

# 2025 STATE OF THE FIELD CENSUS REPORT: FULL EXECUTIVE SUMMARY



## PARTICIPATION IS UP

Jewish camps engaged 198,730 youth, teens, and young adults in 2025, a 5% increase from 2024. Overnight camps grew by 3.5% and day camps by 7%.

**TOTAL PARTICIPANTS SERVED (CAMPER AND YOUNG ADULT STAFF, DAY AND OVERNIGHT)**

	Total Participants	% Change Year over Year
2025*	198,730	+5%
2024	188,960	+5%
2023	180,700	+3%
2022	174,700	+13%
2021	155,000	-15%
2019	182,400	+1%

## RISING OPERATIONAL EXPENSES

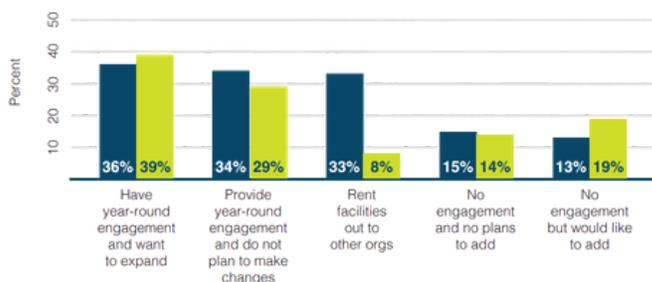
Managing rising operating costs remains the top concern for both day and overnight camps, even though overnight camp revenue slightly outpaced increased expenses this year.

### CAMP NEEDS RANKED

Overnight	Ranking	Day
Addressing the rising cost of operating camp	1	Addressing the rising cost of operating camp
Capital projects and associated fundraising	2	Enrollment, marketing, and recruitment strategies for new campers
Enrollment, marketing, and recruitment strategies for new campers	3	Recruiting, hiring, training or retention of seasonal staff
Meeting the demand for camper scholarships	4	Capital projects and associated fundraising
Recruiting, hiring, training or retention of seasonal staff	5	Multi-year strategic planning

## YEAR-ROUND ENGAGEMENT

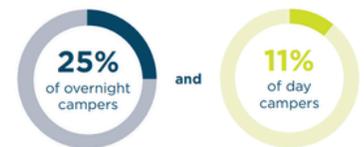
Nearly half of overnight camps (49%) and over half of day camps (58%) are interested in expanding programmatic and retreat offerings to engage campers, families, alumni, and communities throughout the year, highlighting a significant opportunity to deepen camps' reach, breadth, and connection points.



## CAMPS EXPAND AID AMID RISING REQUESTS

In 2025, families requested over \$58 million dollars in financial aid for camp. Camps increased the amount of financial aid they awarded in 2025, with overnight camps distributing \$33.5 million and day camps \$13.7 million, narrowing the gap between requested and awarded aid. 37% of families receiving aid say they would be unlikely to attend camp without it.

### OVERNIGHT CAMP FINANCIAL AID



received financial aid from the camp they attended

### DAY CAMP FINANCIAL AID



## CAMPS INVEST IN FACILITIES

Capital projects and associated fundraising are among the top priorities of day and overnight camps. 53% of overnight and 21% of day camps have completed new buildings or refurbished old ones in the past five years. Looking ahead, 58% of overnight and 36% of day camps plan to complete capital projects in the next five years.

### CAPITAL IMPROVEMENTS

	New Buildings in Past 5 Yrs	Refurbished in Past 5 Yrs	Current Projects	Projects in Next 3 Yrs
# of Camps	65 (17)	80 (26)	72 (20)	87 (44)
# of New Buildings Built	305 (26)	327 (29)	127 (32)	246 (74)

## QUALITY OF JEWISH CAMP REMAINS HIGH

Families consistently report that Jewish camp fosters Jewish identity, social skills, confidence, resilience, and a sense of safety and belonging. 94% of overnight camp parents and 90% of day camp parents were satisfied with their child's camp experience.



