

## Detailed Findings

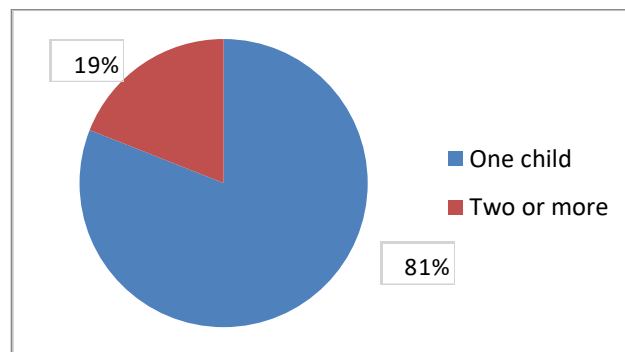
### I. RECIPIENT PROFILE – Family and Camper

#### About the Family and Parents of OHC Campers

- Most families (81%) were applying for OHC for one child.
- 41% of OHC camper siblings had received a grant this summer or in previous summers.
- 20% (or 1,944) of OHC families (projected to the total OHC recipient group) have no affiliation with a synagogue.
- 28% (or more than 2,700) of OHC campers (projected to the total OHC recipient group) did not have a parent who attended Jewish overnight camp.
- Relative to national profiles, OHC parents are relatively upscale, similar to what we’ve seen for camp families in general and 80% were *both* born in the U.S.
- Nearly 20% are families with only one Jewish parent.

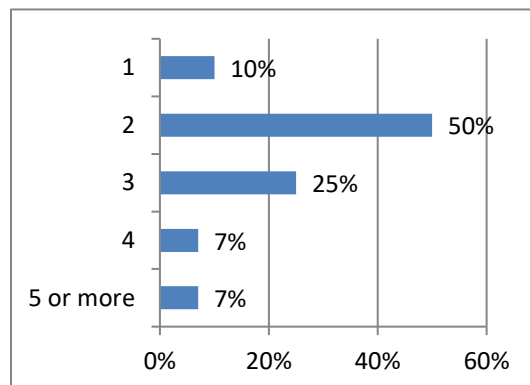
#### Family History with One Happy Camper

Number of family members receiving incentive



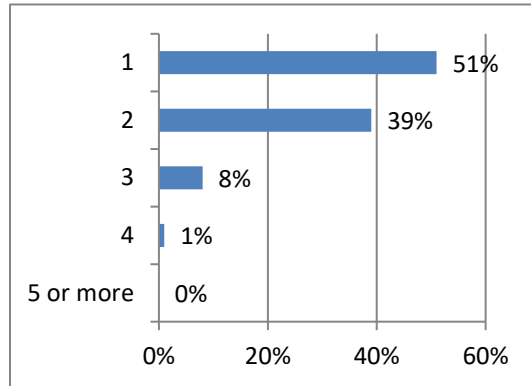
Similar results in 2019

**How many dependent children do you have? (Dependent children are defined as living in your household, either at home or, if applicable, away from home while attending college.)**



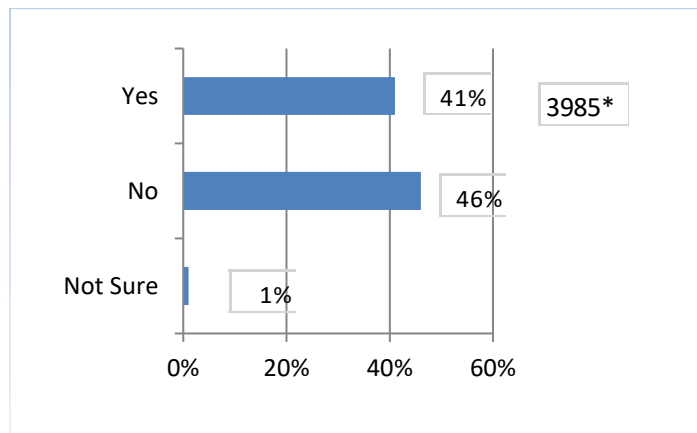
Similar results in 2019

**How many children will you be sending to Jewish overnight camp for the summer of 2021?**



Similar results in 2019

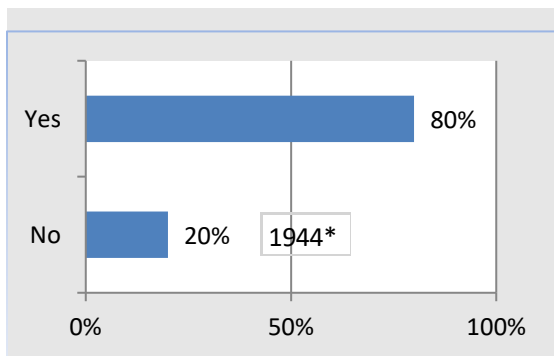
**Did any siblings receive an incentive this summer or in previous summers?**



\*Projected total based on research percentage applied to total North American OHC recipient number

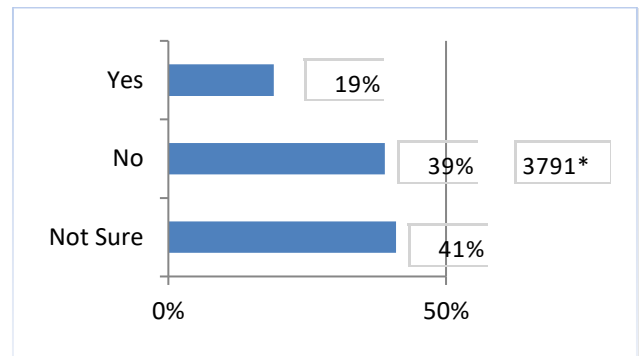
**Synagogue and Affiliation**

**Affiliated with a synagogue or temple?**



Similar results in 2019

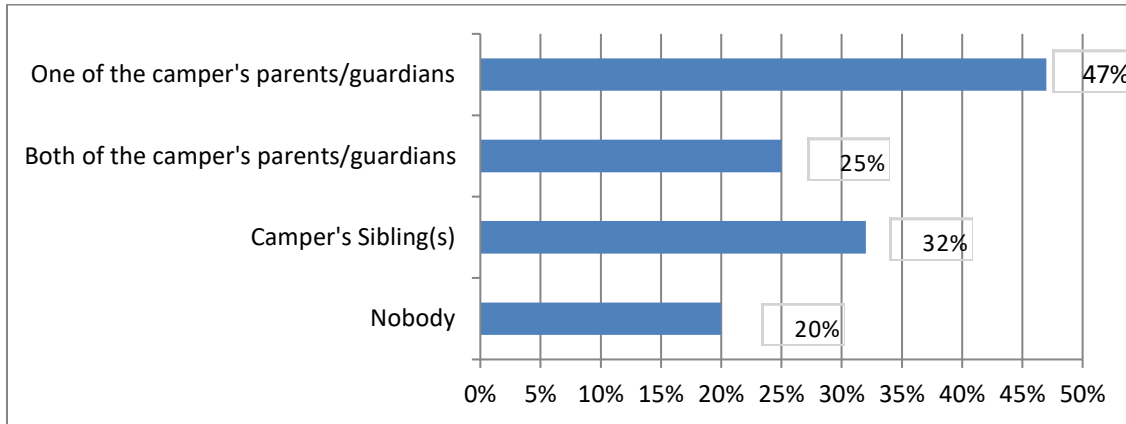
**Does your temple/synagogue offer their own financial incentives/scholarships?**



