

## Detailed Findings

### I. RECIPIENT PROFILE -- Family and Camper

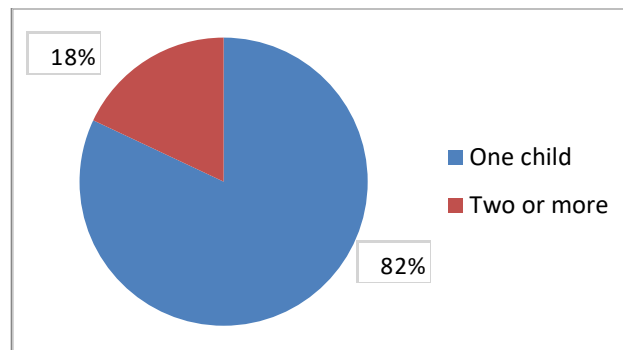
#### About the Family and Parents of OHC Campers

*\*projected to represent all OHC recipients*

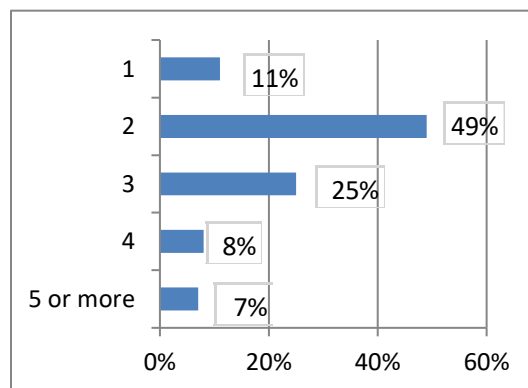
- 22% (more than 1,500) of OHC families\* have no affiliation with a synagogue. This is down from 30% in 2022, but comparable to the 20% in 2021.
- 31% (nearly 2,200) of OHC campers\* did not have a parent who attended Jewish overnight camp. This is down from 35% in 2022, but more comparable to 28% in 2021.
- The percentage of OHC parents with household income of \$100K+ is significantly higher than the general U.S. population. Additionally, 17% of OHC families have a household income of less than \$100K. This is down from 28% in 2019.
- 76% of campers had parents or caregivers who were *both* born in the U.S.
- 21% of OHC recipients come from families with only one Jewish parent.

#### Family History with One Happy Camper

##### Number of family members receiving incentive



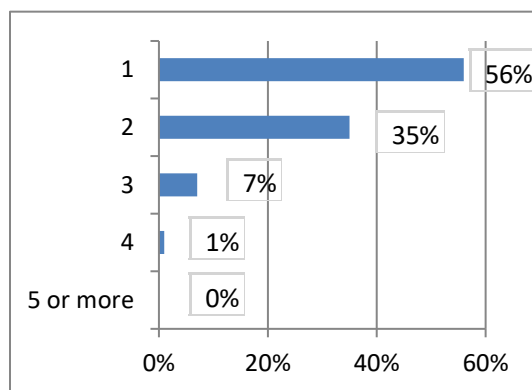
**How many dependent children do you have?** (Dependent children are defined as living in your household, either at home or, if applicable, away from home while attending college.)



Similar results in 2022

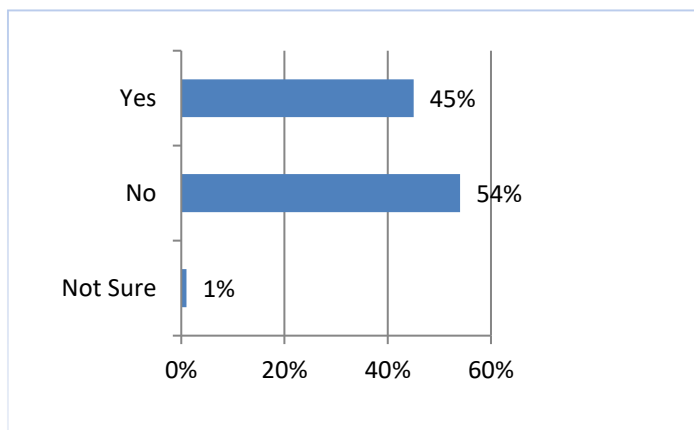
This research was conducted via an online survey, administered through the One Happy Camper registration system, and emailed to the applicant's parents AFTER they were notified that the grant had been approved. This study was conducted by Summation Research, Inc. 2640 surveys were completed for a response rate of 44%. Not all OHC recipients were invited to respond; parents of siblings who attended camp were only asked to fill out one survey and select communities opted not to participate. This report uses projections to represent the full participant list of 7,000 OHC grant recipients.

