

Detailed Findings

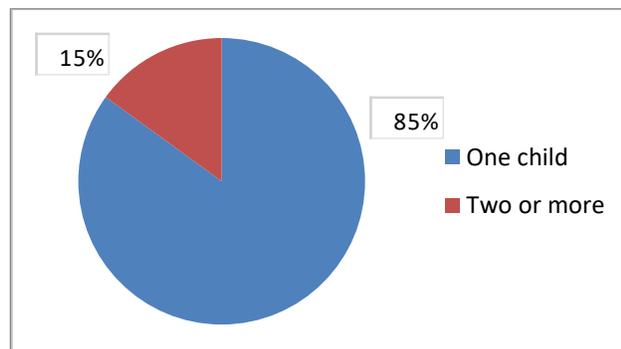
I. RECIPIENT PROFILE – Family and Camper

About the Family and Parents of OHC Campers

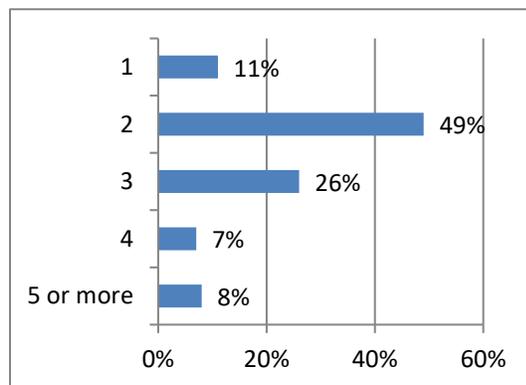
- Most families (85%) were applying for OHC for one child. 43% of OHC camper siblings had received a grant this summer or in previous summers.
- 21% (or more than 1400 of OHC families) (projected to the total OHC recipient group) have no affiliation with a synagogue.
- 31% (or more than 2100) of OHC 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 63% were *both* born in the U.S.
- 19% are families with only one Jewish parent.

Family History with One Happy Camper

Number of family members receiving incentive

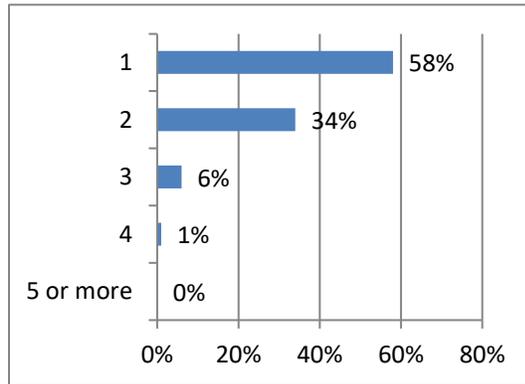


How many dependent children do you have? (Dependent children are defined as living in your household, either at home or, if applicable, away from home while attending college.)



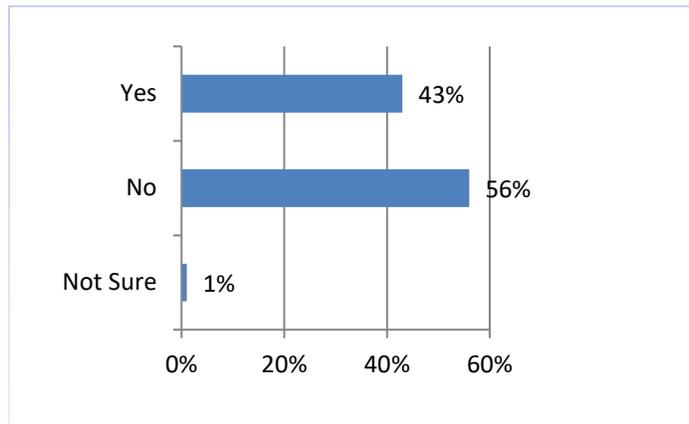
Similar results in 2023

How many children will you be sending to Jewish overnight camp for the summer of 2024?



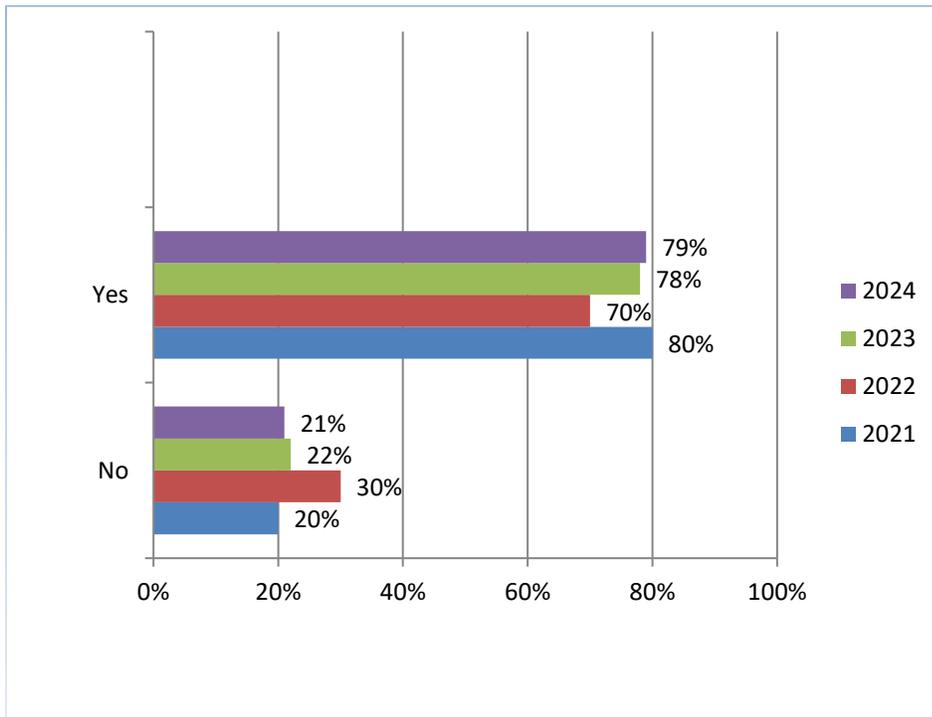
Similar results in 2023

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



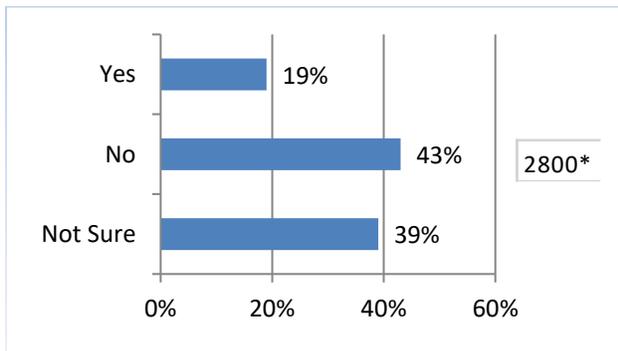
Synagogue and Affiliation

Affiliated with a synagogue or temple?