Similar results in 2019

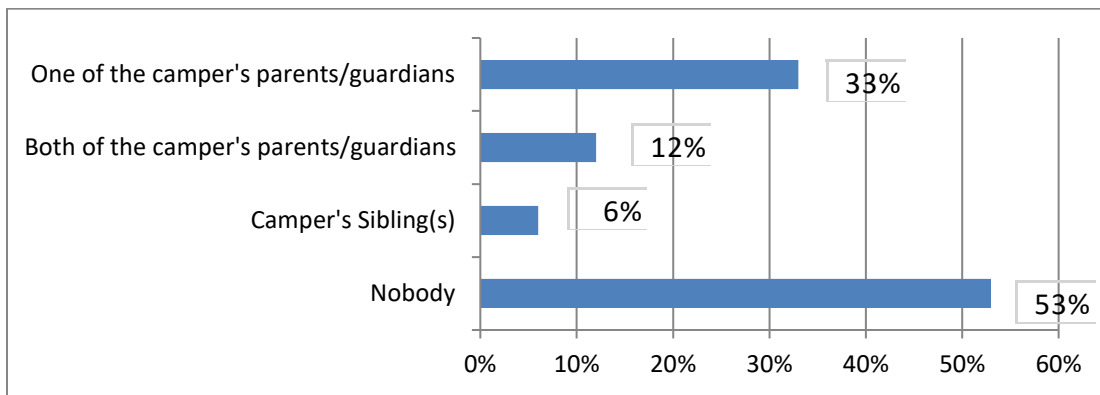
Previous family experience at overnight camp

Jewish overnight camp



Similar results in 2019

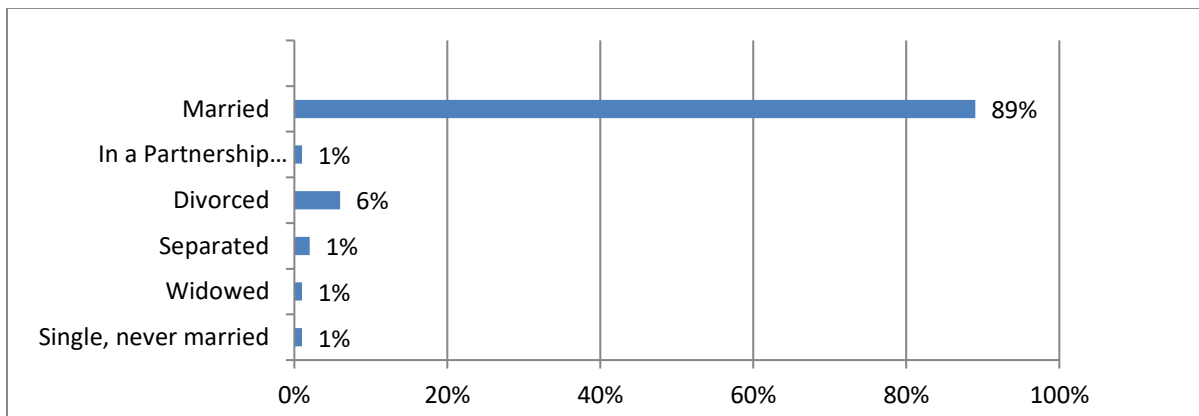
Non-Jewish overnight camp



Similar results in 2019

Additional family demographics

Which of these best describe your marital status?



Similar results in 2019

Parent Age

Parent Age:	Parent 1	Parent 2
25-34	2%	1%
35-44	53%	47%
45-54	41%	46%
55+	4%	6%

Parent Education

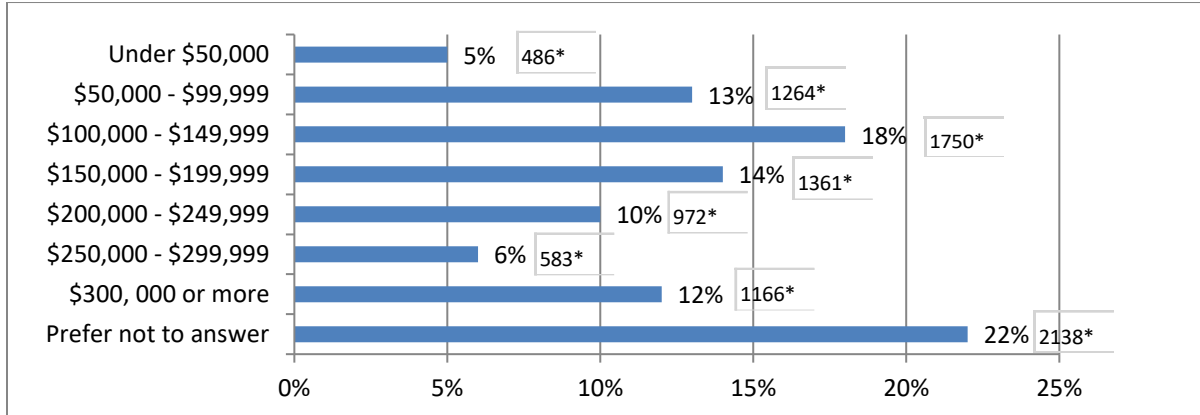
Parent Education	Parent 1	Parent 2
Post Graduate Degree	61%	55%
College Degree	33%	33%
Some College	4%	8%
High School Graduate	1%	3%
Some High School	0%	0%

Parent Employment

Parent Employment:	Parent 1	Parent 2
Employed full-time	61%	73%
Employed part-time	13%	5%
Self-employed	12%	14%
Retired	1%	1%
Full-time student	1%	0%
Not employed	13%	7%

**OHC Family Profile**

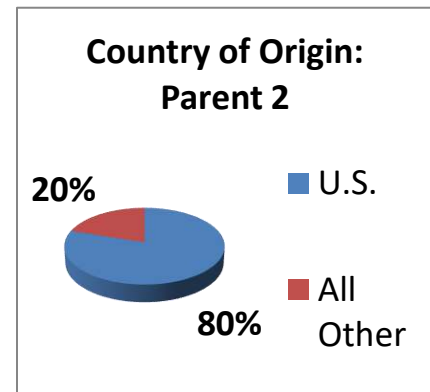
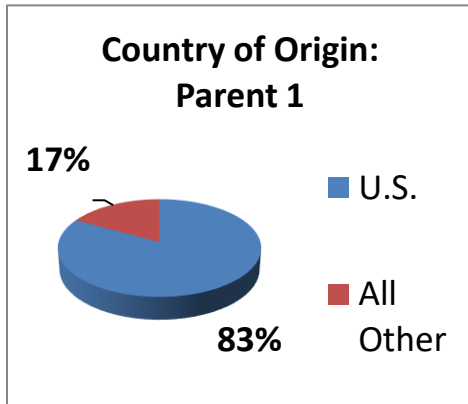
**Total Household Income:**



