's upcoming Strategic Vision, to be released in 2026, which prioritizes the business of camp so that every Jewish camp is built to last.

## Inside, you'll find trends broken down by region and camp size across North America. Across the network, our Key Takeaways include:

- **Increased Participation:** Jewish camps engaged 198,730 youth, teens, and young adults in 2025, a 5% increase from 2024. Overnight camps grew by 3.5% and day camps by 7%.
- **Camps Expand Aid Amid Rising Requests:** In 2025, families requested over \$58 million dollars in financial aid for camp. Camps increased the amount of financial aid they awarded in 2025, with overnight camps distributing \$33.5 million and day camps \$13.7 million, narrowing the gap between requested and awarded aid. 37% of families receiving aid say they would be unlikely to attend camp without it.
- **Rising Operational Expenses:** Though overnight camp revenue slightly outpaced increased expenses this year, managing rising operating costs remains the top concern for both day and overnight camps.
- **Camps Invest in Facilities:** 53% of overnight and 21% of day camps have completed new buildings or refurbished old ones in the past five years. Looking ahead, 58% of overnight and 36% of day camps plan to complete capital projects in the next five years. Capital projects and associated fundraising are among the top priorities of both day and overnight camps.
- **Year-Round Engagement Opportunities:** Nearly half of overnight camps (49%) and over half of day camps (58%) are interested in expanding programmatic and retreat offerings to engage campers, families, alumni, and communities throughout the year, highlighting a significant opportunity to deepen camps' reach, breadth, and connection points.

*This report utilizes data submitted to Foundation for Jewish Camp by 273 Jewish day and overnight camps from August through October 2025. In order to achieve counts for the full field, prior data from years past and averages from 2025 data were used to project numbers for the entire field of 168 day and 161 overnight Jewish nonprofit camps across North America in summer 2025.*

# PARTICIPATION & ENROLLMENT

Approximately

## 198,730


campers and  
young adult staff  
participated in  
Jewish camp across:

168 ☀️  
day camps and  
161 🌙  
overnight camps

Participation in Jewish **day and overnight camp grew 5% from 2024 to 2025.**

*\*The total participants include campers and high school/college-aged staff from the US or Canada. 2025 numbers include approximately 159,760 campers and about 38,970 high school and college-aged staff members.*

## TOTAL PARTICIPANTS SERVED (CAMPERS AND YOUNG ADULT STAFF, DAY AND OVERNIGHT)

	Total Participants	% Change Year over Year
		
<b>2025*</b>	<b>198,730</b>	<b>+5%</b>
<b>2024</b>	<b>188,960</b>	<b>+5%</b>
<b>2023</b>	<b>180,700</b>	<b>+3%</b>
<b>2022</b>	<b>174,700</b>	<b>+13%</b>
<b>2021</b>	<b>155,000</b>	<b>-15%</b>
<b>2019</b>	<b>182,400</b>	<b>+1%</b>

## OVERNIGHT CAMP ENROLLMENT

**Overnight camp enrollment grew by 3.5%** with 50% of overnight camps increasing their enrollment from summer 2024 to 2025.

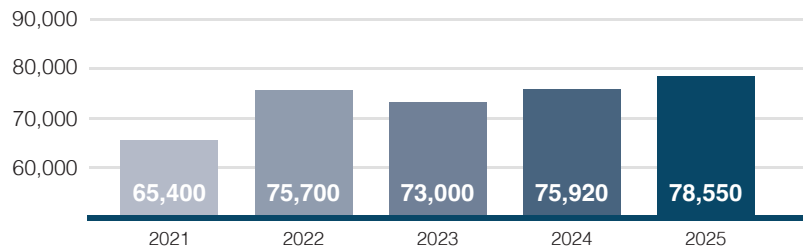
## 78,550

unique campers

## 3.5%

increase from 2024

### TOTAL UNIQUE CAMPERS



## DAY CAMP ENROLLMENT

**Day camp enrollment increased by 7%,** a large improvement from last year's 1% increase. Approximately 54% (up from 45%) of day camps increased enrollment.

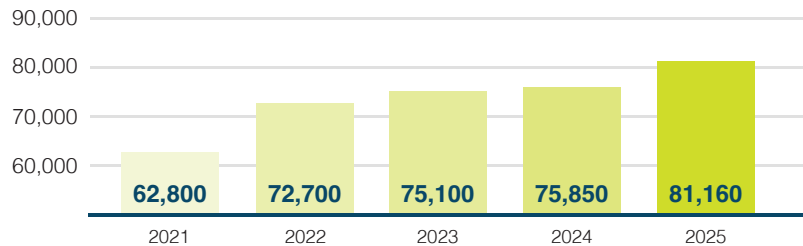
## 81,160

unique campers

## 7%

increase from 2024

### TOTAL UNIQUE CAMPERS





# KEY NEEDS, CHALLENGES, & OPPORTUNITIES

## CAMPS' PRIMARY NEEDS

Rising expenses remain the top concern for both overnight and day camps, shaping their planning priorities for the coming years.

