



Impact Report

2022

Jewish Camp
Council of
Toronto

o/a Camp Northland-
B'nai Brith

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1) A Message from Simon Wolle, Executive Director

I am so excited to share Camp Northland-B'nai Brith's (NBB) 2022 Impact Report with you. You have made a huge difference for our camp, our children, and our families, and you deserve to be informed and celebrate our incredible successes together. We continue to be amazed and inspired by the powerful ways that camp empowers our community's children, builds their resilience, and provides a place where children can find their best version of themselves.

It is heartwarming when we hear children share with us that "because of camp [they] get to create memories and friendships that will last forever".

Or similarly when a parent writes to share that "the friendships made this summer and the staff treated the kids very well. We have never seen our kids so happy and they cannot wait to come back to camp! We were very happy with the overall experience. "

We have developed seven core strategies to guide our planning and prioritization. As you read our report, you will note the incredible progress we have made already in our first year of these new areas of focus. Our seven core strategies are:

- Grow our engagement with the community's Jewish children
- Invest in required infrastructure and operations
- Create and drive a superior staff experience
- Consider new Jewish Camp Council opportunities
- Develop fundraising capabilities
- Improve programming capabilities across our staff
- Increase support for camper and staff mental health

The camp that these children call their "home away from home", and that parents call the happy place for their children, was both that home and happy place for approximately 750 children and youth for the summer of 2022. Our 2022 Impact Report truly captures the wonder that was Camp Northland-B'nai Brith for Summer 2022 and beyond. Join us on the journey, and share the success that continues to be the shining light of our community and the camping world. As you read it, please feel proud to be a part of this special place. You deserve it.

Onward Northland,



Simon Wolle

Executive Director, Jewish Camp Council of Toronto



2) It Takes a Village

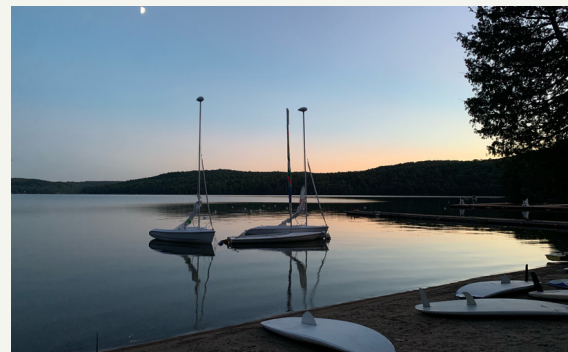
Dear alumni, staff, campers, volunteers, families, supporters, and friends of Camp Northland-B'nai Brith,

Our biggest push through Covid was to ensure that our camp and community stay connected. With our biggest enrollment for a camp session in over 30 years, our connectivity was powerful and electrifying! After being closed for summer 2020, and running at 70% capacity for 2021, we were back in full swing last year, and bursting at the seams with happy, smiling faces. We not only ran at full capacity, we had over 100 more campers than our largest sessions in recent memory, with every age group sold out and a large waiting list that grew and grew. As we look to the future of Camp Northland, we are planning for expansion in capital and campers to ensure we can give every child a Jewish camping experience.

It was not easy to run one of the largest overnight camps in the country in the middle of a global pandemic, but we did it and did it well. To make this happen, we had to overcome Covid variants, flus and viruses, isolation and public health protocols, Covid testing, supply chain limitations, ballooning inflation and price points, staffing shortages, and so many more hurdles. We overcame all of these challenges and came out even stronger. We couldn't do this without the incredible team that staffed our Health Center, who worked day and night to keep our camp as healthy as possible, and manage illness when it did surface. We had philanthropic support, mentorship, volunteerism, collaboration, incredible staff professionals, and unparalleled seasonal staff that all contributed in extraordinary ways. Through it all, our camp thrived once again.

To this end, it is important to note that our continued success would not be possible without the incredible leadership of our Board of Directors, led by our Chair, Richard Carson. Our Board of Directors includes: Stacey Cohen (Immediate Past President), Garry Wise (President Elect), Hartley Cohen (Treasurer), and our Directors, Elaine Lesniak, Jodi Lieberman, Neil Grunberg, Ernie Gutstein, Jennifer Katz, Lynn Kirshin, Amy Laski, Sean Abenstein, Ned Blinick, Matthew Rosen, and Esther Tock.