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



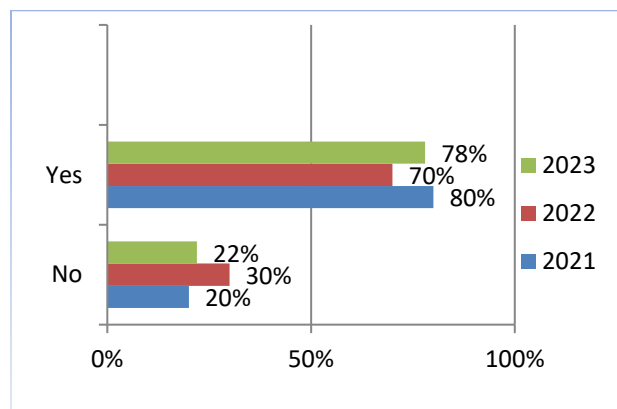
Similar results in 2022

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



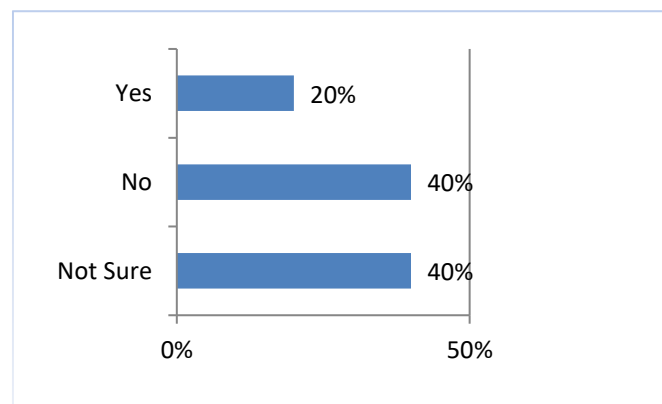
## Synagogue and Affiliation

Affiliated with a synagogue or temple



Similar results in 2021

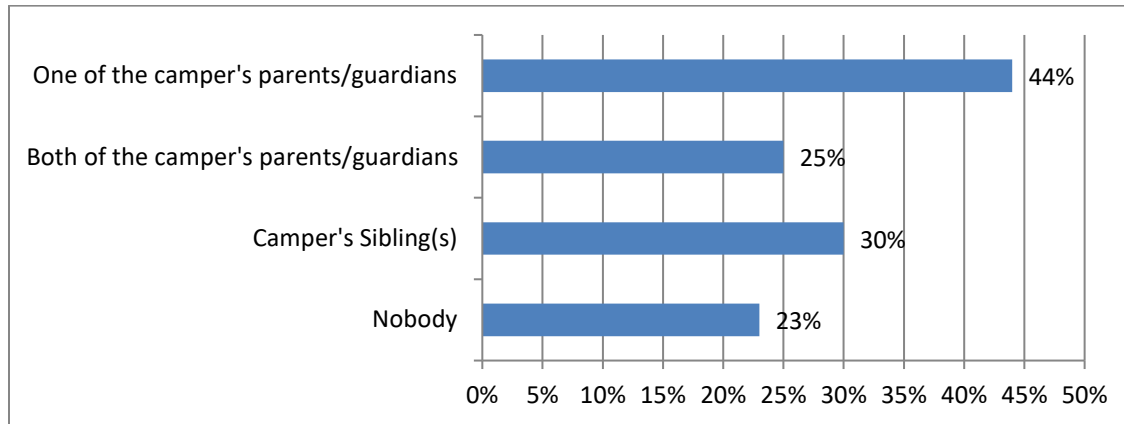
Does your temple/synagogue offer their own financial incentives/scholarships?



Similar results in 2022

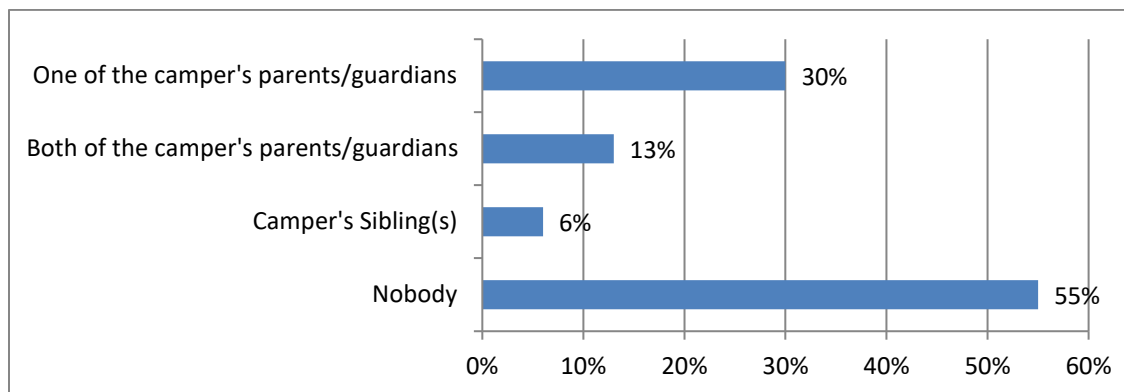
## Previous family experience at overnight camp

### Jewish overnight camp



Similar results in 2022

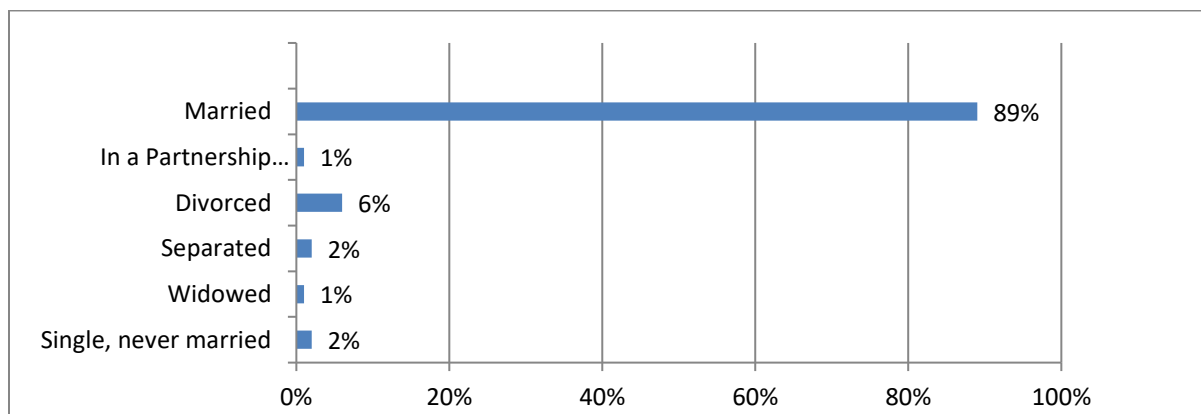
### Non-Jewish overnight camp



Similar results in 2022

## Additional family demographics

### Which of these best describes your marital status?



## Parent Employment

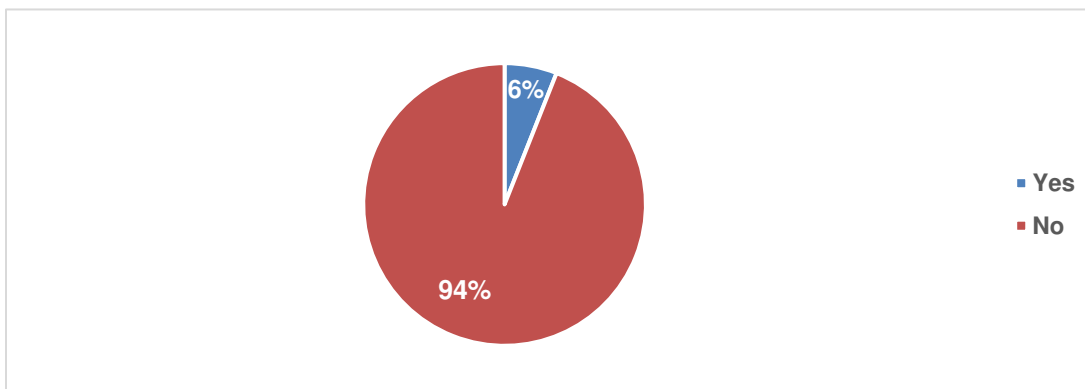
Parent Employment:	Parent 1	Parent 2
Employed full-time	64%	73%
Employed part-time	12%	6%
Self-employed	12%	13%
Retired	1%	1%
Full-time student	1%	0%
Not employed	10%	7%

