



Welcome back to Camp Northland!

Close your eyes, breath in the clean cool air, listen to the sound of the wind or the birds in the leaves around you. Feel that familiar sense of home, family and community. Now open your eyes. Do you see the setting sun glistening on the still late day lake? Do you see young future campers running free toward the dining hall? Do you see how much the camp looks and feels the same, only better, with new programs, structures and a renewed sense of pride.

Whatever it is you feel, I hope you savour it, appreciate it and reach for it throughout the year, when you think about, and talk about Camp Northland.

Although it's the last official long weekend of the summer, for all of us, it's the weekend we look forward to most. Not because it is the end of summer, but for us, it's the beginning of our return to summer camp.

Please join me in thanking Simon, Rob, Evan and Denise and the seasonal staff who have delivered to our camp families perhaps the best summer ever. For those of you who shared the camper's experiences by reading Simon's blog through camp minder or Facebook, you know that the joys of camp Northland continue with old traditions, and with new ones. If you did not read the blog, please become a Facebook friend of Camp Northland B'nai Brith or sign up to receive email from the camp through the camp website at www.campnbb.com. You won't regret it. What struck me most, is how intentional all the camp programs, training and activities are now at camp. Campers and staff are learning new skills and to grow as people. Camp is helping to shape our communities' future leaders.

What an exciting year it has been for Camp Northland. Thanks to you, your friends and family, and the positive messages in the community, this year has been a great success with increased enrollment, fundraising and community engagement.

Last year we launched "Our Camp, Our Future", an initiative that was started at the first ever Banquet in the City where over 500 people attended to celebrate Camp Northland and begin the process of engaging the community and raising the funds necessary to ensure Camp Northland thrives for another 100 plus years.

Early planning is under way for the 2019 version of Banquet in the City. If you would like to join a committee to help make this event even more successful than the first, please let us know. There are other ways you can help Camp Northland thrive as well. Please don't be shy to offer your support. We realize that the connection that camp has to you and your relatives is individual. We can help you to find a unique way to bring meaning to you in how you chose to give back to camp. If you want to speak privately about ways that you, your family or a group of friends can make a difference supporting one of the Pillars of Our Camp Our Future (People, Infrastructure, Programs, Community), please look for me, Simon or another Board member to start the conversation.

Last year, you saw the display of our Pathway to Our Camp, Our Future. This year, you can see the beginnings of the path. Please consider purchasing a brick. The donation made is 100% eligible as a charitable donation.

Thank you for joining us at the Alumni Weekend. It is our goal to host an amazing weekend, where everyone feels rejuvenated and inspired at, and by, the people and the beauty that combine to make Camp Northland so special. Despite the success of our new family camp program (50 plus people) during second period, , our attendance this weekend is strong. This weekend is a celebration of alumni families and a thank you for your ongoing support.

If you would like to help plan next years Alumni Weekend, please let the Camp or a board member know.

Please share messages on your own Facebook pages or other social media channels to let our community know what a great time you are having here. Tag the camp, the camp alumni groups and your old camp friends. Maybe next year, they will join you.

Camp Northland needs your ongoing support in so many ways. In this letter, I want to outline a few reasons to stay involved with Camp, as well as different ways we ask for you to consider helping.

Everyone has different reasons, for some it's about memories, for others it's about building a better future. For all of us, what I have come to believe that we share is the value of friendship, community and integrity in our life's actions. These values are just some that are fostered to this day at Camp Northland-B'nai Brith.

WHY SUPPORT CAMP NORTHLAND-B'NAI BRITH

- Kids and young adults develop character, life skills, a sense of social justice, independence, confidence, and a connection to the Jewish community.
- To remain viable and competitive, camp must maintain the highest standards of facilities, infrastructure and programming. Current revenue is derived primarily from registration, not from outside agency funding as many people believe. Capital re-investment needs to be funded by donor support.
- Scholarships for all of our Camp families that need support are financed from the camps operating budget, not from 3rd party sponsors.
- Due to the efforts of the Staff and Volunteers and intentional efforts to lead the camping industry standards of child care, supervision, health and safety, proگرامing and fun, enrollment has been growing, especially in the younger age groups, but the camp needs more staff and resources to continue with its marketing efforts to bring the camp enrollment back to the levels they were when we were at camp in the "good old days"
- Since its earliest years, Camp Northland-B'nai Brith welcomes new Canadian Jewish families into its community, giving them a sense of home and place.
- Camp Northland-B'nai Brith continues to build and foster its connection to Israel. In the 2017 season, again we sponsored 8 children to attend camp for free through Beit Halochem, an

organization that seeks to assist families impacted by terrorism in Israel. These children thrived at camp and briefly escaped the harsh day-to-day life experiences they still endure back at home in Israel.

