



# HIGHLIGHTS FROM FOUNDATION FOR JEWISH CAMP **2019 DAY CAMP CENSUS**

With the partnership of

**UJA Federation of New York  
JCamp 180**

**Jewish Community Center Association (JCCA)**

**National Ramah Commission (Ramah)**

**Union for Reform Judaism (URJ)**

**Association of Independent Jewish Camps (AIJC)**

# EXECUTIVE SUMMARY

The 2019 Foundation for Jewish Camp (FJC) Day Camp Census reports several important features of the growing nonprofit Jewish day camp sector in North America. Below, please find a few highlights and key findings.

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### Enrollment and Capacity:

- **In 2019, camper enrollment increased by 2%.** More than half (57%) of participating day camps reported that their enrollment had increased from 2018 to 2019. The field of Jewish day camps served 75,454, which represents a 2% growth since 2018.
- **Nearly two-thirds of day campers were retained from previous summers.** Day camps reported 64% of campers were returning and 35% were new; these ratios are similar to 2018 results.
- **2019 day camps were just as full as they were in 2018.** 80% of available capacity was utilized.
- **Programming space is the primary limiting factor to growing capacity in day camps.** Nearly half of camp directors reported that programming space was the most important factor that limited their growth in enrollment.

### Staff:

- **Nearly 15,000 staff members worked at day camps in 2019.** Of those staff members, about a third were high school-age and another third were college-age; day camps have about a 60% retention rate for college-age staff.

### Inclusion of Campers with Disabilities:

- **88% of day camps serve campers with disabilities.** In 2019, the first year of [FJC's Yashar Program](#), 4,145 campers with disabilities were served across all North American Jewish day camps.

**About the 2019 Census.** This fourth Day Camp Census builds on learnings from the previous years, implemented and reported on by JData at the Brandeis University Cohen Center through 2015, and by FJC since 2016.

The annual Day Camp Census was conducted by FJC, in partnership with UJA Federation of New York, JCamp180, Jewish Community Center Association of North America (JCCA), Union for Reform Judaism (URJ), National Ramah Commission (Ramah), Association for Independent Jewish Camps (AIJC), and other Jewish camp umbrella organizations and movements.

The 2019 Day Camp Census focuses on key measures of Jewish day summer camps: the campers and enrollment patterns, professional staff, revenue, expenditures, and more. The analysis also introduces several composite measures based on raw data that was derived from a questionnaire of day camp professionals conducted in the fall of 2019.

Collecting aggregate data across this field allows us to monitor trends and understand the evolution of the field by both geography and movement. 157 day camps submitted data in 2019. The field of Jewish day camp is larger still, and we expect the sample to grow in the coming years to the estimated 300 Jewish day camps. Many children attend camps associated with the JCC Association (JCCA) and the other networks of Jewish day camps. We also acknowledge that Chabad day camps are currently significantly underreported, as are individual day camps run by Conservative and Reform congregations.

The questionnaire permitted “no answers,” meaning that fewer than 157 respondents answered some questions. For some questions, responses were augmented with additional information from other sources. Where appropriate, results are compared with earlier studies.

All Canadian camps that reported financials in Canadian dollars have been converted to US dollars.



## MOVEMENTS OF DAY CAMPS

**Mostly JCCA day camps were in the study.** Three quarters of the camps that participated in the 2019 Census were affiliated with the JCCA.

### Number of Participating Camps by JCCA Compared to Other Movements

	2015	2016	2017	2018	2019
JCCA	82	90	97	131	115
Others	13	27	68	41	42
<b>TOTAL</b>	<b>95</b>	<b>117</b>	<b>165</b>	<b>172</b>	<b>157</b>

Of the 42 day camps that aren't affiliated with the JCCA, 25 camps are affiliated with other movements and 17 are independent.

### Movements of Participating Non-JCCA Day Camps

	2016	2017	2018	2019
URJ	2	4	3	3
Chabad	3	6	12	8
Young Judaea	1	1	2	2
National Ramah	4	4	4	4
Bnei Akiva	1	2	2	3
Other	2	3	7	5
None	14	48	11	17
<b>TOTAL</b>	<b>27</b>	<b>68</b>	<b>41</b>	<b>42</b>

Overall, JCCA Camps have 60% more campers than non-JCCA-affiliated camps. JCCA camps had an average of 512 campers, while non-JCCA camps averaged 327 campers per camp. JCCA-affiliated camps accounted for 81% of all of the represented day campers.

