

# 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.

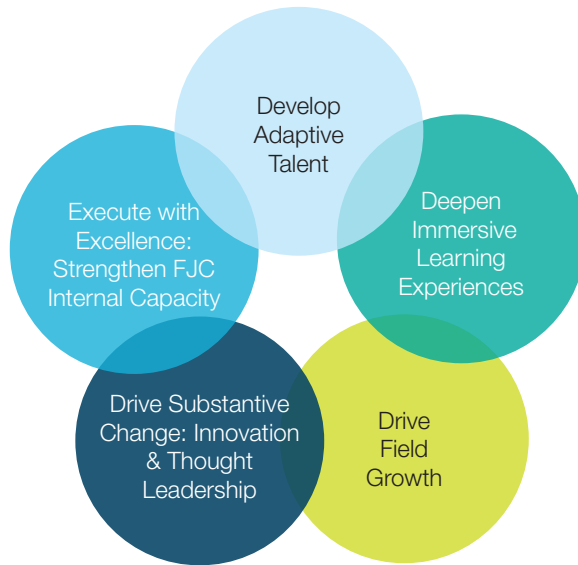
Highly adaptive camps & immersive experiences will lead to a more competitive & efficient field, & more families choosing Jewish camp.

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



## MIDTERM OUTCOMES

Jewish camps will have appropriate resources & be equipped to deliver excellence to serve more Jewish children & families & serve as laboratories of North American Jewish life.

Campers & counselors will have meaningful, safe experiences, & be motivated to continue re-engaging & furthering their journey through camp.

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 field of Jewish camp will expand due to increased demand & will be proactive in responding to the needs of its constituents.

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.

Secular Institutions will view Jewish camping experiences as influential in building critical life skills for academic & career success.

National Jewish funders will understand the impact & be enthusiastic about Jewish camp & will elevate Jewish camp on the philanthropic agenda.

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.