Day and overnight camps share a similar list of priorities, with minor shifts in prioritization. Capital projects, new camper recruitment and recruiting and retaining seasonal staff all rank highly for both day and overnight camps. While overnight camps are uniquely focused on meeting the demand for camper scholarships, multi-year strategic planning is a high priority for day camp professionals.

The needs indicated below are key challenges that Foundation for Jewish Camp will address in the 2026-2030 Strategic Vision for the field of Jewish camp.

### CAMP NEEDS RANKED

Overnight	Ranking	Day
Addressing the rising cost of operating camp	1	Addressing the rising cost of operating camp
Capital projects and associated fundraising	2	Enrollment, marketing, and recruitment strategies for new campers
Enrollment, marketing, and recruitment strategies for new campers	3	Recruiting, hiring, training or retention of seasonal staff
Meeting the demand for camper scholarships	4	Capital projects and associated fundraising
Recruiting, hiring, training or retention of seasonal staff	5	Multi-year strategic planning

“

***Our camp needs a long term strategic plan that focuses on growing our enrollment and what capital projects we would need to accommodate more campers.***

*– Day Camp Professional*

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# TUITION & SCHOLARSHIP

In summer 2025, overnight camp tuition increased by 2% to meet the rising costs of operating camp. Day camp tuition has held steady at an average of \$700 per week after a large tuition increase of 11% for summer 2024.

## WEEKLY TUITION: OVERNIGHT AND DAY

	Overnight Camp Average Weekly Tuition	Overnight Camp % Change in Tuition	Overnight Camp Range of Weekly Tuition	Day Camp Average Weekly Tuition	Day Camp % Change in Tuition	Day Camp Range of Weekly Tuition
2025	\$1,600	+2%	\$560 - \$2,630	\$700	0%	\$300 - \$1,510
2024	\$1,570	+2%	\$500 - \$3,000	\$700	+11%	\$260 - \$1,630
2023	\$1,480	+3%	\$420 - \$2,400	\$620	+5%	\$230 - \$1,500
2022	\$1,440	+4%	\$375 - \$2,240	\$590	0%	\$135 - \$1,450

*\*In the past, FJC has reported on maximum weekly tuition. This year our survey asked for the average weekly tuition from camps.*

Overnight camp tuition is least expensive in Canada, for the third year in a row. Tuition is highest in the Northeast, where the average weekly tuition for overnight camp is 10% (\$160) more than the national average. Notably, average weekly tuition increased by 3% in the Midwest, 4% in the South, and 6% in the Northeast. Average weekly tuition in the West and Canada have held relatively steady from 2024 to 2025.

Day camp tuition is lowest in the South at an average of \$440 per week, and highest in the Northeast where the average is \$820 per week, about 17% higher than the national average.

## OVERNIGHT CAMP: REGIONAL WEEKLY TUITION

Region	Overnight Camp Average Weekly Tuition	Overnight Camp Median Weekly Tuition	Overnight Camp Range of Weekly Tuition
Canada*	\$1,000	\$1,000	\$500 - \$1,590
Midwest	\$1,570	\$1,600	\$930 - \$2,350
Northeast	\$1,760	\$1,690	\$500 - \$3,000
South	\$1,700	\$1,660	\$730 - \$2,300
West	\$1,720	\$1,700	\$1,130 - \$2,240

## DAY CAMP: REGIONAL WEEKLY TUITION

Region	Day Camp Average Weekly Tuition	Day Camp Median Tuition	Day Camp Range of Weekly Tuition
Midwest	\$630	\$690	\$340 - \$1,380
Northeast	\$820	\$750	\$300 - \$1,630
South	\$440	\$550	\$300 - \$950
West	\$610	\$540	\$350 - \$840

*\*There were not enough reporting Canadian day camps to include above.*

*\*Canadian dollars have been converted to U.S. Dollars.*

## NEED-BASED SCHOLARSHIP

**Financial aid requests and distributions continued to rise in 2025.** Overnight camps distributed \$33.5M in financial aid, an increase of more than \$3.4M from 2024. Day camps distributed \$13.7M, nearly \$3.7M more than last year. These numbers do not include scholarships from sources outside of camps.

**In 2025, families requested a combined \$58.4M across overnight and day camps.** This growth was driven primarily by overnight camper families, whose requests increased to \$42M (from \$41.2M in 2024). Although day camper families' requests decreased to \$16.4M — down about \$400K from last year — this decline likely reflects reporting practices rather than a reduction in need, as many day camps do not formally collect aid requests or do not offer scholarships — contributing to lower reported totals.

