IMPACT '09

Planting seeds for the future.





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Letter from the Chairman

I am thrilled to write to you as chair of the Board of Directors of Camp Judaea. It is an honor and privilege for me to be able to give back to an institution that has transformed my life, my children's lives. For 50 years, Camp Judaea has touched the lives of over 10,0000 people. As any CJ alumnus will tell you, "The Camp Judaea Family" is not simply a slogan or a catch-phrase; it is the essence of who we are. It's that family atmosphere that make Camp Judaea so special.

I want to take this opportunity to thank our director Sandra Bass, and our staff, for their commitment to our mission and traditions and providing outstanding camping experiences to our children.

Todah Rabah to our volunteers, alumni and visionary Board of Directors for embracing the challenge to renovate, enhance, and invest in our facility while maintaining and honoring camp Judaea's rich history and tradition.

The next few years will be incredibly exciting as we embark on our first major capital campaign. For almost five decades, Camp Judaea has provided high -quality, dynamic, educational experiences. Our challenge is to renovate our facility to match our excellent programs, create endowments that will maintain our facility, programs and scholarships so will can continue to positively impact the Jewish identities and love for Israel, for our campers.

Together we create tomorrow's leaders. We hope that you will enjoy the information in this report as together, we continue to plants seeds for the future.

Todah Rabah for all of your support,

Karen Eisler

Karen Eisler Chairman of the Board



"There is no place like Camp Judaea for our children. From the time camp ends they are counting the months and days until they can return"



To provide a high-quality, fun, and educational program that enhances each camper and staff member's Jewish identity and love for Israel while also providing the opportunity for individual growth, social experience and an appreciation of nature.

Letter from the Director

Camp Judaea provides an excellent Jewish and Zionist summer overnight experience for children. Camp Judaea strengthens the Jewish identity of its campers by teaching them about the State of Israel and its centrality to the Jewish people, fostering personal growth and providing well-rounded group experiences in a natural outdoor environment. The reputation for excellence at Camp Judaea is based on five decades of experience. We are proud that over 40% of our campers are children of Alumni. Over 85% of our staff attended Camp Judaea as campers and want to ensure current campers have similar meaningful experiences they once had in this special environment.

Campers learn about the five pillars that defines our overnight camp experience: Zionism, Judaism, social experience, individual growth and the appreciation of nature. We teach the importance of tzedakah and social service. For example, the 6th grade campers learn about Jewish and Zionist heroes. Campers define human qualities that heroes are composed of versus the color of a cape.

The older campers learn about their Jewish identity and develop a more defined understanding of their role as a Jew. Bar and Bat Mitzvah age campers learn the importance of Mitzvot and Tzedakah. It is my hope that our campers have the foundation and power to make a difference in the world.

Thank you to the Board of Directors, staff, alumni and supporters for their generous contributions to Camp Judaea. We do make a difference in the Jewish lives of our campers!

With great appreciation,

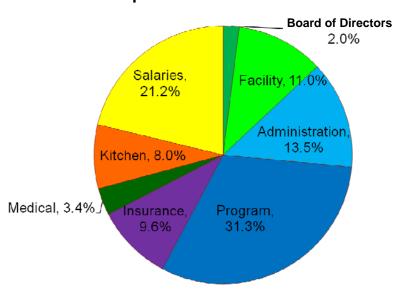
Sandra Bass

A Little Bit of Israel in the Heart of the Blue Ridge Mountains

Camp Judaea At a Glance

- 489 campers attended in the 2009 summer season out of a capacity of 500.
- Camp Judaea ranked 14% higher than the national average for Jewish identity building according to the Foundation for Jewish Camp customer satisfaction survey.
- 1.5 million dollars has been raised for our Capital Campaign.
- Camp Judaea raised \$60,000 for scholarship in addition to the generous gifts allocated by Hadassah, federations and synagogues.
- ◆ The Grinspoon Institute invited Camp Judaea to participate in their national legacy program.
- Camp Judaea is now on Facebook and Twitter. In addition, we have created two blogs. Join us for the latest news.

