

CAMP HARLAM



December 2014

URJCampHarlam.org

A URJ CAMP

Welcome to the first edition of Camp Harlam's development newsletter!

For most of its existence, nonprofit Camp Harlam grew without fundraising. Around 2000, the URJ, of which Harlam is a part, organized its camp system into a single network. This, coupled with the changing business climate, the aging of our buildings and the greater needs for scholarships have made fundraising essential, to ensure we continue to deliver on our mission. In 2011, Camp Harlam's leaders embarked on a process to transform Camp Harlam's community into one which includes a culture of giving.

The development leadership team, comprised of lay leaders and members of our professional staff, is advancing Harlam's efforts with respect to: capital fundraising, which addresses facilities and buildings; scholarship fundraising, which addresses needs for assistance with camper tuition and fees; and legacy/endowment fundraising, which relates to including Camp Harlam in estate plans.

CAPITAL CAMPAIGN

The initial focus of development efforts has been capital projects. In 2011, Harlam commissioned a master facilities plan to upgrade camp's facilities and help camp remain competitive in a crowded market. Under this plan, the top priority is the renovation of the girls' cabins and addition of (staff) leadership cabins.

Our partners at the URJ funded the Master Plan, some significant, necessary septic system improvements in Girls Camp, and pre-funded a \$1,125,000 capital gift matching program in connection with our "Build a Bunk" effort to renovate the girls' cabins.

To date, six of the 12 girls' cabins have been renovated, and the new bunks have been very well received. Thanks to generous donors, we have raised \$850,000 in pledges to date, including our first six-figure gift. Momentum is building.

In order to continue this progress and build more new cabins in Girls Camp for Summer 2015, Harlam needs to obtain new pledges of \$300,000 by January 31st.

SCHOLARSHIP

In addition to the capital campaign, there has also been tremendous initial success in scholarship fundraising, including the largest gift in Harlam's history, a \$1,000,000 gift from the Weidhorn Family Foundation. This summer we had the inaugural Harlam 5K/Fun Run, which raised almost \$10,000. Our spring newsletter will focus on these scholarship efforts.

These highlights show that we have taken some great first steps toward securing the future of a thriving Camp Harlam that will continue to be magical for future generations. Signs of a culture of giving are starting to appear. It is only the beginning, though, and there is much to do to finish the girls' cabins and to move on to other projects in the Master Plan.

Please consider your own investment in ensuring a vibrant Camp Harlam for future campers by making a gift, which can be spread over multiple years and will be matched dollar for dollar by the URJ. Please also consider volunteering your time and energy to this most worthwhile cause. You can call any of us to discuss the future of Camp Harlam and your role in it. Our development efforts encompass a wide range of activities, some of which do not involve any type of direct solicitation. We welcome and need your participation.

Finally, thank you to our generous early donors who were first to step up and demonstrate their commitment to Camp Harlam's fundraising efforts. These early givers are a true model of leading by example.



L'shalom,

Dan Pliskin, Alan Prushan and David Olinsky | Development Committee Co-Chairs

ALUMNI DAY 5K

By Ali Petok | Development Committee Member

Last winter, development co-chair Dan Pliskin came to me with an idea: a Camp Harlam 5K. The idea came from a former camper of mine, Laney Mann, and I was thrilled. As an avid runner and a peer-to-peer fundraiser, I was incredibly excited about how bringing a run to camp could change the face of the fundraising we do, as well as engage young alumni in different ways.

Planning a race that is a fundraiser, especially the first time, is not an easy task. To accomplish our development goals, we wanted to engage alumni and current staff participants in peer-to-peer fundraising (seeking gifts from friends and family), rather than simply asking for donations from each participant. When we had key details done, we announced our race and invited alumni to sign up, encouraging them to start their own fundraising pages and to ask the people in their lives to support a cause so important to them: providing a new generation an opportunity to attend Harlam.

Dan and I worked closely with the enthusiastic professional staff, and decided on Alumni Day as the optimal date. We also decided to invite senior campers, Gesher participants, and faculty and staff members to participate in the race, making this race a seminal part of their camping experience. The athletics department led a training program so that all were safely prepared for race day. Perhaps most fun of all, we started a discussion with some young alumni to determine the name of our race: we settled on the **Chapel on the Hill Chase 5K**, run alongside the **Dotter's Dash Family Fun Run**, but you should have seen some of the outtakes ("You better get sweaty for Joe and Betty!" was one...).