## Distribution of Day Camps and Campers by JCCA and Other Movements

	Number of Camps	Percent of Camps	Percent of Campers
JCCA	115	74%	81%
Others	42	26%	19%
<b>TOTAL</b>	<b>157</b>	<b>100%</b>	<b>100%</b>

## REGIONAL DISTRIBUTION OF DAY CAMPS

**While more Northeast camps participated in the study, there were more day campers served in the South.** Two-fifths of the reporting day camps are located in the Northeast. There was decreased Census participation from day camps in the Northeast, from 73 in 2018 to 63 in 2019. The other US camps are almost equally divided between the Midwest, the South, and the West. An additional seven day camps are located in Canada.

### Regional Distribution of Day Camps

	2015	2016	2017	2018	2019
Northeast	45	53	70	73	63
Midwest	23	22	27	27	27
South	14	17	33	35	32
West	14	18	27	29	28
Canada	2	7	8	8	7
<b>TOTAL</b>	<b>95</b>	<b>117</b>	<b>165</b>	<b>172</b>	<b>157</b>

Day camps in the Midwest served the smallest number of total campers, with an average of 375 campers per camp, and day camps in the South were the largest, with an average of 603 total campers.



## Distribution of Camps and Campers by Region

	Number of Camps	Percentage of Camps	Percentage of Campers
Northeast	63	40%	39%
Midwest	27	17%	14%
South	32	20%	26%
West	28	18%	17%
Canada	7	5%	5%
<b>TOTAL</b>	<b>157</b>	<b>100%</b>	<b>100%</b>

## CAMP SIZE

**Day camps vary widely in size**, ranging from the largest camp, which served over 1,916 individual day campers to the smallest, which served only 23. The average number of campers served was 463. The largest camps, those with more than 700 campers, accounted for only 17% of the sample, but represented nearly two-fifths of the campers served in 2019; all of them are JCCA camps.

## Distribution of Camps and Campers by Size

	Number of Camps	Percentage of Camps	Percentage of Campers
Under 300	61	39%	16%
300-499	37	24%	21%
500-699	30	19%	25%
700 or more	27	17%	38%
<b>TOTAL</b>	<b>155*</b>	<b>100%</b>	<b>100%</b>

*\*As noted in the preceding section, 155 reported the total number of campers that they serve.*



## DAY CAMPER ENROLLMENT

**Day camp enrollment increased by 2%.** More than half (57%) of participating day camps reported that their enrollment had increased from 2018 to 2019. An additional 35% reported a decrease, and the remaining 8% reported no significant change in enrollment.

In order to calculate the total camp enrollment for the field of Jewish day camp in 2019, not only those who reported on the 2019 Census, we imputed the enrollment for the non-reporting day camps by using their enrollment figures from 2018 (or prior, if there was no 2018 submission). In a few instances, based on available information, we slightly adjusted these imputed estimates. Therefore, we estimate that Jewish day camps served 75,454 campers.

To obtain a reasonable estimate of year-over-year camp growth, we evaluated the 145 day camps that submitted enrollment data in both 2018 and 2019. Together, these camps reported about 2% growth (from approximately 68,727 to 70,252 campers). We believe that this increase is indicative of overall growth across the field of day camps in North America.

### Camper Enrollment

	2015	2016	2017	2018	2019
Number of reporting camps	79	130	153	165	169
Number of campers	44,890	65,488	69,504	72,854	75,454
Smallest number of campers	71	44	32	29	23
Largest number of campers	2,020	2,042	3,000	1,900	1,916
<b>TOTAL AVERAGE</b>	<b>568</b>	<b>503</b>	<b>454</b>	<b>442</b>	<b>463</b>

## CAMPERS BY GRADE

**There was a concentration of campers in 1st and 2nd grades.** The 2019 Census collected data on the number of day campers at each grade level (the grade that they are entering following camp). Campers ranged from toddlers (age 2) to beyond 12th grade. There were more 1st graders (14.9%) than any other group. Half of all campers were entering the second grade or younger. Only 19% of day campers were older than 5th grade.