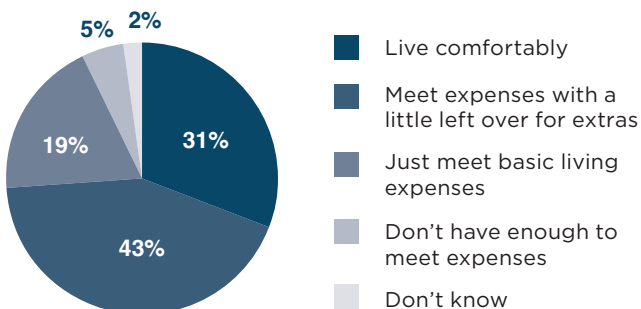
While camps continue to face more requests than they can meet, the overall gap between requested and distributed aid has begun to narrow, particularly among day camps. On average, overnight camps provided need-based aid to about 25% of campers and day camps to about 11% of campers. These percentages awarded directly by camps represent only part of the overall support landscape; the total proportion of campers receiving financial aid is considerably higher when accounting for aid from outside sources.

The average award amount shifted as well. The average overnight award shifted to \$1,730 per camper, slightly lower than 2024's \$1,840 but still reflecting strong support across camps. Day camps saw a significant increase, with the average award rising to \$1,490 (up from \$1,180 in 2024). Overnight camps supported more families and distributed larger total dollars, while day camps provided slightly fewer awards but at higher average amounts.

**Across overnight camps, 45% of families received some form of financial assistance toward tuition,** whether it be from their camp, One Happy Camper® grants, federations, synagogues, other community partners, or from family members. Many families receive funds from multiple sources. The need behind this support is critical for access: among families receiving direct tuition aid, 37% said they would be unlikely to attend camp without it\*.

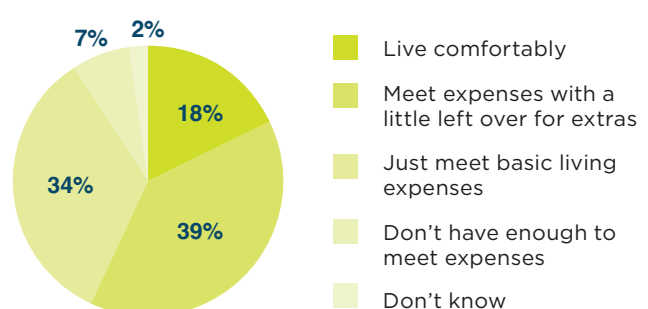
Day camp families face similar pressures but have less access to financial assistance. This becomes even clearer when considering families' reported financial situations: about one in four overnight families (24%) and more than two in five day camp families (41%) say they either just meet their basic living expenses or do not have enough to cover them.

### OVERNIGHT FAMILIES FINANCIAL SITUATION\*\*



\*From the 2025 Camper Satisfaction Insights survey.

### DAY FAMILIES FINANCIAL SITUATION\*\*

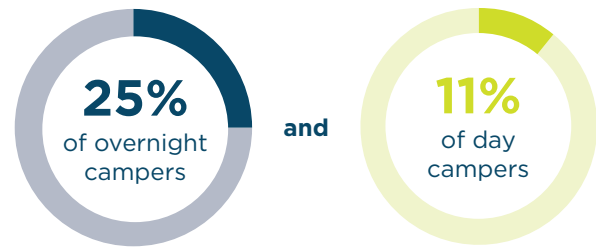
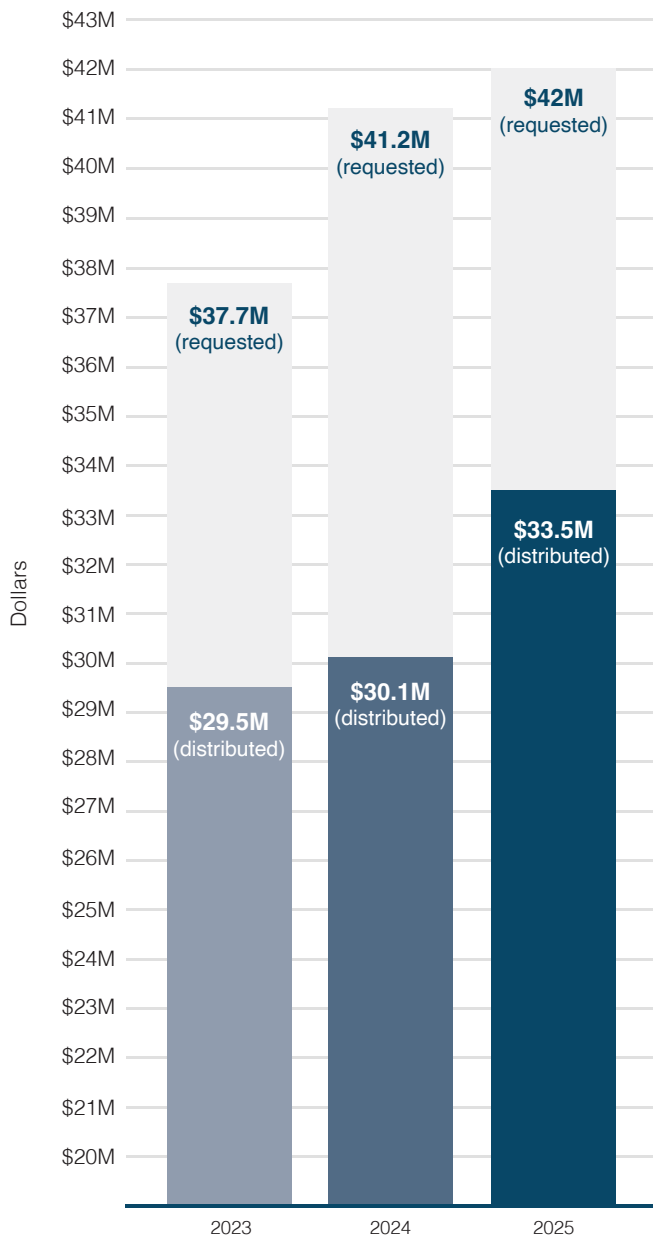