Similar Results similar in 2023

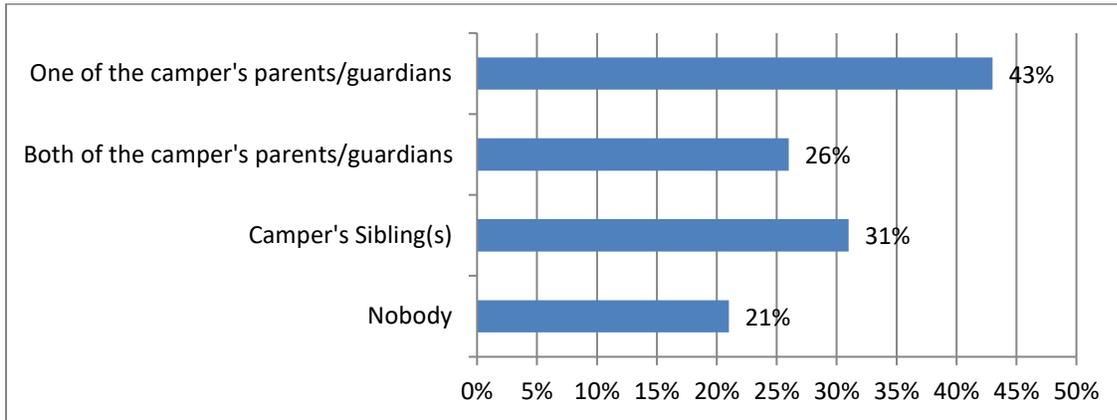
Does your temple/synagogue offer their own financial incentives/scholarships



Similar results in 2023

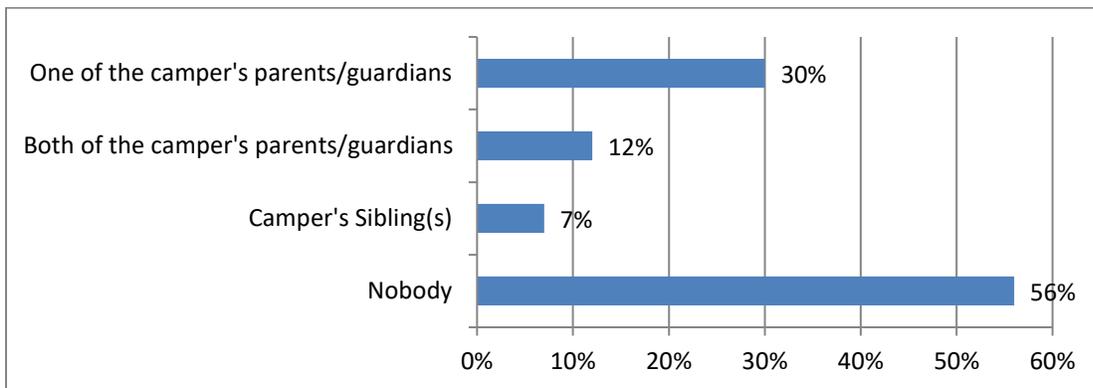
Previous family experience at overnight camp

Jewish overnight camp



Similar results in 2023

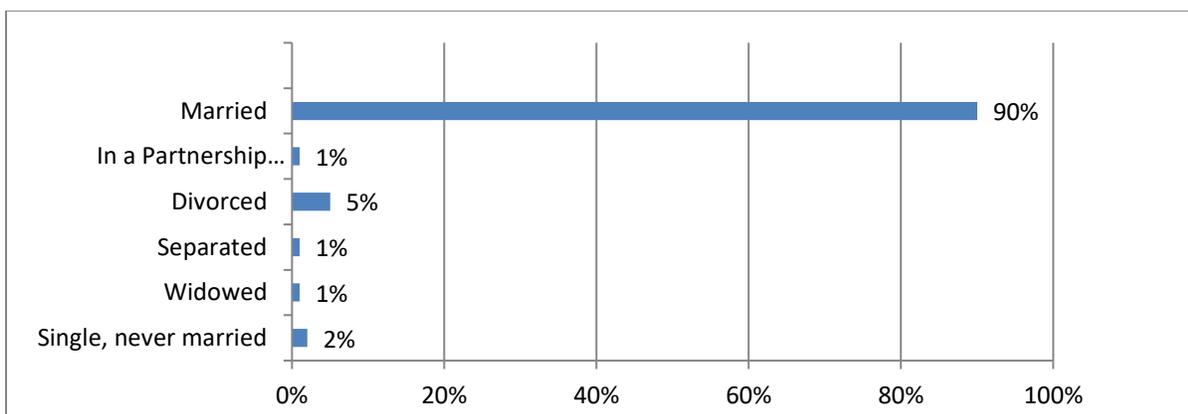
Non-Jewish overnight camp



Similar results in 2023

Additional family demographics

Which of these best describe your marital status?



Similar results in 2023

Parent Employment

Parent Employment:	Parent 1	Parent 2
Employed full-time	66%	74%
Employed part-time	11%	6%
Self-employed	13%	11%
Retired	0%	0%
Full-time student	0%	1%
Not employed	10%	8%

Race

African American or Black	0%
Alaska Native	0%
Asian or Asian American	0%
European American	84%
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	92%
Sephardic	3%
Jew by Choice	1%
Mizrahi	0%
Bukharian/Mountain Jews	0%
Other	0%
Prefer Not to Answer	1%
I don't know	2%

