

BUILDING A PIPELINE TO CAMP



UJA: MAKING **JEWISH CAMPING** HAPPEN

By establishing innovative and industry leading camp initiatives, the UJA Federation's Silber Family Centre for Jewish Camping strengthens Jewish identity and Jewish affiliation with each new camper!



SHARE



Silber Family Centre for Jewish Camping
UJA Federation of Greater Toronto

Introduction



- Allan is the Chairman of Street Capital Group Inc.
- Allan and his wife Hinda have established the Silber Center for Jewish Camping at the UJA Federation of Greater Toronto.
- Allan attended McMaster University and received a BS from the University of Toronto.



- Daniel is the Executive Director of UJA Federation of Greater Toronto's Koschitzky Centre for Jewish Education
- Daniel holds a doctorate in education from JTS's Davidson School of Education and is an alumnus of the Wexner Graduate Fellowship



- Simon is thrilled to be the Director at Camp Northland-B'nai Brith.
- He has also led and participated in numerous youth Israel tours and Shabbatonim, and served as Faculty at TanenbaumCHAT in Toronto.



- Evan is the Director of Educational Capacity Building at UJA Federation of Greater Toronto
- Evan is a lawyer and an accountant and brings several years of private sector experience to the work.

UJA Affiliated Camps

Overnight Camps

BB Camp (Kenora)	Camp B'nai Brith of Ottawa
Camp Northland	Camp Agudah
Camp Ramah in Canada	Camp Gan Israel
Camp Shalom	Camp Gesher
Camp Shomria	Camp Kadimah
Camp Solelim	Camp Kinneret-Biluim
J. Academy Camp	Camp Massad in Montreal
URJ Camp George	Camp Moshava Ennismore