Similar results in 2019

\*Projected total based on research percentage applied to total North American OHC recipient number

**Both Parents American Born**



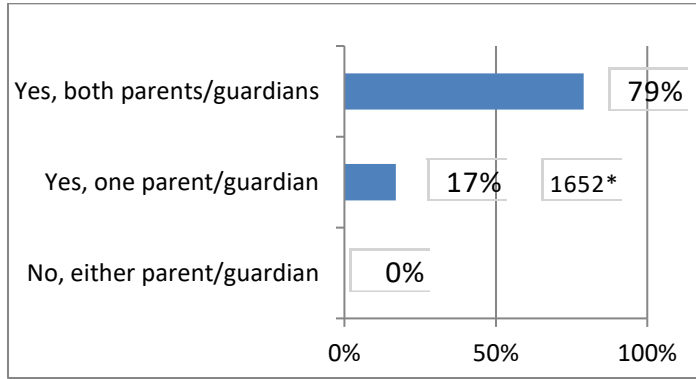
Similar results in 2019

**If not, where:**

Country of Origin:	Parent 1	Parent 2
United States	(8,068*) 83%	(7,7776*) 80%
Canada	(486*) 5%	(486*) 5%
Israel	(292*) 3%	(486*) 5%
Russia/FSU	(292*) 3%	(292*) 3%
Other	(389*) 4%	(680*) 7%

\*Projected total based on research percentage applied to total North American OHC recipient #

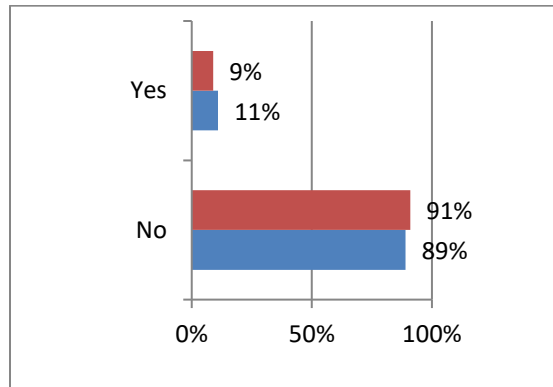
**Do either one or both of the camper's parents/guardians identify as being Jewish?**



**Similar results in 2019**

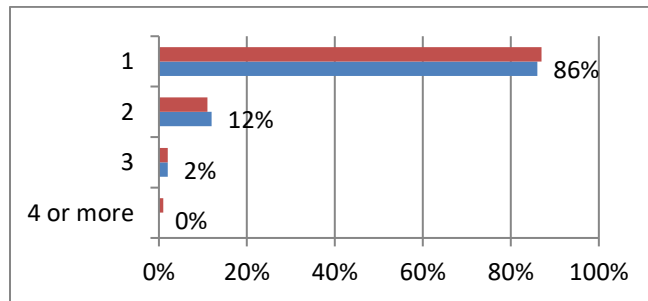
\*Projected total based on research percentage applied to total North American OHC recipient number

**Do any of your children attending Jewish overnight camp (including the OHC recipient) have a disability? (Disabilities are defined as individuals with autism spectrum disorder or intellectual or developmental disabilities, in addition to individuals with physical or sensory disabilities.)**



**2021 results in blue compared to 2019 results in red**

**If yes, how many?**



**2021 results in blue compared to 2019 results in red**

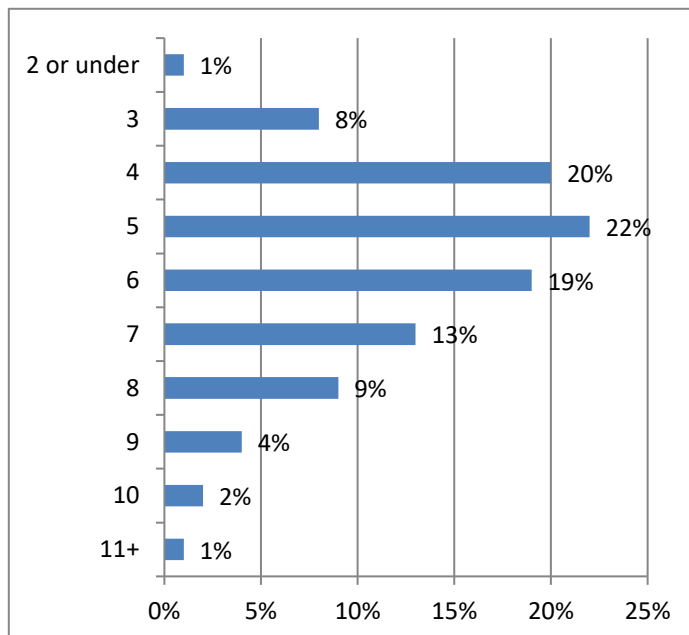
**About the Camper**

- Most OHC recipients are first-time campers. 52% of first-time campers do not participate in Jewish youth groups or youth activities, making camp their primary immersive experience with Jewish peers.

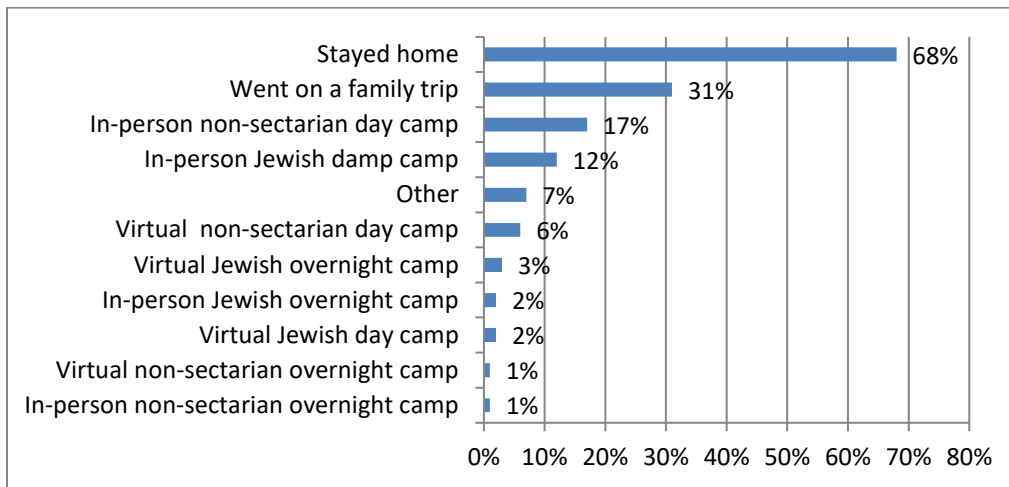
Throughout the year, how often, does your child participate in any of these organized Jewish activities?