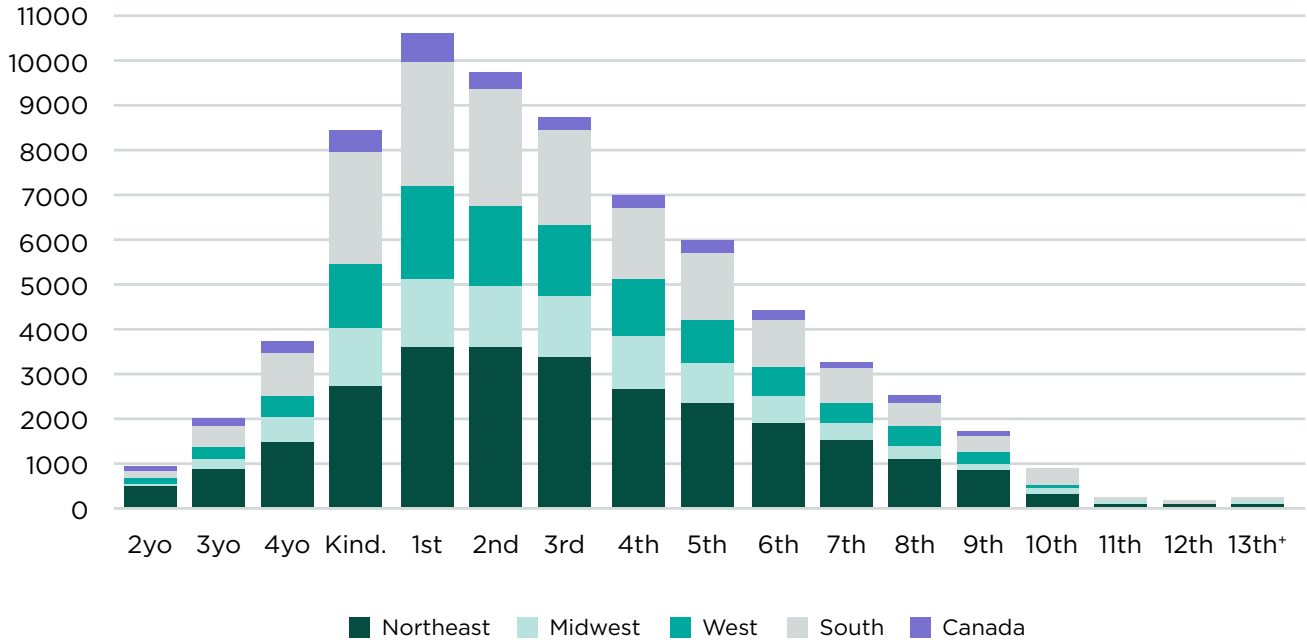
### Breakdown of Campers by Grade Level

	Percent of Campers
Toddler (age 2)	1%
Nursery School (age 3)	3%
Preschool (age 4)	5%
Kindergarten	12%
Grade 1	15%
Grade 2	14%
Grade 3	12%
Grade 4	10%
Grade 5	9%
Grade 6	6%
Grade 7	5%
Grade 8	4%
Grade 9	2%
Grade 10	1%
Grade 11	>1%
Grade 12	>1%
Grade 13+	>1%
<b>TOTAL</b>	<b>100%</b>





## Campers by Grade by Region



There were some regional trends. Camps in the Northeast attracted slightly older day campers than camps in other regions. Day camps in the Northeast accounted for 39% of all day campers, but they reported 33% of all kindergarten-aged day campers and 51% of all high-school aged day campers.

There are differences in the age distributions of campers between movements as well. JCCA-affiliated camps accounted for 80% of all day campers from kindergarten through the 8th grade, but they were more likely to serve the youngest and the oldest campers in the day camp system. JCCA-affiliated camps accounted for 85% of high-school aged day campers and 88% of pre-kindergarten day campers.



## DAY CAMPER RETENTION

In 2019, similar to previous years, day camps reported 64% of campers were returning and 35% were new. These numbers were stable and reflected high numbers of returning campers.

### New and Returning Campers

	2015	2016	2017	2018	2019
Number of reporting camps	48	114	152	164	149
Average percent of new campers	39%	38%	38%	35%	36%
Average percent of returning campers	61%	62%	62%	65%	64%

## DAY CAMPER WEEKS

**Day campers attend camp for an average of 5 weeks.** The 152 responding camps reported a total of 327,000 camper weeks sold, an average of 5 weeks per individual camper. Camps located in the Northeast accounted for 39% of individual campers enrolled over the summer of 2019, and for 46% of the total number of camper weeks that were sold.

### Total Number of Camper Weeks Sold



On average, camps reported that they are open for campers for an average of 42 weekdays over the course of the summer. Day campers attend camp for an average of 5 weeks. Campers in the Northeast attend day camp for longer than the overall average, and for the shortest durations in the West.

### Lengths of Stay by Region

	Average Number of Weeks at Camp
Northeast	6
Midwest	5
West	3
South	4
Canada	4
<b>TOTAL</b>	<b>5</b>

## CAPACITY UTILIZATION

**Programming space is a limiting factor to growing capacity in day camps.** Professionals were asked to choose the single most important factor for their camp to reach capacity. Common considerations included staff hiring, available shelter, and pool size. However, nearly half of camp directors reported that the most limiting factor to get to their maximum capacity was programming space.

**Day camps were almost 80% full.** The overall capacity utilization (the number of campers divided by the number of available camper spots) was 78%, averaged over all of the weeks for which each individual camp was in operation. 132 camps were still serving day campers into an 8th week (or beyond).

Almost all camps operate during the initial weeks of summer. By the 8th week, this drops to about one third. As is demonstrated below through reporting camps, at any given week of day camp, the average capacity ranged between 74% and 81% of the total available day camper spots utilized.