Identify as part of the LGBTQ Community

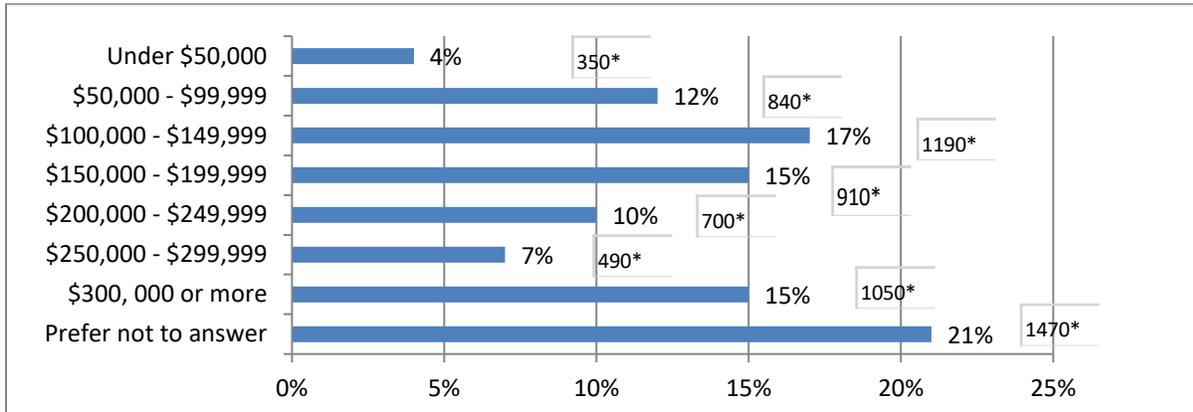
Yes	7%
No	93%

Languages spoken at home on a daily basis

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

OHC Family Profile

Total HH Income:



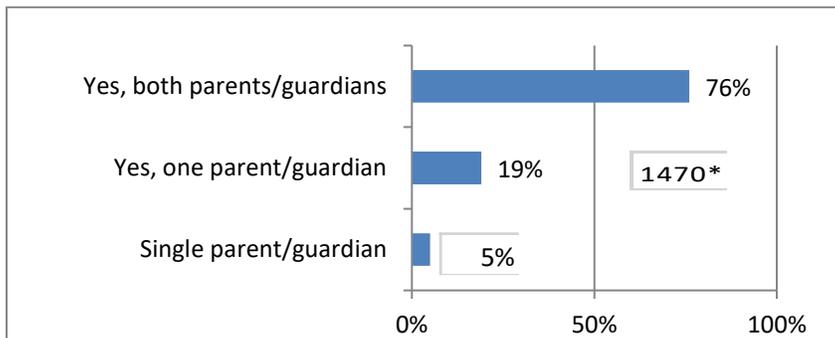
Similar results in 2023

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

Parents' Country of Origin:

Country of Origin:	Parent 1	Parent 2
United States	82%	78%
Canada	5%	6%
Israel	4%	6%
Russia/FSU	4%	3%
Other	5%	7%

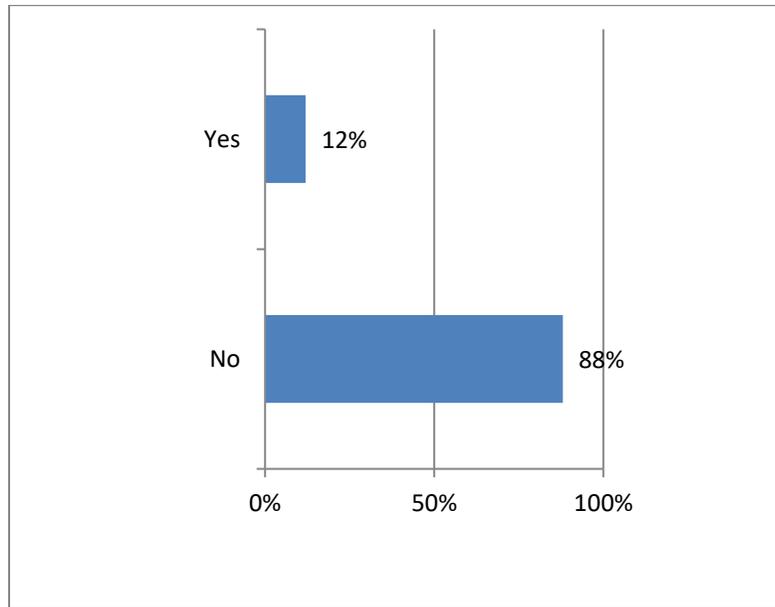
Do either one or both of the camper's parents/guardians identify as being Jewish?



Similar results in 2023

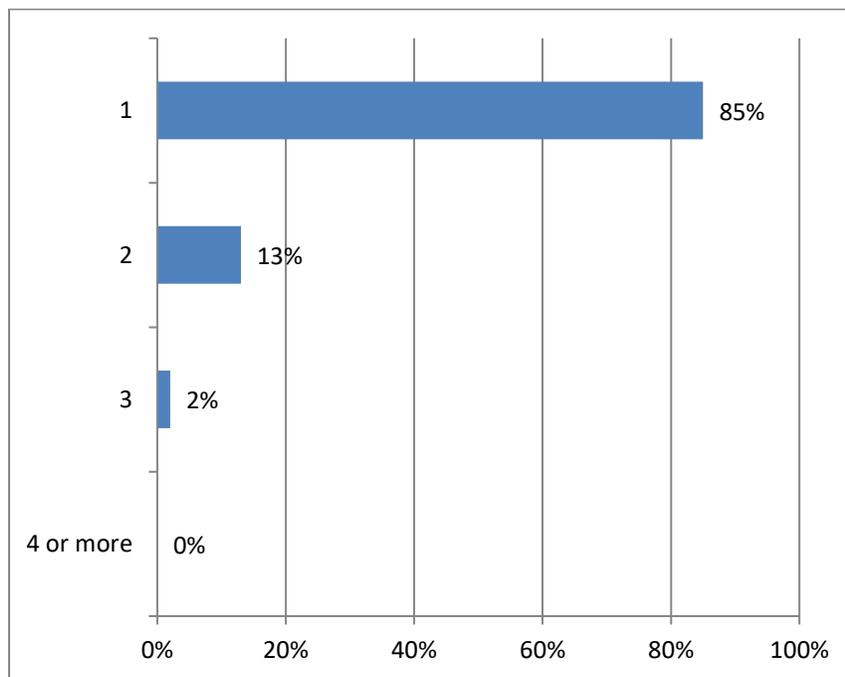
*Projected total based on research percentage applied to total North American OHC recipient number

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 2023

If yes, how many?