\*\*This question was asked only to families who reported receiving financial aid.

Taken together, the data reveals a growing financial hardship and vulnerability among the majority Jewish families as the cost of living continues to rise. These pressures are making camp less affordable on their own, increasing the importance of tuition support in helping families participate. In this context, financial aid has become a critical bridge — not just a benefit but a necessity for access.

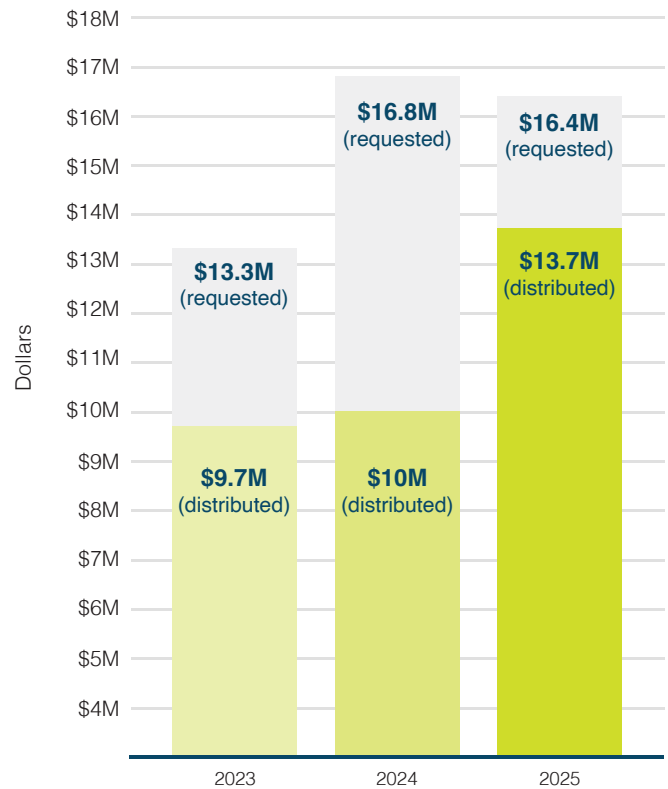
These data make one thing clear: families need financial support more than ever. Camps are responding with commitment and creativity — by expanding aid, deepening partnerships, and stretching their budgets — to keep Jewish camp accessible and inclusive for all families.

### OVERNIGHT CAMP FINANCIAL AID



**received financial aid from the camp they attended**

### DAY CAMP FINANCIAL AID



## OVERNIGHT CAMP FINANCIAL AID

FINANCIAL AID	Overnight 2025	Overnight 2024
Total financial aid requested	\$42,000,000	\$41,200,000
#/% of campers <b>requesting</b> aid	20,900 (27%)	17,400 (23%)
#/% of campers <b>receiving</b> aid from camp's budget	19,400 (25%)	16,320 (21%)
Total financial aid disbursed from camps' budgets	\$33,500,000	\$30,100,000
Average financial aid requested per camp	\$260,900	\$262,400
Average financial aid given out per camp	\$208,000	\$191,700
Average # of aid recipients per camp	120	104
Average financial aid award per camper	\$1,730	\$1,840

\*These aggregate numbers are projections for the entire field of overnight camps.

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***Our girls have already begun asking about returning, which speaks volumes about the impact camp has had on them. But realistically, without additional financial aid, sending them both next year may be out of reach for us.***

– Overnight Camp Parent

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## DAY CAMP FINANCIAL AID

FINANCIAL AID	Day 2025	Day 2024
Total financial aid requested	\$16,400,000	\$16,800,000
#/% of campers <b>requesting</b> aid	10,800 (13%)	11,000 (15%)
#/% of campers <b>receiving</b> aid from camp's budget	9,200 (11%)	8,500 (11%)
Total financial aid disbursed from camps' budgets	\$13,700,000	\$10,000,000
Average financial aid requested per camp	\$97,000	\$104,000
Average financial aid given out per camp	\$81,500	\$62,000
Average # of aid recipients per camp	55	50
Average financial aid award per camper	\$1,490	\$1,180

\*These aggregate numbers are projections for the entire field of day camps.



