

Detailed Findings

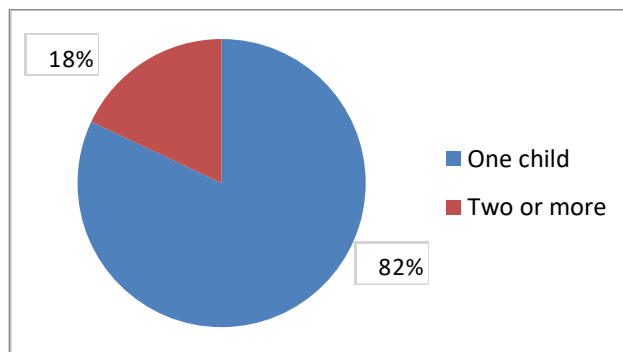
I. RECIPIENT PROFILE – Family and Camper

About the Family and Parents of OHC Campers

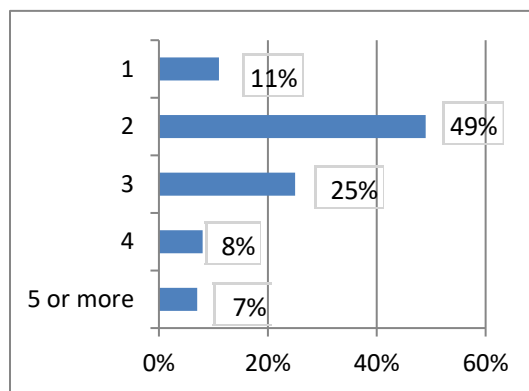
- Most families (82%) were applying for OHC for one child. 39% of OHC camper siblings had received a grant this summer or in previous summers.
- 22% (or more than 1,500) of OHC families (projected to the total OHC recipient group) have no affiliation with a synagogue.
- 31% (or nearly 2,200) of OHC campers (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 76% were *both* born in the U.S.
- 21% are families with only one Jewish parent.

Family History with One Happy Camper

Number of family members receiving incentive

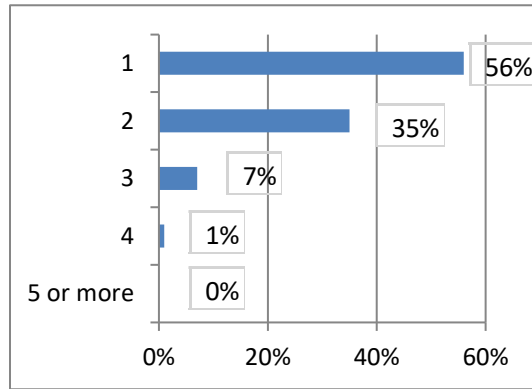


How many dependent children do you have? (Dependent children are defined as living in your household, either at home or, if applicable, away from home while attending college.)



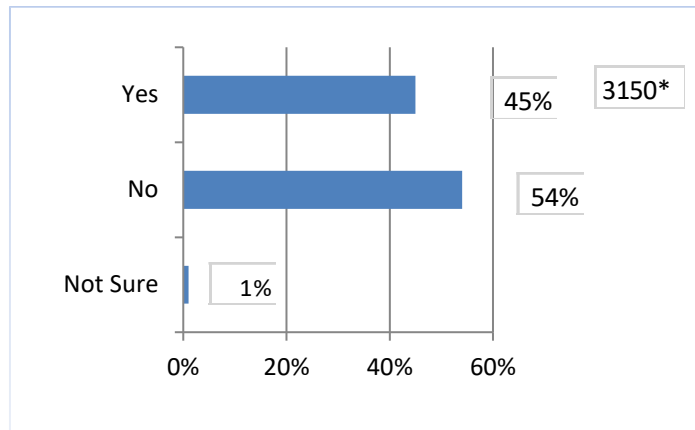
Similar results in 2022

How many children will you be sending to Jewish overnight camp for the summer of 2023?



Similar results in 2022

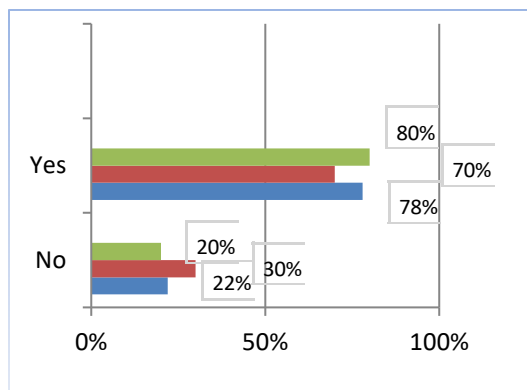
Did any siblings receive an Incentive this summer or in previous summers?



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

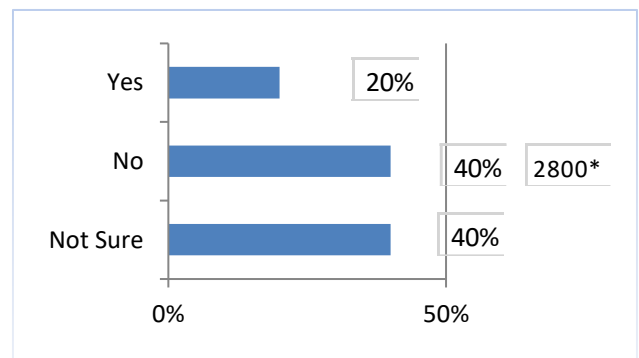
Synagogue and Affiliation

Affiliated with a synagogue or temple?