Similar results in 2023

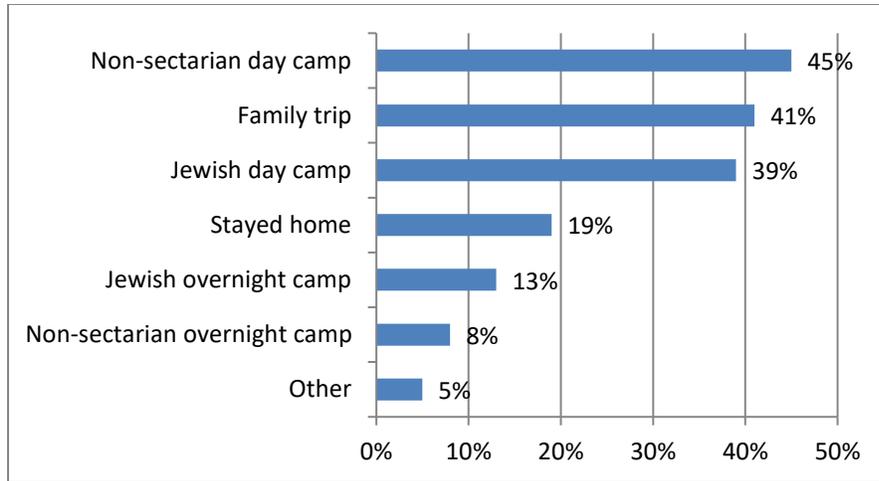
About the Camper

- Most OHC recipients are first-time campers. 49% 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	64%	9%	3%	25%
Celebration of Shabbat	47%	21%	23%	8%
Celebration of Jewish holidays	33%	22%	45%	1%
Jewish Day School	28%	1%	1%	70%
Synagogue/temple services	21%	22%	44%	13%
Other	15%	7%	9%	68%
Participation in Jewish and/or Israel cultural events	16%	17%	50%	16%
Jewish youth group/activities	11%	14%	31%	44%
Programs at your Jewish Community Center (JCC)	4%	5%	26%	65%
Community service: Jewish service-learning or youth philanthropy, etc.	2%	5%	34%	59%

How did they (the 2024 OHC recipient) spend the last summer (2023)?



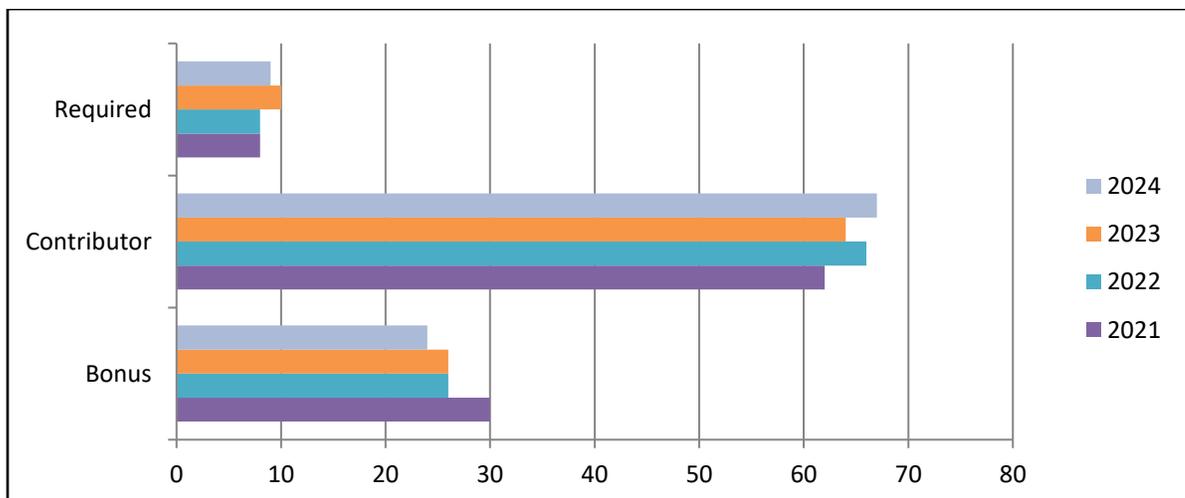
Similar results in 2023

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

Role of incentive in summer plans

- In 2024, 9% 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 13% of all respondents said that Jewish camp was always the plan. This means that for 87% of respondents, Jewish camp was one of several options they were considering from among an array of mostly secular alternatives, including 28% who would have simply stayed home.