The data shows that at any given week over the summer, between 26% and 33% of operating day camps were at “full” (> 90%) capacity. Furthermore, only 7% of the camps operated at full capacity for every week that they were in operation.

### Overall Capacity and Utilization

	1 <sup>st</sup> Week	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup> +	Total/ Average
Number of Camps Reporting	152	152	151	151	148	148	146	129	153
Number of Camper Spots	50,331	52,689	53,227	53,688	53,001	53,182	52,587	49,462	418,218
Number of Campers	37,464	40,712	42,875	43,040	41,697	41,701	40,768	38,724	326,981
Avg. Capacity	74%	77%	81%	80%	79%	78%	78%	78%	78%
More Than 90% Full	26%	28%	33%	33%	29%	27%	27%	30%	29%

In general, overall average capacity utilization did not vary from week to week over the course of the summer. Camps with 700 or more unique campers slightly exceeded the overall average capacity utilization, compared to the camps serving 300 or fewer campers who were consistently on the lower end of capacity.

### Average Capacity Utilization by Size

	1 <sup>st</sup> Week	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup> +	Average
Under 300	70%	72%	73%	76%	76%	73%	75%	77%	74%
300-499	74%	76%	78%	79%	79%	80%	78%	74%	77%
500-699	76%	77%	78%	78%	75%	76%	75%	73%	76%
700 or more	76%	80%	87%	84%	83%	82%	82%	85%	82%
<b>TOTAL AVERAGE</b>	<b>74%</b>	<b>77%</b>	<b>81%</b>	<b>80%</b>	<b>79%</b>	<b>78%</b>	<b>78%</b>	<b>78%</b>	<b>78%</b>



There is some variation in average capacity utilization from region to region. Camps located in the Midwest utilized on average 70% of their total day camper capacity. Canadian camps utilized 92% of available capacity over the course of the summer.

### Average Capacity Utilization by Region

	1 <sup>st</sup> Week	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup> +	Average
Northeast	72%	75%	81%	82%	81%	79%	76%	75%	78%
Midwest	71%	72%	69%	71%	71%	72%	70%	63%	70%
West	77%	77%	81%	81%	80%	79%	81%	83%	80%
South	78%	85%	85%	79%	78%	81%	83%	89%	82%
Canada	95%	95%	97%	98%	88%	87%	87%	92%	92%
<b>TOTAL AVERAGE</b>	<b>74%</b>	<b>77%</b>	<b>81%</b>	<b>80%</b>	<b>79%</b>	<b>78%</b>	<b>78%</b>	<b>78%</b>	<b>78%</b>

Though 26%-33% of camps were operating at “full” capacity (>90% capacity) during any given week, only 7% of camps were operating at full capacity for every week of operation. Of the 61 smallest camps, those with fewer than 300 campers, only two operated at full. Of the 27 largest camps, those serving 700 or more campers, there were only three that were at full capacity for every week of operation.



# CAMPER IDENTITY

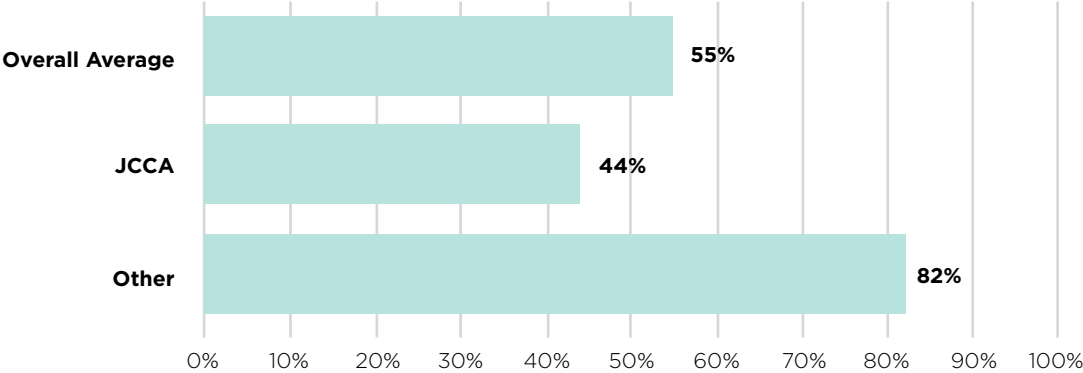
**Campers identify as Jewish, and/or from interfaith or multi-faith families.** Only camps that shared that they are specifically tracking such data were invited to share percentages of their campers who identify as Jewish or come from interfaith or multiple-faith homes. Only 34 camps (22%) reported that they collect data on campers' religious identities. Only four camps, 3% of the sample, track if their campers come from interfaith or multi-faith homes.