Results shown for 2021 – 2023 (green, red, blue)
(results closer to 2021 levels)

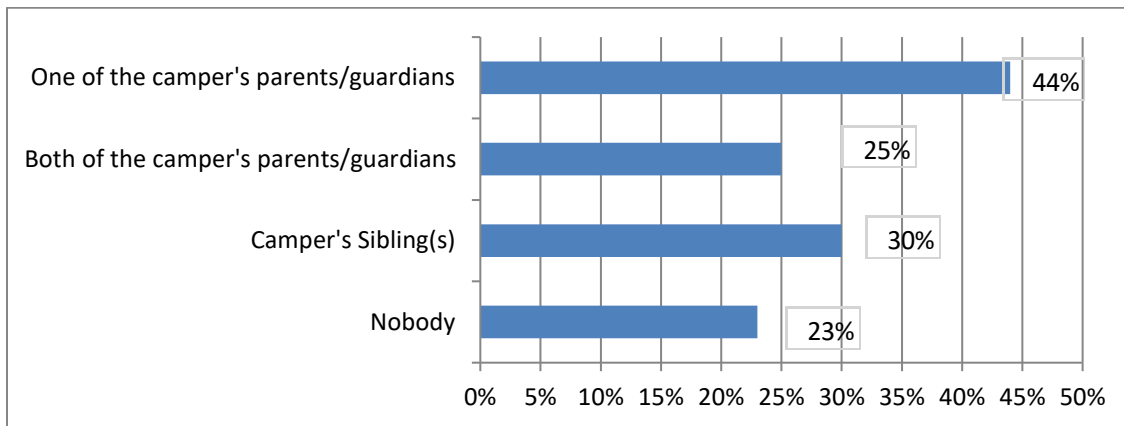
Does your temple/synagogue offer their own financial incentives/scholarships



Similar results in 2022

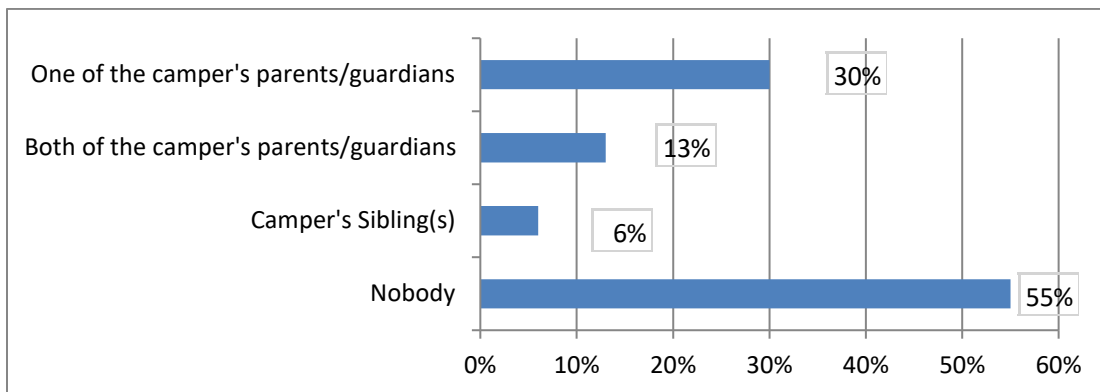
Previous family experience at overnight camp

Jewish overnight camp



Similar results in 2022

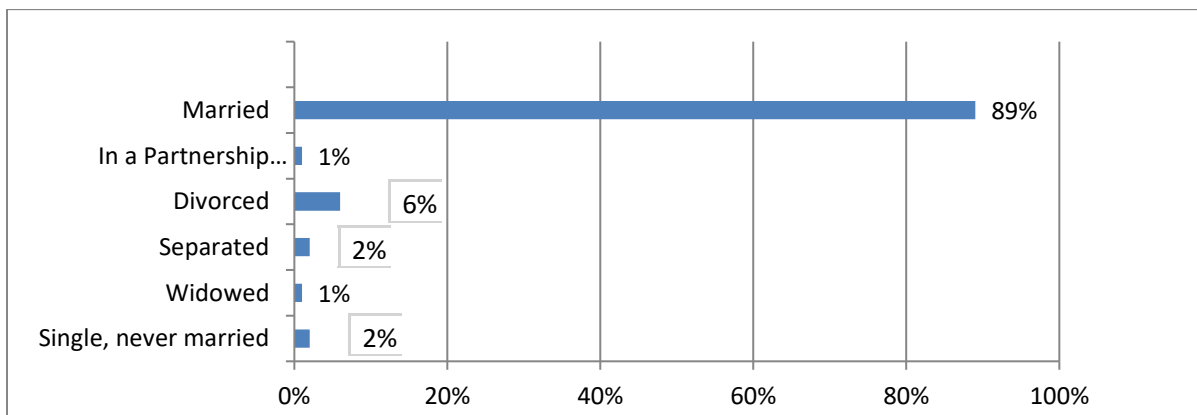
Non-Jewish overnight camp



Similar results in 2022

Additional family demographics

Which of these best describe your marital status?



Similar results in 2022

Parent Employment

Parent Employment:	Parent 1	Parent 2
Employed full-time	64%	73%
Employed part-time	12%	6%
Self-employed	12%	13%
Retired	1%	1%
Full-time student	1%	0%
Not employed	10%	7%

Race

African American or Black	0%
Alaska Native	0%
Asian or Asian American	2%
European American	82%
Hawaiian Native or Pacific Islander	0%
Hispanic, Latinx or Spanish	2%
Middle Eastern or North African	2%
Native North American	0%
Not listed here or self-describe	6%
Prefer not to answer	6%

Identify as a person of color*

Yes	5%
No	95%

**Excludes those who said "Prefer not to answer"*

Jewish Ethnic Background

Ashkenazi	90%
Sephardic	3%
Jew by Choice	1%
Mizrahi	0%
Bukharian/Mountain Jews	0%
Other	0%
Prefer Not to Answer	1%
I don't know	3%

Identify as part of the LGBTQ Community

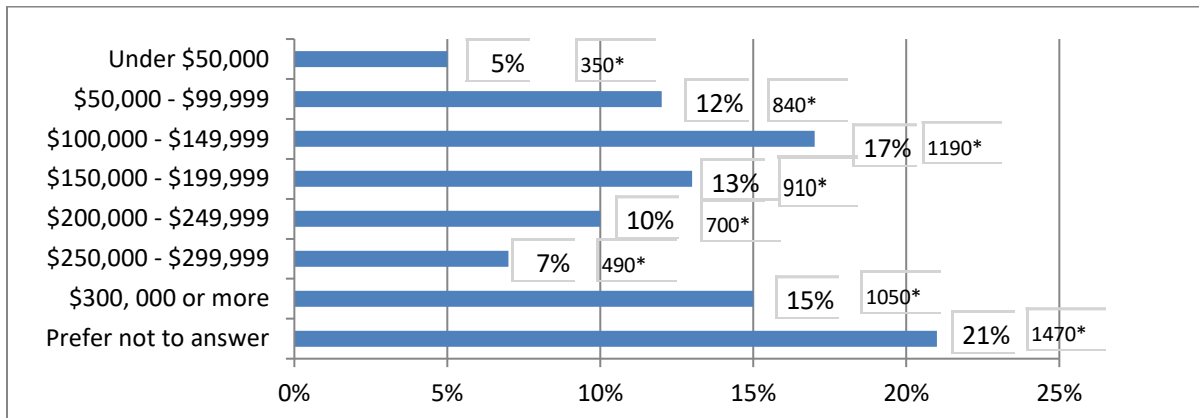
Yes	8%
No	92%

Languages spoken at home on a daily basis

English	98%
Hebrew	1%
Russian	1%
Farsi	0%
Spanish	0%
Yiddish	0%
American Sign Language (ASL)	0%
Other	0%