Similar results in 2022

## Camper/Household Race(s)

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

## Does Anyone in Your Household Identify as a Person of Color?

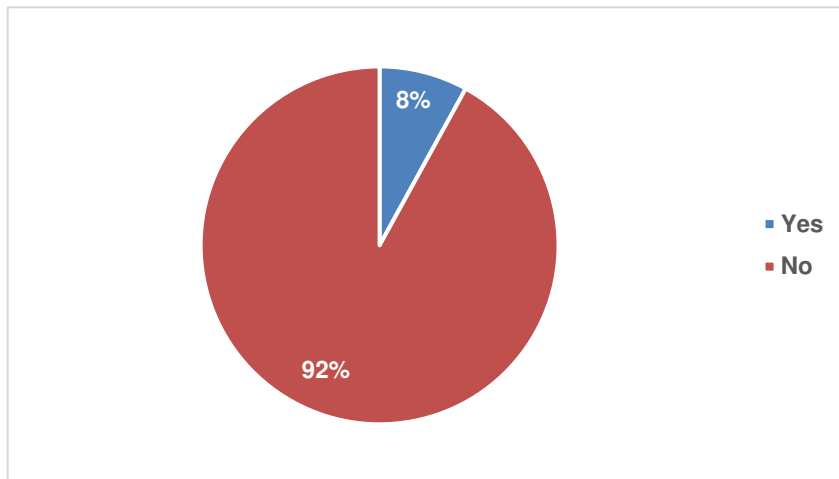


\*Excludes those who said "Prefer not to answer"

Which Jewish ethnic background describes you and/or members of your household?

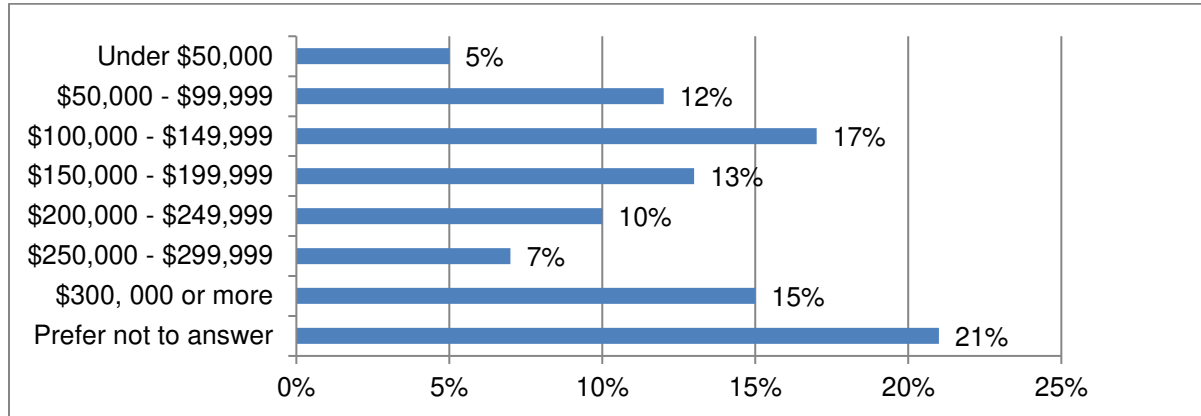
Ashkenazi	90%
Sephardic	3%
Jew by Choice	1%
Mizrahi	0%
Bukharian/Mountain Jews	0%
Other	0%
Prefer Not to Answer	1%
I don't know	3%

Does anyone in your household identify as part of the LGBTQ Community?



Languages spoken at home on a daily basis

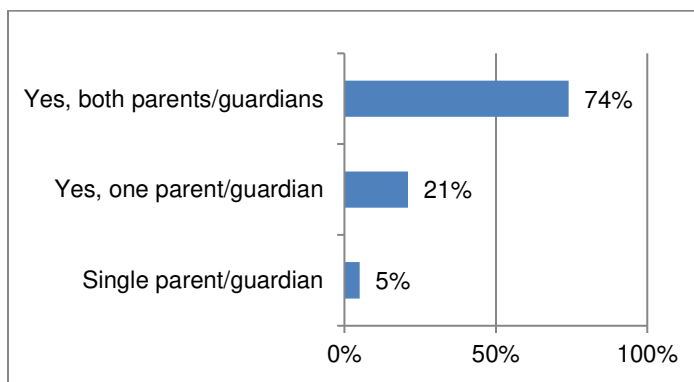
English	98%
Hebrew	1%
Russian	1%
Farsi	0%
Spanish	0%
Yiddish	0%
American Sign Language (ASL)	0%
Other	0%

**OHC Family Profile****Total HH Income:**

Percentage of OHC families with a household income of less than \$100K is down from 28% in 2019

**Parents Country of Origin:**

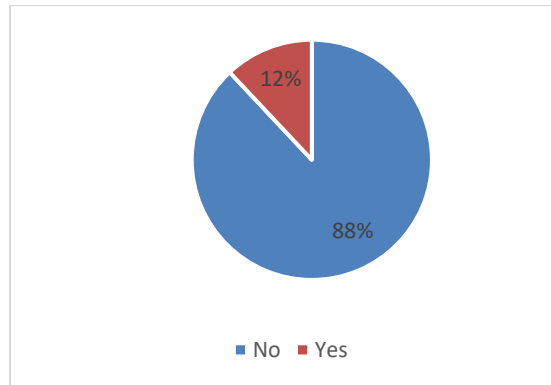
Country of Origin:	Parent 1	Parent 2
United States	83%	78%
Canada	6%	6%
Israel	4%	6%
Russia/FSU	4%	3%
Other	4%	7%

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

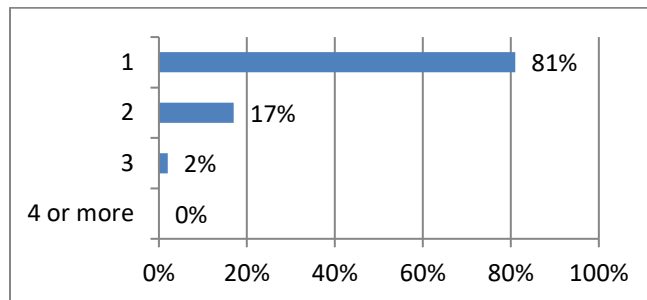
Similar results in 2022

**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

**How many of your children attending Jewish overnight camp (including the OHC recipient) have a disability (as defined above)?**