## REGIONAL SCHOLARSHIP TRENDS

Across overnight camps, regions with the largest gaps between the share of campers requesting and receiving aid also tended to show the largest gaps in dollars requested versus distributed. The Northeast (21% requested, 20% awarded) had the largest shortfall, with \$3.1M in unmet need. The West, despite perfect request and award rates (27%/27%), still showed a \$1.6M funding gap. The Midwest (23%/22%) had a \$1M gap, and the South (22%/20%) showed a \$700K gap. Canada had the highest percentage of requests and recipients (36%/36%), and the smallest dollar gap at \$600K.

Day camps showed similar patterns. The Northeast (15%/13%) had the largest day-camp shortfall at \$1.3M. The Midwest (8%/7%) saw the steepest proportional gap, with one-third of requested aid unmet. The West (9%/9%) still had a \$300K shortfall, while the South (7%/6%) showed the smallest gap at just \$100K.

**Together, the regional data suggest that as requests grow, camps are prioritizing awarding aid to more campers, leading to lower average awards per camper.**

### OVERNIGHT REGIONAL SCHOLARSHIP 2025\*

Region	% of Campers in Region that Applied for Financial Aid	% of Campers that were Awarded Financial Aid	\$ Amount Requested from Camp	\$ Amount Distributed by Camp
Canada*	36%	36%	\$4,300,000	\$3,700,000
Midwest	23%	22%	\$6,700,000	\$5,700,000
Northeast	21%	20%	\$16,000,000	\$12,900,000
South	22%	20%	\$4,200,000	\$3,500,000
West	27%	27%	\$6,800,000	\$5,200,000

\*These figures represent financial aid that was both applied for through the camp and awarded directly by the camp, whether supported by camp fundraising or its operating budget. Financial aid from external organizations is not captured here.

### DAY REGIONAL SCHOLARSHIP 2025\*

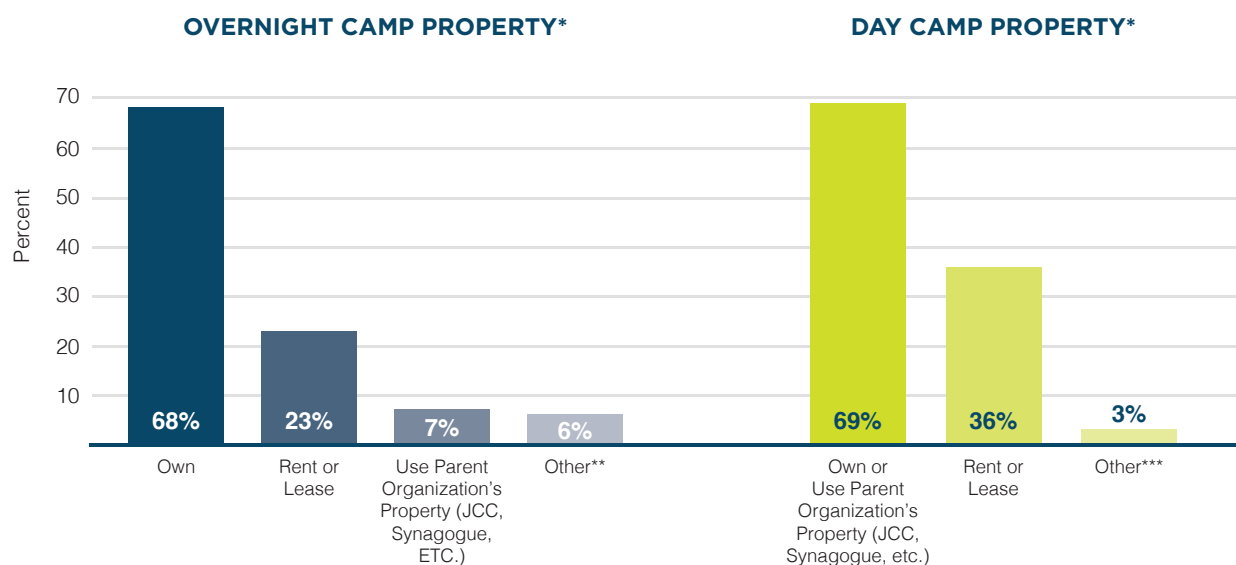
Region	% of Campers in Region that Applied for Financial Aid	% of Campers that were Awarded Financial Aid	\$ Amount Requested from Camp	\$ Amount Distributed by Camp
Midwest	8%	7%	\$1,200,000	\$800,000
Northeast	15%	13%	\$7,900,000	\$6,600,000
South	7%	6%	\$1,500,000	\$1,400,000
West	9%	9%	\$1,000,000	\$700,000

\*There were not enough reporting Canadian day camps to include above.