OHC Family Profile

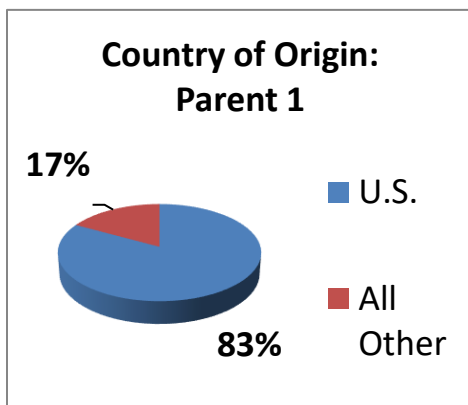
Total HH Income:



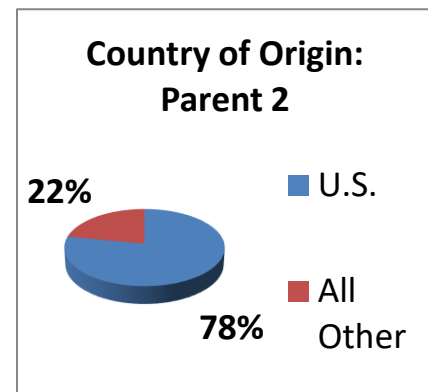
Similar results in 2022

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

Both Parents American Born



Similar results in 2022



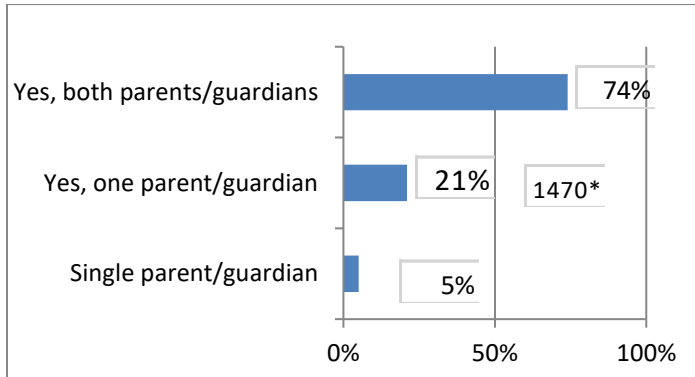
Parent 2 U.S. number was 66% in 2022

If not, where:

Country of Origin:	Parent 1	Parent 2
United States	(5,810*) 83%	(5,460*) 78%
Canada	(420*) 6%	(420*) 6%
Israel	(280*) 4%	(420*) 6%
Russia/FSU	(280*) 4%	(210*) 3%
Other	(280*) 4%	(490*) 7%

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

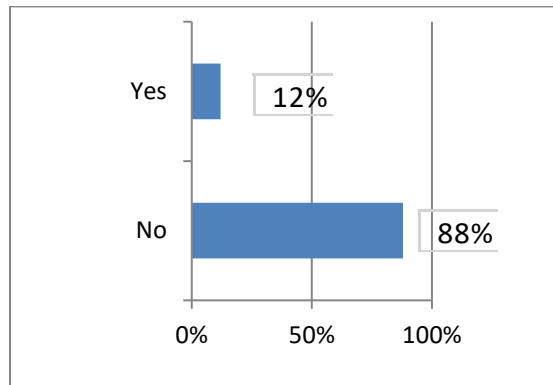
Do either one or both of the camper's parents/guardians identify as being Jewish?



Similar results in 2022

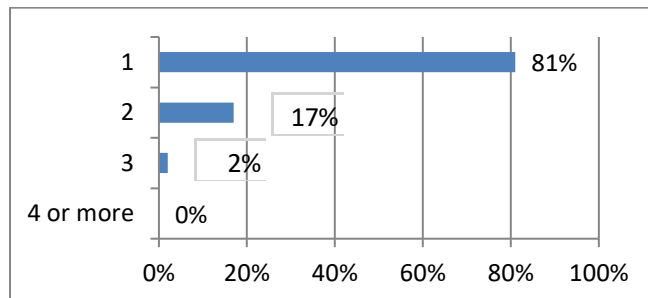
**Projected total based on research percentage applied to total North American OHC recipient number*

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.)



Similar results in 2022

If yes, how many?



Similar results in 2022

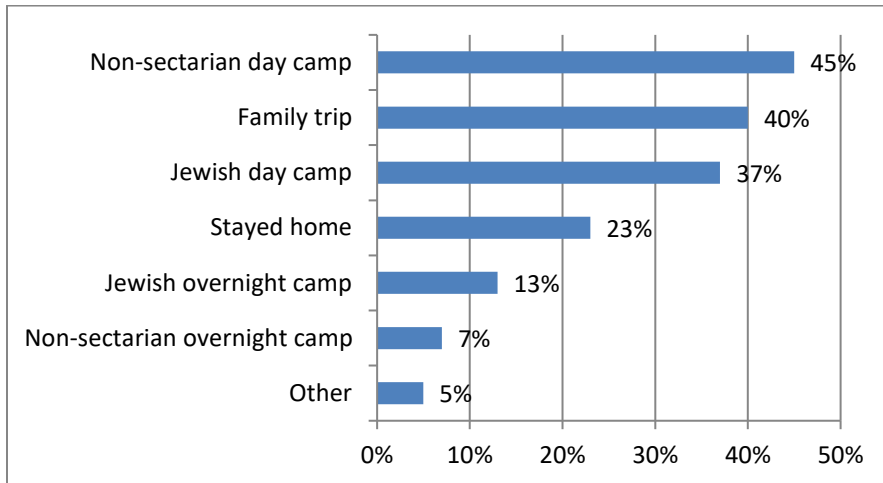
About the Camper

- Most OHC recipients are first-time campers. 53% 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
Celebration of Shabbat	46%	20%	25%	10%
Jewish Day School	27%	1%	1%	72%
Synagogue/temple services	20%	21%	44%	16%
Hebrew/religious school	61%	8%	2%	28%
Jewish youth group/activities	9%	13%	30%	48%
Programs at your Jewish Community Center (JCC)	3%	5%	25%	67%
Community service: Jewish service-learning or youth philanthropy, etc.	2%	5%	34%	60%
Celebration of Jewish holidays	30%	21%	48%	1%
Participation in Jewish and/or Israel cultural events	14%	15%	51%	20%
Other	15%	6%	10%	70%

