

CAMP WORKS



THE LONG-TERM IMPACT OF JEWISH OVERNIGHT CAMP

Evidence from 26 U.S. Jewish Population
Studies on Adult Jewish Engagement



“The Jewish community — as well as funders and parents with camp-age children — need proof that camp significantly impacts Jewish behavior and engagement well into campers’ adult years, and Professor Steven Cohen's regression analysis demonstrates exactly that.

There is no reason for any skepticism anymore: Camp works, and Jewish camping should be strongly supported and funded.”

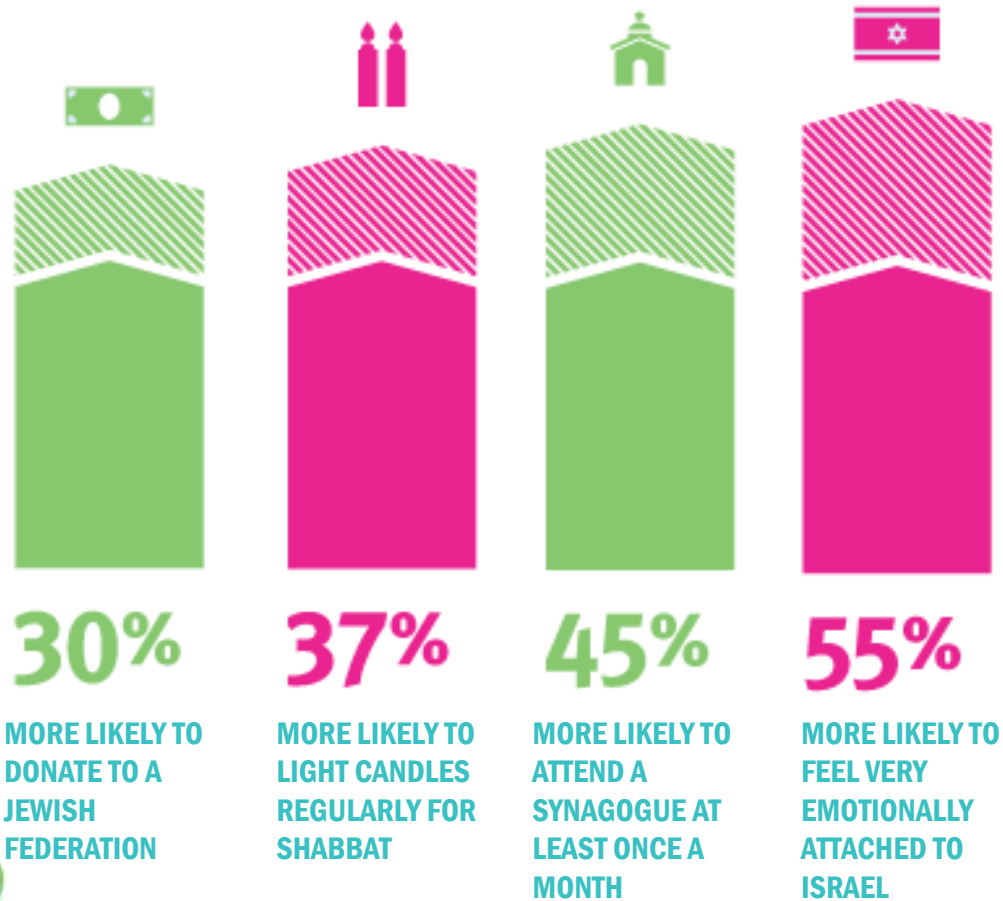
— Elisa Spungen Bildner, Co-Founder and Co-chair, FJC Board of Trustees



CAMP WORKS: The Long Term Impact



As adults, campers are:



The Impact of Jewish Camp Jewish Attitudes & Behaviors



HIGH IMPACT	Non-Camper	Camper	Impact
Feel very emotionally attached to Israel	.19	.30	55%
Attend synagogue monthly or more	.20	.29	45%
Always/usually light Shabbat candles	.18	.24	37%
Donated to a Jewish federation in the past year	.22	.28	30%



The Impact of Jewish Camp

Jewish Attitudes & Behaviors



MODERATE IMPACT	Non-Camper	Camper	Impact
Member of a synagogue	.44	.56	26%
Most/all closest friends are Jewish	.25	.31	25%
Donated to a Jewish charity in the past year	.49	.61	25%
Used a Jewish website in the past year	.44	.54	23%
Feel being Jewish is very important	.44	.53	21%



The Impact of Jewish Camp

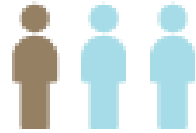
Jewish Attitudes & Behaviors



LOW IMPACT	Non-Camper	Camper	Impact
Did not have a Christmas tree	.76	.85	11%
Currently in-married	.67	.74	10%
Always/usually participate in a Seder	.82	.89	8%
Always/usually light Hanukkah candles	.72	.75	5%



CAMP WORKS: The Long Term Impact



1 IN 3

JEWISH PROFESSIONALS
(RABBIS, CANTORS, TEACHERS)
STARTED OUT AS COUNSELORS
AT JEWISH CAMP



1 IN 5

JEWISH EDUCATORS CITED
CAMP AS A KEY EXPERIENCE
THAT CAUSED THEM TO ENTER
THE FIELD

Leaders in their 20's and 30's have benefited disproportionately from more intensive forms of Jewish education than that received by their peers who do not serve in leadership positions. **Over two-thirds have attended Jewish summer camps.**

Generation of Change: How Leaders in Their Twenties and Thirties Are Reshaping American Jewish Life. By Jack Wertheimer, commissioned by the AVI CHAI Foundation



We don't have to *repair* the lack of adult engagement in Jewish life. If you invest in Jewish youth, you're going to automatically get all kinds of engagement.

Donors and philanthropists have to believe in this model. By investing in reaching Jews right now you see immediate results, but investing in Jewish camp and other effective measures of Jewish engagement, you see the results 20, 30, 40 years from now.

-- Professor Steven M. Cohen

