



December 19, 2016

Dear Camp Northland-B'nai Brith community,

Each of you is an important part of this message to follow. Please join me on this journey...

Below are some thoughts that 2016 families shared with me about their children's experience(s) at camp this past summer:

"There isn't just one strength...I have 2 children of different sexes in the camp and each of them got something different out of camp. The well-roundedness of each of the activities and programs is what makes the experience great. Having the ability to have each of the kids do things that interest them whether it's sports related or arts related is key as well as having activities that challenge them to go outside of their comfort zone and try new things and make new friends."

"Thank you Camp Northland. Our kids had the time of their lives and their best summer ever! We can't wait until next year! Keep shining!! The sense of family, community and building lifelong friendships. The relationships with directors, the leadership team and counsellors positively impacted on our children's camp experience."

"There are so many strengths! The relationships my son has built with his camp friends are priceless and lifelong. The sense of community is amazing. The activities he chooses to participate in, from the camp play, to playing basketball everyday to waterfront activities to intercamp - NBB has it covered!"

Sometimes I wonder if everyone has a true appreciation for how critical our camp community is at so many levels. I was speaking with a successful business entrepreneur and philanthropist the other day. Here is what I observed...



On her desk she had a folder full of donation cheques made out to the various organizations that approached her this year for donations. They were definitely worthy causes, each deserving in their own right for some support whenever possible. However, Camp Northland-B'nai Brith was not on her radar at all. By the end of the conversation, however, our camp mattered. This change was not because of a sales pitch, but rather because camp does matter, and we need to collectively shout this from the roof tops.

In this recent discussion with the philanthropist, I realized that there is so much that so many people take for granted or do not know, or maybe simply don't remember, about the incredible place we know simply as 'camp'. Sometimes just hearing, or being reminded of some of these amazing facts, is all it takes to realize that Camp Northland-B'nai Brith needs to be considered at the top of the list for 'giving' opportunities year over year.

Some points were articulated in this recent conversation that I want to share with you:

- Camp Northland-B'nai Brith was the welcome center for our parents and grandparents and great parents dating back to 1909 through the outstanding work of The Jewish Camp Council of Toronto. When people could not even imagine sending children to a summer camp experience, while they were worried about food and shelter for tomorrow, Camp Northland-B'nai Brith opened its doors, all of its inherent opportunities, all of its experiences, its care and its compassion. Many of you reading this letter were recipients of that generosity.
- Camp Northland is a not-for-profit registered charitable organization in the province of Ontario. Camp fees are designed to ensure maximum accessibility for all members of the Jewish community and they do not cover the cost of operations.
- Camp Northland is a true community camp. Our campers and camp families cover the entire spectrum of the Jewish community facilitating enriching and meaningful growth, connections and exposure to all views on Jewish life, backgrounds, and perspectives.
- Camp Northland financially supports our local community as well as Israeli victims of terror, and has offered children of these families free (fully subsidized) summer camp experiences.
- We pay to bring shlichim [emissaries] and Israeli staff through the Jewish Agency for Israel to help support building connections to Israel and to build a sense of Jewish community and pride beyond the GTA.
- Today, our camp is helping to shape the leaders of tomorrow. Our camp is creating unparalleled opportunities for personal growth and leadership.
- Our camp is a connector. We are connecting to Judaism, connecting to Israel, connecting to community partners, connecting with friends, connecting with nature, connecting with ourselves, and connecting with the world around us. Most importantly, we are aware, and need the entire Jewish community to be aware, that we are the connectors for the Jewish world of tomorrow.

Our camp history is strong but the future is even stronger. The community is talking about our growth and expansion, our facility improvements, and our incredible reputation getting stronger by the day. Our staff is exceptional, our programs are dynamic and inspiring, and our camper care is unparalleled. But we need ongoing support to drive this momentum forward.

Today, as we approach our Chanukah holidays, I invite you to support the miracle of summer camp by making a gift to the Camp Northland Annual Chanukah Campaign. So much of the future depends on your generosity today. Is this a year where you can help? Please make your tax-deductible gift today.

You may do so by:

1. Sending a cheque payable to Camp Northland-B'nai Brith to 1118 Centre Street unit 202, Thornhill, ON L4J 7R9
2. Donate through our website by clicking [here](#) and choose 'donate now'. As little as \$18.00 from each of you can make a huge difference.
3. Donate a gift of stock or securities, or establish a monthly donation by credit card, by contacting Denise at the camp office at 905.881.0018.
4. Consider making a long-term pledge to support the camp, or find out more about the camp and our future together, by contacting me directly at 905.881.0018 x. 305.

We have some other really exciting announcements coming up in the new year. We can't wait to share them with you. There is so much to share ranging from details of our new caterer and food service provider at camp for 2017, to facility upgrades, to new community partnerships, to new in-camp innovative programs, to a new sports specialty program...and the list goes on and on. Stay tuned for our January newsletter and in the meantime have a wonderful holiday season.

If you have any questions, comments or thoughts or you want to get involved in the camp in other creative ways, I would be happy to chat or meet with you anytime.

Onward NBB,

A handwritten signature in black ink, appearing to read 'Simon Wolle', with a stylized flourish at the end.

Simon Wolle
Director, Camp Northland-B'nai Brith