**[INSTRUCTIONS]**

**In order to customize this press release for your community, please:**

1. **Change the date**
2. **Insert YOUR camp information anywhere highlighted in yellow**
3. **Use the yellow highlighted bullet points as guides for quotes – THEN DELETE THE BULLET POINTS AND SAMPLE QUOTES**
4. **Go back and take out all yellow highlights**

**[DELETE THESE INSTRUCTIONS BEFORE SHARING]**

**FOR IMMEDIATE RELEASE**

April xx, 2020

**Contact:** [[Your name, affiliation, phone number, email address]]

**CAMP (INSERT NAME HERE) TO RECEIVE EMERGENCY MATCHING GRANT FUNDS FROM THE HAROLD GRINSPOON FOUNDATION**

**(INSERT NAME HERE) is One of Approximately 100 Nonprofit Jewish Summer Camps across North America Participating in the $10 Million *All Together Now* Grant**

**(City, State) —** Summer camp, like many institutions, is in jeopardy this summer. Camp directors and their boards are busily working to develop contingency plans to reopen in accordance with national and state health guidelines. To assist camps during this unprecedented time, the Harold Grinspoon Foundation (HGF) has created the *All Together Now* matching grant to offer access to a $10 million emergency fund through its JCamp 180® program. Camp (Insert Name Here) will be one of approximately 100 nonprofit Jewish summer camps across North America that will be eligible to receive $1 from the HGF for every $2 raised from other donors through the end of 2020.

Camp (insert name here) has never been more important in serving the needs of Jewish campers and its families. Since (insert founding date here), the camp has built a strong, immersive community based on shared ideals, serving over (insert # here) campers each summer. Plans are currently in place to make certain that Camp (insert name here) will welcome its first campers for beginning (insert date here).

**PLACE CAMP DIRECTOR QUOTE HERE**

Talking points utilized in the quote can include the following:

* Talk about the importance of your camp in the community and building future Jewish leaders and what you’re doing now during the crisis (virtual seders, programming for children and families, etc.)
* # of children served in the community
* It’s vital for kids to experience immersive, joyful Jewish life at overnight camp to help instill a lifelong love of Judaism
* When under stress, Jewish life, faith, and traditions are a source of strength for kids and adults
* Kids in quarantine need outdoor play, connection to other children, and time away from screens to reconnect with other Jews
* Kids and young adults are struggling with anxiety and depression at higher rates than ever before, and Jewish overnight camps help youth learn skills to cope and heal, connect and build friendships for life, and find deeper meaning and purpose through Judaism
* Kids need time after quarantine to feel more independent and free

**SAMPLE QUOTE**

“When under stress, Jewish life, faith, and traditions are a source of strength for kids and adults alike,” says Camp (insert name here) Director (insert name here). “Whether they come out of quarantine or struggle with anxiety and depression as a result of these unprecedented times, we recognize the vital role we play in the lives of our campers. Kids need connection with others, outdoor play, and to feel more free, and we provide both that and an opportunity to cope, heal, build friendships for life, and find deeper meaning and purpose through Judaism.”

“The timing of the COVID-19 pandemic is hitting camps especially hard. We don’t yet know the full extent of the resources that camps will need to weather this storm, but we know they need extra cash flow now, and their needs will be significant if camps can’t open this summer,” said founder **Harold Grinspoon**. “Jewish summer camp is a transformative experience for more than 90,000 children and young adult counselors each summer and is vital to our Jewish community. We hope that this new   
$10 million commitment will inspire others to help with needed funds to protect and sustain Jewish camp at this critical moment.”

Since launching JCamp 180 15 years ago, the Harold Grinspoon Foundation has invested $35 million in Jewish overnight and day camps throughout North America as well as provided training and support to boards of directors and professional leadership. In addition to the *All Together Now* matching grant, JCamp 180 mentors will continue to assist camp leadership with contingency planning, strategic communications, and navigation of financial resource opportunities as they become available.

**PLACE SECOND CAMP DIRECTOR/BOARD MEMBER QUOTE HERE**

Talking points utilized in the quote can include the following:

* Though we are preparing for camp this summer, we’re also creating contingency plans in case we are unable to open or can run only at lower capacity/for fewer sessions
* We are doing everything we can to ensure we will be able to continue to provide meaningful, magical experiences for children in future summers
* If we do operate this summer, there will be a significant need for scholarship funds for families who have run into economic hardship during the pandemic
* The support of our community at large is of great importance

**SAMPLE QUOTE**

“Whether we have a full camp season this summer or fewer sessions at lower capacity, we’re doing everything we can to ensure that we’ll be able to continue to provide meaningful, magical experiences for Jewish children in future summers,” says (INSERT CAMP DIRECTOR LAST NAME). “But we need the help of the entire community to work toward that goal, and we’re hopeful that the matching component of the *All Together Now* grant will bring us the necessary funding to achieve our goals.”

# # #

*The Harold Grinspoon Foundation operates programs that strive to strengthen the Jewish community by nurturing new generations, cultivating legacy giving, and investing in experiences that impact Jewish continuity.*

*JCamp 180 provides mentoring services to support the lay leadership teams of 122 Jewish overnight and day camps throughout North America.*