\*These figures represent financial aid that was both applied for through the camp and awarded directly by the camp, whether supported by camp fundraising or its operating budget. Financial aid from external organizations is not captured here.

# FACILITIES & CAPITAL INVESTMENTS

Most camps were built decades ago and are now straining to meet the needs and expectations of today's campers, parents, and staff. This year's Census took inventory of Jewish camps' facilities including what's been built, retrofitted, and refurbished over the past five years. We also asked camps about the remaining facilities and capital expansion projects that they anticipate building in the next two to three years. To support this work, the field will need to make major investments to support renovation, modernization, and expansion of Jewish camp, something FJC has already begun to invest in.



\*Camps were able to select multiple options.



\*\* (Examples include travel camps, hybrid models while rebuilding from fires, land held in a trust, etc.)

\*\*\* (Examples include shared properties with other camps, operating out of multiple locations, etc.)



**Funding is the largest barrier to facilities upgrades** for most camps, with many starting large fundraising campaigns for these capital improvements. The top-rated capital needs for overnight camps are staff housing, camper housing, programming spaces, and dining halls. The top-rated capital needs for day camps are programming spaces, pools, and bathrooms.

## CAPITAL IMPROVEMENTS



### New Buildings in Past 5 Yrs

		
# of Camps	65	17
# of New Buildings Built	305	26



### Refurbished in Past 5 Yrs

		
# of Camps Refurbished/Retrofitted	80	26
# of Buildings	327	29

### Current Projects

		
# of Camps	72	20
Current Projects	127	32

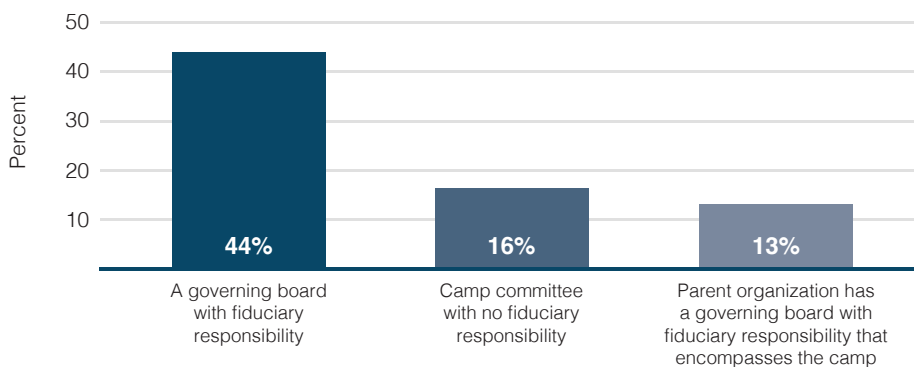
### Projects in Next 3 Yrs

		
# of Camps	87	44
Future Projects	246	74

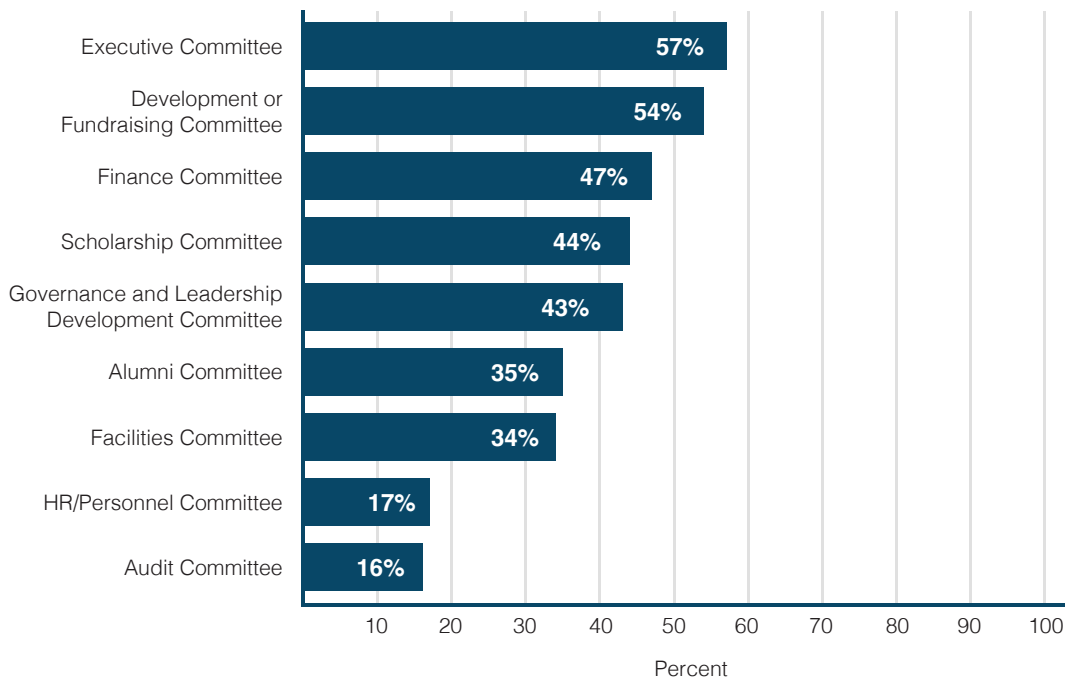
# CAMP GOVERNANCE & COMMITTEE ORGANIZATION