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

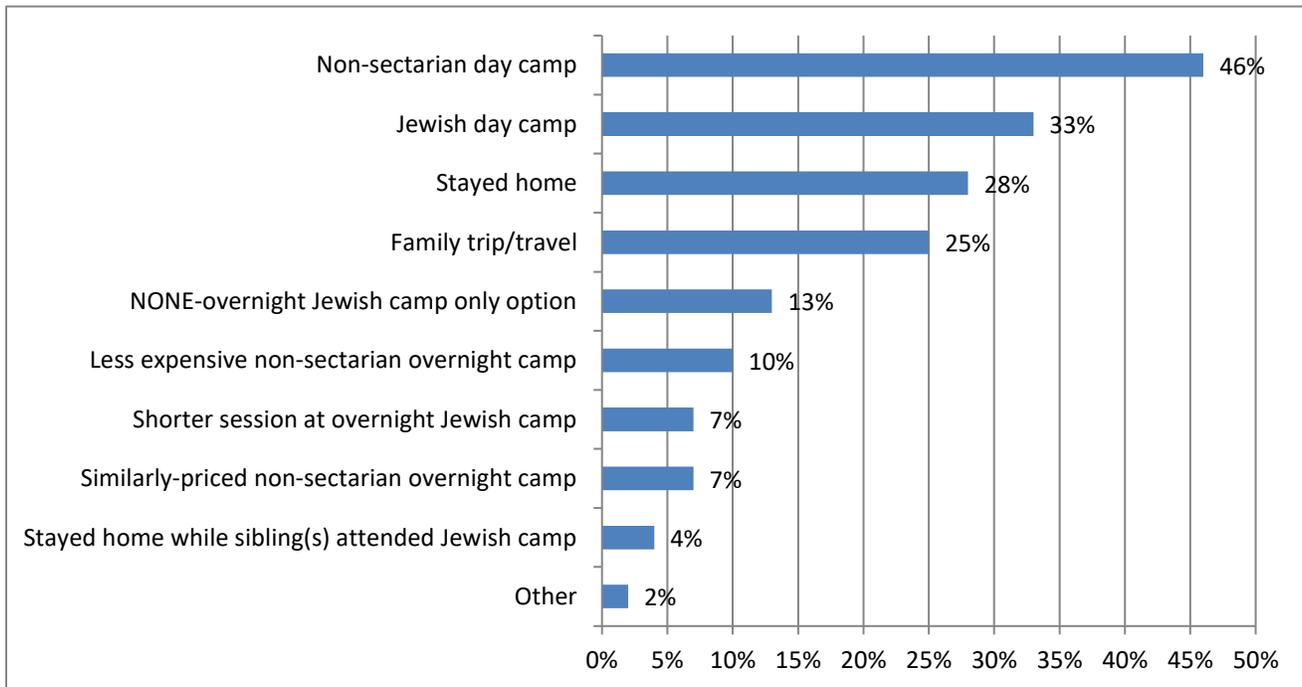


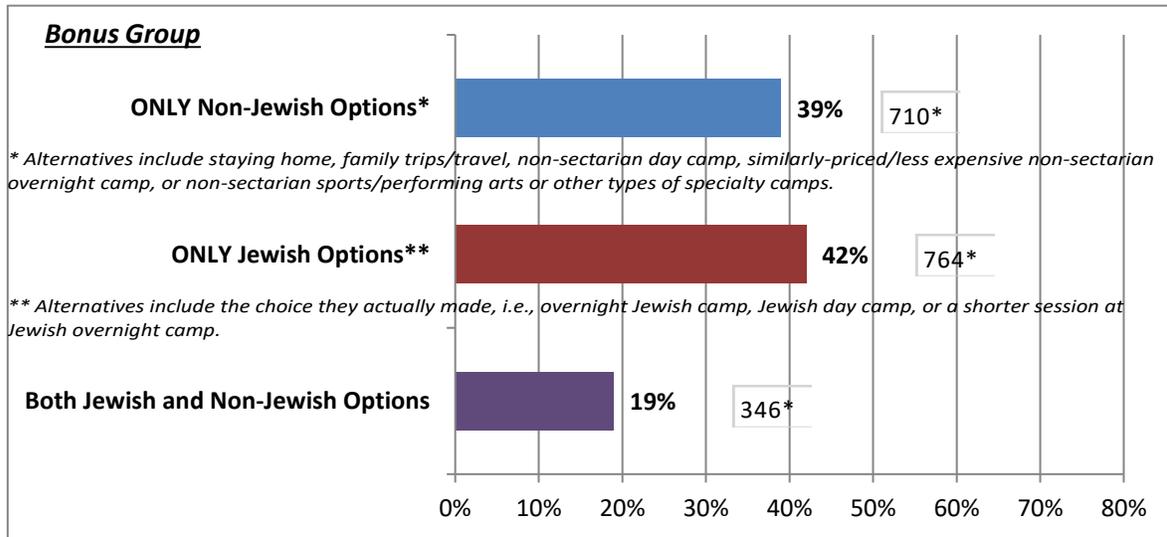
	2024 Total OHC (% OHC Respondents)	2023 Total OHC (% OHC Respondents)	For reference: 2019 Total OHC (% OHC Respondents)
Required*	9%	10%	12%
Contributor**	67%	64%	65%
Bonus***	24%	26%	23%
(n)	2,502	2,341	2,733

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

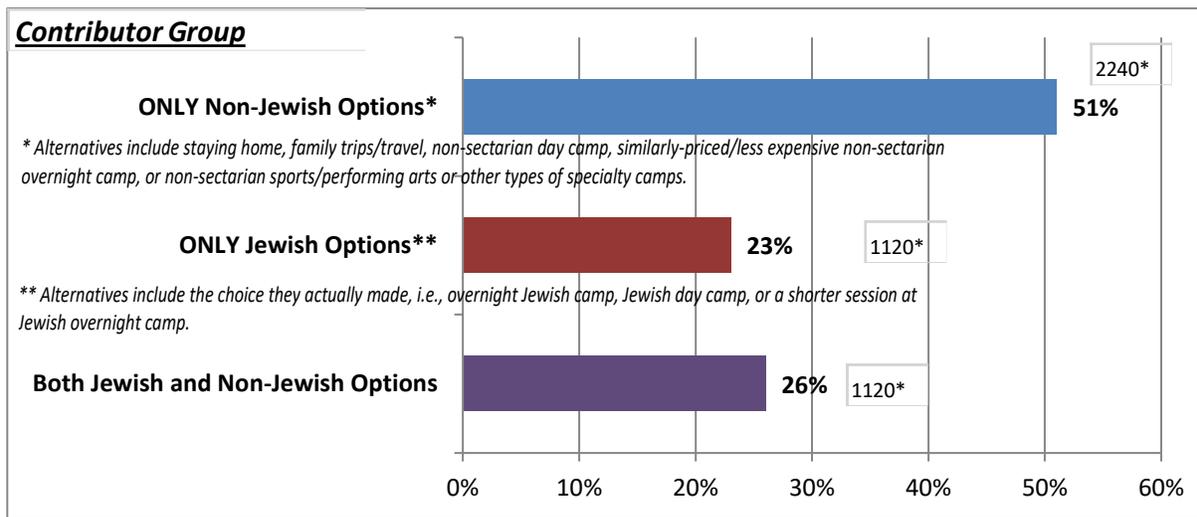
Total U.S	2024 Total	Required	Contributor	Bonus
Under \$100K	16%	45%	15%	5%
\$100 - \$149K	17	23	19	7
\$150 - \$199K	15	10	17	11
\$200 - \$299K	17	8	19	18
Over \$300K	14	2	111	33
Didn't Provide Income	21	12	19	26