Expenses 2008-2009





"CJ Provides each child, no matter what observance, with a true sense of Jewish identity and a deep love for Israel."





Water is essential for healthy growth

Program

Going Green

Just as we teach Judaism by living Judaism, Camp Judaea initiated a major overhaul of its nature program this year and incorporated more environmental options all over the facility. Two vegetable gardens were planted, one for learning and the other for harvesting. Vegetables harvested in our garden were served at the salad bar. We invited a local farmer to camp to teach the campers about composting. Food waste was composted throughout the summer and used in our garden. Two of the units went to a local nature education center during first session and planted trees. Our children learned about water and energy conservation. Each child brought one CFL bulb to replace less efficient options. The total energy saved by the bulbs is half a ton. We replaced all of the disposable plates, silverware, and table covers with reusable items and reduced our waste by 16 bags per day. That is about 960 bags of trash saved from the land fill. Each person in camp received a water bottle and saved 22 cases of disposable cups.



We depend on soil for food.

Training

Launch Pad Fellowship

Camp Judaea was invited to participate in the fellowship program by the Foundation for Jewish Camp. The fellowship program allowed 3 first year supervisors to attend an extensive training seminar, receive advice from a mentor, and an additional stipend.

ACHVA Fellowship

Returning staff members from our Israeli Delegation participated as ACHVA Fellows. Each participant attended multiple educational seminars throughout the year. The ACHVA Fellowship is sponsored by the Avichai Foundation.

Executive Leadership Institute (ELI)

ELI provides seasoned professionals in the field of Jewish camp with the business, management, and leadership skills required to enrich their camps and compete in the summer marketplace. ELI weaves the best of private sector practice in leadership and management development together with Jewish values and ethics to create the premier training program for camp professional leaders. Sandra Bass, director, participated in this 14 month program and graduated as a Fellow on December 9, 2009. We are extremely grateful to the Foundation for Jewish Camp and the Marcus Foundation for this amazing opportunity.

"It's not a place you have to think about going to. It's a place you know you look forward to going each summer."





We had a pretty even split between males and females. 80 of our campers applied for scholarship which is about 16%.

Where are they from?		Affiliation	
Florida	256	Orthodox	10%
Georgia	41	Conservative	45%
North Carolina	57	Reform	25%
Maryland/DC	20	Reconstructionist	9%
Puerto Rico	31	Unaffiliated	7%
South Carolina	30	Other	4%
Virginia	19		
All other areas	<35		

Investments in our Future

Annual Campaign

Fundraising for Scholarships was the focus the Annual Campaign this year. Due to the nature of the economy, great efforts were made to raise revenue to maximize the number of campers that needed financial support.

The Marcus Foundation challenged Camp Judaea to raise \$30,000 with a 1:1 match allowing us to offer over \$60,0000 in assistance to so many campers.

Thank you to the Marcus Foundation for helping us raise in excess of \$120,000 over the past two years.

As part of the Annual Campaign, funds were also raised for various programming and education initiatives.

Thank you to all of our Annual Campaign supporters.



Capital Campaign

In 2007, a team of architects were hired to create a facilitates assessment with the objective of embracing the challenge of change and enhancing our unique facility.

The 118 acre site comprised of 58 buildings used for operations, camper and staff housing and programs.

While the experience of Camp Judaea has been one of excellence, the physical facility is in need of refurbishing. The Board of Directors is committed to maintaining the same atmosphere of camp, but recognizes the need to build for the future. In 2008 we began raising funds to meet these challenges and have raised 1.5 million dollars. We are grateful to the Harold Grinspoon Foundation for mentoring us, providing direction, and offering us unique matching gift programs. This year we participated and completed Phase 1 of Raise your Match 2. The current matching opportunity to raise \$200,000 in gifts of \$3,600 or larger by April, 2010 will provide us with a pool of an additional \$100,000 to draw upon.

A major fundraising initiative will focus on increasing camper capacity by building new cabins. In addition, current Phase 1 projects include the outdoor amphitheater, the water trampoline and slide at the lake, Israel Culture Center Conversion, the Kitchen/Chadar Ochel Renovation and the new Visual Arts Center.