Many camps in the field utilize committees with specialized purposes to assist in governance and support organizational priorities. The graphs below show what kinds of governance and oversight overnights camp have and how committees are structured. (Camps were able to select as many as applied.) Other popular committee types written in by camps included: health, safety, and wellness, education or programming, and marketing, recruitment, or engagement.

## OVERNIGHT CAMPS' GOVERNING STRUCTURES



## OVERNIGHT CAMP COMMITTEES

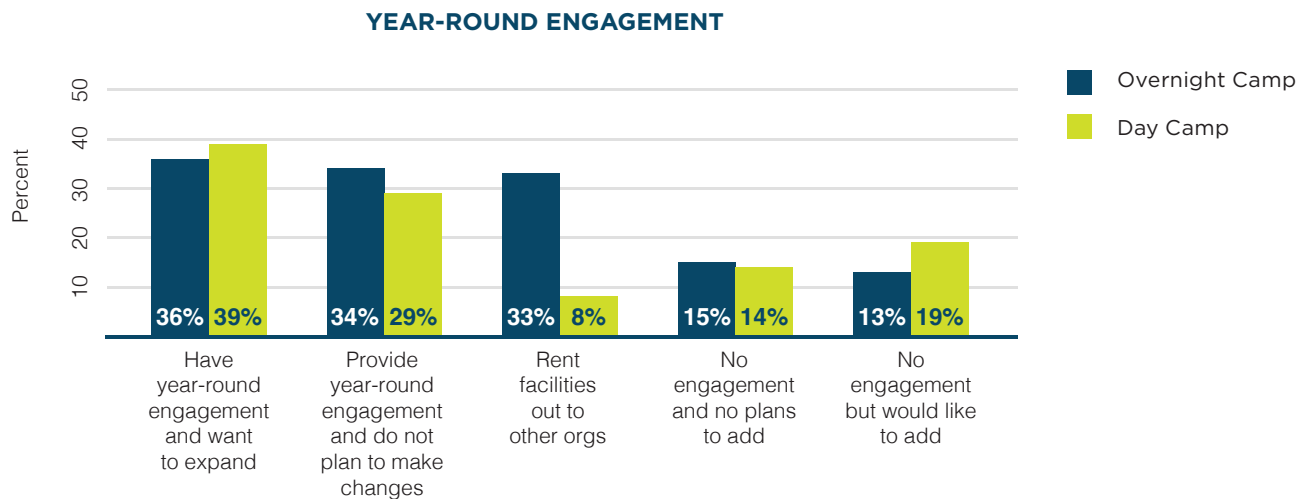


*\*There was not enough data from Day camps to do a similar analysis.*

# YEAR-ROUND ENGAGEMENT

**Through year-round engagement, camps are able to stay connected to their communities, offer innovative programs, and work with alumni and other stakeholders.**

Year-round programs also help camps generate revenue and keep their communities engaged to help support recruitment and retention efforts. 65% of overnight camps and 62% of day camps generate revenue through off-season programming. Additionally, 63% of overnight camps and 64% of day camps run free programs throughout the year.



“

***We are building more off-season engagement opportunities since we rent our facility, this is hard to do locally, but exploring options and need financial resources to get all over the country. Working on our board development and engaging parents and alumni more intentionally.***

***– Overnight Camp Professional***

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# CAMP FINANCIALS

## OVERNIGHT CAMP EXPENSE VS. REVENUE

Overnight camps' budgets were more balanced in 2025 as overall revenue increased by 1% more than overall expenses. In 2024, expenses had increased by 12%, six points higher than the increase in revenue that year.

**5% ↑**

expense increase

**6% ↑**

revenue increase

### OVERNIGHT REVENUE AND EXPENSES

	Overnight Camps 2025	Overnight Camps 2024
<b>Total Revenue</b>	<b>\$ 541,034,600</b>	<b>\$510,410,000</b>
<b>Average Revenue</b>	\$3,408,900	\$3,282,200
<b>Median Revenue</b>	\$2,366,600	\$2,292,400
<b>Revenue Range</b>	\$227,000 - \$18,800,000*	\$190,100 - \$20,805,400*
<b>Total Expenses</b>	<b>\$512,311,800</b>	<b>\$487,916,000</b>
<b>Average Expenses</b>	\$3,086,100	\$3,073,100
<b>Median Expenses</b>	\$2,137,900	\$2,297,200
<b>Expenses Range</b>	\$148,300 - \$18,345,000*	\$147,600 - \$16,733,000*

\*The camp with the highest revenue and expenses in the reported range runs four camps on one property.