**Proportion of Camps that Collect Religious Identity Data**

	Number of Camps	% Collect Religious Data	% Collect Inter-faith Data
JCCA	110	22%	2%
All Others	41	24%	5%
<b>TOTAL</b>	<b>151</b>	<b>22%</b>	<b>3%</b>

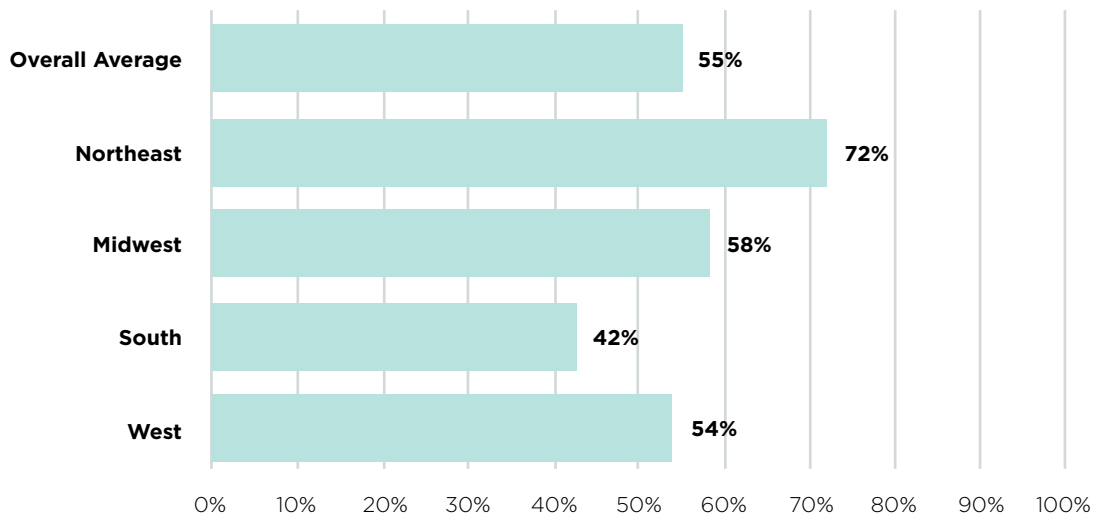
At those camps that collect data on the religious identities of their campers, 55% of campers were identified as Jewish. Among campers at JCCA-affiliated camps, 44% of campers were identified as Jewish. The proportion of campers who were identified as Jewish is almost twice as high (82%) at independent camps or at camps affiliated with other movements.

**Percent of Campers Identified as Jewish by Movement**



The proportion of campers identified as Jewish also varies greatly by region. Among the 10 camps that track this data in the Northeast, 72% of campers are estimated to identify as Jewish. Among the 9 camps that track this data in the South, the proportion is only 42%. None of the Canadian day camps reported that they track the religious identities of their campers.

### Percent of Campers Identified as Jewish by Region



## CAMPERS AND STAFF WITH DISABILITIES

### Day camps served children and staff with disabilities across the field in different ways.

A total of 133 responding day camps reported that they serve campers with disabilities. In 2019, FJC more narrowly defined campers with disabilities to include individuals with intellectual, developmental, physical and/or sensory disabilities. Examples might include campers with Autism Spectrum Disorders, Asperger’s syndrome, blindness, Down syndrome, hearing impairments, seizures, and other physical disabilities. This could include campers with ADHD only if they require extra staff support or accommodations to be successful at camp. It did not include campers who function independently and require no additional support or modifications from camp, or campers whose challenges are limited to daily/weekly medications, food allergies, or special diets.

As per the new definition of campers with disabilities, a total of 4,145 campers with disabilities were served, or 5.8% of the total number of campers.





Of the day campers with disabilities served in the summer 2019, 45% of these children attended one of the 51 day camps in the Northeast that offer partial or full inclusion for children with disabilities. Although 6.8% of day campers in camps in the Northeast are children with disabilities, a proportion higher than any other region, the proportion of campers with disabilities is still far below the percent of children with disabilities in the Jewish population, which is believed to be 15-20%.

**Camps Serving Campers with Disabilities by Region**

	<b>Number of Camps Serving Campers with Disabilities</b>	<b>Number of Campers with Disabilities</b>	<b>Percentage of Campers with Disabilities</b>
Northeast	51	1,883	7%
Midwest	22	517	5%
South	29	893	5%
West	24	783	7%
Canada	7	69	2%
<b>TOTAL</b>	<b>133</b>	<b>4,145</b>	<b>6%</b>

The data also shows that the proportion of campers who have disabilities is much higher at day camps affiliated with the JCCA (6.2%) than it is at independent day camps and at camps affiliated with other movements (3.7%).