On the second Sunday in August, race day was finally upon us. Aaron Selkow welcomed us to camp and alum Rabbi Ben David led an invocation. Staff member Noah Diamondstein led all of us in the national anthems of the US and Israel. And then, the runners were off, followed shortly by our very adorable and enthusiastic families participating in the fun run/walk. Lay leader David Olinksy kept the crowd going with his passionate announcing throughout the race, with our faster runners clocking in around 20 minutes for the 5K. After the last runner crossed the finish line, we held closing ceremonies, awarding our fastest runners and highest fundraisers with prizes. One of the best parts of the inaugural Chapel on the Hill Chase 5K was the way in which it engaged alumni in every facet of the race, from planning, to creating a name, to running and fundraising. This took a village and was a race for everyone who is part of the Harlam community. We even had one alum who couldn't be there on race day, but ran the race "virtually"— he completed his own race at home and was a top fundraiser. We hope to expand such virtual participation in the future.

That morning there was so much excitement in the air. People who had been running for years, and some who finished their very first 5K or 1 miler that day, were out running and walking around camp, taking in the beauty that is our home away from home. All were excited to be there on the course or cheering participants through this new adventure. This race marked the start of a new phase of development at Camp Harlam. Participants learned that it is through a simple ask that we can raise money for the next generation of campers. Their fundraising efforts generated nearly \$10,000 towards the Mitch Perlmeter Scholarship Fund, which we hope to continue to grow with the 2nd annual Chapel on the Hill Chase 5K in 2015.



DONOR RECOGNITION

We gratefully acknowledge the following donors to our Capital Campaign between September 1, 2012 – November 1, 2014.
On behalf of the entire Camp Harlam community, we thank these leaders sincerely for their generosity and support.

\$100,000 and above

Anonymous

\$50,000 – \$99,999

Esther Fendrick
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For information about how to get involved with our development efforts and/or to discuss your gift to camp, please contact Rachel L. Steinberg, Development Coordinator, at 610-668-0423, Ext. 1040 or RSteinberg@URJ.org.



Donor Profile

Past URJ Board of Trustees Chairman **Peter Weidhorn** takes Jewish continuity seriously and credits Jewish camping as a prime transmitter of Jewish culture, values and heritage. According to Peter, his first taste of Jewish camping came through the years his children attended Harlam. "My role on the URJ Board and at the Reform camping system was shaped by Arie (Gluck, camp's long time Director) and Harlam."

Several years ago, Peter and his family created a family foundation, which has Jewish continuity as its core mission. Harlam is profoundly grateful to have been awarded \$1,000,000 from the Weidhorn Family Foundation. Those funds will help to enable families with multiple children attending Harlam to afford their children's summer camping experience.

The recent Pew Study questioned the future of Jewish life and civilization in America. Peter believes that Jewish camping, along with other experiential activities and events, will not only strengthen Jewish life but make it thrive. Fortunately for Harlam, Peter's philanthropy has enhanced our camp and its mission.

Dear Friends:

We are extremely excited and thankful for the efforts made by our donors, volunteers and professionals that have contributed to a reinvigorated community of supporters for Camp Harlam. The raised funds, the visioning and planning for the future, and the actual completion of so many projects in various areas of need mean that we can ensure a bright future for our camp and for the thousands of children that will become a part of it. In addition to the many needs we've addressed through our own operational resources and the support of the URJ (like infrastructure projects, expanded program facilities and even the opening of the first-ever URJ-affiliated community day camp in 2014), the growth of development at Camp Harlam has gone beyond raising dollars and has helped to grow our amazing base of volunteers and leaders.

We are excited to see six new girls cabins that replace outdated structures, replete with expanded living spaces, new bathroom facilities, beautiful decks and common areas, sustainable construction, and much more. We've even been able to build two of the six cabins with full ADA access so that more inclusivity will be possible in the future. With six cabins still to go in Girls Camp, we've got real momentum. In addition to all the work that was done to build the structures, we are pleased to have also been able to address the water, wastewater, electrical and other important systems in that area of camp.

We have also seen other projects completed, such as two incredible GaGa Courts (with roof structures to protect kids from the sun and to assure use on rainy days), Adventure/Ropes Course expansions including a high-challenge canopy course and zip lines, totally renovated outdoor basketball court, expanded garden, staff housing renovations, Irwin (softball/baseball) Field reconstruction, Lake Joshua improvements (with new toys, shade structure and shore repairs), community space work such as the Kanofsky Fire Pit, and more. Without the support of donors, this would not have been possible. And there's plenty more ahead for us, both in the Master Plan that was designed with Domokur Architects and our stakeholders, as well as new areas of focus that we identify each and every summer.

We are proud of our progress, and the entire community is thankful for all that our volunteers and friends have added to camp. We can't wait to see this continue to help the Camp Harlam of today and the Camp Harlam of the future.

Aaron Selkow | Director

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