How did they (the 2022 OHC recipient) spend the last summer (2022)?



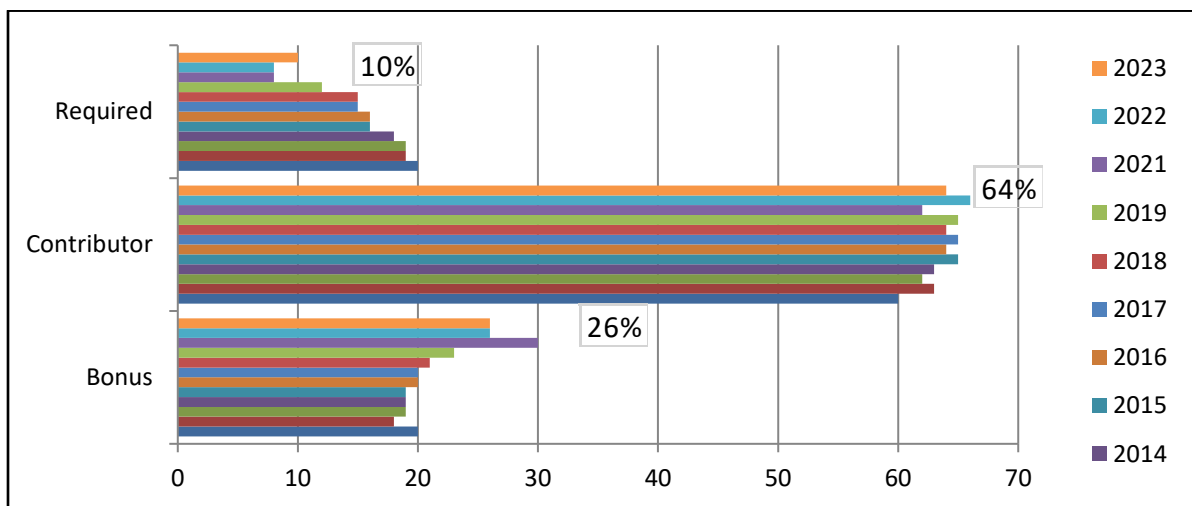
Similar results in 2022 except for “Stayed Home:” that was 31% in 2022 (perhaps lingering COVID effect).

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

Role of incentive in summer plans

- In 2023, 10% of 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 14% of all respondents said that Jewish camp was always the plan. This means that for 86% of respondents, Jewish camp was one of several options they were considering from among an array of mostly secular alternatives, including 30% who would have simply stayed home.