## Camps Serving Campers with Disabilities by Movement

	Number of Camps Serving Campers with Disabilities	Number of Campers with Disabilities	Percentage of Campers with Disabilities
JCCA	100	3,644	6%
Other	33	501	4%
<b>TOTAL</b>	<b>133</b>	<b>4,145</b>	<b>6%</b>

Among the camps that serve campers with disabilities, there were 76 camps that reported that they have an inclusion coordinator. Among them, there were 21 camps that have a year-round, full-time inclusion coordinator, 22 camps that have a year-round, part-time inclusion coordinator, and 33 camps that have an inclusion coordinator during the summer only. There were 15 camps that reported that they have a vocational program, and there were a total of 145 participants in these vocational programs.

For the first time, the 2019 Day Camp Census endeavored to determine rates of inclusion for staff with disabilities in addition to campers. Only 63 camps provided data for both groups. On average, these camps reported that 2% of their staff had disabilities, which is less than one third of the inclusion rate of campers with disabilities at the same camps.

## Staff and Campers with Disabilities by Region

	Number of Camps	Percentage of Staff with Disabilities	Percentage of Campers with Disabilities
Northeast	33	2%	9%
Midwest	7	3%	8%
West	8	3%	9%
South	10	3%	6%
Canada	5	3%	2%
<b>TOTAL AVERAGE</b>	<b>63</b>	<b>2%</b>	<b>8%</b>



## DAY CAMP STAFF

**Day camp staff numbers remain steady.** Jewish day camps employed 14,872 staff members (excluding Counselors-in-Training), with an average of 98 staff members per camp. The average number of staff members per camp has remained the same since 2017.

### Total Number of Day Camp Staff (excluding CITs)

	2015	2016	2017	2018	2019
Number of reporting camps	83	112	146	162	152
Total number of staff members	10,295	12,429	13,585	15,643	14,872
Average number of staff members	124	107	97	97	98

Camps report that 91% of their staff members are employed during the summer only. The minimum age of paid staff ranged from 13 to 21. For three quarters of camps, paid staff are all over the age of 16.

### Average Number of Day Camp Staff by Size

	Number of Camps	Year-Round Employees	Summer-Only Employees	Total Staff	Percent Summer Only
Under 300	61	5	37	42	89%
300-499	36	7	73	80	91%
500-699	29	11	106	117	90%
700 or more	26	16	216	232	93%
<b>TOTAL AVERAGE</b>	<b>152</b>	<b>8</b>	<b>89</b>	<b>98</b>	<b>91%</b>



Only 22 of 61 camps with fewer than 300 day campers reported that they have medical staff, whereas camps with 700 or more campers have an average of 2.4 medical staff per camp. Similarly, only one third of camps have a camper/community care staff member, defined as a camp psychologist, social worker, or mental health professional.

### Medical and Community Care Staff by Size

	Number of Camps	Total Number of Medical Staff	Average Number of Medical Staff	Total Number of CC Care
Under 300	61	25	>1	21
300-499	36	30	1	16
500-699	29	34	1	16
700 or more	26	62	2	23
<b>TOTAL</b>	<b>152</b>	<b>151</b>	<b>1</b>	<b>76</b>

In total, the 152 reporting camps employed a total of 330 Israeli staff and 43 Jewish international staff.

### Israeli and Jewish International Staff by Size

	Number of Camps	Total Number of Israeli Staff	Average Number of Israeli Staff	Total Number of Jewish International Staff	Average Number of Jewish International Staff
Under 300	61	52	0.9	5	0.1
300-499	36	49	1.4	10	0.3
500-699	29	95	3.3	10	0.3
700 or more	26	134	5.2	18	0.7
<b>TOTAL</b>	<b>152</b>	<b>330</b>	<b>2.2</b>	<b>43</b>	<b>0.3</b>



There were a total of 4,829 high-school aged counselors and a total of 5,887 college-age counselors in 2019. These 10,716 high-school and college-age counselors served a total of 71,716 day campers over the summer of 2019, a system-wide average of 6.7 campers for every counselor. These high-school and college-age counselors worked for an average of 7.7 weeks over the course of the summer, with approximately two thirds of all counselors working for 8 weeks or more. The lowest average tenure was at the smallest camps (7.1 weeks) and the largest was at camps with 500-600 campers (8.4 weeks).

### High School and College-Age Staff by Size

	Number of Camps	Number of High School-Age Staff	Average Number of High School-Age Staff	Number of College-Age Staff	Average Number of College-Age Staff
Under 300	61	967	15.9	1,002	16.4
300-499	36	889	24.7	1,342	37.3
500-699	29	893	30.8	1,504	51.9
700 or more	26	2,080	80.0	2,039	78.4
<b>TOTAL</b>	<b>152</b>	<b>4,829</b>	<b>31.8</b>	<b>5,887</b>	<b>38.7</b>

Nearly four-fifths of camps in the 2019 Census reported that more than 70% of their college-age counselors were eligible to return to staff<sup>1</sup>. Out of the pool of college-age counselors who were eligible to return, the average number of college-age counselors who actually did return was 62%.

