



# **CAMP RAMAH IN CANADA**

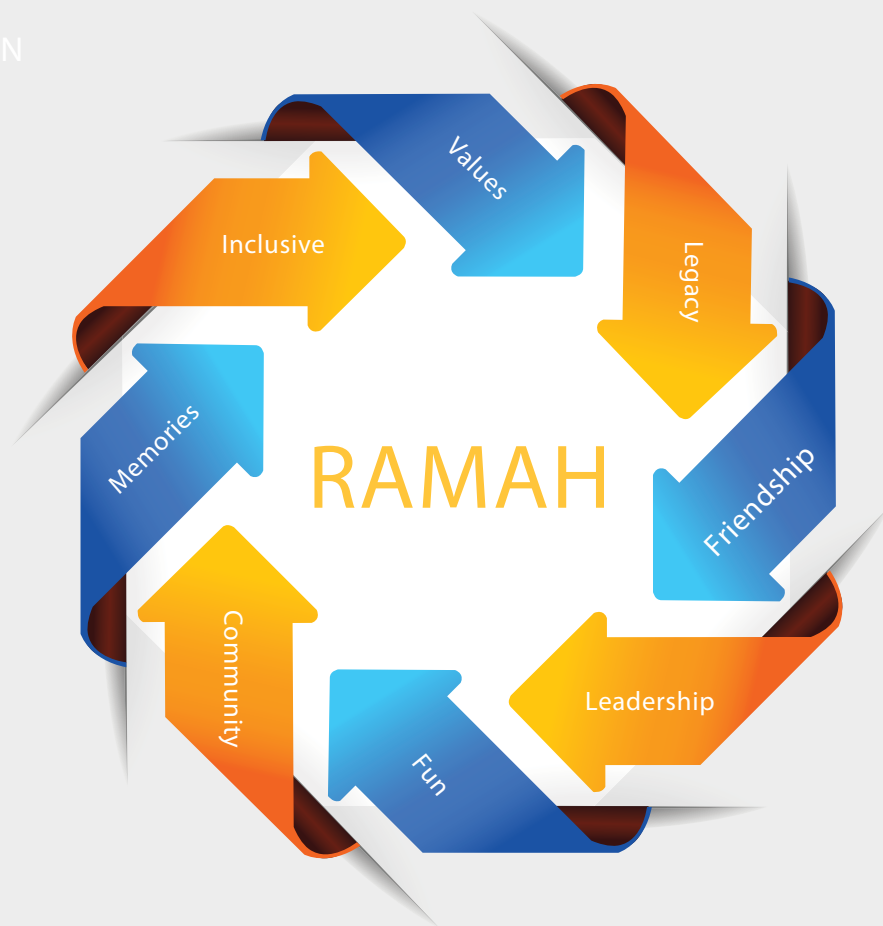
מחנה רמה בקנדה

The Max and Beatrice Wolfe Campus

**Phase 1 Under Construction!**  
**Now launching Phase 2!**  
See pages 8 & 9

# **RENEW THE VISION**

**ENRICHING PROGRAMMING GROWING COMMUNITY**



## A MESSAGE FROM THE DIRECTOR

In the late 1950's, Camp Ramah's founders had a vision: to establish a site in the beautiful Muskoka region of Southern Ontario where Jewish youth could return summer after summer to:

**LEARN** to become more independent.

**GAIN** an appreciation of nature and the great outdoors.

**DEVELOP** important individual and team skills.

**FORM** a vibrant Jewish community in which campers and staff could become more engaged with their Judaism, the greater Jewish community, and the State of Israel.

They drew the name of this extraordinary place from values of aspiration, growth and transcendence – naming it Ramah, which translates literally to “high place” or “elevate”. We embody these values every summer, as we help another generation of young Jews to reach higher, dream bigger, and develop spiritually, intellectually, emotionally and socially – preparing them for lives of personal and professional fulfillment, citizenship, and leadership.