Camp Judaea is dedicated to continuing the Jewish adventure and experience. Join us by investing in our future.

Projects in the works:

Lake Additions: this summer a water trampoline and slide

was purchased for the lake. Amphitheater: \$93,500 raised

Israel Culture Center Conversion: \$132,000 raised Kitchen/Chadar Ochel Renovation: \$98,000 raised

Visual Arts Center: \$100,000 Pledged

Little pots waiting to be filled.



Tools for the Future.

Legacy giving opportunities allows you the ability to make plans today to make a gift to Camp Judaea now or in the future. Typically legacy gifts are wills, endowments, gifts of property, insurance policies or investments you own.

Camp Judaea was selected to participate in the Grinspoon Foundation's legacy program. As a participant of the program, upon receiving 25 Letters of Intent, we were eligible for a \$10,000 check. We are happy to report that we surpassed our goal of 25 commitments and were able to secure over 50. We are very honored to have such committed friends.

We currently have a total \$185,000 in legacy pledges, and 9 Letters of Intent from members who committed a percentage of their estate to Camp Judaea.

We are honored to announce that Harold Grinspoon has joined our legacy society

and we are hoping to host Harold at camp in the near future.

Todah rabah to all of our Legacy Society members that have committed to be our partners for a lifetime.



Legacy Society Members

Sandra Bass

Stephanie Bejar

Joe Belitzky

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Sandee Burger

Leah Chanin

Al Cohn

Karen Eisler

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Lori Goldstein

Harold Grinspoon

Farlen Halikman

Daniel Karchem

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Ari Kurtz

Norman Levine

Abby Levine

Elizabeth Levine

Alison Mars

Rick Mars

Seth Mathlery

Robin Mendelson

Melanie Mintzer

Diane Padellan

Mindy Pollack

Thelma (Teddy) Pottruck

Elisa Profeta

Edria Ragosin

Francine Raizes

Michael Ramer

Linda Satlof

Sara Schermer

Bari Schlam

Gregory Schlam

Ilana Schlam

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Thank you.

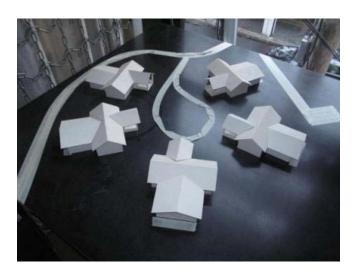
Our Near Future

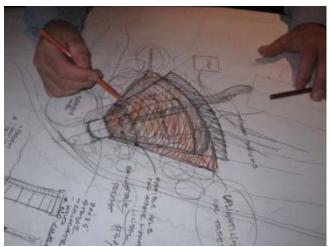
We are so excited to be planning our future! Recently a group of us met with our architects to plan out the look of our amphitheater. This space will be a beautiful outdoor theater that will be used for plays, presentations, musical concerts and much more. We will be breaking ground on this project in April and the amphitheater will be complete by opening day this summer. We are funding this project with the sale of personalized bricks. If you are interested in donating a brick, please contact our office.

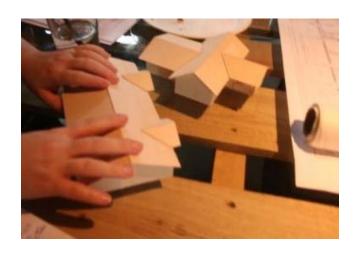
In addition to the amphitheater, we spent time designing the future cabins that we would like to build. The new cabin areas will be located behind the ampicol and in the field between beit segel and the pool. The new location will offer more privacy from the highway at the front of camp.

Due to a generous donation from the Pottruck family, we will be able to start on Phase 1 of the Israel Culture Center renovation (the MC/old chadar ochel). We will also be starting on a renovation of our kitchen to accommodate our growing population.

A huge thank you to all of our donors that are making these projects a reality. If you are interested in contributing to any of our future projects, please contact Greg Schlam at 404-634-7883 or gregschlam@campjudaea.org.







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