### OVERNIGHT REVENUE AND EXPENSES BY CAMP SIZE

Camp Size*	Average Revenue	Median Revenue	Revenue Range	Average Expense	Median Expense	Expense Range
<b>Small (&lt;250 camper capacity)</b>	\$1,400,400	\$1,037,000	\$227,000 - \$3,100,000	\$1,331,500	\$1,086,900	\$148,300 - \$4,235,700**
<b>Medium (251 - 450 camper capacity)</b>	\$3,562,500	\$3,529,700	\$1,073,000 - \$10,329,600	\$3,163,000	\$3,496,900	\$1,073,000 - \$10,547,00**
<b>Large (&gt;451 camper capacity)</b>	\$6,381,200	\$6,313,000	\$1,443,200 - \$18,800,000	\$5,547,300	\$5,993,000	\$1,443,200 - \$18,345,00

\*Camp size is determined by the number of campers a camp can accommodate at one time during the summer.

\*\*The medium camp with the highest expenses rents their site and their rental fees increased in 2025.



## DAY CAMP REVENUE AND EXPENSES BY CAMP SIZE

Camp Size	Average Revenue	Median Revenue	Revenue Range	Average Expense	Median Expense	Expense Range
<b>Small (&lt;250 camper capacity)</b>	\$640,000	\$514,800	\$98,600 - \$1,678,600	\$511,200	\$360,000	\$109,600 - 1,449,400
<b>Medium (251 - 450 camper capacity)</b>	\$1,298,800	\$1,227,800	\$320,200 - \$2,370,800	\$851,500	\$929,900	\$317,300 - \$2,283,400
<b>Large (&gt;451 camper capacity)</b>	\$3,230,200	\$2,865,800	\$1,487,000 - \$6,715,800	\$2,429,600	\$2,001,700	\$1,147,000 - \$6,715,100

### In 2025, just over six in ten overnight camps met or exceeded their operating costs.

The share of overnight camps operating at a deficit increased by seven percentage points from the previous year. Among day camps, 88% operated at a surplus or broke even. Notably, the proportion of day camps breaking even rose by nine points, as several that had previously run surpluses or deficits in 2024 moved into this category.

Camp Budget Summary	Overnight 2025	Overnight 2024	Day 2025	Day 2024
<b>Budget Surplus</b>	31%	37%	61%	68%
<b>Breaking Even</b>	30%	32%	27%	18%
<b>Budget Deficit</b>	39%	32%	12%	16%

**Across overnight camps, financial performance varies by size**, with small camps most likely to run a deficit (49%), while medium camps most often report a surplus (46%), and large camps show a more even balance across surplus, break even, and deficit outcomes.

Across day camps of all sizes, the likelihood of operating at a budget surplus increases with size, with 53% of small, 57% of medium, and 73% of large camps reporting a surplus.

## CAMP BUDGETS BY CAMP SIZE

	Small Overnight Camps	Medium Overnight Camps	Large Overnight Camps	Small Day Camps	Medium Day Camps	Large Day Camps
<b>Budget Surplus</b>	18%	46%	34%	53%	57%	73%
<b>Breaking Even</b>	33%	26%	32%	30%	30%	21%
<b>Budget Deficit</b>	49%	28%	34%	17%	13%	6%



*Our biggest priorities are ensuring that more Jewish children get to experience the magic of camp and that our staff feel supported, inspired, and equipped to lead. We see FJC as a key partner in helping us grow enrollment through strong marketing and recruitment strategies, strengthening seasonal staff pipelines with effective hiring, training, and retention, and building capacity to run meaningful year-round programs. We also need guidance in long-term planning to ensure our sustainability and continued growth, while addressing the rising costs of operating camp. With FJC's partnership, we can continue creating joyful, welcoming Jewish spaces where campers and staff thrive.*

*– Day Camp Professional*



## ABOUT FOUNDATION FOR JEWISH CAMP

Since 1998, Foundation for Jewish Camp (FJC) has served as the umbrella organization for Jewish camp. FJC mobilizes resources, advances research, cultivates leaders, and ensures that camps are strong, sustainable, and accessible. In partnership with more than 300 Jewish day and overnight camps across North America, funders, and community leaders, FJC has helped the field adapt and thrive through moments of growth and moments of crisis.

Foundation for Jewish Camp grows, supports, and strengthens the Jewish camp movement so camps can deliver exceptional experiences for campers, staff, families, and communities, engaging them in lifelong, joyful Judaism.

Learn more at [jewishcamp.org](https://jewishcamp.org).