Similar results in 2022

**About the Camper**

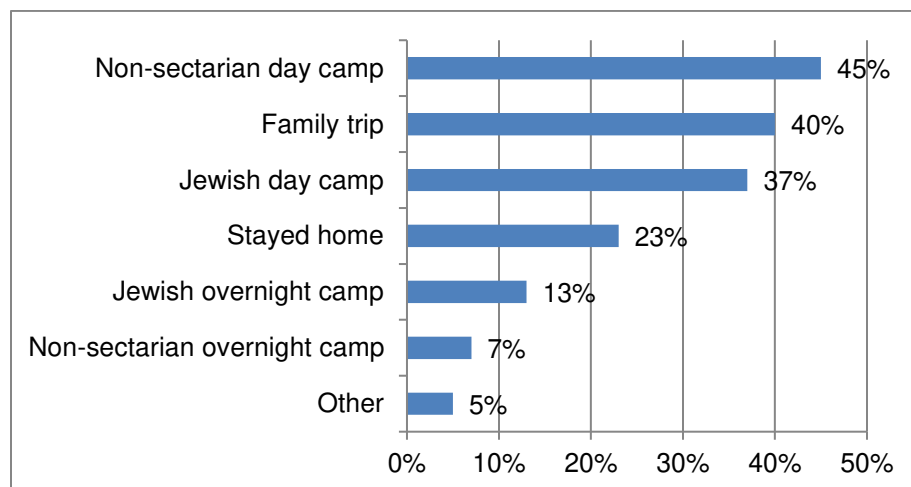
Most OHC recipients are first-time campers. 53% of first-time campers do not participate in Jewish youth groups or youth activities, making camp their primary immersive experience with Jewish peers.

**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
Hebrew/Religious School	61%	8%	2%	28%
Celebration of Shabbat	46%	20%	25%	10%
Celebration of Jewish holidays	30%	21%	48%	1%
Jewish Day School	27%	1%	1%	72%
Synagogue/temple services	20%	21%	44%	16%
Other	15%	6%	10%	70%

Participation in Jewish and/or Israel cultural events	14%	15%	51%	20%
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%

### How did they (the 2023 OHC recipient) spend the last summer (2022)?



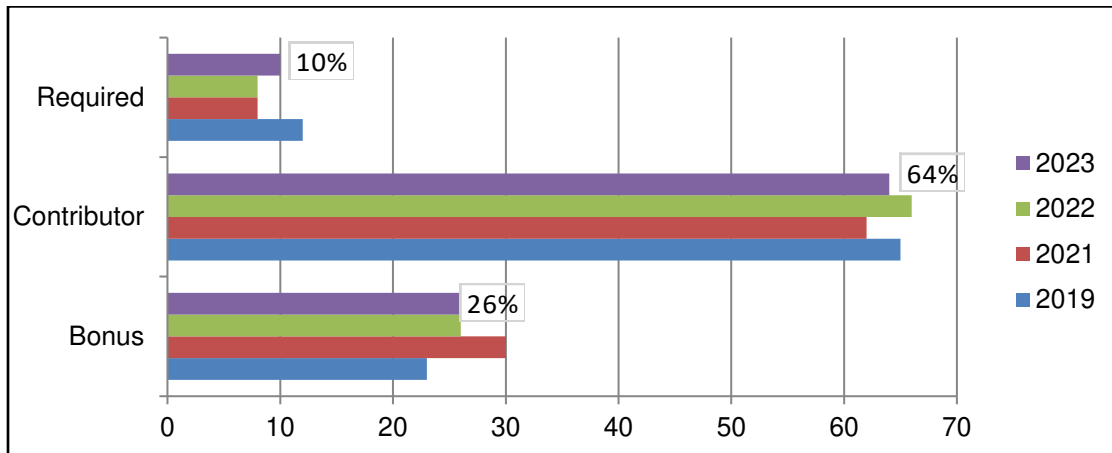
Similar results in 2022 except for “Stayed Home:” that was 31% in 2022 (perhaps lingering COVID effect).

## 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:

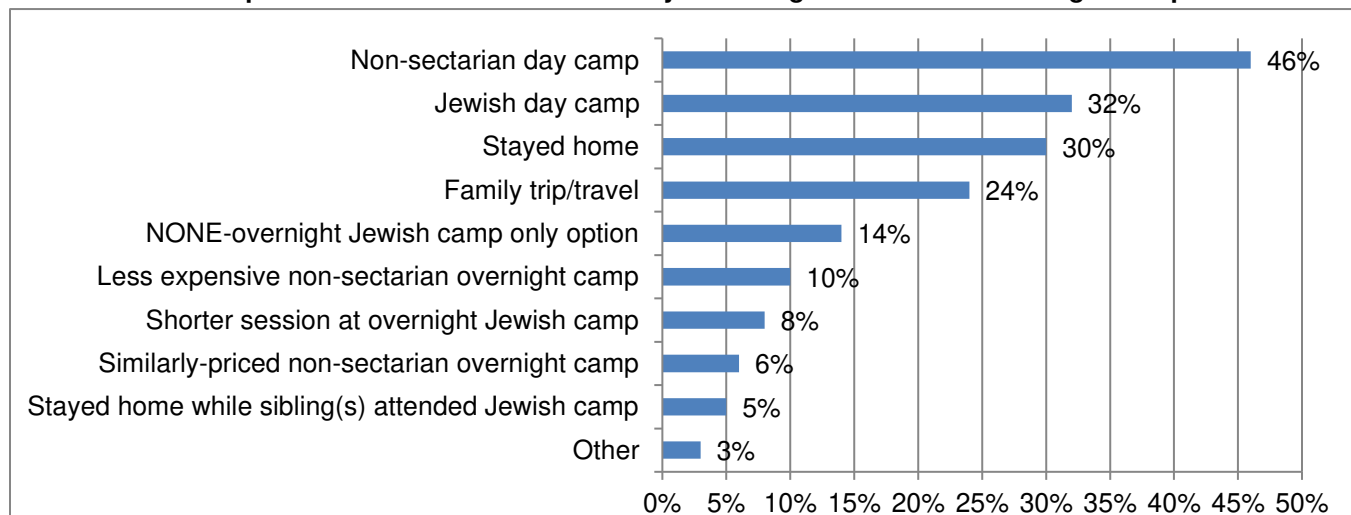


	2023 Total OHC (% OHC Respondents)	2022 Total OHC (% OHC Respondents)	For reference: 2019 Total OHC (% OHC Respondents)
Required	10%	8%	12%
Contributor	64%	66%	65%
Bonus	26%	26%	23%
(n)	2,341	2,712	2,733