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

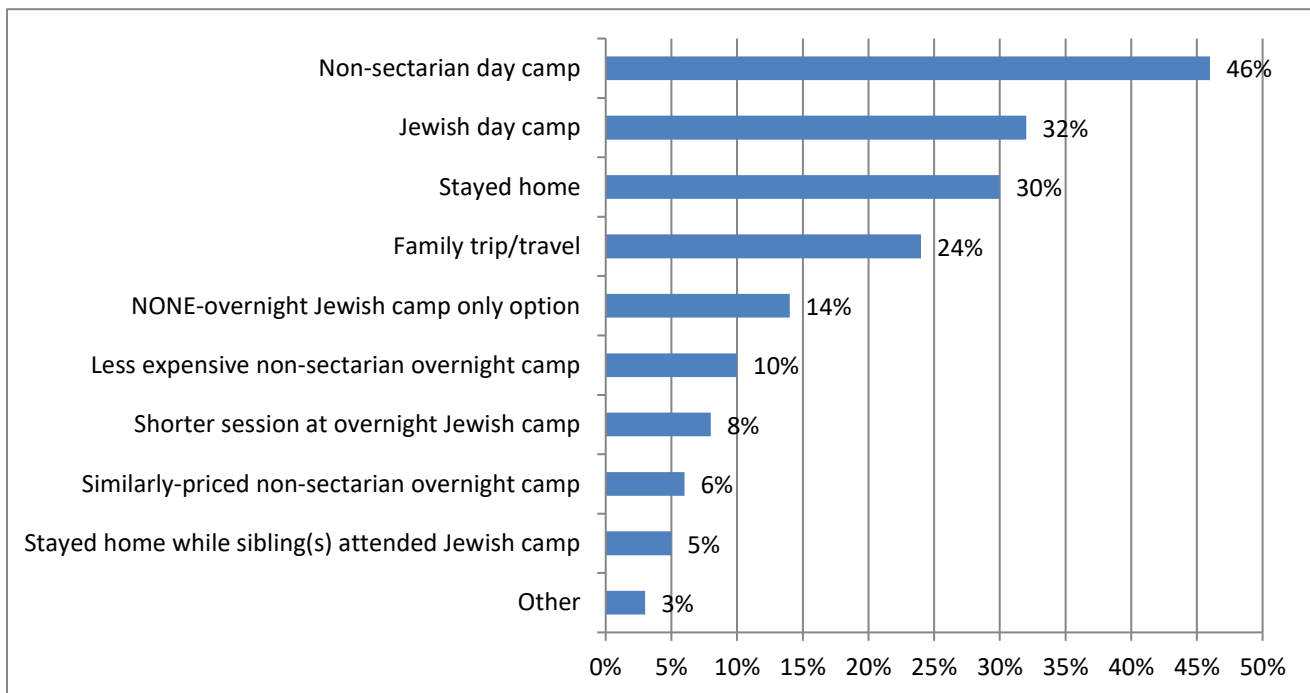


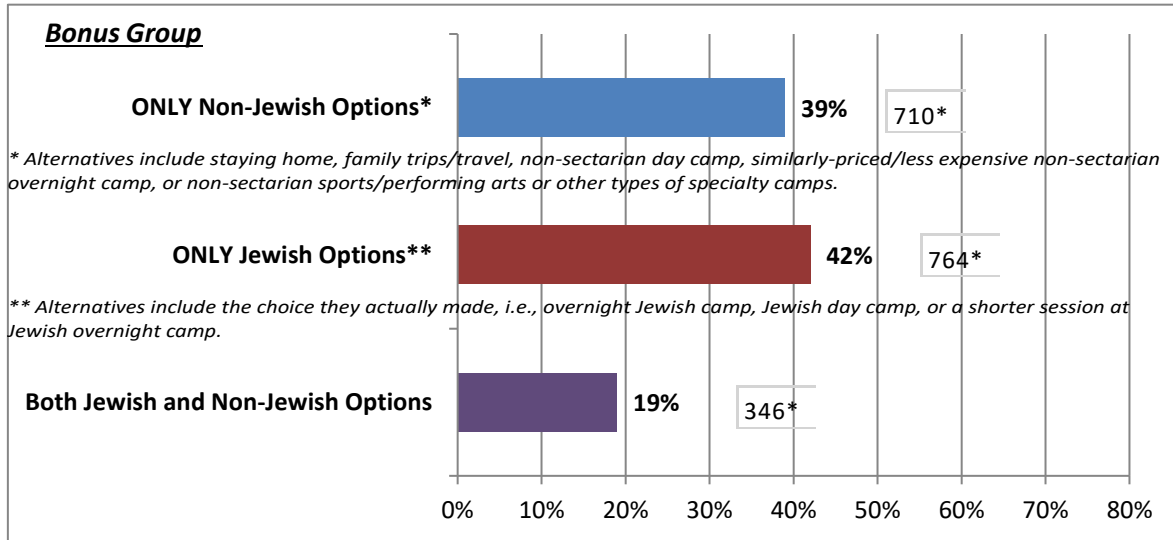
	2023 Total OHC (% OHC Respondents)	2022 Total OHC (% OHC Respondents)	For reference: 2019 Total OHC (% OHC Respondents)
Required*	10%	8%	12%
Contributor**	64%	66%	65%
Bonus***	26%	26%	23%
(n)	2,341	2,712	2,733

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

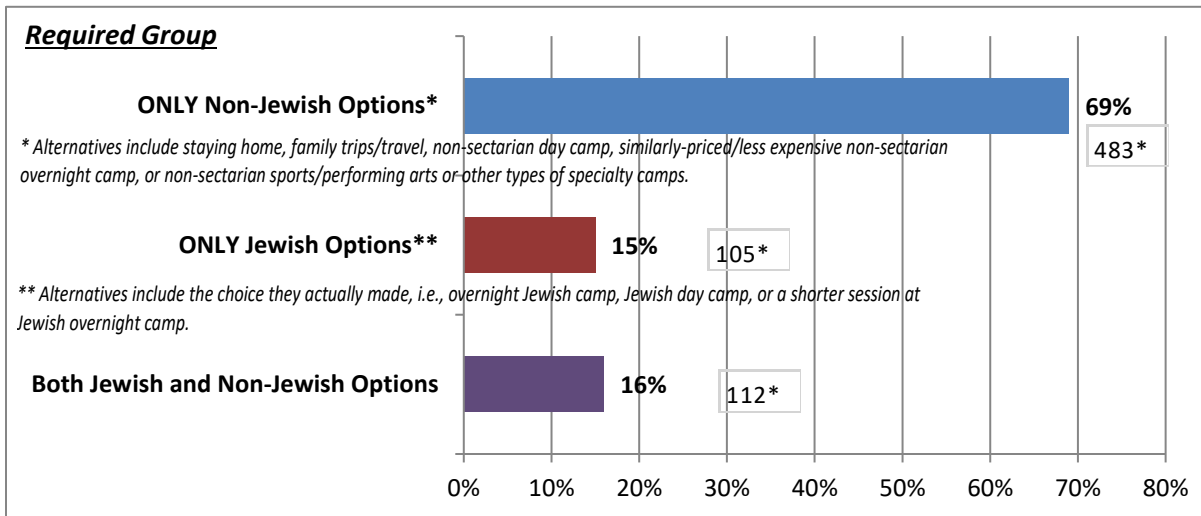
Total U.S	2023 Total	Required	Contributor	Bonus
Under \$100K	17%	49%	16%	5%
\$100 - \$149K	17	22	19	10
\$150 - \$199K	13	8	16	11
\$200 - \$299K	17	6	18	20
Over \$300K	15	2	12	33
Didn't Provide Income	21	13	19	21