	Daily/Weekly	A Few Times/Month	Every Few Months	Never
Jewish Day School	26%	1%	1%	73%
Synagogue/temple services	20%	21%	45%	14%
Hebrew/religious school	65%	%	3%	24%
Jewish youth group/activities	7%	13%	31%	49%
Programs at your Jewish Community Center (JCC)	2%	4%	24%	69%
Community service: Jewish service-learning or youth philanthropy, etc.	1%	5%	36%	57%
Celebration of Jewish holidays	33%	20%	46%	1%
Participation in Jewish and/or Israel cultural events	13%	13%	52%	22%
Other	17%	6%	7%	70%

Grade of child (youngest camper):



How did they (the 2021 OHC recipient) spend the last summer (2020)?



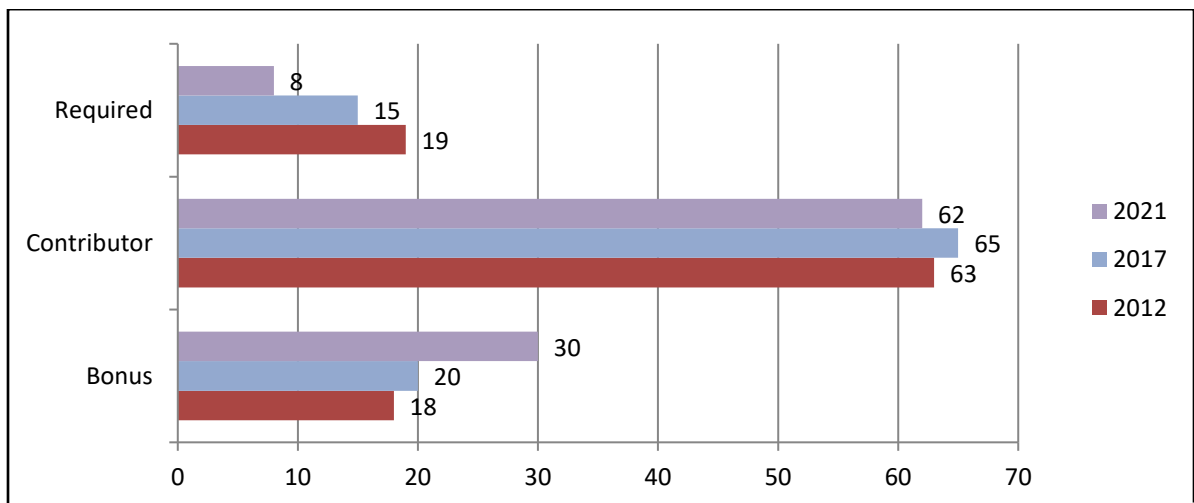
Results in 2021 significantly different vs. past years due to impact of COVID

II. THE ROLE OF THE INCENTIVE AS STIMULUS FOR ATTENDING JEWISH CAMP

Role of incentive in summer plans

- In 2021, 8% of OHC recipients (9% of “True 2021” OHC recipients) comprised the Required group (e.g., “*not at all*” likely to have attended camp without the incentive). Predictably, this group had a higher incidence of lower-income households.
- Even more compelling is the fact that for many, OHC incentives helped influence their decision to provide their child with a Jewish summer experience. The research shows that from an array of summertime alternatives, only 17% of “True 2021” recipients said that Jewish camp was always the plan. This means that for **83% of “True 2021” recipients**, Jewish camp was one of several options they were considering from among an array of mostly secular alternatives, including 33% who would have simply stayed home.

Likelihood that child would have gone to Jewish overnight camp without incentive:



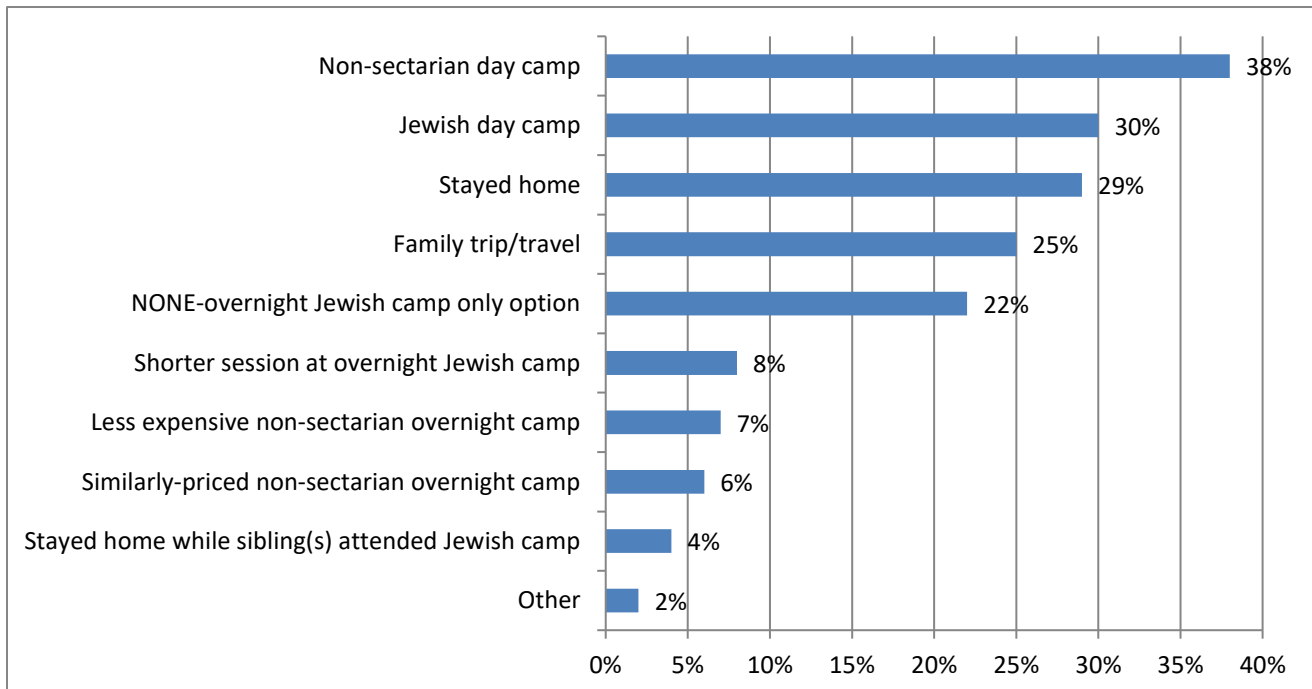


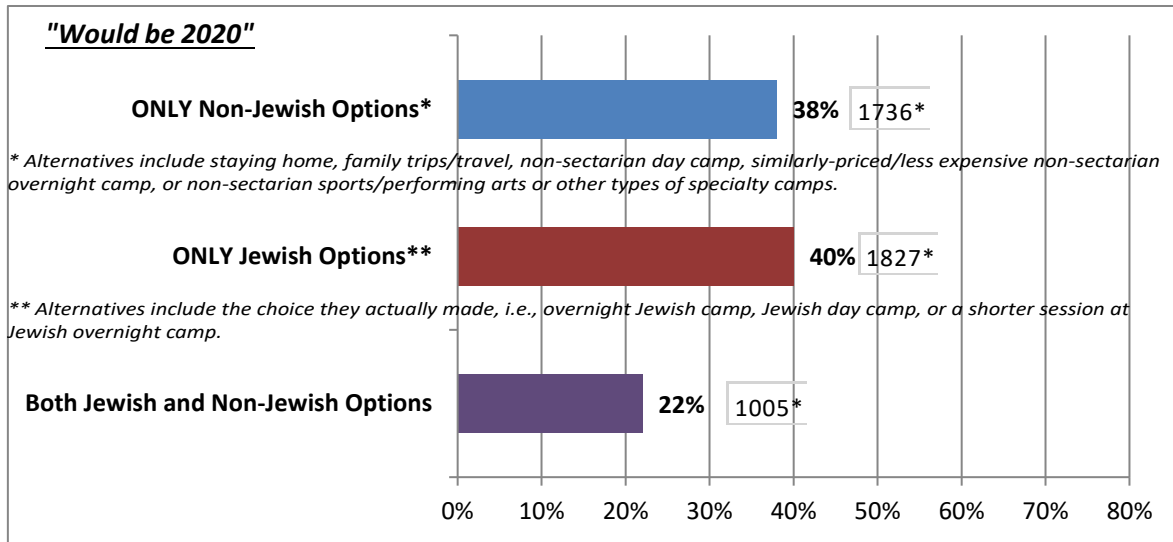
	2021 Total OHC (% OHC Respondents)	2021 OHC "Would be 2020" (% OHC Respondents)	2021 OHC "True 2021" (% OHC Respondents)	For reference: 2019 Total OHC (% OHC Respondents)
Required*	8%	6%	9%	12%
Contributor**	62%	60%	64%	65%
Bonus***	30%	34%	27%	23%
(n)	3,110	1,444	1,616	2,773

Likelihood that child would not have gone to Jewish overnight camp without incentive (segmented by family income):

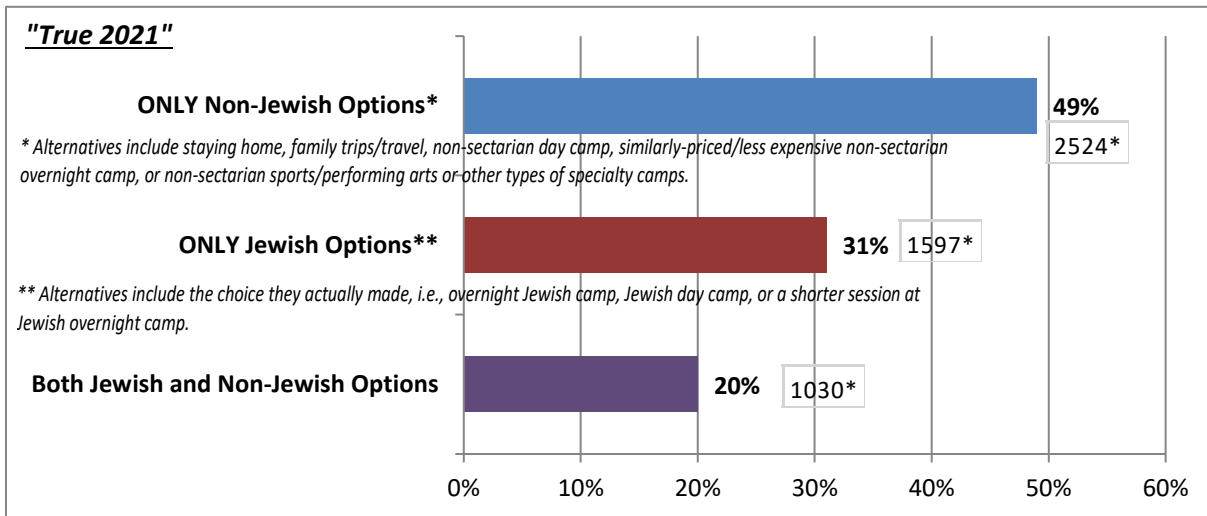
Total U.S Household Income	2021 Total OHC	2021 OHC "Would be 2020"	2021 OHC "True 2021"
Under \$100K	18%	15%	21%
\$100 - \$149K	18	17	19
\$150 - \$199K	14	14	13
\$200 - \$299K	16	18	15
Over \$300K	12	13	11
Didn't Provide Income	22	23	21

What would the camper have done this summer if they had not gone to Jewish overnight camp:





\*\*Projected total based on research percentage applied to North American "Would be 2020" OHC recipient number



\*\*\*Projected total based on research percentage applied to North American "True 2021" OHC recipient number

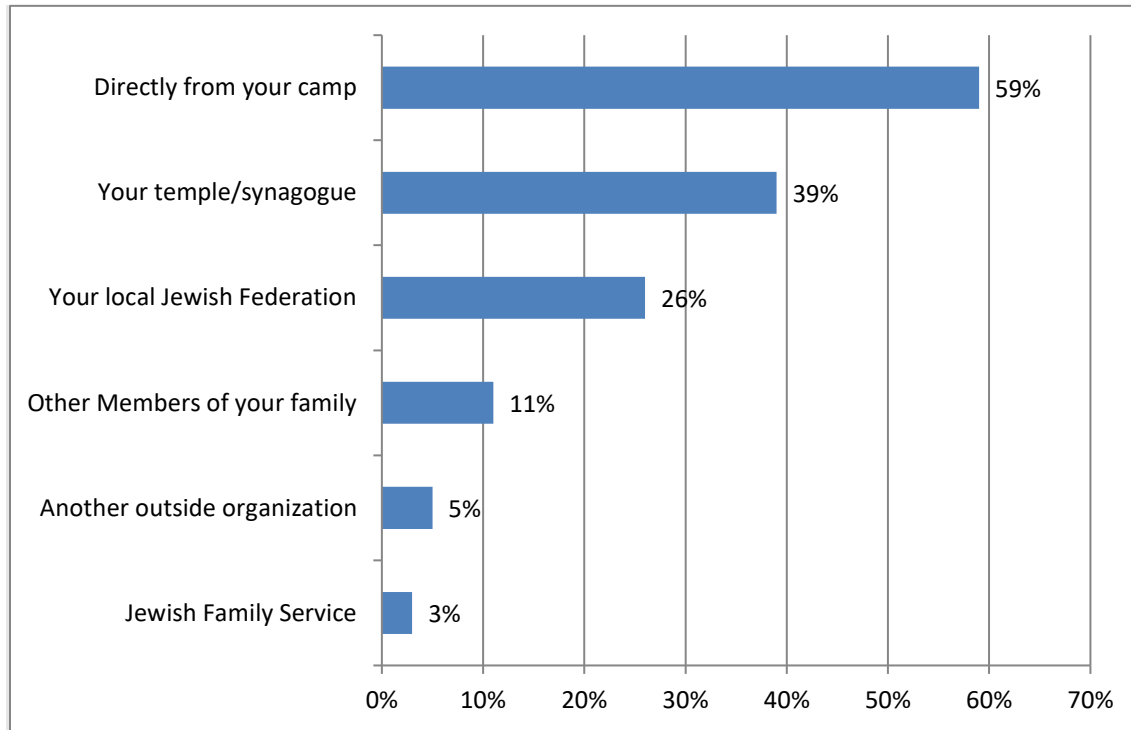
**How influential were people/organizations below in your decision to send your child to overnight Jewish camp this summer?**