There was so much generosity from our community to support us in 2022. Together, we contributed to our fundraising campaigns and raised over \$400,000. With these funds, and our successful operation, we were able to do so much together for our children and community in 2022. Let's explore and celebrate what we were able to achieve together.



3) Mission, Vision & Values

OUR MISSION

To achieve and sustain the highest standards of excellence in camper care, innovative programming and Jewish identity building in order to ensure that all campers and staff grow, thrive and have fun at Camp Northland by making lifelong friends, building life-skills, appreciating nature and respecting one another

“To give every child an amazing Jewish camp experience”

Camp Northland is the only GTA Jewish community camp that can offer the activities and programs of a "private camp" and still offer the values and culture of an authentic Jewish camp experience.

CAMP NORTHLAND IS

- A down to earth camp where kids are safe to just be themselves and have fun;
- Inclusive in its attitude and culture;
- Jewish programming focused on values and identity rather than observance;
- Relationship based and not materialistic;
- An environment that builds confidence and resilience.



750
Children

166
First Time
Campers

43
Counsellors in
Training (CITs)

270
Staff Members
and Youth Leaders

250
Alumni Weekend
Participants

4) Camp by the Numbers

In 2022, 541 unique campers joined us on Day 1 of camp, and were warmly welcomed by 180 youth seasonal staff serving as cabin and specialty counsellors. 166 of these campers were first-time brand new campers to Camp Northland-B'nai Brith. We also hosted children and families for several retreats bringing several hundred more people onto our magnificent site to enjoy the majestic beauty of Moose Lake in Haliburton, Ontario. Camp can be compared to a construction site in that we are builders. These children and youth come to camp and build resilience, strength, independence, confidence, and grit. They challenge themselves, and challenge others to be their best. They put down their phones and social media. We have no Wi-Fi at camp, but they come and find their best connections. They come as individuals and leave as a family.

43 CITs had the summer of a lifetime. They went through a metamorphosis from camper through a journey of transitioning into our future staff. They learned about planning programs, understanding ages and stages of child development, problem solving skill development, scenarios and reflections. They learned about themselves as leaders and individuals. They had a collective experience as they lived in 'CIT City' for some of the weeks, and an individual growth experience as they had placements in camper cabins and on specialties for the balance of the summer.

Approximately 180 youth made up our seasonal summer staff. They came from the Greater Toronto Area, across Ontario, and from all around the world including the US, England, Ireland, Scotland, Mexico, Spain, New Zealand to have the chance to watch the magnificent Haliburton sky and make a difference in the lives of hundreds of children. They were led by an incredible group of Head Staff that role modeled what it means to have positive impact of others in such meaningful ways.

"The counsellors really made a difference."

5) Northland Year Round

CREATING CONNECTION

More and more Camp Northland B'nai Brith is being considered to be the pathway that many families find for Judaism and Jewish life. Whether it is through connection points like in-city reunions, Holiday crafts and books that are shared, Shabbat memories and posts, offering high school credit courses taught through a Jewish values lens, community holiday and chag celebrations and more, our impact is expanding. Our reach has expanded exponentially and our full-time team grew in 2022 to support this reality. It was exciting to welcome Alex MacPherson to the team as our Office Manager & Registrar. As we further reflected on the success and impact of 2022, we doubled down by hiring a new full time staff member for 2023 and beyond to lead and expand our programs and year-round connectivity initiatives further. We welcome our new full-time Assistant Director, Leore Zecharia to the team.



Alex MacPherson,
Office Manager & Registrar



Leore Zecharia,
Assistant Director, Programs &
Year-Round Engagement

ALUMNI WEEKEND

We were able to reintroduce this weekend into the camp for 2022 and it SOLD OUT completely. It was an incredible way to stay connected to new, returning and alumni families. This was a launching point for other fun ways to stay connected with our camp community like our annual Superbowl pool, March Madness, and other fun ways to just keep us all in touch with camp on our minds.