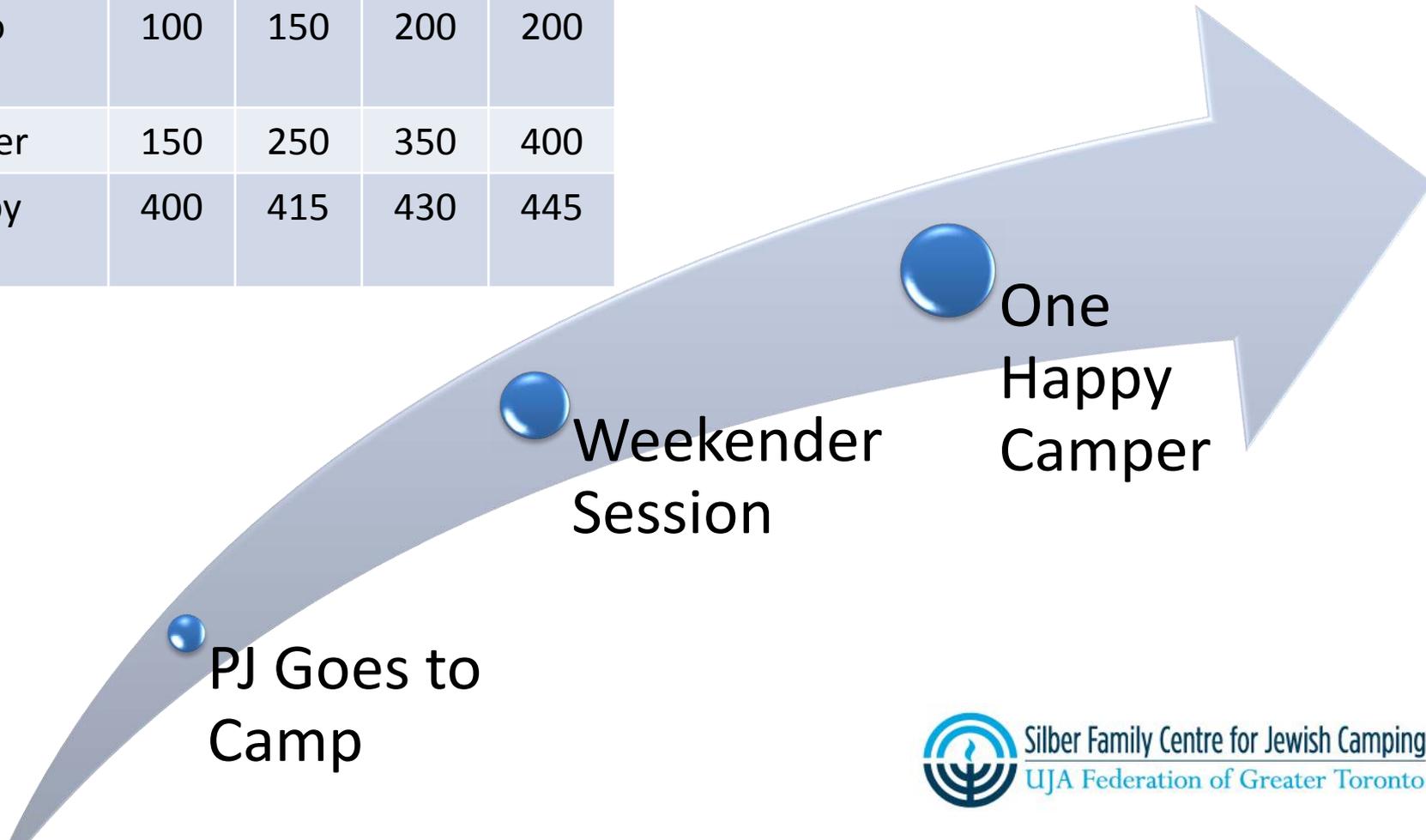
Day Camps

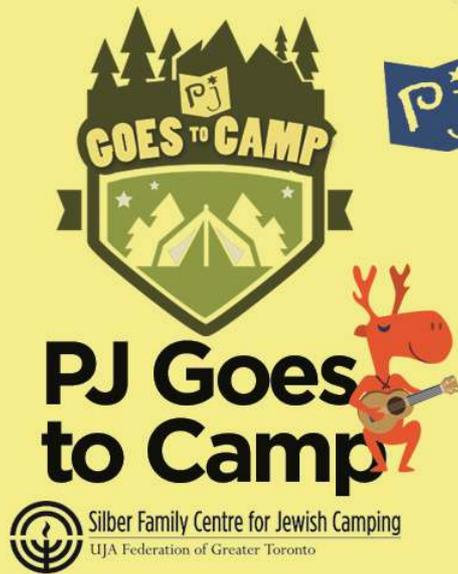
Moshava Ba'ir Toronto
The Jack and Pat Kay Centre Camp



Pipeline Strategy

Goals:	2017	2018	2019	2020
PJ Goes to Camp	100	150	200	200
Weekender	150	250	350	400
One Happy Camper	400	415	430	445





PJ Library®



PJ Library Goes to Camp

- Entering its fourth year
- Engagement Program: Gives families with children between ages of 5-8 years the opportunity to experience what Jewish camping is all about.
- A partnership program between PJ Library and the Silber Family Centre for Jewish Camping
- Participating families get an opportunity to spend a day at one of our partner camps.





Spend Shabbat at Camp for Free



Silber Family Centre
for Jewish Camping



Background

- We believe that every Jewish child should have a taste of summer camp which will whet the appetite of potential campers enough that they want to return again and again.
- Through a ground-breaking investment, we aim to make a weekend at Jewish summer camp the birthright of all students in the GTA.

Goals

- To increase the number of campers at Jewish residential camp
- To develop the case for and capacity of camps to absorb the cost of the weekend experience
- To add a touch point on the pathway towards multiple-summers at camp.



