



Camp Northland-B'nai Brith 2021 Impact Report

On the shores of our majestic Moose Lake, all divisions melt away as buses full of campers and staff enter the gates of NBB. Children from different shuls; children from different schools; children from wealthy families; children from families in need; children from all corners of the Greater Toronto Area and beyond; are welcomed as one community. Barriers are removed, connections are formed, and bridges are built. It is here where Jewish children have, for over 110 years, formed the foundation of a strong and lasting Jewish identity.

At NBB, campers and young adult staff gain self-confidence, learn life skills, make life-long friendships, and form an intentional Jewish community while having fun in a safe environment. We celebrate our positive camp culture with pride. Our camp is a place where programming, songs, spirit, and energy bring people together with an unparalleled passion. Our emphasis on Jewish culture encourages creativity and experimentation so that campers and staff find their own meaningful Jewish expression.

Young adult staff model a culture of kindness and compassion, and encourage campers to build new relationships, based on trust, respect, dignity and openness. The shared experience campers have at NBB forge friendships that last a lifetime. Generations of camp alumni have grown into leadership positions globally and in our Toronto community, staying connected to the friends they made at camp. These networks continue to support campers and staff as they grow, often leading to internships, work opportunities, enlarged social circles, and even finding beloved partners in life.

NBB campers and staff are our future.

Our Vision & Mission

Our vision is to give every child an amazing Jewish camp experience.

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.



Our Values

Safety
Pluralism
Valuable Life Skills
Jewish Identity
Building
Family & Community



A Message from Simon Wolle, Executive Director

When I think about the impact of camp on our community in 2021, my mind immediately goes to the life-changing moment when staff and campers were told they could remove their masks two weeks into the summer of 2021. It will be a moment that our entire community will remember forever. It literally seemed to bring hundreds of people out of the darkness of the pandemic. The day after this event, a reflective blog was published to the camp community. Excerpts from this blog are included below:

For me the disbelief is not that we did it. I was confident we could do it. For me the disbelief was how the emotions rocked me to the core... I was not prepared for what I witnessed. I knew how much this mattered. But I didn't really know how much this mattered.

I saw friends who hadn't hugged in 18 months, seeking each other out across the field.

I saw people collapse to the ground in pure innocent joy.

I saw siblings run and take giant long jump leaps of faith into the arms of loving brothers and sisters.

I saw staff that have never danced, dancing and jumping and jumping and dancing some more.

I saw smiles. I saw lots and lots of smiles.

I saw boyfriends and girlfriends embrace in a never ending hug of happiness.

I heard screams; I heard cheers.

I heard thank yous. There were so many thank yous.

I heard our Northland cheer.

I saw children jump and climb and reach to staff for hugs.

I saw a child literally running laps around the baseball diamond.

I felt the tears roll down my cheeks. I was in disbelief.

Since the summer of 2021, I have been told countless times by children, youth, staff, and parents that camp brought back joy. We also brought back friendship, community, relief and perhaps most importantly, hope. My life has changed by witnessing the moment 600 people found hope for the first time in almost two years. I wouldn't trade the privilege I had to be a part of this experience but I never want to witness it again. As the Executive Director, I couldn't be more proud of what we were able to achieve in 2021. I also can't wait to see the positive impact we will have leading into 2022, and beyond. Onward, Northland.



A Message from Stacey Cohen, Board Chair

Why Northland Matters

When I first started volunteering, and eventually joined the board of Jewish Camp Council of Toronto it was with the intent to give back to a camp that had given my family and I so much. My Mom, along with aunts, uncles and cousins had paved the way for me. Although generations apart we all have very fond memories of the amazing Jewish camp experiences we had growing up. Those wonderful summers helped shape us all into the people we are today.

Our alumni share unbelievable accounts of friendships and love stories that that were fostered at camp that have lasted a lifetime, and many, like myself were lucky enough to meet their significant others at camp. We all have an inherent understanding of what a special place we have on 750 acres on a remarkable lake setting in the heart of the Haliburton Highlands. Although the history dates back much further, for the last 80 years Camp Northland-B'nai Brith at its current location has been an all-encompassing connector of the Jewish community. No matter what level of observance or financial background, Camp Northland's inclusive environment has welcomed everyone to enjoy memorable life changing experiences, build their Jewish identity and learn life skills in a safe and nurturing environment. I know first hand that these fundamental values hold true today and facilities, and programming continue to improve and evolve for both campers and staff.