	Friends	Family	Your Rabbi	Your Hebrew/ Religious School	Your local Jewish Federation	Other
<b>5 (Extremely Influential)</b>	40%	37%	10%	12%	6%	23%
<b>4</b>	21%	19%	8%	11%	7%	2%
<b>3</b>	15%	15%	11%	12%	12%	0%
<b>2</b>	6%	6%	98%	8%	9%	0%
<b>1 (Not at all Influential)</b>	15%	18%	43%	36%	45%	1%

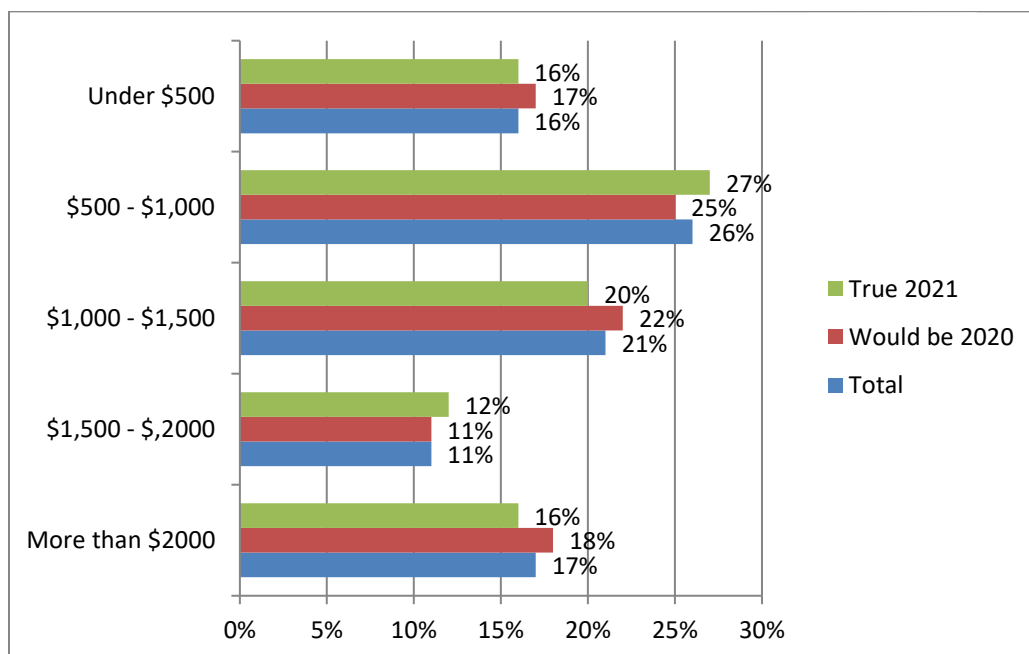
**OHC grant as financial assistance:**

- Among all parents who said they were less likely to have sent their kids to camp, nearly 95% cited cost and affordability as the barrier that OHC helped them to overcome.
- 29% of families indicated that they were receiving (or hoped to be receiving) additional outside funding, which is consistent with the findings from the OHC Retention Study. This scholarship funding (not OHC incentive funding) was coming primarily from the camps (59%) or from their temple/synagogue (39%).

**Where does additional funding come from:**



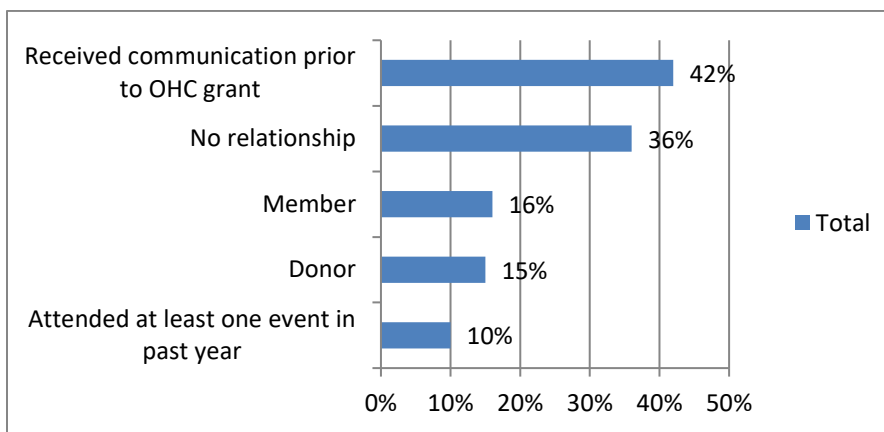
**How much additional funding are recipients expecting to receive:**



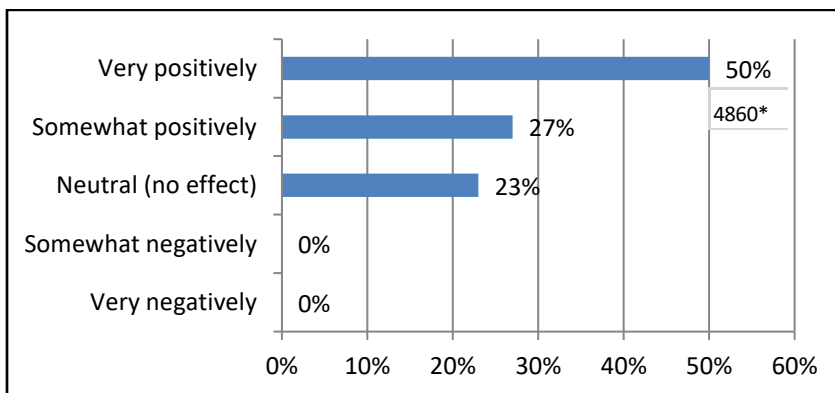
**III. JEWISH ENGAGEMENT**

- For the majority of families, OHC had the additional perceived benefit of creating closer ties to their Jewish community and/or their Federation.
  - 69% (or more than 6,700 OHC families projected to the total OHC recipient group) are not currently members and/or donors of their sponsoring organizations, many with giving potential.
  - 65% (or more than 6,300 OHC families projected to the total recipient group) believed the incentive "very positively" affected their family's connection to the overall Jewish community
  - 50% (or more than 4,850 OHC families projected to the total recipient group) believed the incentive "very positively" affected their connection to the local Federation.
  - 76% (or nearly 7,400 OHC families projected to the total OHC recipient group) were more likely to support the sponsoring organization.