After six decades of serving more than 10,000 young people, this vision continues to be relevant today. As the needs of a new generation of families and campers change, we must adapt. Our Renew the Vision Campaign supports an exciting array of projects designed to meet those needs, to enrich our program and grow our community.

Please join us as we build our future for the next generation.





VISION MIRPA'AH WARMTH SHABBAT EQUALITY INVEST

INVALUABLE LANDSPORTS RENEW STRENGTH TIKVAH INSPIRE

GENERATIONS VISION INVALUABLE CELEBRATE BEIT AM KATAN

WATERFRONT OUTDOORS VISION MIRPA'AH SHABBAT RUACH

EQUALITY MIRPA'AH VISION MIRPA'AH WARMTH SHABBAT

## RENEW THE VISION

Camp Ramah in Canada has and will continue to respond to this generation through the following strategies:

### ENRICHING PROGRAMMING

- Expand the scope of activities, both to appeal to a broader population and to provide new experiences for returning campers.
- Enhance the daily schedule with specialized programming to promote fitness and health.
- Strengthen skills and development of cabin counsellors and programming specialists with professional in-resident artists, coaches, and educators.

### GROWING COMMUNITY

- Offer shorter sessions to attract busy, younger families.
- Develop year-round programming options to expand our reach.
- Adopt a more holistic approach towards each child - informed by camp social workers, medical staff and counsellors - providing for an inclusive environment.

# KEY CAMPING TRENDS

1

Families are exploring the option of overnight camp for children at younger ages.

2

Growing societal awareness of health-related issues, including an increased emphasis on fitness and healthy living.

3

The spectrum of children with special needs is increasing.

4

Competition from summer camps and other specialized recreational programs is on the rise.





# WHO WE ARE

600



Upwards of 600 campers and 180 staff are welcomed each summer. Campers and staff come from Canada, the United States and Israel.

30%



More than 30% of the camper population receives some sort of fee assistance, including camper families who are part of our *Tikvah* (special needs) program.

10,000



Camp Ramah has over 10,000 alumni actively involved in the Jewish community.

1960



Since 1960, Camp Ramah in Canada has operated under the educational guidance of the National Ramah Commission and the Jewish Theological Seminary of America. It is governed by the Camp Ramah of Canada Committee, and is accredited by the Ontario Camp Association (OCA).

Camp Ramah's staff is composed of undergraduate and graduate students, as well as professionals in various fields. The camp program places a strong emphasis on personal growth and positive self-image while offering both fun experiential education and recreation programs.







## CELEBRATING THE PAST - BUILDING THE FUTURE

In order to determine how Camp Ramah can best support the needs of a new generation, a dedicated group of lay leaders, consultants specializing in overnight camping, and professional staff have worked intensively over the past year to develop a long-term master facility plan. The resulting vision is to develop a state-of-the-art campsite designed to **enrich our program** and **grow our community**, offering our campers and staff a compelling camping and Jewish educational experience for generations to come.



VISION

MIRPA'AH

WARMTH

RUACH

EQUALITY

## OUR PEOPLE



Every summer we watch as Ramah campers emerge as leaders. This doesn't just happen. At Camp Ramah, both campers and staff have the opportunity to hone their leadership skills - building programs, supervising activities and taking on new responsibilities each summer. We take to heart that we are building the next generation of Jewish leaders.

**Aviva Millstone**  
Assistant Director

## OUR PROGRAM



Our mission is very clear. Ramah staff members are charged with the responsibility of not only being caregivers and skill builders, but also of being accessible Jewish role models.

**Ayelet Greenspan**  
Staff Member & Former Camper

## OUR PEOPLE OUR PROGRAM OUR PROMISE

## OUR PROMISE



Summers at Camp Ramah create adults who are committed to the Jewish community and engaged in Jewish practice. Camp Ramah in Canada has transformed the lives of more than 10,000 children and young adults through exciting programs and meaningful Jewish experiences.