So yes, when I started volunteering and intentionally made camp a priority in my own tzedakah it was with the intent to give back. I didn't realize at the time that I would continue to be the beneficiary of so much nachus. The Camp Northland community of campers, staff, donors, board of directors and the dedicated professional leadership staff make me proud every day to be associated with such an amazing collective. It's because of everyone's amazing support that I beam with pride knowing future generations will continue to share old traditions and create new ones on the north shores of Moose Lake.

Our Camper Community

"Camp Northland is my home away from home. A place where I don't have to worry about anything; where I can rest and enjoy my summer with all of my friends"

"Camp means happiness"

"Camp is somewhere in which anything and everything can happen."

"Camp is my home away from home"

"Camp is where I get to be my best self"

"Camp means having the best experience of friendship and bonding in the best setting."

"Camp means fun, meeting new people and getting out of your comfort zone."

"Camp, to me, means it is a place where you can forget about your worries in the city and meet your friends to enjoy your summer."



435 kids*, ages 6-15, attended Camp Northland during summer of 2021!



147 campers experienced Camp Northland for the very FIRST time



94% of our campers were satisfied with the diversity of the programming offered throughout the summer



96% of our camper families said they were likely to return next summer



96% of our campers were likely to recommend Camp NBB to a friend!



93% of our camp community felt that our health and safety protocols exceeded expectations

After the heartbreaking summer of not being at camp in 2020 due to the pandemic, it was abundantly clear how vital Camp is in our campers lives! The immense joy experienced, the friendships built, the life-skills learned were truly beautiful to see. Due to our Covid protocols, we offered one point of entry for everyone to arrive on the same day, with multiple ending dates to accomodate different lengths of the summer. This highly controlled environment enabled Camp Northland to be Covid-free!

*maximum capacity due to Covid pandemic



Our Staff Community

**180 youth professionals
gained valuable
experience as part of our
summer 2021 staff**

**100% of our staff stated
that they feel the training
they received will translate
to any job they have in the
future**

**95% of our staff felt supported
and encouraged to initiate new
programs and lead others**

**5 virtual staff trainings,
including topics such as
leadership, mental health,
safety, & youth
development**

Due to the loss of Summer 2020, we had a number of first-time staffers who did not have the opportunity to experience their CIT (counselor-in-training) year. With extensive staff trainings throughout the year and leading up to the summer, our staff community came together to create a memorable and transformative experience for themselves and their campers. In an effort to enhance the experience for our staff, a staff oasis was developed for them to enjoy their days off in a space dedicated just for them!



From our parents...

"Thank you for making (my daughter's) first experience so special and memorable. I am not offended that I have heard her say, "I wish I wasn't home and that I was still at camp" several times in the last 24 hours—truly a testament to the staff at Northland"

"Thank you, thank you, thank you...[my son] truly found his happy place where he can just be himself and not have to fit into a certain box. 4 weeks away and not a phone call home made my anxiety decrease dramatically and make me know he was where he needed to be!"

"Thank you for giving my son encouragement and confidence to try new things!"

"Thanks to Camp, our son more or less kicked his screen time problems and has found more and more ways to be happy outside, something he completely lost sight of during the pandemic."

"You provided [my son] and so many children a summer at camp. You provided an environment that took them out of the Covid universe (to the best you could) and gave them the opportunity to be kids."