### College-Age Counselors by Camp Size

	Number of College-Age Counselors	Percent of Camps with >70% Return Eligible	Percent of Eligible who Actually Returned <sup>1</sup>
Under 300	1,002	70%	62%
300-499	1,342	72%	63%
500-699	1,504	90%	61%
700 or more	2,039	96%	63%
<b>TOTAL AVERAGE</b>	<b>5,887</b>	<b>79%</b>	<b>62%</b>

<sup>1</sup>The question on the Day Camp Census read: "Of those 2018 college-age counselors and/or specialists who were eligible to return to staff summer 2019, what percentage did in fact return for summer 2019?"

## DAY CAMP COUNSELOR SALARIES

**Counselor salaries vary by age, and half of day camps offer incentives.** 2019 respondents reported both the minimum and the maximum salaries for counselors by age ranges for a typical number of weeks worked. The median reported minimum salary for employees 21 years old or older was \$300 per week, the same as was reported in 2018 and the median reported maximum salary for employees 21 and over was \$560 per week, as slight increase over the 2018 statistic, which was \$525.

### Counselor Salaries by Age and by Region

	Number of Camps	Avg. Weeks Worked	< 16 years old		17-20 years old		> 21 years old	
			Low	High	Low	High	Low	High
Northeast	59	7.8	120	190	190	280	300	600
Midwest	24	8.1	180	200	220	300	300	410
West	16	7.5	380	430	420	480	490	600
South	15	7.5	230	260	250	350	300	520
Canada	5	7.0	80	80	120	220	250	420
<b>TOTAL AVERAGE</b>	<b>134</b>	<b>7.7</b>	<b>160</b>	<b>200</b>	<b>200</b>	<b>310</b>	<b>300</b>	<b>560</b>

About half of the reporting day camps reported that they offer some type of bonus or incentive to retain staff. Of the 112 JCCA-affiliated camps that responded to this question, 46% offer incentives or bonuses. Among camps not affiliated with the JCCA, 61% offer incentives or bonuses. The most common method reported, used by over 90% of day camps, was financial bonuses. About half of camps also offered leadership opportunities as an incentive to retain staff. Most camps reported that they employ multiple incentives.



## Retention Incentives by Movement

	All Camps	JCCA	Others
Number of day camps	153	112	41
Number of day camps that offer a bonus or incentive to retain staff	76	51	25
Percentage of day camps that offer financial bonuses	92%	94%	88%
Percentage of day camps that offer leadership opportunities	49%	45%	56%
Percentage of day camps that offer professional development	20%	18%	24%
Percentage of day camps that offer extra training	13%	14%	12%
Percentage of day camps that offer internships	9%	14%	0%
Percentage of Other	5%	4%	8%

## COUNSELORS IN TRAINING (CITs)

**Over 2,500 CITs at day camps.** 81% of reporting camps had a CIT program, a slight decline from the number of camps with CIT programs in past years. The 125 camps that operate a CIT program trained 2,713 CITs during the summer of 2019, an average of 21.7 participants per program.

### Camps with CIT Programs

	2015	2016	2017	2018	2019
Number of reporting camps	85	117	153	166	154
Percent of camps with a CIT program	88%	87%	85%	85%	81%





The grade levels of CITs generally include rising 9th and 10th graders, with some camps engaging CITs as young as rising 7th graders and as old as rising 11th graders. Notably, camps with fewer than 500 campers are more likely to report that they have 7th and 8th graders in their CIT program. The majority of camps with more than 700 campers allow participants to enter no earlier than the 9th grade.

Slightly more than one third (35%) of all camps participating in the questionnaire reported that some or all of their CITs receive a salary. The percentage of camps that reported that none of their CITs receive a salary is higher among JCCA-affiliated camps than among camps not affiliated with the JCCA.

### Percent of CITs Receiving Salary by Movement

	Number of Camps	None Receive a Salary	Some Receive a Salary	All Receive a Salary
JCCA	100	70%	10%	20%
Others	25	48%	8%	44%
<b>TOTAL</b>	<b>125</b>	<b>66%</b>	<b>10%</b>	<b>25%</b>

## DAY CAMP REVENUE AND TUITION

**For the 150 day camps reporting financial details, total revenue amounted to \$133 million for summer 2019.** This statistic is quite similar to 2018 reported information, when 155 day camps reported total of \$134 million. The average total revenue per camp is highest in the Northeast (at about \$1.2 million), nearly double the average in the West (\$616,000). This is a similar regional trend to previous years' data, even as the number of reporting camps in each region has significantly increased over the years.