"Camp is a part of you and Alumni Weekend allows you to be back with your closest friends in your favourite place"

6) Camp Northland Values

It is exciting to report that our underlying camp values are always part of our reflection and ongoing planning. In surveying our families on various areas connected to our values, we gained valuable insights into our successes and areas of ongoing focus for the future. Here are some of the learnings from our camp community:

1

SAFETY

- 95% of our camp families believe that Camp NBB offers a healthy, safe, and secure environment for children
- 100% of summer staff are first aid, CPR trained, and/or are trained in suicide prevention

2

LIFE SKILLS

- Our amazing Camp offers an array of activities including arts, athletics, outdoor living survival skills, waterfront education
- Every age group in Camp, experiences values-based programming and leadership opportunities to become the leaders of the next generation
- 93% of parents say that Camp NBB is an environment that helps build their childrens' character

3

PROGRAMMING

- 100% of camp families surveyed indicated a programming score of exceptional to satisfactory
- 95% of campers are likely to return to Camp Northland
- 98% of camp families were satisfied with their Summer 2022 camp experience

4

PLURALISM

- Camp is proud to offer an environment that is gender inclusive.
- Camp is an opportunity for all affiliations of Judaism to come together and build a beautiful and welcoming community open to all

5

JUDAISM & CONNECTIVITY TO ISRAEL

- Over 98% of camper families acknowledge the Camp's overall impact on their children's Jewish identity
- 90% of families state that the Camp provides an atmosphere where children are proud to be Jewish and enhance their connection to Israel

6

FAMILY & COMMUNITY

- 93% of our parent community states that Camp is an environment that supports the mental, environmental, social, and spiritual health (MESSH) of youth.
- Every cabin experienced enhanced MESSH programming and also created an environment to build character
- 95% of our families would recommend Camp Northland to others

“Camp Northland is definitely a second home to my children. They look forward to going to camp throughout the school year and really enjoy their time there. I love reading your daily blog and hearing about all of the wonderful programming the camp has to offer.”



"As a parent, I appreciated the Jewish elements - knowing that she was celebrating shabbat, and being happily surprised that she can now sing birkat hamazon. I also appreciated that the cabin travelled as a group, so she had the opportunity to try different things"



7) Special Achievements

LEADING THE FIELD

Our professional staff are mentors to the international community, leaders in the Ontario camping landscape, and deeply involved in the ongoing growth of the Jewish camping community. Our Associate Director, Adam Kertesz, has taken over as the co-chair of the Ontario Council of Jewish Camps. Our Executive Director, Simon Wolle, remains on the Ontario Camps Association (OCA) Standards Accreditation and Standards Review Committees. Simon continued to play a critical role in helping the entire camping industry manage through Covid regulatory requirements, best practices, and change management in his continued leadership with the Ontario Government's Camp Covid Task Force.

EXPANDING OUR REACH

We continue our important work with new immigrants to our community, our collaboration with J-Academy (Russian Jewish Community outreach), Kids of Courage and the Beit Halochem program, Amici Children's Charity, Kids in Camp Charity, UJA Federation of Greater Toronto, Jewish Immigrant Aid Service, Jewish Family and Child Services, NCSY, Onward Israel, and so many other important collaborations to better our community and improve access to Jewish living for our children and our children's children.

MESSH INITIATIVES

Just before summer of 2022, Camp Northland received a special honour by the Foundation for Jewish Camp (FJC) to be a participant in a 3-year grant program, known as 'Yedid Nefesh' (Beloved Soul). Yedid Nefesh refers to our collective understanding of the need for a multi-faceted, whole-person approach to wellness, as individual souls and as a community. Being selected for this program signifies NBB as a leader in the mental, emotional, social and spiritual health (MESSH) field. This amazing program enables us to continue the important work of providing ongoing training, wellness programming, and enhancement of our wellness team staff. Advancing and enhancing the role our camp plays in supporting child and youth mental health is one of seven of the Strategic Objectives that are guiding our path over the next few years.