Pandemic Preparedness

Through the generosity of our Camp Northland family and community friends and in an effort to prepare for the Summer of 2021, a number of enhancements were made to be Covid-safe:

ventilation and exhaust fans in every single camper cabin

Health Centre upgrades and an outdoor triage area

Vinyl barriers throughout camp

Hand-washing stations outside of our dining hall

Outdoor programming venues/event tents

All required personal protective equipment (PPE)

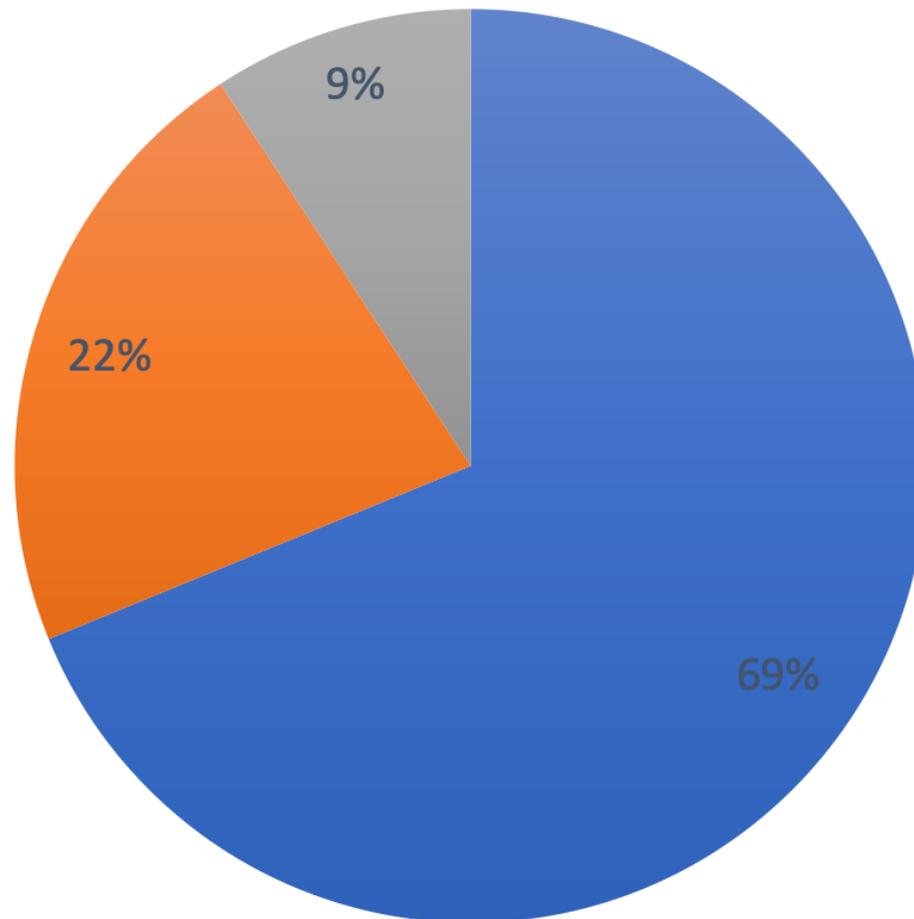
We are also immensely grateful to The Foundation for Jewish Camps, The Harold Grinspoon Foundation, UJA, Stephen Kauffman, Aaron & Arlene Nisker (Wayne Safety), Anton Rabie, and Ronnen Harary for their leadership that helped to make this all possible. As a result of the funding we received, Camp was able to expand our capacity a bit by converting some spaces into additional sleeping quarters and enabling us to purchase some outdoor event tents, in order to convert some of our amazing outdoor spaces to programming spaces.



2021 Fiscal Year Revenue

Total: \$2,945,000

***normalized approximation in advance of audited financial statements**



■ Camp Revenue (Fees & Programming)