**Day camp tuition increased.** The maximum weekly tuition in day camp averages \$529 with a median cost of \$445. The 2019 rates are slightly higher than reported figures from the previous two years.



### Day Camp Tuition

	2015	2016	2017	2018	2019
Number of reporting camps	63	102	129	155	151
Average maximum weekly tuition	468	470	520	524	529
Minimum weekly tuition	217	150	160	110	125
Median weekly tuition	410	403	405	428	445
Maximum weekly tuition	1,465	1,395	2,380	2,116	2,180

The maximum weekly tuition was highest, on average, among day camps in the Northeast and lowest among day camps in the South.

### Day Camp Tuition by Region

	Median	Average
Northeast	615	705
Midwest	400	415
West	420	453
South	373	377
Canada	238	341
<b>TOTAL AVERAGE</b>	<b>445</b>	<b>529</b>



## FINANCIAL AID

**More day campers received aid than those who requested aid.** 147 day camps reported financial aid statistics. These camps reported that a total of \$8 million in financial aid had been distributed to 8,608 day camp participants over the summer of 2019, an average of \$931 per camper who received financial aid.

The 2019 figure represents stabilization of the amount of aid distributed. In 2018, the amount of aid decreased as slightly more than \$7,000,000 in financial aid was awarded from 144 camps. The 2018 reported amount of aid was more than 20% lower than that reported in 2017 (with the same number of camps reporting); this was a result of collecting data from a different mix of camps. In 2019, still with a slightly different mix and a few more camps reporting, we see that the amount of aid is again consistent.

Although 8,608 campers received financial aid in 2019, there had only been 8,555 formal requests for financial aid. In other words, although not every camp was able to provide financial aid to every camper who requested it, there were campers who received financial aid who had not requested it. The 147 day camps that provided financial aid data represents 66,000 individual day campers. The 8,608 campers who did receive financial aid account for 13% of this population.

### Day Camp Financial Aid

Summary	
Number of reporting camps	147
<b>Sum total financial aid disbursed</b>	<b>\$8,013,314</b>
From camp's budget:	\$6,440,907
From other organizations:	\$1,572,407
Average total financial aid per camp	\$59,193
Total number of campers requesting aid	8,555
Total number of campers receiving aid	8,608
Average number of aid recipients per camp	58.6
Percent of all campers receiving aid	13%
Average financial aid award	\$931



## ABOUT THE LEAD CONTRIBUTORS

**Marci Soifer** is the Director of Operations at Foundation for Jewish Camp. Since 2015, Marci has helped operationalize strategic initiatives and manages organization-wide data collection and analysis, including management of FJC's Salesforce platform, Satisfaction Insight surveys, Camp Census, and program evaluations. Marci earned a dual-masters degree in non-profit management (M.P.A.) and Hebrew and Judaic studies (M.A.) from New York University. Her love for camp came from her 19 summers with Young Judaea, several years as the Assistant Camp Director at Camp Young Judaea Sprout Lake, and participation in FJC's Yitro Program (cohort 1). Before joining the FJC team, Marci worked as the Director of Operations and Planning at NEXT: A Division of Birthright Israel Foundation, managing national projects, strategic operations, and program evaluation.

**Glenn Stark** is the founder and owner of Stark Statistical Consulting and specializes in statistical consulting with a focus on healthcare and education. Glenn began his consulting career as a pharmaceutical market research consultant in China in 1998. Since that time he has been collecting and analyzing data or he has been teaching statistics. Prior to founding Stark Statistical Consulting, Glenn worked as a consultant for GfK, NOP World Health, and Strategic Marketing Asia and supported academic research as a statistical consultant at the University of New Mexico.

Some of the fields that Glenn has most recently contributed to as a statistical consultant include language learning and acquisition, healthcare market research, and the impacts of smartphone overuse and addiction. Glenn holds a MS in Statistics from the University of New Mexico, a MA in East Asian Studies from Stanford University, and a BA in Mathematics from the University of New Mexico. He is a contributor to "Bayesian Theory and Applications", P. Damien, et. al., eds, Oxford University Press.

### **Census Team**

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# ABOUT THE FOUNDATION FOR JEWISH CAMP

The key to the Jewish future is Jewish camp. We know from research – and nearly two decades' experience – that this is where young people find Jewish role models and create enduring Jewish friendships. It's where they forge a vital, lifelong connection to their essential Jewishness.

Suddenly, all those Shabbat song sessions and campfire stories take on new importance – and urgency. So we're devoted to helping Jewish camps and summer programs thrive. We gather data, build new programs, provide operational support and help recruit campers. We've elevated camp management into a true profession. And we work to elevate Jewish camp on the cultural and philanthropic agenda.

In short, our mission is to help Jewish camps achieve their mission: to create transformative experiences – and the Jewish future.

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