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





**Procted total based on research percentage applied to North American Bonus Group OHC recipient number



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

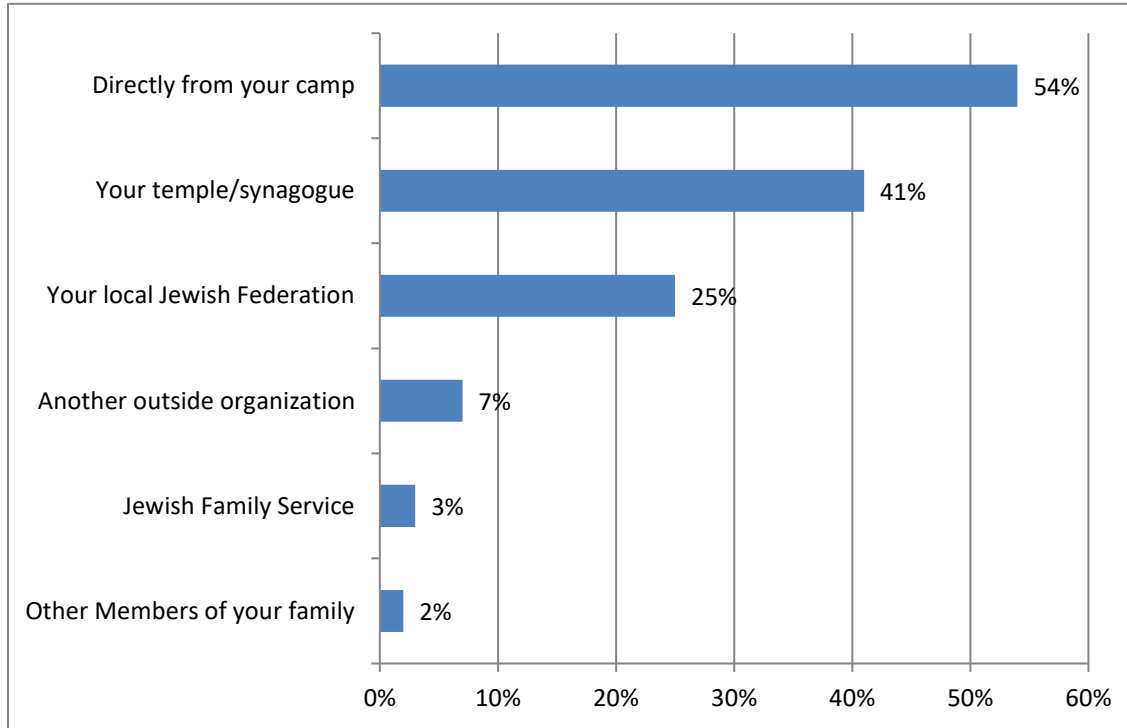
How influential were people/organizations below in your decision to send your child to overnight Jewish camp this summer?

	Friends	Family	Your Rabbi	Your Hebrew/ Religious School	Your local Jewish Federation	Youth Group	PJ Library	Other
5 (Extremely Influential)	36%	31%	8%	10%	5%	3%	7%	21%
4	22%	21%	8%	11%	7%	2%	8%	3%
3	15%	18%	11%	13%	12%	5%	13%	1%
2	7%	7%	9%	9%	9%	4%	11%	0%
1 (Not at all Influential)	15%	18%	42%	34%	43%	40%	37%	1%

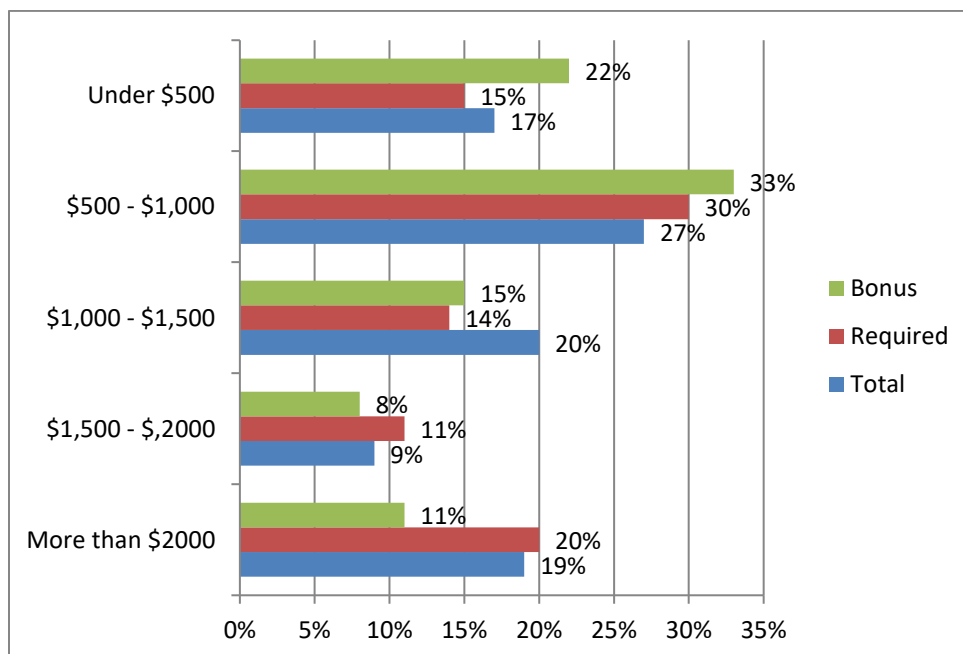
OHC grant as financial assistance:

- 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.
- 31% 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 (54%) or from their temple/synagogue (41%).

Where does additional funding come from:



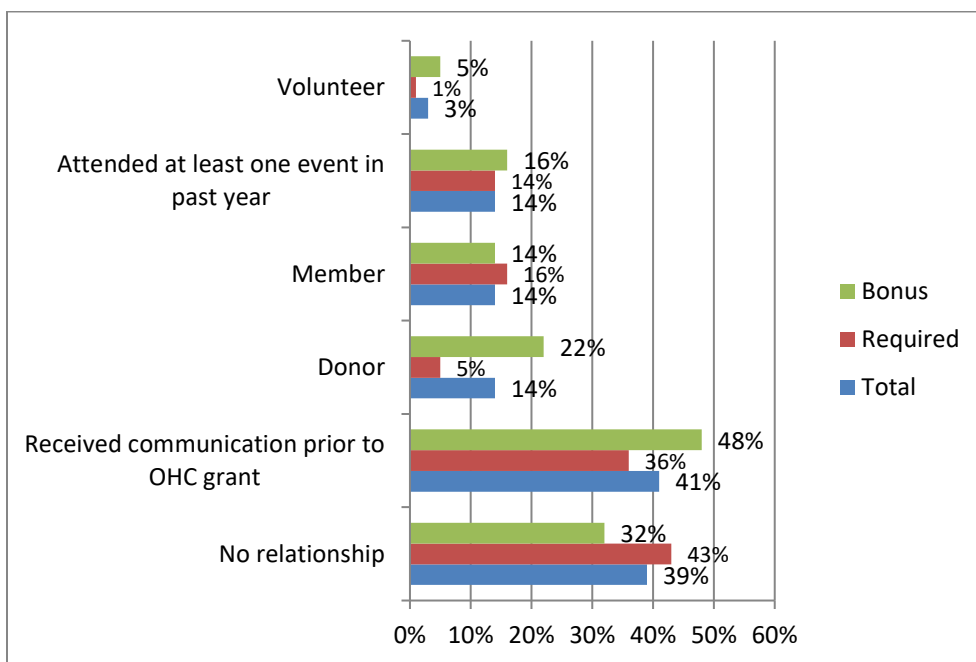
How much additional funding are recipients expecting to receive:



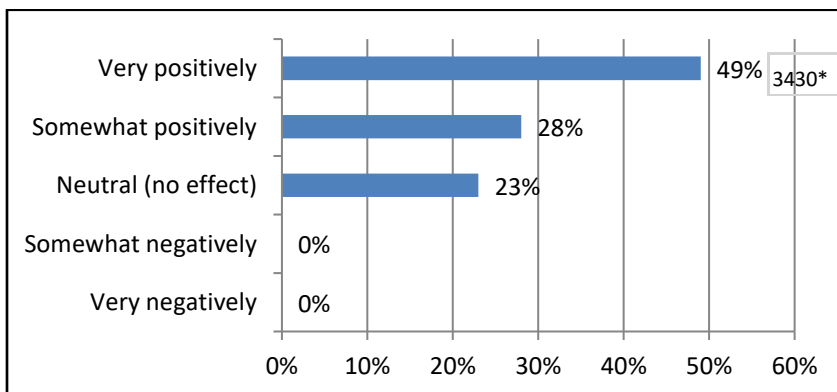
III. JEWISH ENGAGEMENT

- For the majority of families, OHC had the additional perceived benefit of creating closer ties to their Jewish community and/or their Federation.
 - 71% (or nearly 5,000 OHC families projected to the total OHC recipient group) are not currently members and/or donors of their sponsoring organizations, many with giving potential.
 - 49% (or nearly 3,500 OHC families projected to the total recipient group) believed the incentive "very positively" affected their family's connection to the overall Jewish community.
 - 59% (or nearly 4,100 OHC families projected to the total recipient group) believed the incentive "very positively" affected their connection to the local Federation.
 - 75% (or nearly 5,300 OHC families projected to the total OHC recipient group) were more likely to support the sponsoring organization.

What is your current relationship with the organization?

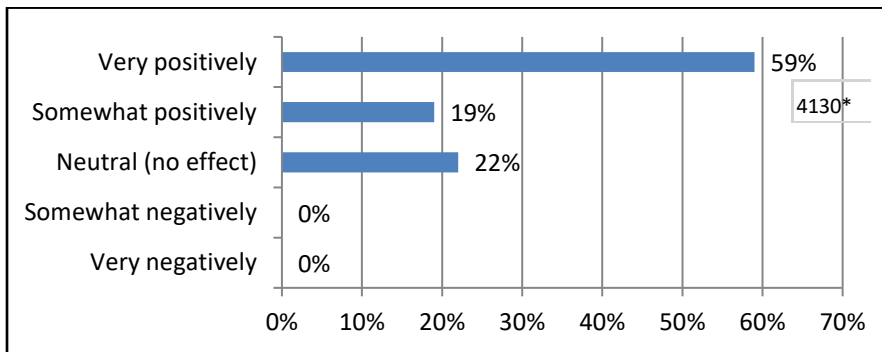


How did the OHC grant affect the family's connection to the overall Jewish community:

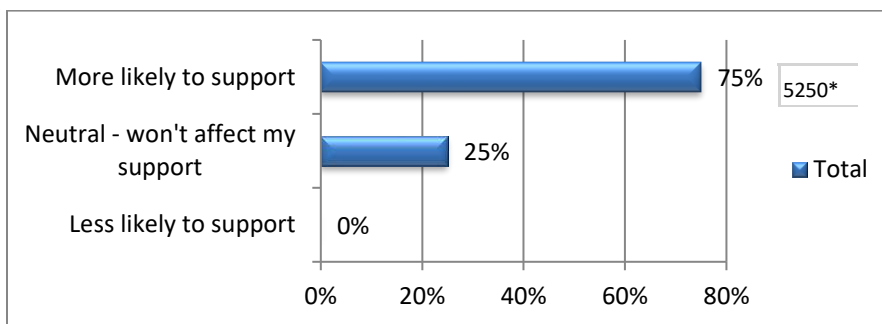


*Projected total based on research percentage applied to total North American OHC recipient number

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?

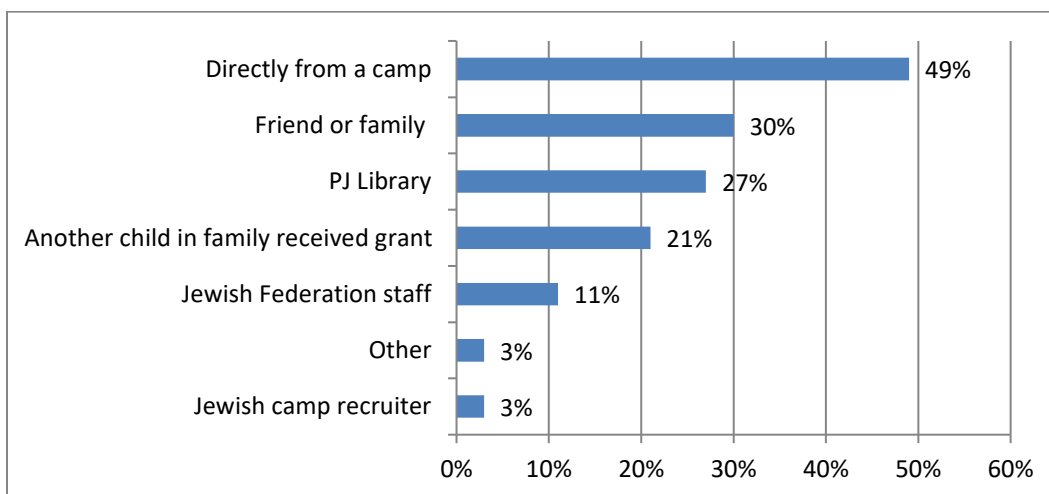


*Projected total based on research percentage applied to total North American OHC recipient number