**Are you a member, a donor, or do you support, in some manner, this organization?**

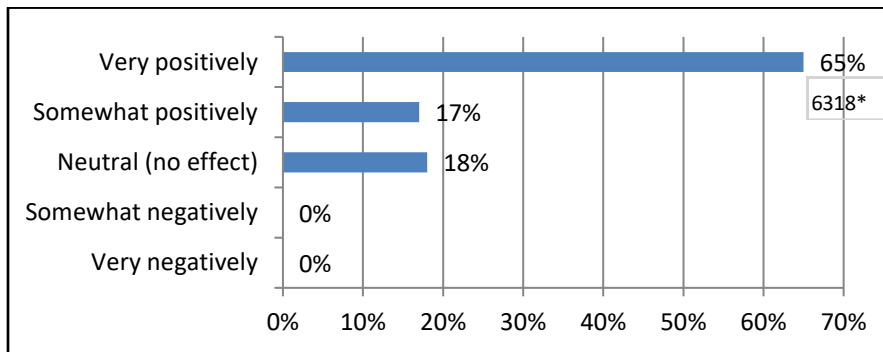


**How did the OHC grant affect the family's connection to the overall Jewish community:**

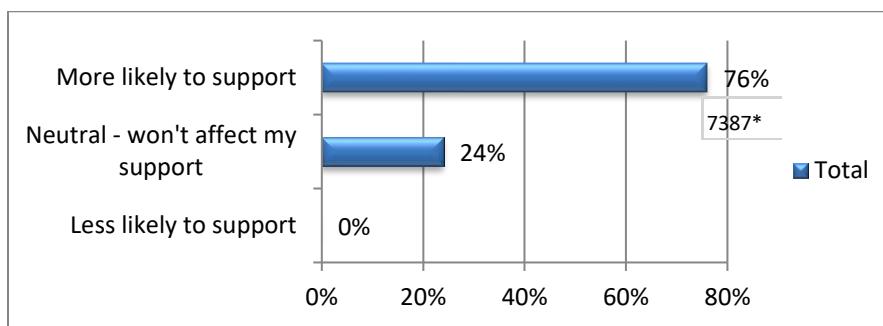


*\*Projected total based on research percentage applied to total North American OHC recipient number*

Did the OHC grant affect the family’s connection to the sponsoring organization:



How might your One Happy Camper experience affect your support for the sponsoring organization?

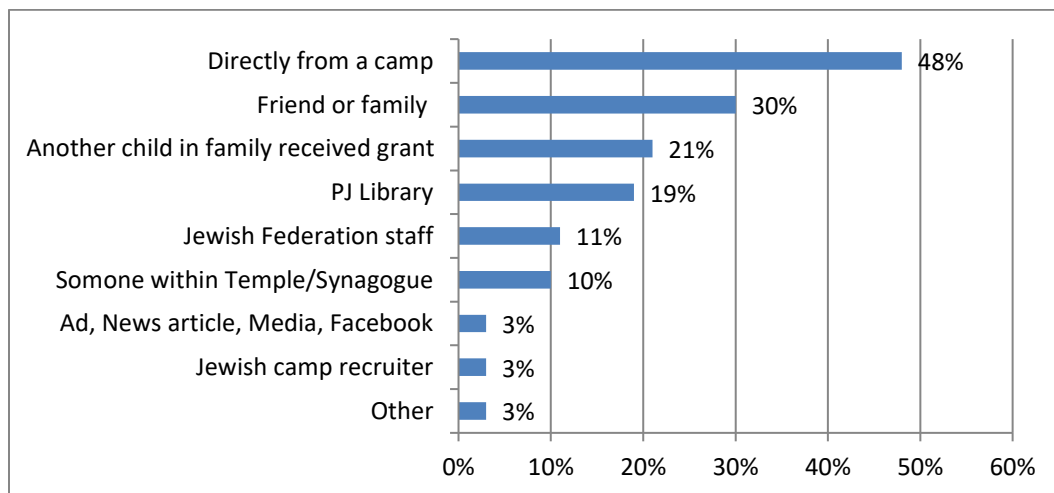


\*Projected total based on research percentage applied to total North American OHC recipient number

**IV. INCENTIVE AWARENESS AND THE APPLICATION PROCESS**

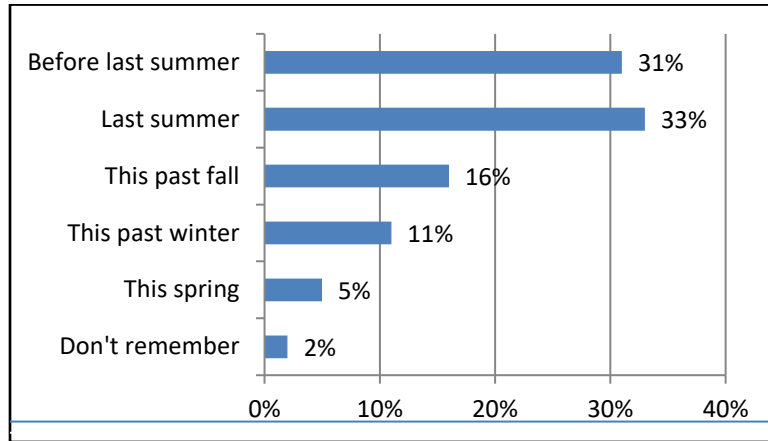
- Parents primarily hear about OHC from the camp and “buzz” from friends and family.
- Most recipients began their search for camp by talking to the camp where a family member attended or talking to the camp directly.
- 76% of “True 2021” OHC recipients started their camp search/summer planning at least 6 months in advance. It should be noted that this is significantly higher compared to previous years, but not surprising given the “Lost Camping Year of 2020”.
- The majority of respondents were still not aware that the FJC was a co-sponsor of this program

How did you hear about the OHC Program?

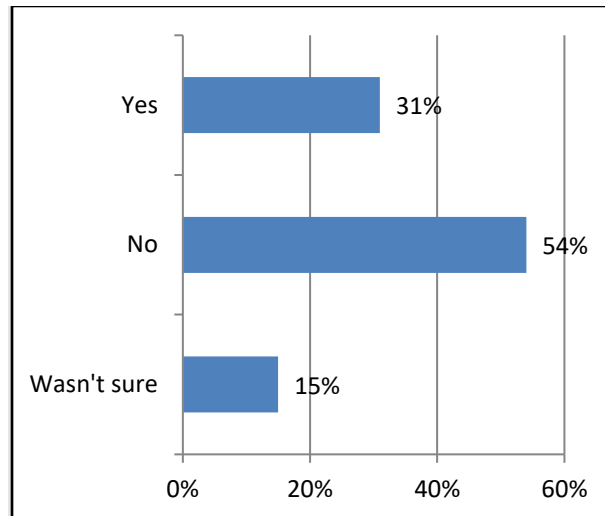


\* Based on results from the total North American OHC recipient group

At what point did you begin specifically considering Jewish overnight camp for the summer of 2021 (True 2021 recipients only)



Were you aware that the Foundation for Jewish Camp is also a co-sponsor of this program?



