FJC leads the Jewish camp field to adapt its successful, immersive learning experience to a rapidly changing world.

**CORE BELIEFS**

- FJC works with qualified, nonprofit, Jewish camps.*
- The role of Jewish camp should expand & evolve in response to societal changes & the manner in which families “belong” & “engage” Jewishly.
- Highly adaptive camps & immersive experiences will lead to a more competitive & efficient field, & more families choosing Jewish camp.
- FJC is uniquely positioned to drive, scale, & leverage the field of camping, ensuring camps create influential experiences & thrive.
- College-aged staff are the linchpin of the camping experience.

*Qualified camps meet FJC’s network criteria.

**STRATEGIC PRIORITIES**

- Execute with Excellence: Strengthen FJC Internal Capacity
- Develop Adaptive Talent
- Deepen Immersive Learning Experiences
- Drive Substantive Change: Innovation & Thought Leadership
- Drive Field Growth

**MIDTERM OUTCOMES**

- Jewish camps will have appropriate resources & be equipped to deliver excellence to serve more Jewish children & families & serve as as laboratories of North American Jewish life.
- Jewish families will have access to, & be aware of, the quality & diversity of Jewish camp options, perceiving camp to be a trusted influence on their children’s growth & wellbeing.
- The Jewish community will invest in the expansion & replication of immersive Jewish experiences in new settings, which will increase the connectivity across the Jewish community.
- National Jewish funders will understand the impact & be enthusiastic about Jewish camp & will elevate Jewish camp on the philanthropic agenda.
- Secular Institutions will view Jewish camping experiences as influential in building critical life skills for academic & career success.
- Local funders will provide ongoing & sustainable support to their area camp initiatives. Local camps need local community support.

**LONG-TERM OUTCOMES**

- Jewish youth will feel a deep personal, lifelong commitment to their Jewish identity, ownership of their Judaism, a connection to Israel, & experience joyful Judaism.
- Jewish adults will prioritize Jewish experiences & incorporate Jewish values & knowledge into their family life.
- The next generation of leaders will be equipped with a greater sense of community, connectedness, global competency, & resilience.
- Funding community will consider camp as an essential & critical component of the North American Jewish experience.

Camps will operate on multiple levels: for campers & counselors, during the summer & year-round, attracting new families seeking new connections, today & tomorrow.