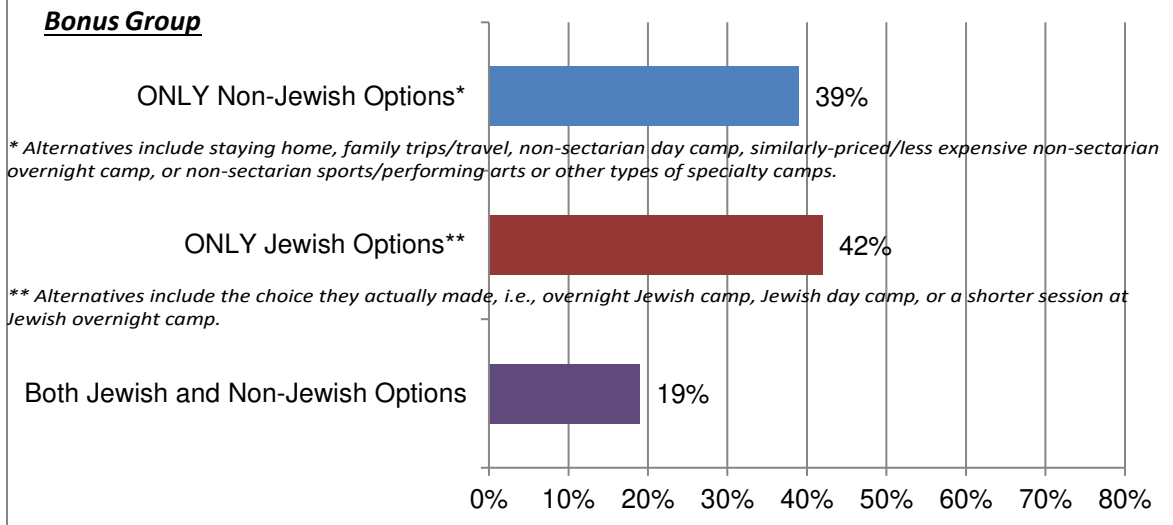
Likelihood that child would not have gone to Jewish overnight camp without incentive (segmented by family income):

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%

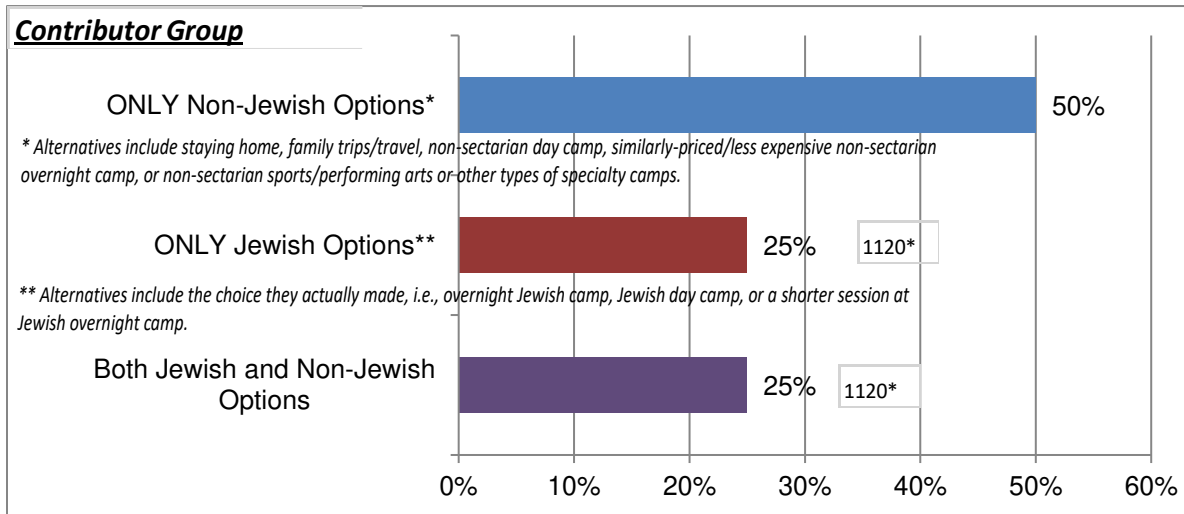
What would the camper have done this summer if they had not gone to Jewish overnight camp:



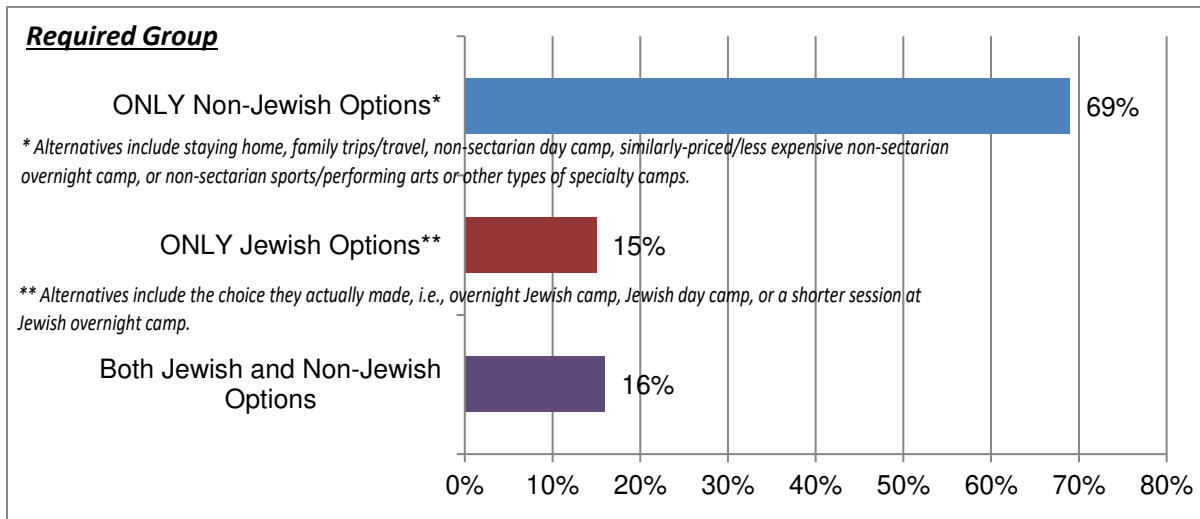
## Bonus Group



## Contributor Group



## Required Group



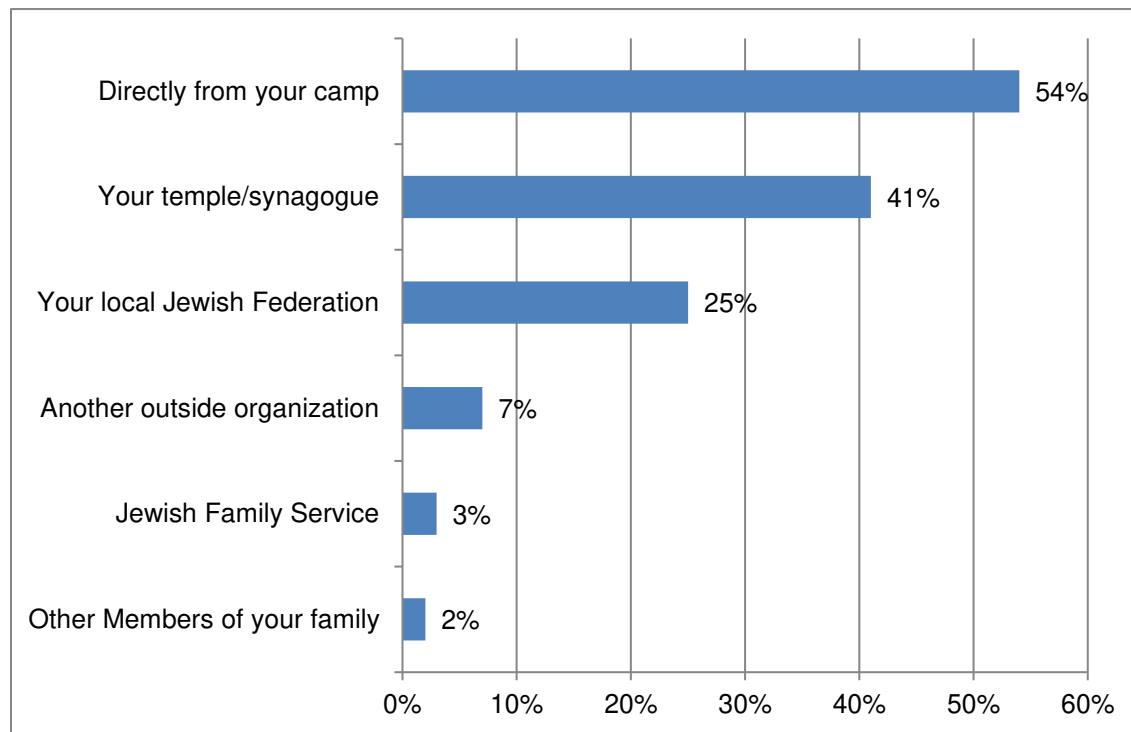
How influential were people/organizations below in your decision to send your child to overnight Jewish camp this summer?

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

#### **OHC grant as financial assistance:**

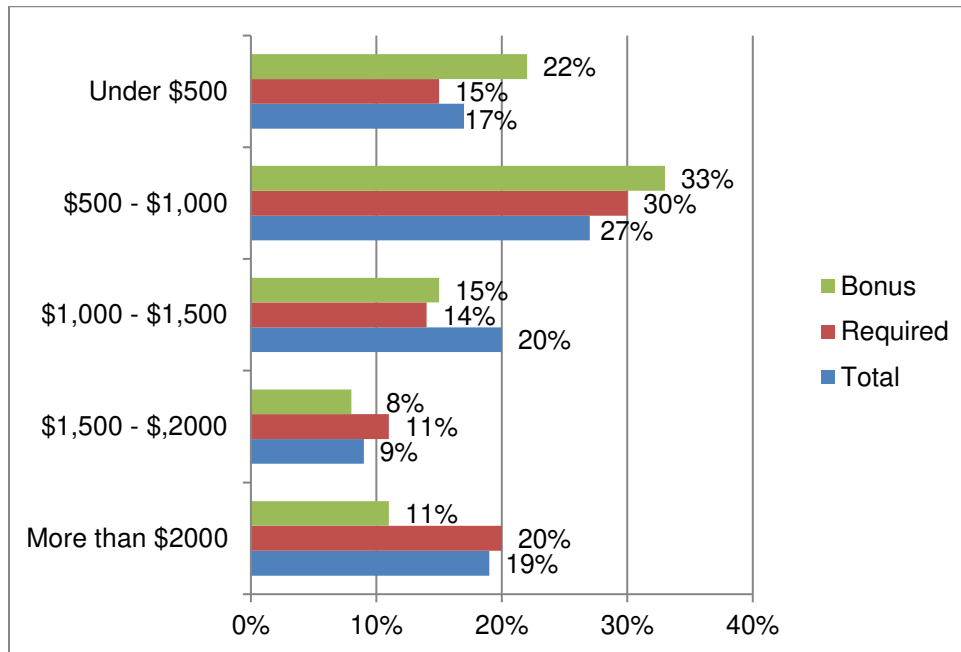
- Among all parents who said they were less likely to have sent their kids to camp without OHC, nearly **95%** cited cost and affordability as the barrier that OHC helped them to overcome.
- 31% of all OHC families indicated that they were receiving (or hoped to be receiving) additional outside funding, which is consistent with the findings from the OHC Retention Study. This scholarship funding (not OHC incentive funding) comes primarily from the camps (54%) or from the family's temple/synagogue (41%).

Where does additional funding come from:



According to [Foundation for Jewish Camp's 2023 Census Report](#), Average weekly tuition for a week of overnight camp was \$1,540 in 2023, a 7% increase from 2022.

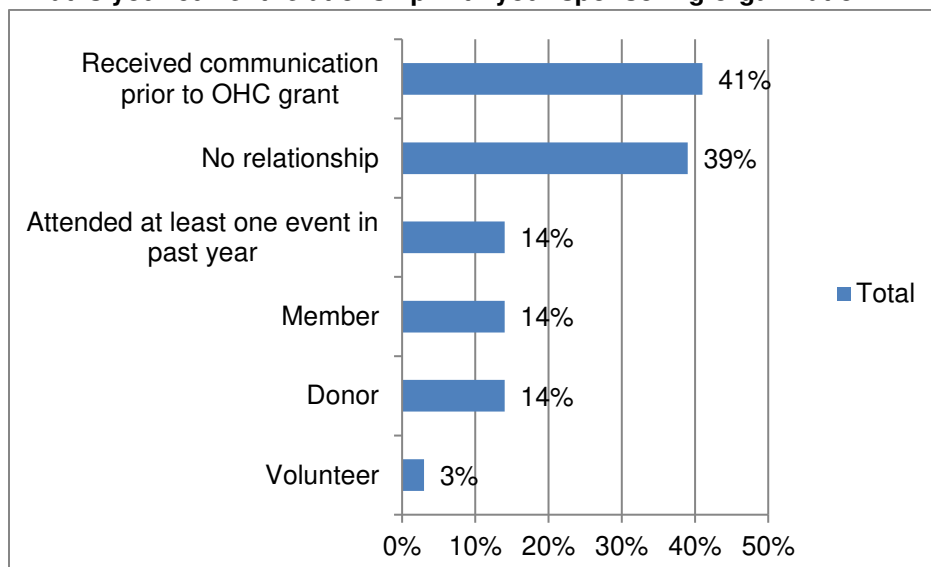
How much additional funding are recipients expecting to receive:



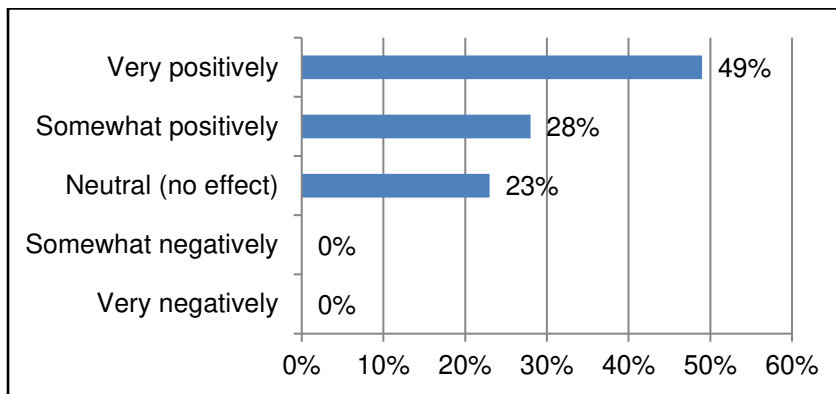
### III. JEWISH ENGAGEMENT

- For the majority of families, OHC had the additional perceived benefit of creating closer ties to their Jewish community and/or their Federation.
  - 71% are not currently members and/or donors of their sponsoring organizations, many with giving potential.
  - 77% believed the incentive positively affected their family's connection to the overall Jewish community.
  - 78% believed the incentive positively affected their connection to the local Federation.
  - 75% were more likely to support the sponsoring organization.

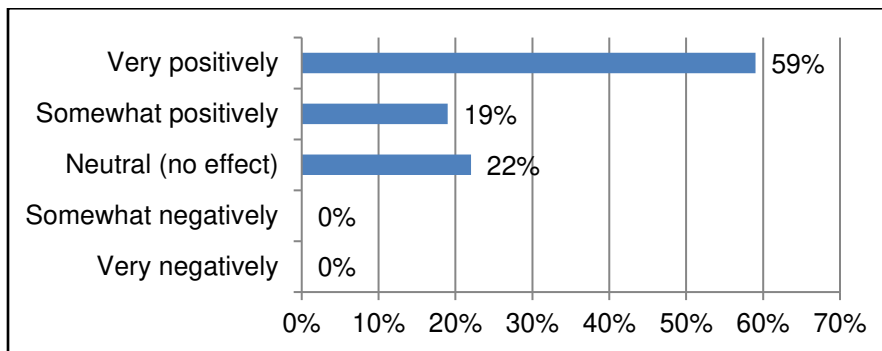
What is your current relationship with your sponsoring organization?



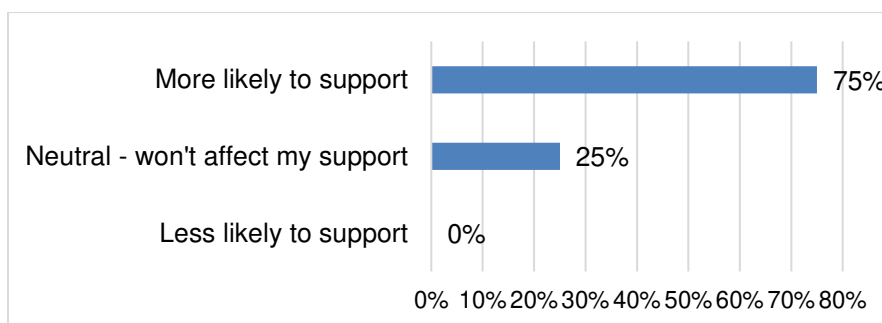
**How did the OHC grant affect the family's connection to the overall Jewish community:**



**How did the OHC grant affect the family's connection to the sponsoring organization:**



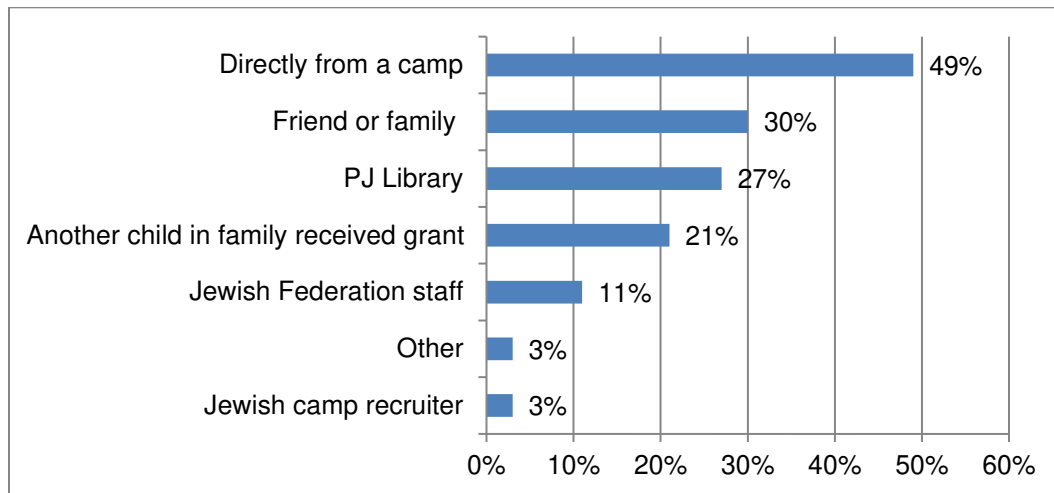
**How might your One Happy Camper experience affect your support for the sponsoring organization?**