What was your experience when dealing with the following groups/organizations leading up to and through the One Happy Camper application process?

	Federation	Foundation for Jewish Camp	Your camp
<b>5 (Excellent)</b>	63%	39%	76%
<b>4</b>	15%	9%	15%
<b>3</b>	6%	5%	4%
<b>2</b>	0%	0%	1%
<b>1 (Poor)</b>	0%	0%	0%

Excludes "Not Applicable" responses

**Appendix I - Scope of OHC Program since 2006**

Summer	# of Partners	# Incentive Campers
2021	105*	9,720
2019	109*	6,800
2018	110*	7,350
2017	100*	7,500
2016	101*	7,050
2015	69	7,300
2014	68	7,300
2013	65	7,300
2012	69	8,400
2011	67	8,600
2010	55	8,500
2009	37	6,200
2008	21	3,400
2007	7	1,800
2006	1	725

\*Please note: beginning summer 2016, camps affiliated with a movement are now being counted independently and not as a single camp movement.

**Communities participating in the 2021 OHC program:**

Atlanta	Hartford	Philadelphia
Boston	Heart of NJ	Pittsburgh
Broward County	Houston	Portland
Buffalo	Indianapolis	Rhode Island
Calgary	Kansas City*	Richmond
Central New York	Los Angeles	Rochester
Charleston	Louisville	San Antonio
Chicago	Milwaukee	San Diego
Cincinnati*	Montreal	San Francisco (East Bay/West Bay)
Cleveland	Nashville	Seattle
Colorado	Nevada	South Palm Beach
Columbus	New Hampshire	St. Louis
El Paso	New Haven	Tidewater
Greater Metrowest NJ	Northern NJ	Virginia Peninsula
Greensboro	Omaha*	Washington (DC/NOVA)

In addition, PJ Library and 59 camps participated in the 2021 OHC program.

(\*\*These communities do not use the OHC Registration System and therefore do not participate in the survey).

### **Appendix II - Response Rates by Participating Partners**

	# Campers invited	# of survey responses	Response Rate
<b>PJ Goes to Camp</b>	<b>1556</b>	<b>866</b>	<b>56%</b>
<b>JUF Chicago</b>	<b>486</b>	<b>253</b>	<b>52%</b>
<b>Jewish Federation of Greater Los Angeles</b>	<b>472</b>	<b>193</b>	<b>41%</b>
<b>Union for Reform Judaism</b>	<b>425</b>	<b>226</b>	<b>53%</b>
<b>Jewish Federation of Greater Atlanta</b>	<b>391</b>	<b>166</b>	<b>42%</b>
<b>Generations Fund/Federation CJA</b>	<b>323</b>	<b>90</b>	<b>28%</b>
<b>Combined Jewish Philanthropies of Greater Boston</b>	<b>318</b>	<b>161</b>	<b>51%</b>
<b>Jewish Federation of Greater MetroWest NJ</b>	<b>241</b>	<b>93</b>	<b>39%</b>
<b>Jewish Federation of Greater Philadelphia</b>	<b>208</b>	<b>74</b>	<b>36%</b>
<b>Jewish Federation of Greater Washington (DC)</b>	<b>198</b>	<b>73</b>	<b>37%</b>
<b>Jewish Federation of Northern New Jersey</b>	<b>148</b>	<b>57</b>	<b>39%</b>
<b>Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties</b>	<b>146</b>	<b>74</b>	<b>51%</b>
<b>JewishCOLORADO</b>	<b>119</b>	<b>66</b>	<b>55%</b>
<b>National Ramah Commission</b>	<b>112</b>	<b>44</b>	<b>39%</b>
<b>Jewish Federation of Greater Pittsburgh</b>	<b>101</b>	<b>44</b>	<b>44%</b>
<b>Jewish Federation of Broward County</b>	<b>101</b>	<b>37</b>	<b>37%</b>
<b>Jewish Federation of San Diego County</b>	<b>100</b>	<b>39</b>	<b>39%</b>
<b>Jewish Community Federation and Endowment Fund (Alameda, Contra Costa, Napa and Solano Counties)</b>	<b>99</b>	<b>67</b>	<b>68%</b>
<b>The Jewish Federation of Greater Washington (NOVA)</b>	<b>80</b>	<b>31</b>	<b>39%</b>
<b>Jewish Federation of St. Louis</b>	<b>75</b>	<b>34</b>	<b>45%</b>
<b>Jewish Federation of Greater Portland</b>	<b>72</b>	<b>31</b>	<b>43%</b>
<b>Jewish Federation &amp; Jewish Education Center of Cleveland</b>	<b>69</b>	<b>16</b>	<b>23%</b>
<b>Jewish Federation of South Palm Beach County</b>	<b>41</b>	<b>14</b>	<b>34%</b>
<b>Jewish Community of Louisville</b>	<b>40</b>	<b>22</b>	<b>55%</b>



<b>Jewish Federation of Greater Rochester</b>	<b>29</b>	<b>18</b>	<b>62%</b>
<b>Jewish Federation of Greater Hartford</b>	<b>28</b>	<b>17</b>	<b>61%</b>
<b>JewishColumbus</b>	<b>28</b>	<b>22</b>	<b>79%</b>
<b>Jewish Nevada</b>	<b>26</b>	<b>13</b>	<b>50%</b>
<b>Milwaukee Jewish Federation</b>	<b>21</b>	<b>12</b>	<b>57%</b>
<b>Jewish Federation of Greater New Haven</b>	<b>16</b>	<b>7</b>	<b>44%</b>
<b>Jewish Federation of Greater Indianapolis</b>	<b>14</b>	<b>5</b>	<b>36%</b>
<b>Greensboro Jewish Federation</b>	<b>13</b>	<b>8</b>	<b>62%</b>
<b>Jewish Federation of Nashville and Middle Tennessee</b>	<b>11</b>	<b>8</b>	<b>73%</b>
<b>Jewish Federation in the Heart of New Jersey</b>	<b>10</b>	<b>3</b>	<b>30%</b>
<b>Jewish Alliance of Greater Rhode Island</b>	<b>9</b>	<b>7</b>	<b>78%</b>
<b>Tidewater Jewish Foundation</b>	<b>6</b>	<b>2</b>	<b>33%</b>
<b>Charleston Jewish Federation</b>	<b>6</b>	<b>4</b>	<b>67%</b>
<b>Jewish Federation of Greater Seattle</b>	<b>6</b>	<b>2</b>	<b>33%</b>
<b>Jewish Federation of Greater El Paso</b>	<b>4</b>	<b>4</b>	<b>100%</b>
<b>Jewish Community of the Virginia Peninsula</b>	<b>4</b>	<b>3</b>	<b>75%</b>