Pilot-Summer 2017

Launched at 3
camps

5 different
weekends offered

More sessions
opened to
accommodate a
wait list

171 campers
registered,
exceeding goal of
150 campers



Summer 2018

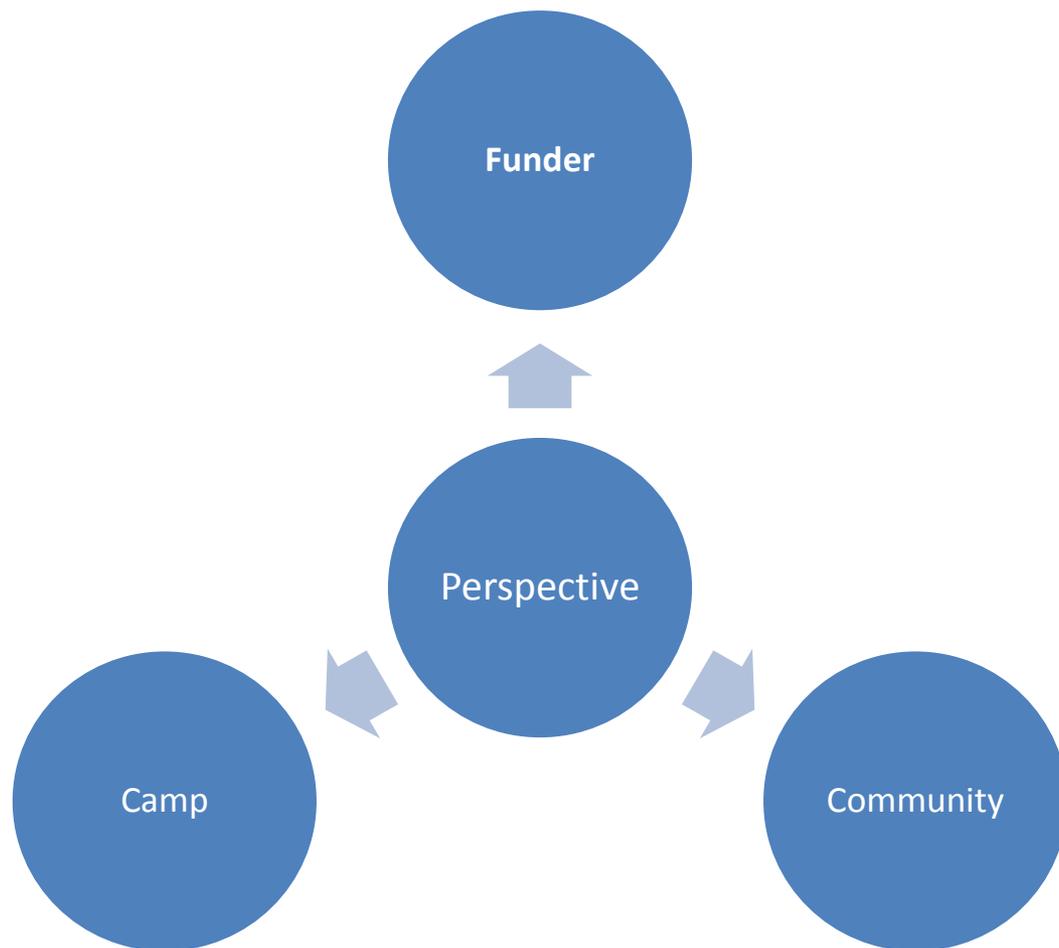
Expanded to 5
camps

8 different
weekends
offered

186 campers
registered as
at March 12.



