



Russian-Speaking Jewish Initiative 2025 for Overnight Camps

Jewish camps have proven to be effective in fostering strong Jewish identity and lifelong community commitment. However, participation among Russian-Speaking Jews (RSJs) remains disproportionately low. Despite constituting around 10% of the Jewish population, only 2-3% of One Happy Camper® (OHC) grant recipients are RSJs, highlighting significant growth potential. FJC actively collaborates with Jewish camps and local communities to bridge the participation gap among RSJs.

Initiative Goals

- Increase RSJ campers' participation in Jewish camps across North America.
- Support camps in crafting effective RSJ recruitment strategies.
- Enhance awareness of Jewish camping's transformative impact within RSJ communities.

Eligibility

Camps: All overnight camps in FJC network are welcome to apply. Camps with prior experience engaging RSJs will be given priority. Completing an application does not guarantee acceptance to the Initiative.

Campers: Eligible campers include first-time and returning campers with at least one parent born in a former Soviet Union country: Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, or Uzbekistan, **AND** consider Judaism part of their identity.

Camper Grants

Participating overnight camps will receive financial support for new and returning RSJ campers through various funding tiers outlined below. Qualified campers will be eligible for tuition assistance as determined by the participating camp. FJC provides flexibility in utilizing the funds, allowing camps to allocate resources toward camper tuition support through incentive grants and/or need-based scholarship (main focus of the funds), and RSJ-focused marketing and recruitment efforts. While a mandatory financial match is no longer required, FJC strongly encourages camps to maintain their investment in the RSJ community at the recommended levels.

Enrolled RSJ Campers	Total Funding	FJC Funding	Recommended Camp Match
Tier 1 - Target 20 RSJs	\$ 15,500	\$ 10,500	\$ 5,000
Tier 2 - Target 30 RSJs	\$ 22,500	\$ 15,000	\$ 7,500
Tier 3 - Target 50 RSJs	\$ 36,500	\$ 24,000	\$ 12,500
Tier 4 - Target 60 RSJs	\$ 43,500	\$ 28,500	\$ 15,000

RSJ Recruiter Funding

Accepted camps will have the opportunity to apply for additional funding to hire an RSJ recruiter. FJC will provide up to **\$3,500** in funding, with a recommended **\$1,500** contribution from the camp. This funding is designated exclusively for the RSJ recruiter's salary and cannot be used for other RSJ marketing or recruitment initiatives.

RSJ Family Camps

Up to four participating overnight camps in the Initiative will be eligible to apply for additional funding to support development and implementation of a family camp program targeting the RSJ community. FJC will provide up to **\$20,000** to be matched by each camp (2:1 match rate, total budget of at least **\$30,000**) to engage at least 20 RSJ families. FJC will support camps with program consultation with an FJC Jewish educator and RSJ Initiative Director, partnership development, and RSJ outreach.

Contact

For more information or if you have any questions, please contact **Yevgeniy Klig** at Yevgeniy.Klig@jewishcamp.org.