■ Fundraising

■ Other Income

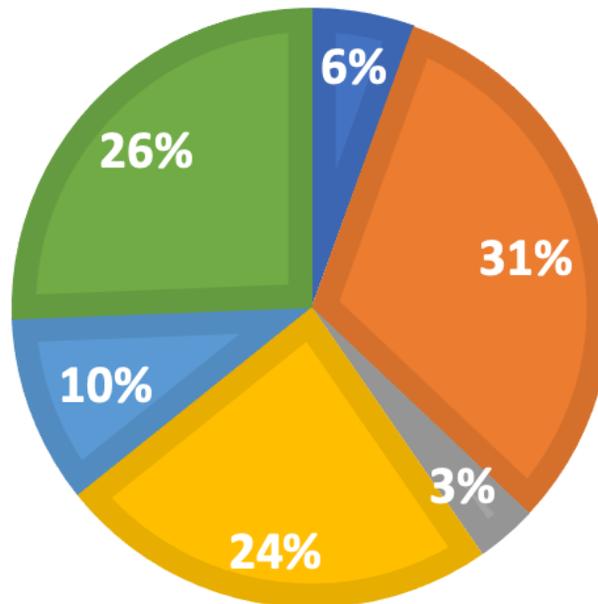
Financials

2021 FISCAL YEAR EXPENSES

TOTAL: \$2,275,000

**THESE EXPENSES DO NOT INCLUDE ANNUAL CAPITAL COSTS.*

- Covid
- Salaries & Benefits
- Program & Operations
- Food Service
- Building Occupancy
- General & Administration





Our Leadership

2021/22

Board of Directors

We are beyond fortunate to have a dedicated group of volunteers, who work tirelessly in support of Camp Northland. This year, their dedication was recognized by the JCAMP180 Outstanding Board Leadership Award; an honour that is given to one camp per year, to a board that has shown strong guidance and overall vision for the organization. We are so grateful for their support, dedication, and leadership.

Stacey Cohen, President
Greg Evans, Immediate Past President
Rick Carson, President Elect
Garry Wise, Secretary
Hartley Cohen, Treasurer
Elaine Lesniak, Director
Robyn Rabinowitz, Director
Neil Grunberg, Director
Ernie Gutstein, Director
Jordan Donsky, Director
Lynn Kirshin, Director
Amy Laski, Director
Sean Abenstein, Director
Ned Blinick, Director
Mathew Rosen, Director

Year Round Staff:

Simon Wolle
Adam Kertesz, Denise Harris
Marisa Reby, Rob Abbs





Looking forward...

Camp Northland-B'nai Brith

Legacy Society

Our Camp Northland Legacy Society members secure Camp's future by including Camp Northland in their will, trust, retirement account or life insurance policy. We are most grateful to the following individuals for their dedication to Camp Northland-B'nai Brith, as expressed through their membership in the Legacy Society:

Greg Evans
Stacey & Amy Cohen
Simon Wolle
Denise Harris
Rachel Evans
Jay Rudolph
Michelle Goldstein
Jaimie Goldstein
Karen Wolf
Amy Laski
Anonymous (5)
Hershey Glass
Abby Tobias
Jeff & Rochelle Westreich
Neil Zworth
Howard Hanick

We'd love to add your name as a founding member! For more information about how you can become a part of the Legacy Society please contact Marisa Reby at marisa@campnbb.com

Scholarship program

We never want finances to be a barrier for a family to choose Camp Northland. We are committed to having a flexible and confidential scholarship process to offer as much support to as many families as possible.



Investing in the future of our camp site:

We are currently revitalizing our strategic plan, master planning process, and capital growth plan. We hope to be able to engage with you as stakeholders in the process in the coming months.

Additional Ways to Support

Your donation to camp makes a real difference. Camper fees alone cover approximately 80% of the cost to have each camper at Camp Northland. The additional 20% requires fundraising support.

Monthly Donations

Becoming a monthly donor is a great way to contribute to camp year-round!

Give Stock

Make a donation by transferring stocks, bonds or securities

Tributes

Know someone who holds camp close to their heart? What better way to acknowledge that connection than by making a donation in their honour. This option makes a great alternative to a gift for birthdays, weddings, celebrations or even a simple thank you.

Employee Matching Gifts

Many companies offer matching gift programs, encouraging employees to contribute to charitable organizations. Most companies will match contributions dollar for dollar, doubling your impact!

Endowment

The endowment fund was established as a means to ensure children continue to experience Jewish summer experiences at Camp Northland-B'nai Brith. This fund is dedicated to creating lasting experiences over several years.

We are beyond grateful for all of your support. To discuss making a gift, contact Marisa Reby, Development Manager, marisa@campnbb.com or 905-881-0018 x304



Thank you!



During our 2021 fiscal year, YOU gave us renewed energy and resources which will help sustain our organization, campers, staff, and comp community for many years to come. Thanks to the support of our Northland alumni, board members, parents, grandparents, community members, friends and The Harold Grinspoon Foundation JCamp180's All Together Now matching campaign, we raised more than \$500,000! We are SO grateful for the incredible generosity!