



An Open Message from our Executive Director, Simon Wolle, to the Jewish Community:

- If your family were new immigrants to this country after 1909, it is more than likely that someone in your family was welcomed by one of the camps of The Jewish Camp Council of Toronto (now operating as Camp Northland-B'nai Brith).
- If you or your family were escaping war torn countries and arrived in Canada desperate for freedom and stability, you likely found a home at Camp Northland-B'nai Brith or some of our supporting programs.
- Was someone in your family an adult or senior looking for a sense of community? They likely were welcomed to the camp's dedicated programs.
- If you were like me or my brother, then you received financial support to attend camp when no other camps or programs found a way to open their doors.
- If you are like my parents then a huge burden was lifted when you found out that your children would be able to attend camp and gain the incredible life changing experience that camp offers our children.
- If you were a teenager looking for work in the summer and the most meaningful experience a summer could provide – you found your way to camp as a counsellor.
- Were you a camper simply because your parents chose to give you the gift of summers on Moose Lake?
- Are you a parent who missed out on camp, but found a way to give this experience to your children?
- Are you a parent carrying on your camp legacy with your children?
- Are you alumni of this magical place we call Camp Northland-B'nai Brith?

While the list is not at all exhaustive, it paints an informative picture of the scope of history this camp has touched in its history of over 115 years. If nothing on the list above resonated with you at a personal level, let me suggest that you think about the number of people who have been a part of your life whose lives were changed because of one or more of the above scenarios.

The first time I met my Head Staff in advance of the summer of 2015, I communicated the following message to the group:

I have been incredibly fortunate in my life. I have a beautiful family that values and appreciates each moment we have together. I have been blessed with an exceptional professional career. I have had the privilege of treating life as a journey of never-ending learning and exploration. I have great friends. I have a dog that I love. I wake up looking forward to the day and I go to bed fulfilled. Everything good that has happened to me, every opportunity that has come my way, every relationship I have valued and treasured, every problem I have solved, every perspective I have learned or gained, every challenge I have overcome...all of this, each of the above, I attribute to my years at camp. I attribute the success of my journey to date to the skills I gained at camp, to the independence I experienced, to the joy that penetrated my core as a child. It is because of camp that I am who I am and why I can achieve what I am able to achieve. This is why the future of Camp Northland is so important. Let's build and protect it together.

Onward Northland.

Simon Wolle, Executive Director

The Jewish Camp Council of Toronto, Camp Northland-B'nai Brith