IV. INCENTIVE AWARENESS AND THE APPLICATION PROCESS

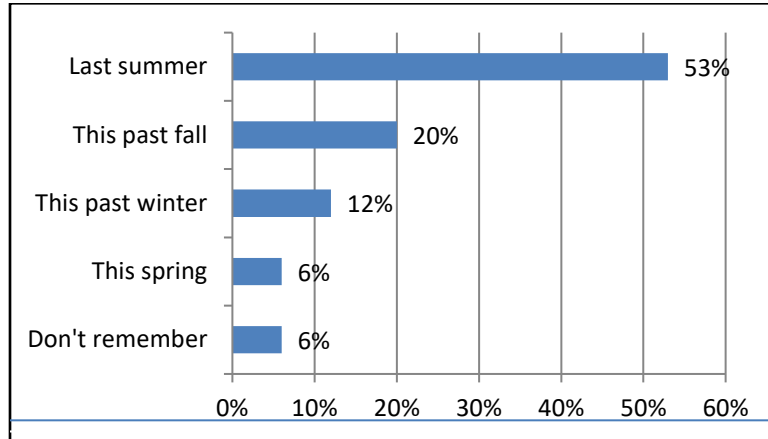
- Parents primarily hear about OHC from the camp and “buzz” from friends and family.
- Most recipients began their search for camp by talking to the camp where a family member attended or talking to the camp directly.
- 71% of 2023 OHC recipients started their camp search/summer planning at least 9 months in advance.
- 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?

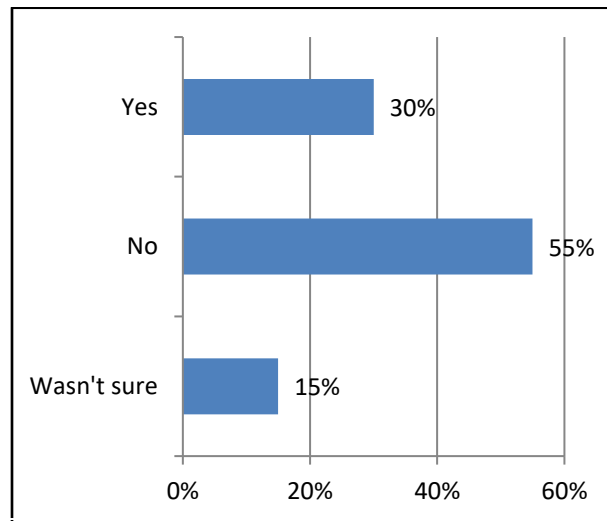


* Based on results from the total North American OHC recipient group

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
5 (Excellent)	72%	72%	75%
4	19%	17%	18%
3	8%	10%	6%
2	1%	1%	1%
1 (Poor)	0%	0%	0%

Excludes "Not Applicable" responses.

Appendix I - Scope of OHC Program for the past decade

Summer	# of Partners	# Incentive Campers
2023	101	7,000
2022	112	8,025
2021	105	9,725
2019	109	6,800
2018	110	7,350
2017	100	7,500
2016	101	7,060
2015	69	7,300
2014	68	7,300

Appendix II - Response Rates by Participating Partners

PARTNER	# Campers Invited	# of Survey responses	Response Rate
PJ Goes to Camp	1049	559	53%
JUF CHICAGO	414	184	44%
Jewish Federation of Greater Los Angeles	383	147	38%
Union for Reform Judaism (URJ)	364	123	34%
Combined Jewish Philanthropies of Greater Boston	290	134	46%
Jewish Federation of Greater Atlanta	267	136	51%
Small Community Incentive Grant- Powered by One Happy Camper	254	141	56%
Jewish Community Federation and Endowment Fund (San Fran, the Peninsula, Marin and Sonoma Counties)	201	89	44%
Generations Fund/Federation CJA	171	75	44%
The Jewish Federation of Greater Washington	169	81	48%
Jewish Community Federation and Endowment Fund (Alameda, Contra Costa, Napa and Solano Counties)	159	75	47%
Jewish Federation of Greater Philadelphia	151	74	49%
Jewish Federation of Greater MetroWest New Jersey	148	48	32%
National Ramah Commission (Ramah)	136	61	45%
Jewish Federation of Northern New Jersey	118	43	36%
JEWISHcolorado	107	45	42%
Jewish Federation of Greater Seattle	100	50	50%
Jewish Federation of San Diego County	84	33	39%
The Jewish Federation of Greater Washington (Virginia)	81	35	43%
Jewish Federation of Cleveland and the Jewish Education Center of Cleveland	68	30	44%
Jewish Federation of Greater Pittsburgh	67	33	49%

2023 One Happy Camper Evaluation

n = 2,640 (44% response rate)

January 2024

Jewish Federation of St. Louis	61	30	49%
Greater Miami Jewish Federation	61	21	34%
Jewish Federation of Greater Portland	60	32	53%
Jewish Federation of Broward County	59	19	32%
Jewish Federation of Greater Dallas	51	24	47%
JewishColumbus	44	25	57%
Jewish Federation of South Palm Beach County	30	7	23%
Jewish Federation of Greater Rochester	28	11	39%
Jewish Federation in the Heart of New Jersey	24	12	50%
Jewish Nevada	24	15	63%
Jewish Foundation of Greater New Haven	24	12	50%
Milwaukee Jewish Federation	23	13	57%
Jewish Federation of Southern New Jersey	20	7	35%
Jewish Community of Louisville	19	5	26%
Jewish Federation of Greater Indianapolis	14	6	43%
St. Paul Jewish Federation	12	4	33%
Jewish Federation of San Antonio	11	6	55%
Jewish Federation of Greater Ann Arbor	10	4	40%
Charleston Jewish Federation	9	4	44%
Tidewater Jewish Foundation	9	5	56%
Jewish Federation and Jewish Foundation of Nashville and Middle Tennessee.	8	5	63%
Greensboro Jewish Federation	7	3	43%
Buffalo Jewish Federation	7	5	71%
Jewish Alliance of Greater Rhode Island	6	3	50%
Jewish El Paso – Connecting El Paso and Las Cruces	5	3	60%
Jewish Community Federation of Richmond	5	4	80%
Jewish Community of Louisville-KY	5	5	100%
United Jewish Federation of Greater Stamford, New Canaan and Darien	4	2	50%
Jewish Federation of CNY	3	2	67%
Jewish Federation of Greater Chattanooga	3	3	100%
United Jewish Community of the Virginia Peninsula	1	0	0%
Calgary Jewish Federation	0	0	0%
Jewish Federation of New Hampshire	0	0	0%