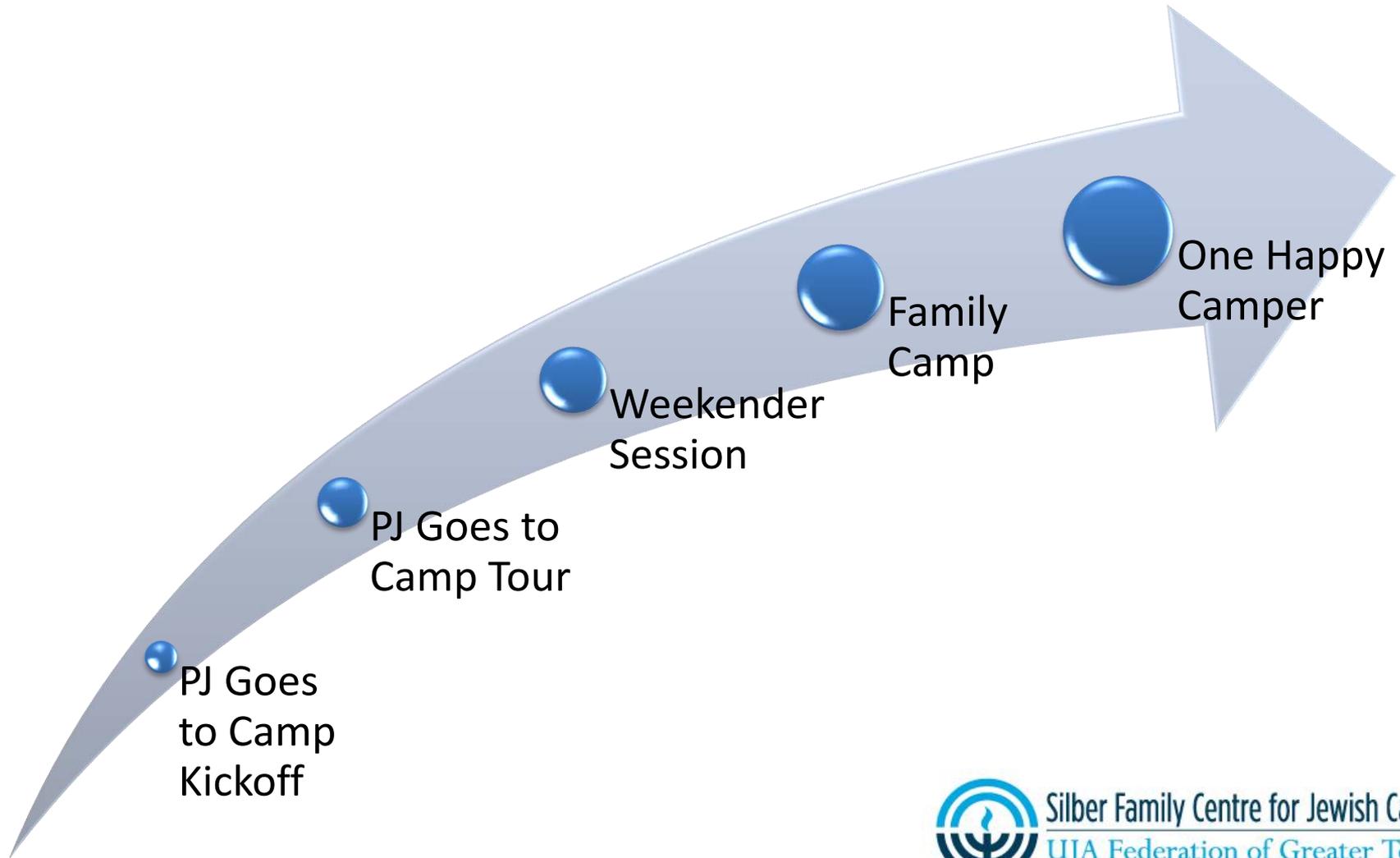
PERSPECTIVES



Questions we're asking about the Weekender

- Challenges and questions we're asking:
 - Does the Weekender need to be a weekend? Is Shabbat an essential component? Is it limiting in terms of programming, recruitment, etc.?
 - How far is too far to travel for a short-term camp experience?
 - What kind of return on investment would make this program worthwhile? What retention rate would be necessary to merit: A. continuation of the program; B. camps investing in the Weekender as a loss-leader?

Next Steps in Pipeline Strategy



Summer 2018-New programs

PJ Goes to
Camp Kickoff



Family Camp



Silber Family Centre for Jewish Camping
UJA Federation of Greater Toronto

Exercise