- Enrolment in Day School and membership at Synagogues is declining. Jewish Camp is becoming more and more relevant for families who would like their children to build a strong Jewish identity and spend time with other Jewish children. Focus groups have confirmed that being a Jewish (but not too religious) camp is important to our families. They like our values and traditions and want to maintain them.
- There are tremendous fears and risks about the overuse of technology in the lives of children today. Camp provides them an opportunity to “unplug”. As Simon wrote : “We don’t have wifi at Camp Northland, but we guarantee your kids will make a better connection”.
- Camp Northland was purchased in the middle of WWII, when 6 Million Jews perished in Europe. The lucky families who were in Toronto often lived crammed in small apartments in the city and grieved for the families they had lost back home. Few had condos in Florida, or cottages of their own. Vacations were a foreign concept to a foreign people in a new land. When I picture organizations like Mothers and Babes taking the 5 hour drive to Moose Lake just to have a few days of joy, it truly makes the magic of Camp Northland real in my mind.
- The peak growth years of Camp Northland (the 60’s and 70’s) was when the children of the families above (Holocaust Survivors) started having families of their own, and without Camp Northland, those children would never have been able to afford an overnight camp experience. It was a dream come true for those families and their children.

All of these reasons above and many more are enough for me and I hope you all to continue to help Camp Northland-B’nai Brith survive and flourish for decades to come.

I wish you all a safe and wonderful weekend. Thank you for being here and thank you for taking the time to read this letter.

Warmest regards,

Greg Evans

President, The Jewish Camp Council of Toronto

NBB camper '85-88

NBB CIT/staff '89 -95

2004 Married a Northlander (Rachel Leonoff)

NBB volunteer 2006-2009

NBB Board member 2009 – current

NBB parent 2014 – current

***Please read about ways to donate and make a difference on the following pages**

WAYS TO DONATE & MAKE A DIFFERENCE

Thank you to the generous support of all our donors through the years. You have enabled us to provide over thousands of children the opportunity to experience camp since our inception in 1909. Without donor support, our impact in the community would not be possible. Included in your welcome bag is a pledge card. Please complete it and return it to Simon Wolle this weekend or Denise Harris at the camp office in Thornhill.

IN KIND- DONATION OF STOCKS

For the first time, Camp Northland has established an account with Scotiabank to allow generation donors to use their stock accounts for charitable donations to The Jewish Camp Council of Toronto.

There are tremendous tax planning advantages to those with the means to use this technique as part of their annual giving plans.

If you or anyone you know makes donations in this way, thank you in advance for considering Camp Northland for future donations.

DONATE MONTHLY

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

You can make automatic donations easily each month as a set amount. This is the perfect way to spread a larger donation out over a period of time or to simply continue to give without having to fill out a new form each month.

A consolidated tax receipt can be sent by email or traditional mail at the end of each year.

SPECIFIC FACILITY OR CAPITAL NEEDS

Generous donors in our community contributed to new kayaks, septic systems, the ceramics program, the staff fitness facility and more. We understand that many of you want to see the impact of your donations at camp. Please speak to Simon Wolle about the immediate needs and capital program if you are one of these people.

Currently, donations are sought to support the reconstruction of the Hockey's and tennis facility and a baseball field of dreams, as part of land sports program.

IN HONOUR

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, mothers or fathers day, weddings, celebrations or even a simple thank you.

You and the person you choose to honour can share in being able to bring more kids to camp together!

IN MEMORY

Camp can touch the lives of many, even several years later. Celebrate and remember a loved one or friend and their connection to camp by making a special donation in their memory.

Make a single donation in their name or set-up an in-memoriam and invite friends and family to donate.

ENDOWMENT

The gift that continues to give stability to the organization into the future.

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.

PLANNED GIVING

One of the most thoughtful ways to ensure Camp Northland-B'nai Brith continues to help kids experience camp is to leave a planned gift. This selfless gesture will help create many unforgettable experiences in the lives of campers for years to come.

We also will be incorporating new programs in consultation with Scotia McLeod to assist with insurance giving and stock in kind tax consultation. Please inquire with Greg Evans

TRIBUTE CARDS

Camp Northland Tribute Cards are a wonderful way to stay in touch and share a thoughtful message with family and friends.

We can also personalize your greeting cards.

Tribute Cards can be sent to wish:

- A speedy recovery
- Mazel Tov (congratulations) for a birthday, engagement, marriage, or any milestone occasion
- Rosh Hashana, Passover or other holiday greetings
- To acknowledge a Camp Counsellor or staff member

Minimum donation is \$18.00 per card.

A charitable donation receipt for the full amount of your order will be issued by the Jewish Camp Council of Toronto.

**To order, please contact Denise Harris,
at 905.881.0018 or happycamper@campnbb.com**

VOLUNTEER

Camp Northland-B'nai Brith is powered by an incredible Professional staff that works year round and is supported by a Volunteer network. The volunteers on the Jewish Camp Council Board empower unique committees comprised of parents and alumni to help shape Camp! We need your help to fill these committees.

Please consider joining one of the following committees:

MARKETING, ALUMNI, FUNDRAISING, PARENT, and more