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

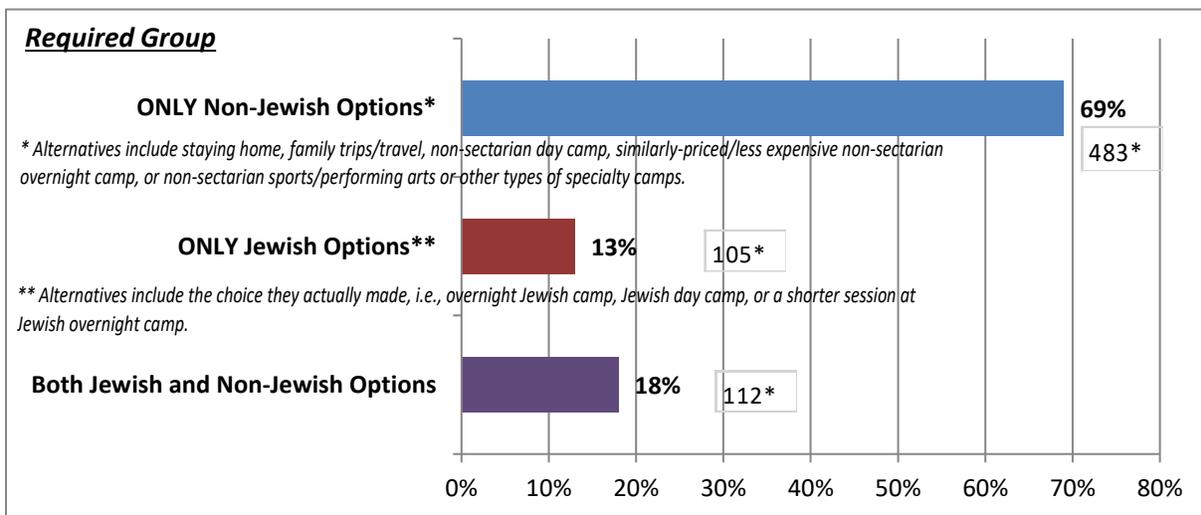




**Projected total based on research percentage applied to North American Bonus Group OHC recipient number



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



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

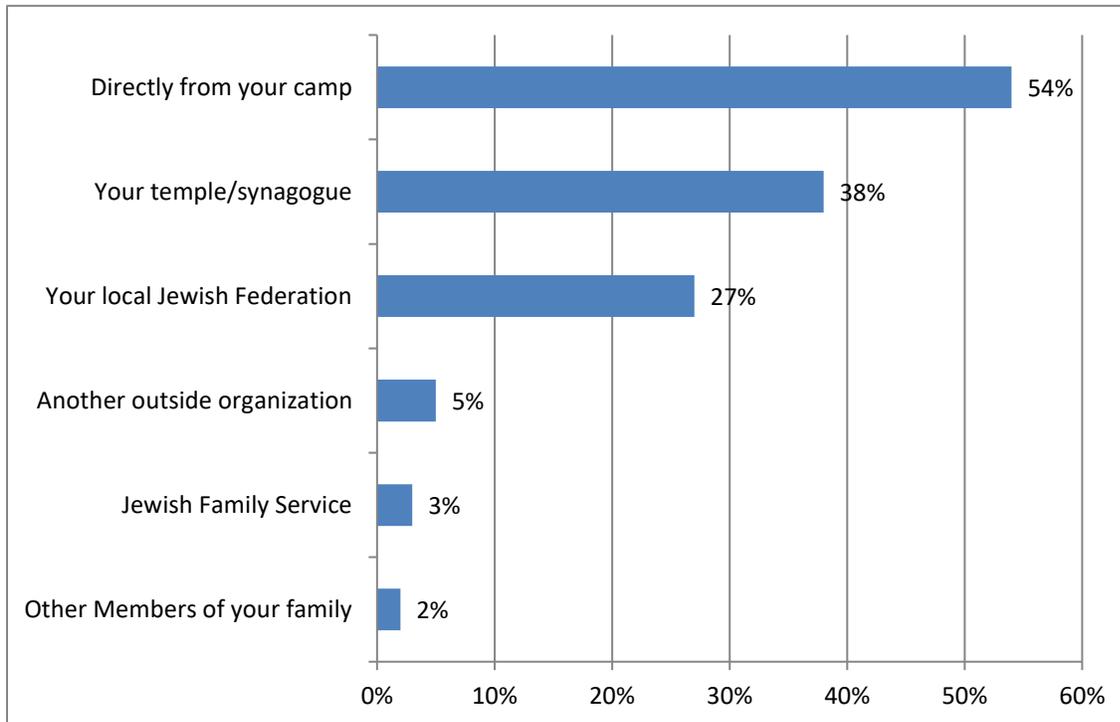
How influential were people/organizations below in your decision to send your child to overnight Jewish camp this summer?

	Friends	Family	Your Rabbi	Your Hebrew/ Religious School	Your local Jewish Federation	Youth Group	PJ Library	Other
5 (Extremely Influential)	39%	31%	9%	11%	6%	3%	7%	22%
4	22%	21%	7%	11%	8%	3%	8%	4%
3	15%	16%	12%	14%	13%	5%	13%	1%
2	7%	8%	10%	9%	10%	5%	11%	0%
1 (Not at all Influential)	13%	18%	40%	32%	41%	39%	36%	1%

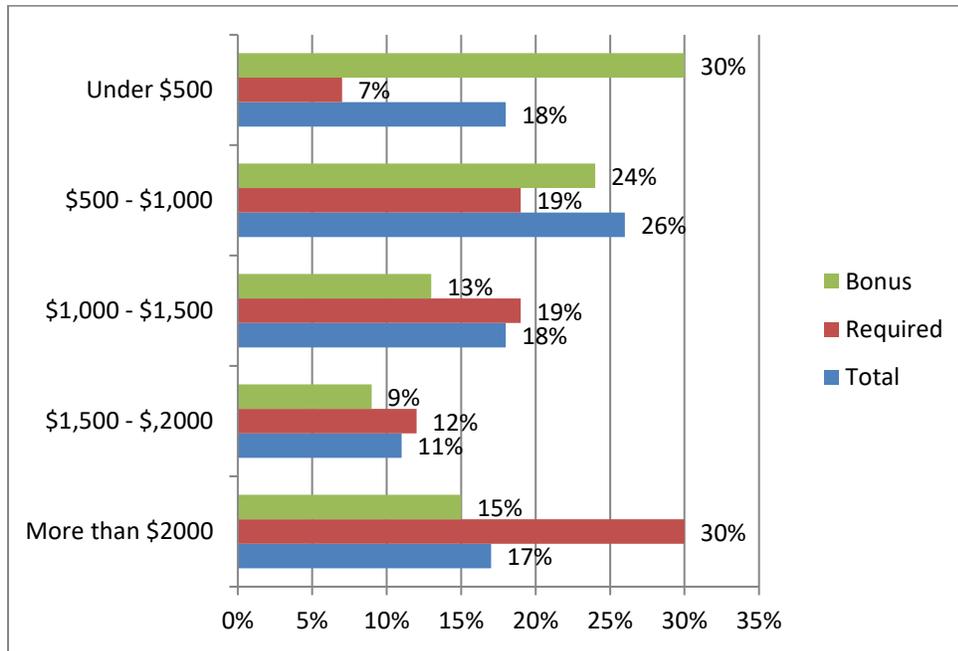
OHC grant as financial assistance:

- 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 (38%).