15

Members of the Ontario Council of Jewish Camps

10+

Community Partner Organizations

20

Staff Participating in Unique Israel Experiences

5

Grants Received in 2022 Fiscal Year

3

3-year initiative, Yedid Nefesh, that focuses on MESSH

MESSH Initiatives

To advance our mental health strategy, we applied for and were granted a small seed funding grant to implement new thought leadership and action plan in the camping landscape around the mental, emotional, social, and spiritual health of campers and staff. To date our implementation has included:

INITIATIVES

- a. Expanding our wellness team that includes a cross-section of professionals including social worker(s), guidance counselor, teachers(s), and senior youth professional staff.
- b. Bringing in arms-length professionals to train our staff including psychiatrists, inclusion specialists, psychologists, and other professionals
- c. Training our staff in suicide prevention and ideation awareness - 'Safe Talk' certification
- d. Having key staff take mental health first aid certification
- e. Adding an increased focus on self-care as a priority.
- f. We are the first camp that we know of offering a wellness benefit to every single seasonal staff member.
- g. Adding a year-round part-time presence to our wellness team so camper and staff needs are being considered year-round.
- h. Adding program spaces that can move existing programs away from camper living areas and into public and 'safer' spaces.
- i. Modifying and enhancing all program areas to consider mindfulness in our planning and approach, like yoga on the dock and tuck and wellness
- j. Adding additional social workers to our team.
- k. Emoji forms and alternative ways for camper feedback

MESSH Next Steps

NEXT STEPS INCLUDE:

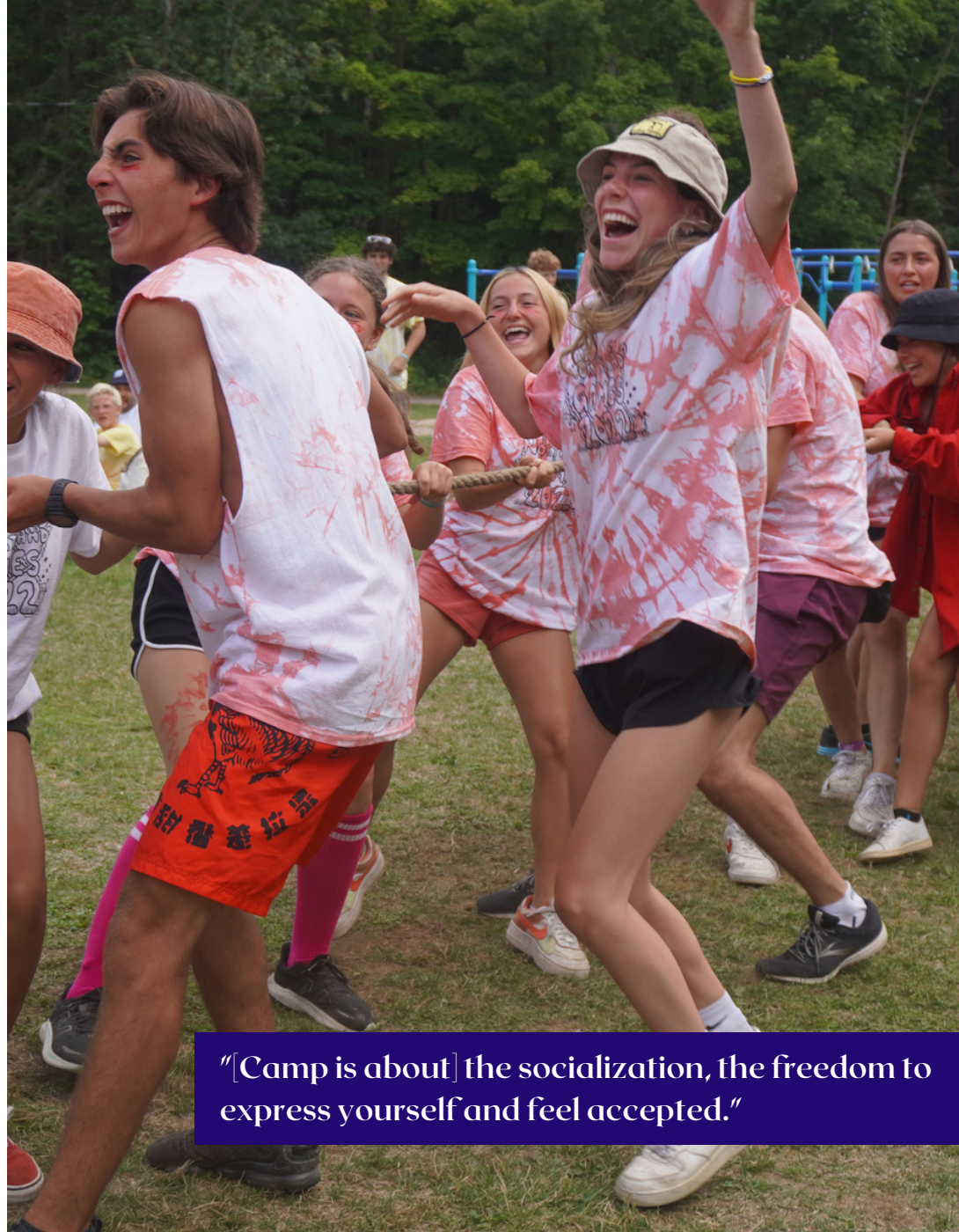
- a. Adding one or more C.O.R.E. spaces in camp (Chill-Out, Relax and Energize)
- b. Facilitating increased fitness through expansion in areas like weight training, cardio and parkour circuits, and adding incentives and efforts in areas like ball hockey, tennis, and other cardio-strong 'onboarding sports'.
- c. Modifying facilities to meet current needs associated with mental health considerations eg. anxiety around a lack of privacy in washrooms.
- d. We are developing a campaign for more 'adult' style housing, so we have places for the adults to live in camp as the need continues to grow.
- e. Additional program spaces are needed to keep kids outdoors and build community eg. amphitheater, pole barn, and indoor/outdoor spaces to stay more active in mildly inclement weather.
- f. Working with other potential funders and philanthropists to leverage the seed grant and fully expand and lead the industry with these initiatives.
- g. Enlarging our toolbox of understanding and skill through professional development around GEN-Z and related mental health nuances.
- h. Implementation of the first ICP (Individual Camper Profiles)
- i. Helping our parents and the broader community with facilitated learning and public speaking engagements to help everyone understand today's children at a deeper level so we can all contribute in healthy ways (it takes a village)