## ENROLLMENT & RECRUITMENT

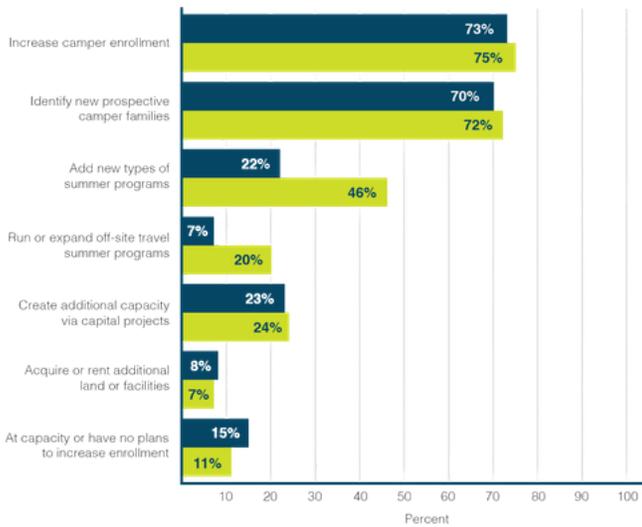
Most camps are focused on growth. Nearly three-quarters of overnight (73%) and day camps (75%) plan to increase enrollment for summer 2026, primarily by identifying new families, expanding programs, or increasing capacity through capital projects. In 2025, overnight camps engaged approximately 15,810 new families, and day camps welcomed about 23,770 new families.

### New Families Engaged in 2025:

**15,810** Overnight Families

**23,770** Day Camp Families

### ENROLLMENT PRIORITIES AND PLANS



## STABLE CAPACITY & DEMAND

Camp capacity increased modestly in 2025, driven by facility upgrades and program expansion. However, gains were not universal, and many camps simply maintained their capacity. Overnight camps had a combined waitlist of approximately 2,600 campers and day camps had a combined waitlist of approximately 2,000 campers.

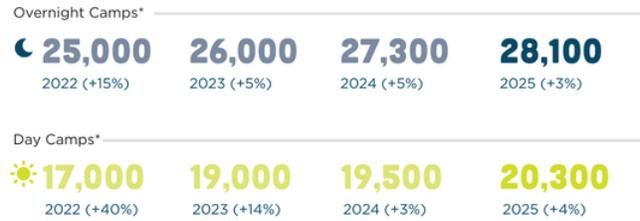
**2,600+** Overnight campers remained on the waitlist in summer 2025

**2,000+** Day campers remained on the waitlist in summer 2025

## STAFF RETENTION IS ON THE RISE

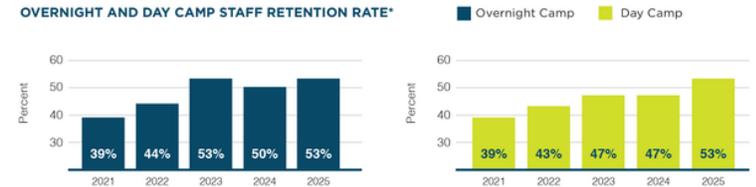
Total staff increased in 2025, +3% at overnight camps and +4% at day camps. Additionally, overall staff retention rates grew to 53% at both day and overnight camps. Retention rates of young adult North American staff were even stronger, at 60% across day and overnight camps.

### OVERALL CAMP STAFFING 2022 -2025



\*These numbers include all staff who worked at camp in 2025.

### OVERNIGHT AND DAY CAMP STAFF RETENTION RATE\*



\*Staff retention is calculated by dividing number of returning staff by total number of staff.

## MORE YEAR-ROUND STAFF & TURNOVER

Overnight camps employ approximately 1,610 year-round professionals and saw modest growth in both full- and part-time roles in 2025, yet about 80 positions remained unfilled, with 23% of camps reporting at least one vacancy. Day camps employ roughly 1,540 year-round professionals, 61% of which are part-time staff often connected to parent organizations. 23% of day camps also reported having at least one vacancy.

### YEAR-ROUND OVERNIGHT CAMP POSITIONS\*

	Full-Time Year-Round Professionals	Part-Time Year-Round Professionals	# of Open Positions	Full Field
2025	900	630	80	1,610
2024	890	580	110	1,580

### YEAR-ROUND DAY CAMP POSITIONS

	Full Time Year-Round Professionals*	Part Time Year-Round Professionals*
2025	510	1,030
2024	500	440

**23%** of both day and overnight camps report having at least one vacancy.

