



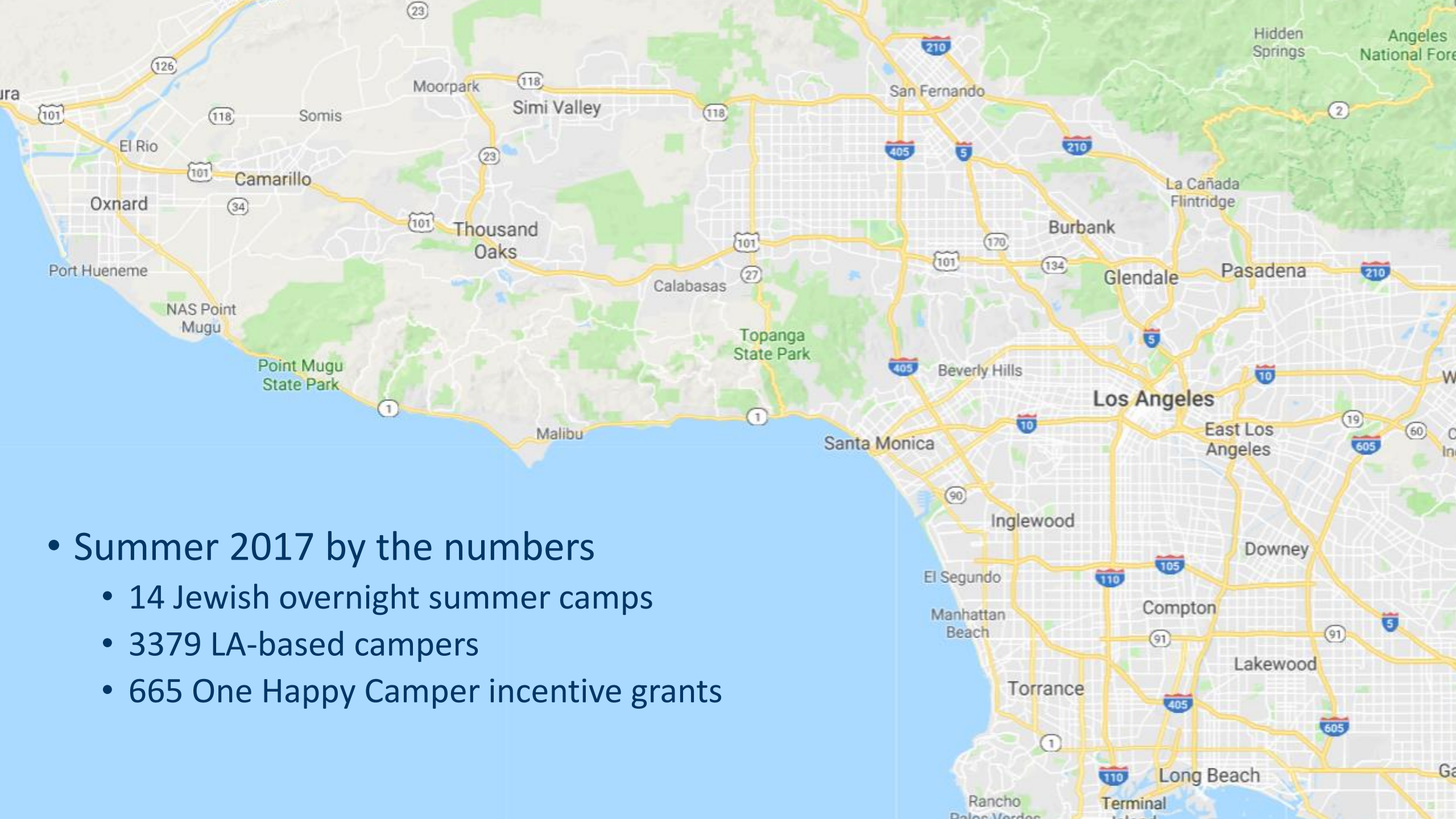
The Federation's
Family Camp Project

**In Partnership:
Jewish Federation of Greater Los Angeles +
Overnight Summer Camps + Early Childhood
Centers**

Goals for Today

- Participants will
 - Understand value-added of Family Camp Project
 - Understand unique and complementary role each Partner plays
 - Understand key learnings so far
 - See possibilities for expanding family camps in your own communities





- Summer 2017 by the numbers

- 14 Jewish overnight summer camps
- 3379 LA-based campers
- 665 One Happy Camper incentive grants

WHY Family Camp for Families with Young Children?

- Immersive experiences work
- Jewish early childhood centers are an effective pathway to Jewish engagement for the family
- Win-win to connect families to our sacred space at camp
- Built off success of PJ Library & Shalom Institute weekends





Outcomes for Families

After family camp weekend, families will

- Experience a meaningful, family-oriented Shabbat
- Develop bonds with other families raising Jewish children
- Gain curiosity about being Jewish and how to incorporate that in their lives

6 months down the road, families will

- Be more open to incorporating something Jewish in their lives
- Integrate new Jewish rituals/songs/traditions in their home
- Develop friendships with families they met at camp
- Be more invested in programming through Jewish ECE and beyond



Partners: Who's involved?

- Jewish Federation of Greater Los Angeles
- Camps: Shalom Institute, Camp Ramah in Ojai, Wilshire Boulevard's Hess Kramer, Moshava California, and Brandeis Bardin/AJU
- Over a dozen early childhood centers (across the LA region)
- Other micro-communities (PJ Library, Russian-speaking families, Special needs, etc.)





What We Learned

We need to sell it

Training works

Designated and trained point person at Camp is necessary

Clear communication is essential

Evaluation is ongoing



Staying Relevant + Rethinking Partnerships

01

Making initial investments for 'long-run' success

02

Hidush:
Partnering with the Federation and ECC's

03

Rethinking the Future of Jewish Camping

04

Rethinking staff model



Adapting to a New Model

- Keep alumni parents of young children engaged and connected
- Transition from 'Traditional Camp' to 'Family Camp'
 - Rethink Schedule
 - Greater connection with Partners



Examples

- Adat Elohim (first time)
 - 12 families
- Shomrei Torah (first time)
 - Combination with Ramah alumni families
- Russian-speaking families
 - First year (11 families)
 - 2nd year (sold out at 20 plus families)
- PJ Library (9th time)
 - Sells out consistently (and fast)





A young boy with dark hair, wearing a black and white checkered long-sleeved shirt, is sitting on a wooden bunk bed. He is smiling and waving his right hand. The background shows the interior of a room with wooden walls and ceiling.

Choose Your Discussion Group

Shira

- Why Federation got into this business
- How this fits within our strategy of families with young children
- How can your Federation or organization take the next step?

Allison

- How to develop “niche” camping communities
- What’s the value-added of the partnership model

Ariella

- Where to start?
- Start-up costs, finding the right staff, developing a framework