"It was beyond appreciated and helped me know [my child] was getting the emotional help she needed while away."



Improving the Camp Experience

- New tubing specialty
- Additional housing for increased medical staff
- PPE for campers
- Program needs
- Social Worker added to the staff team
- New computers for in-camp programming
- Torah High students' course
- Staff Oasis--to enhance the staff experience
- New stoves in the kitchen
- Platform tents for overnight trips
- Dining Hall tables
- New sailboats, SUPs, and kayaks
- Security enhancements such as video cameras, PA system, Security film, lockdown, lighting and training
- Improved satellite and access to internet
- Additional enhancements to water inflatables park
- High-performance pontoon boat to open additional program area
- Renewed access to West Beach/ Senior camp
- Grading/new surfaces in outdoor spaces
- Canoe paddles and lifejackets
- Full specialty renewals based on staff reports (year-ends)



"[Camp is about] the socialization, the freedom to express yourself and feel accepted."





"Friendships, being outdoors, and strong bonds."

8) Fundraising

\$400,000

Dollars Raised

Inspired by the philanthropic generosity of the Harold Grinspoon Foundation, Azrieli Foundation, Anton Rabie, and Ronnen Harary

- Our Board and professional staff raised over \$100,000
- Over \$50,000 was raised in real-time on-line as part of our Day of Giving (Stay tuned for 2023 Day of Giving on Thursday April 27, 2023)
- We received \$75,000 from the Harold Grinspoon Foundation on a 1:2 match to support our efforts

Life & Legacy

WHAT IS LIFE & LEGACY?

LIFE & LEGACY is a partnership of the Harold Grinspoon Foundation (HGF) and the Jewish Camp Council of Toronto (Camp Northland-B'nai Brith) that promotes after-lifetime giving.

Through training, support and monetary incentives, LIFE & LEGACY motivates Jewish organizations to integrate legacy giving into their philanthropic culture in order to assure Jewish tomorrows.

WAYS TO LEAVE A LEGACY?

- Bequest in a will
- Gift of life insurance
- Gift of retirement funds
- Charitable Remainder Trust
- Charitable Gift Annuity
- Gift of cash or assets

23

Letters of Intent and
Commitment

6+

Ways to Participate in
LIFE & LEGACY

We continue to build our Legacy Society, and now have 23 Letters of Intent and Commitment. This initiative has allowed, and continues to allow generous and forward thinking members of The Jewish Community and beyond the opportunity to express their passion, purpose and commitment to the future of the community's most valued Jewish organizations including Camp Northland-B'nai Brith. With this pioneering leadership, we are now able to nurture this seed and inspire others to join our Legacy Society in the coming years.