### **IV. Incentive Awareness and the Application Process**

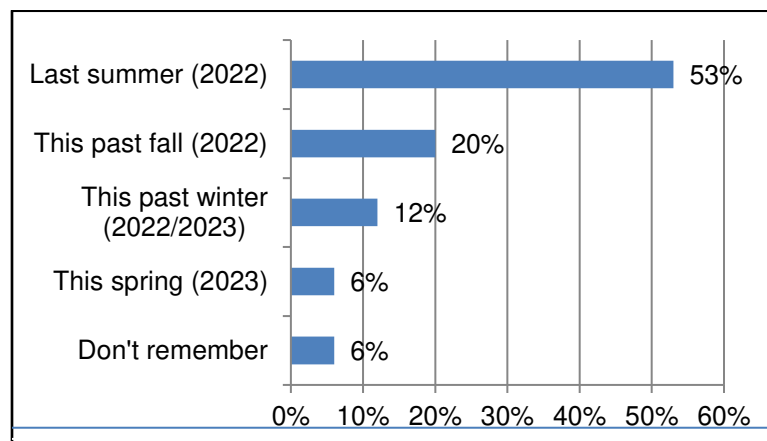
- Parents primarily hear about OHC from camps and word of mouth from friends and family.
- Most recipients began their search for a camp by talking to a camp where a family member attended.
- 71% of 2023 OHC recipients started their camp search/summer planning at least 9 months in advance.
- The majority of respondents were not aware that the FJC was a co-sponsor of this program.

## How did you hear about the OHC Program?

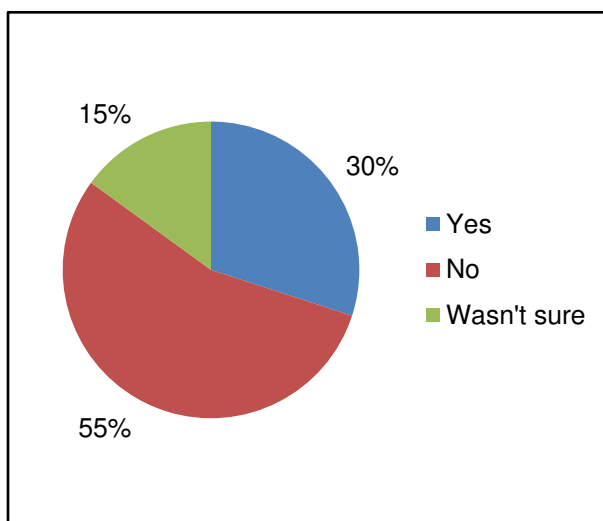


*Based on results gathered from the total North American OHC recipient group*

## At what point did you begin specifically considering Jewish overnight camp for the summer of 2023?



## 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 - Response Rates by Participating Partners**

PARTNER	# OHC Households	# of Survey responses	Response Rate
Buffalo Jewish Federation	7	5	71%
Calgary Jewish Federation	0	0	0%
Charleston Jewish Federation	9	4	44%
Combined Jewish Philanthropies of Greater Boston	290	134	46%
Generations Fund/Federation CJA	171	75	44%
Greater Miami Jewish Federation	61	21	34%
Greensboro Jewish Federation	7	3	43%
Jewish Alliance of Greater Rhode Island	6	3	50%
Jewish Community Federation and Endowment Fund (Alameda, Contra Costa, Napa and Solano Counties)	159	75	47%
Jewish Community Federation and Endowment Fund (San Fran, the Peninsula, Marin and Sonoma Counties)	201	89	44%
Jewish Community Federation of Richmond	5	4	80%
Jewish Community of Louisville	19	5	26%
Jewish Community of Louisville-KY	5	5	100%
Jewish El Paso – Connecting El Paso and Las Cruces	5	3	60%
Jewish Federation and Jewish Foundation of Nashville and Middle Tennessee.	8	5	63%
Jewish Federation in the Heart of New Jersey	24	12	50%
Jewish Federation of Broward County	59	19	32%
Jewish Federation of Cleveland and the Jewish Education Center of Cleveland	68	30	44%
Jewish Federation of CNY	3	2	67%
Jewish Federation of Greater Ann Arbor	10	4	40%
Jewish Federation of Greater Atlanta	267	136	51%

## 2023 One Happy Camper Evaluation

February 2024

<b>Jewish Federation of Greater Chattanooga</b>	3	3	100%
<b>Jewish Federation of Greater Dallas</b>	51	24	47%
<b>Jewish Federation of Greater Indianapolis</b>	14	6	43%
<b>Jewish Federation of Greater Los Angeles</b>	383	147	38%
<b>Jewish Federation of Greater MetroWest New Jersey</b>	148	48	32%
<b>Jewish Federation of Greater Philadelphia</b>	151	74	49%
<b>Jewish Federation of Greater Pittsburgh</b>	67	33	49%
<b>Jewish Federation of Greater Portland</b>	60	32	53%
<b>Jewish Federation of Greater Rochester</b>	28	11	39%
<b>Jewish Federation of Greater Seattle</b>	100	50	50%
<b>Jewish Federation of New Hampshire</b>	1	0	0%
<b>Jewish Federation of Northern New Jersey</b>	118	43	36%
<b>Jewish Federation of San Antonio</b>	11	6	55%
<b>Jewish Federation of San Diego County</b>	84	33	39%
<b>Jewish Federation of South Palm Beach County</b>	30	7	23%
<b>Jewish Federation of Southern New Jersey</b>	20	7	35%
<b>Jewish Federation of St. Louis</b>	61	30	49%
<b>Jewish Foundation of Greater New Haven</b>	24	12	50%
<b>Jewish Nevada</b>	24	15	63%
<b>JEWISHcolorado</b>	107	45	42%
<b>JewishColumbus</b>	44	25	57%
<b>JUF CHICAGO</b>	414	184	44%
<b>Milwaukee Jewish Federation</b>	23	13	57%
<b>National Ramah Commission (Ramah)</b>	136	61	45%
<b>PJ Goes to Camp</b>	1049	559	53%
<b>Small Community Incentive Grant- Powered by One Happy Camper</b>	254	141	56%
<b>St. Paul Jewish Federation</b>	12	4	33%
<b>The Jewish Federation of Greater Washington</b>	169	81	48%
<b>The Jewish Federation of Greater Washington (Virginia)</b>	81	35	43%
<b>Tidewater Jewish Foundation</b>	9	5	56%
<b>Union for Reform Judaism (URJ)</b>	364	123	34%
<b>United Jewish Community of the Virginia Peninsula</b>	1	0	0%
<b>United Jewish Federation of Greater Stamford, New Canaan and Darien</b>	4	2	50%