# PHASE 1 UNDER CONSTRUCTION!



## WELLNESS CENTRE

MIRPA'AH

Featuring both a new daily medication dispensary as well as sick and quarantine rooms, the MIRPA'AH will ensure we meet the health requirements of our diverse population.



## ACTIVITIES CENTRE

BEIT AM KATAN

Located on the shores of Skeleton Lake, the BEIT AM KATAN is designed for multiple uses: A place for prayer and reflection in the morning, an activities centre during the day, and a large open space for evening programs.



# NOW LAUNCHING PHASE 2!

## PHASE 2 INCLUDE NEW CENTRES FOR:

- Creative Arts, where campers will express their creativity and develop skills in areas like ceramics, woodworking, arts & crafts, and more.
- Fitness, with state-of-the art equipment and instruction that will focus on all aspects of health and wellness.
- Culinary Arts, where campers will develop cooking skills and learn about making healthy food choices.
- Leadership Training, where CIT's will develop the necessary skills to become future Ramah counsellors and specialists.



*The new Creative Arts Centre and Fitness Centre. This is a rendering only; subject to change.*

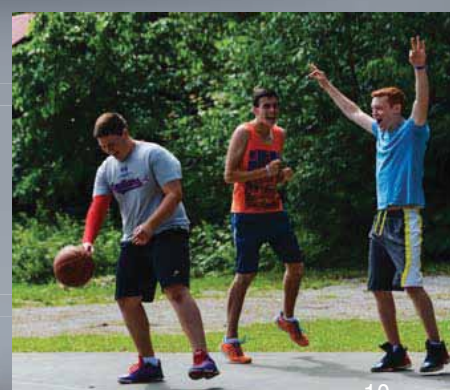
# YOUR GIFT

Our generation has been granted a gift in the beautiful home left to us by the generations that have preceded us. It is our responsibility to care for this home and to leave it better able to meet the needs of those who will come after us. This is a once in a generation opportunity. Our future success can only be assured with your support. We need every member of our camp community and every friend who shares our values to do their part in this project. When you give, you show your commitment to our community, and together we invest in the future of Camp Ramah.

## CAMP RAMAH IN CANADA

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# GIVING OPPORTUNITIES

## PRIORITY ITEMS

PHASE 1

ACTIVITIES CENTRE (BEIT AM KATAN)

\$1 MILLION

WELLNESS CENTRE (MIRPA'AH)

\$1 MILLION

ARTS AND ACTIVITIES CENTRE

\$1 MILLION

Creative Arts Centre \$500,000

Fitness Centre \$250,000

Culinary Arts Centre \$150,000

Biking Centre \$100,000

STAFF PROGRAMMING CENTRE

\$500,000

Senior Staff Housing & Lounge \$250,000

Counsellor-In-Training Centre \$250,000

ADMINISTRATIVE CENTRE

\$500,000

WATERFRONT CENTRE FOR VISITORS AND GUESTS

\$1 MILLION

Guest Lodge \$750,000

In-Residence Housing \$250,000

LEARNING CENTRE

\$1 MILLION

Sifriya (Library) \$250,000

Early Childhood Centre \$250,000

Activity Hall \$250,000

Educators' Housing \$250,000

CAMPER DOUBLE CABINS

\$250,000(4)

\$1 MILLION

TOTAL

\$7 MILLION

Canadian and US donations will receive charitable donation receipts.



A campaign to Renew The Vision of Camp Ramah in Canada has begun. It will allow us to enrich our program and grow our community to meet the needs of today's generation.

The campaign is more than new buildings and improved facilities. An expanded and refurbished Camp Ramah in Canada will enable us to compete more effectively in the marketplace, offer a broader range of specialized outdoor and indoor activities that appeal to new and current campers, create an inclusive environment that serves our population of campers with special needs, and enhance our wellness and staff training programs.

Please join us as we build our future for the next generation.



**CAMP  
RAMAH**  
**IN CANADA**

**מחנה רמה בקנדה**

The Max and Beatrice Wolfe Campus

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