LIFE &
LEGACY

Assuring JEWISH TOMORROWS

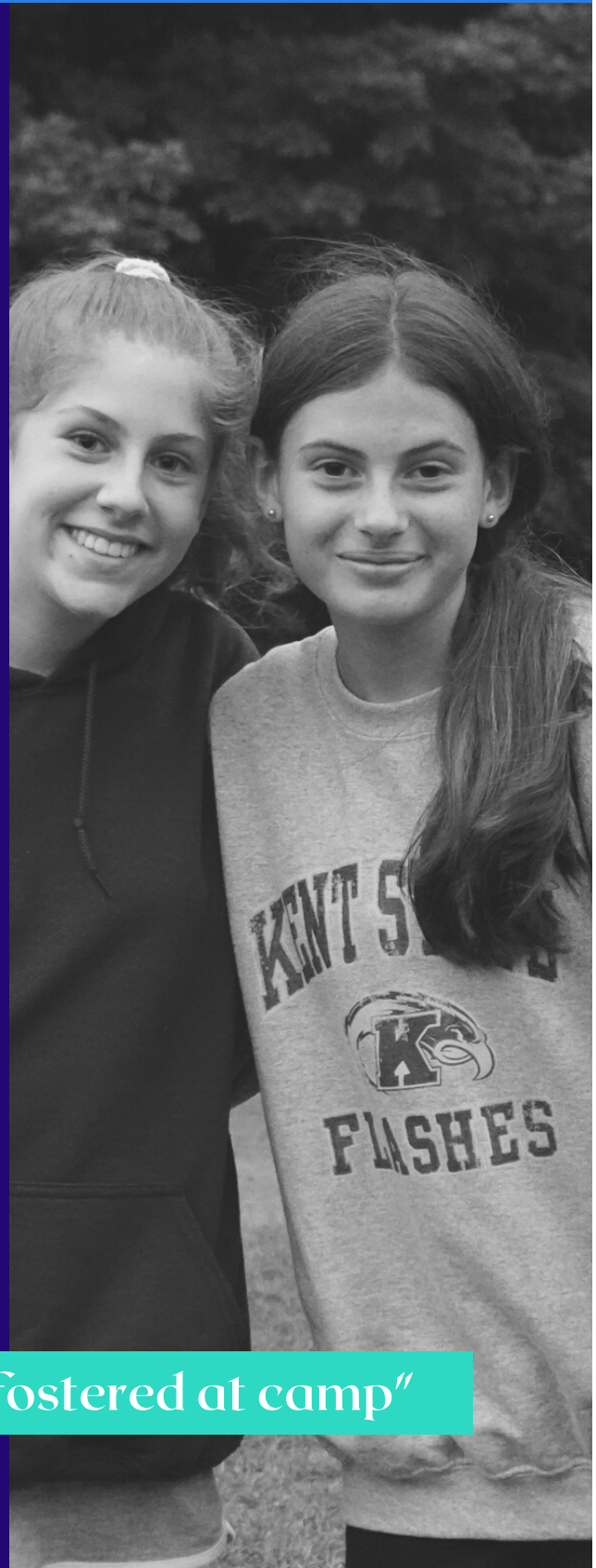
A program of the HAROLD GRINSPOON FOUNDATION



Scholarships

\$400,000

With our community's incredible generosity, we were able to assist families with over \$400,000 in total subsidies and discounts for the 2022 camp season. This accounts for approximately 15% of our entire operating expenses for the 2022 fiscal year, which is equal to our fundraising dollars received in 2022.



"[It is] community that is fostered at camp"

In Closing

Thank you for staying connected with us. Thank you for choosing to read this information, and stay informed on all of the amazing ways that your contributions and generosity have impacted thousands of children and families for the 2022 fiscal year.

Onward Northland!



We thank you for your continued support in our programs.



"Camp is their happy place and we feel confident that Northland is taking the best care possible with every child's wellbeing in mind"

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