Where does additional funding come from:



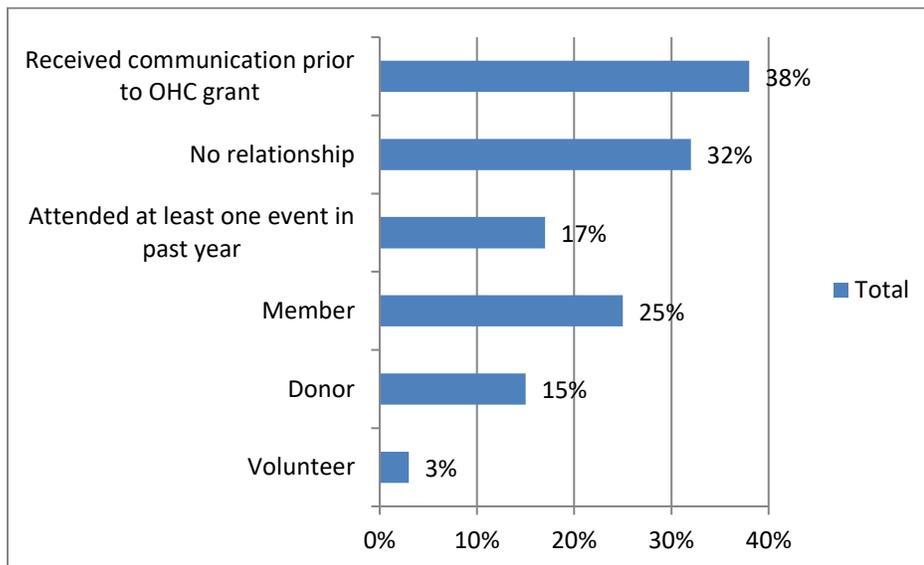
How much additional funding are recipients expecting to receive:



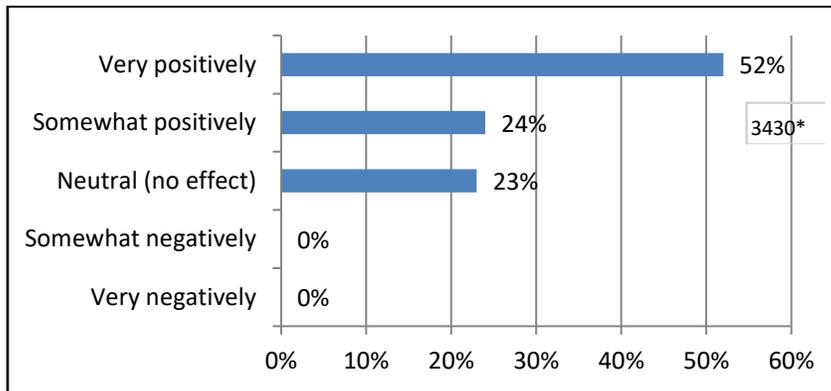
III. JEWISH ENGAGEMENT

- For the majority of families, OHC had the additional perceived benefit of creating closer ties to their Jewish community and/or their Federation.
 - 59% OHC families projected to the total OHC recipient group) are not currently members and/or donors of their sponsoring organizations, many with giving potential.
 - 76% OHC families projected to the total recipient group) believed the incentive “positively” affected their family’s connection to the overall Jewish community.
 - 80% OHC families projected to the total recipient group) believed the incentive “positively” affected their connection to the local Federation.
 - 75% 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?

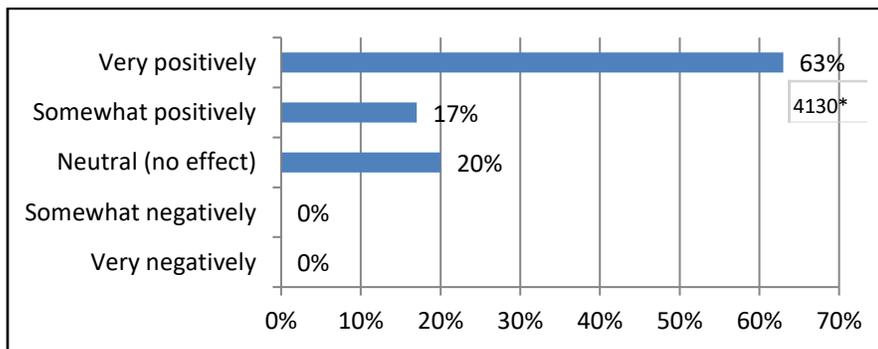


How did the OHC grant affect the family’s connection to the overall Jewish community:

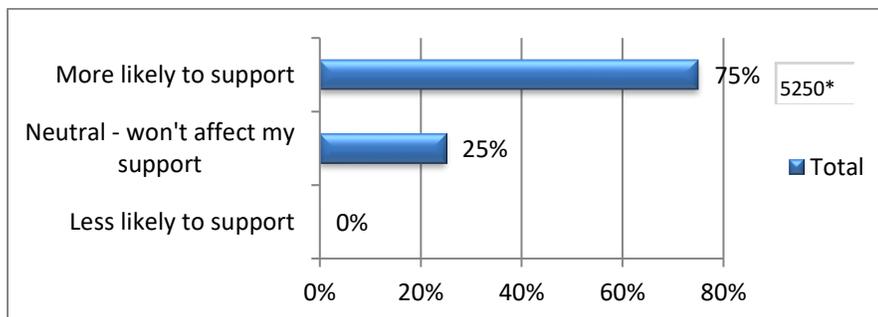


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Did the OHC grant affect the family’s connection to the sponsoring organization:



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

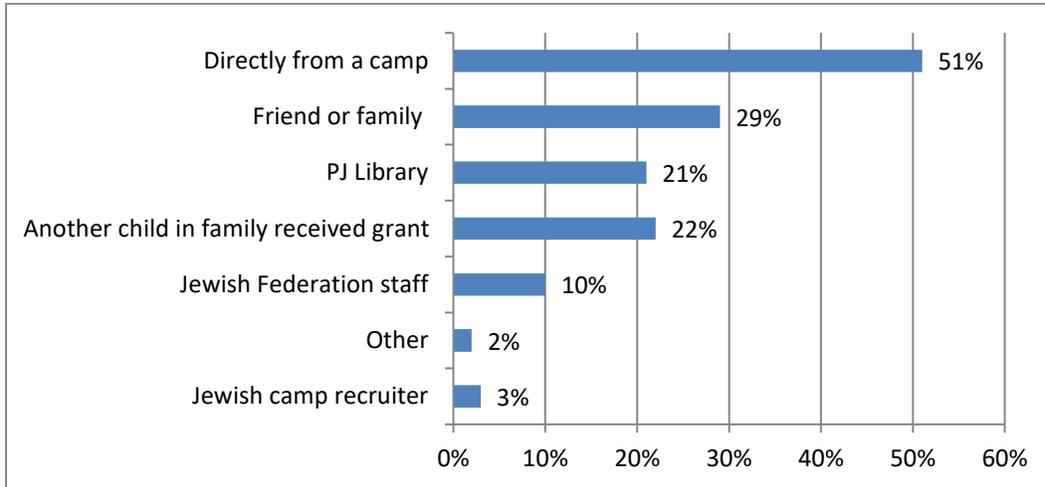


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IV. INCENTIVE AWARENESS AND THE APPLICATION PROCESS

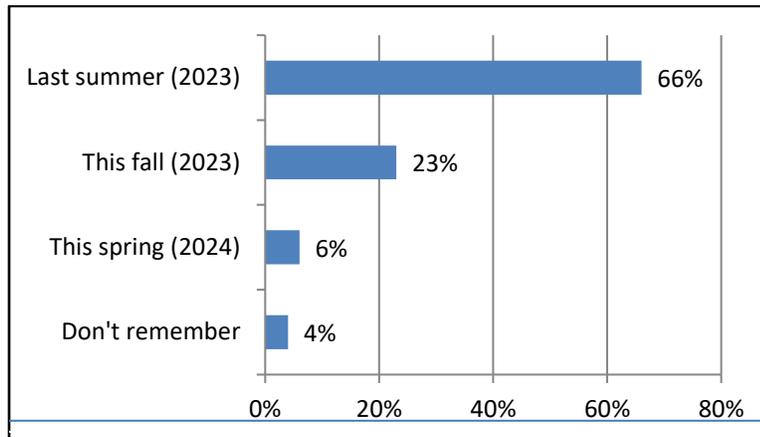
- Parents primarily hear about OHC from the camp and “buzz” from friends and family.
- Most recipients began their search for camp by talking to the camp where a family member attended or talking to the camp directly.
- 89% of 2024 OHC recipients started their camp search/summer planning at least 9 months 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?

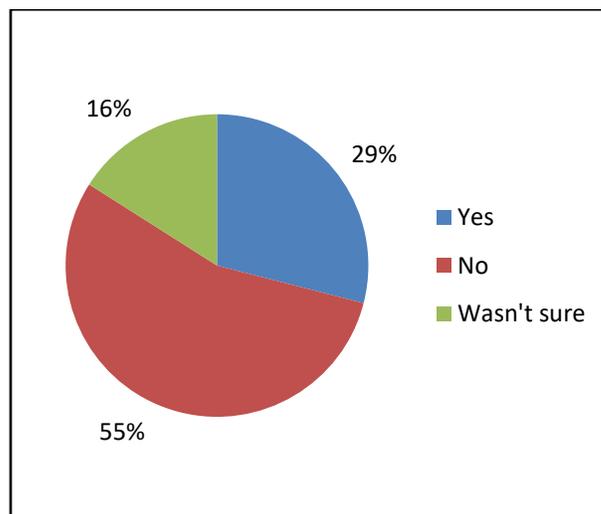


* Based on results from the total North American OHC recipient group

At what point did you begin specifically considering Jewish overnight camp for the summer of 2024



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)	75%	74%	77%
4	15%	15%	17%
3	9%	10%	6%
2	1%	1%	0%
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	3	75%
Charleston Jewish Federation	9	5	38%
Combined Jewish Philanthropies of Greater Boston	290	136	51%
Federation CJA	171	90	47%
Greater Miami Jewish Federation	61	33	43%
Greensboro Jewish Federation	7	1	100%
Jewish Alliance of Greater Rhode Island	6	2	67%
San Francisco Based Jewish Community Federation and Endowment Fund	313	164	52%
Jewish Community Federation of Richmond	5	2	67%
Jewish Community of Louisville	19	8	53%
Jewish Community of Louisville-KY	5	5	71%
Jewish El Paso – Connecting El Paso and Las Cruces	5	3	60%
Jewish Federation and Jewish Foundation of Nashville and Middle Tennessee.	12	8	67%
Jewish Federation in the Heart of New Jersey	24	14	67%
Jewish Federation of Broward County	59	22	39%
Jewish Federation of Central New York		0	0%
Jewish Federation of Cleveland and the Jewish Education Center of Cleveland	68	48	59%
Jewish Federation of CNY	3	2	67%
Jewish Federation of El Paso & Las Cruces		0	0%
Jewish Federation of Greater Ann Arbor	10	12	80%
Jewish Federation of Greater Atlanta	267	114	44%
Jewish Federation of Greater Chattanooga	3	3	60%

2024 One Happy Camper Evaluation

n = 2,846 (51% response rate)

February 2025

Jewish Federation of Greater Dallas	51	18	39%
Jewish Federation of Greater Indianapolis	14	2	25%
Jewish Federation of Greater Los Angeles	383	182	47%
Jewish Federation of Greater MetroWest New Jersey	148	61	46%
Jewish Federation of Greater Nashville		8	67%
Jewish Federation of Greater Philadelphia	151	56	46%
Jewish Federation of Greater Pittsburgh	67	44	59%
Jewish Federation of Greater Portland	60	35	65%
Jewish Federation of Greater Rochester	28	19	61%
Jewish Federation of Greater Seattle	100	45	64%
Jewish Federation of New Hampshire	1	2	100%
Jewish Federation of Northern New Jersey	118	43	41%
Jewish Federation of San Antonio	11	7	50%
Jewish Federation of San Diego	84	37	51%
Jewish Federation of South Palm Beach County	30	12	75%
Jewish Federation of Southern New Jersey	20	10	48%
Jewish Federation of St. Louis	61	30	58%
Jewish Foundation of Greater New Haven	24	10	50%
Jewish Nevada	24	9	45%
Jewish Philanthropies of Southern AZ		7	100%
JEWISHcolorado	107	77	59%
JewishColumbus	44	21	47%
JUF CHICAGO	414	164	47%
Milwaukee Jewish Federation	23	6	29%
National Ramah Commission (Ramah)	136	68	46%
PJ Library	1049	613	61%
San Francisco Jewish Community Federation and Endowment Fund		164	52%
Small Community Incentive Grant - Powered by One Happy Camper	254	143	59%
St. Paul Jewish Federation	12	9	69%
The Jewish Federation of Greater Washington	169	90	53%
The Jewish Federation of Greater Washington (Virginia)	81	42	54%
Tidewater Jewish Foundation	9	4	67%
Union for Reform Judaism (URJ)	364	149	48%
United Jewish Community of the Virginia Peninsula	1	3	100%
United Jewish Federation of Greater Stamford, New Canaan and Darien	4	7	78%