



DONOR NAME

Our Camp. Our Home. Our Future.

Building Jewish Leaders and Lifelong Friendships

DATE



Contents

Executive Summary	3
History	4
Impact	4
Core Values	5
Campus Infrastructure	6
Feasibility Study Provides Direction for Campaign	8
Capital Campaign Overview	9
Potential Gift Opportunities	11
Appendix A: Other Naming Opportunities	12
Appendix B: Renderings	13
Appendix C: Campaign Leadership	20

Executive Summary

Henry S. Jacobs Camp is a summer home where everyone can truly be themselves, deepen their Jewish identity, and create lifetime friendships. **Jacobs Camp's mission** is to provide a high-quality Reform Jewish camping experience. Founded to provide our youth with a Southern Jewish home, we develop future Jewish leaders and foster lifelong community. **This is the Jacobs magic. It is real. It is powerful, and it lasts a lifetime.**

While the Jacobs magic is more than our physical spaces, we must **invest resources into upgrading and enhancing our facilities if we are to fulfill our mission** of retaining families and attracting new ones in a competitive summer camp market. To achieve this, we must focus on large-scale renovations and upgrades to our 53-year-old facility. **The \$14 million capital campaign will secure the future of Jacobs Camp for the next generation of Jewish youth.** Our campaign will provide a foundation for generations by enhancing the main programming spaces, improving the camp living experience, and sustaining our progress responsibly.

Achieving this mission will profoundly impact the youth we recruit and retain. With this strategic plan to address the camp's current and future growth needs, we will accomplish these goals through the following projects:

- Transforming the current gym into a **new Athletic Complex**
- Constructing a **new Lakefront Pavilion**
- Renovating **Camper Cabins**
- Building a **new Counselor-In-Training (CIT) House "The Bayit"**
- Establishing a **Sustainability Fund** for continued facility upkeep.

L'dor V'dor. We must secure the future of Judaism in the Deep South by passing on our Jewish values, traditions, and history to our next generation. Together, we have an opportunity to ensure an exceptional camp experience and home for the next generation of Jewish youth. As we enhance our campus to achieve this goal, we need your assistance.

The Jacobs Camp team would be privileged to partner with you, **donor**, in providing our campers with new and renovated spaces to live Jewishly, experience personal growth, and build lifelong friendships. We are deeply grateful for the opportunity to present this proposal for your consideration as we embark on this exciting and transformative effort.

History

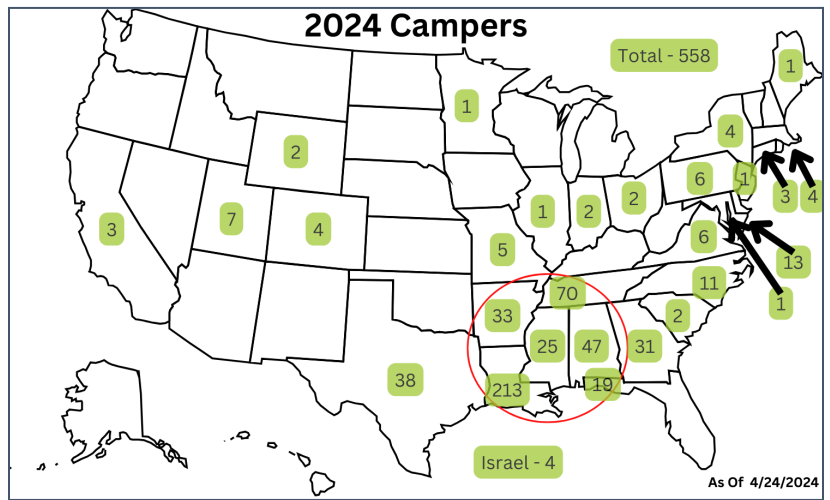
Jacobs Camp is the Reform Jewish Movement’s summer camp sitting on 280 acres in Utica, MS, serving the Deep South: Alabama, Arkansas, Louisiana, Mississippi, Central and Western Tennessee, and the Florida Panhandle. Since 1970, Jacobs Camp has provided a caring Jewish community that has become a second home to many. Children from URJ congregations across the Deep South and beyond join together each summer to experience the fun and magic of Jewish camping.



Impact

Though our region is primarily the Deep South, our reach is broad through campers and Jacobs Camp staff. We draw from all over the country, mainly due to alumni who had transformative experiences and want their children to experience the same “magic.”

Our supporters come from all over the United States. Jacobs Camp donors throughout the country make Jacobs Camp a major philanthropic anchor in the Jewish summer camp sector. Our donors deeply support and believe in our mission to provide a quality Reform Jewish camping experience to the children of Southern Jewish communities that enriches and enhances their lives spiritually, intellectually, and physically in a safe and friendly family environment.



Core Values

Living Jewishly

Jacobs Camp is an essential Jewish haven – a summer home with a year-round impact that makes Judaism fun and meaningful. At Jacobs Camp, campers build self-confidence to face an ever-changing world. As our campers grapple with a rise of antisemitism in their communities and beyond, strengthening their Jewish identity and pride is imperative.

The power of Jacobs Camp lies in our leadership and ability to mold the Jewish identity of most Jewish children in the region – including those in communities with declining Jewish populations.



Personal Growth

Campers always learn and grow during their time spent at Jacobs Camp. Self-confidence, teamwork, and leadership are values that are reinforced daily through campers’ interactions with their counselors and staff.

Lifelong Friendships

The friendships that form at Jacobs Camp last a lifetime. Kids need friends who will stand by them through the best moments of their lives and the most challenging ones. Those relationships are formed and deepened at Jacobs Camp.



Campus Infrastructure

Jacobs Camp has not undertaken major construction on the property since the late 90s. During that period, new construction significantly increased the capacity of the camp. The capital projects included the Triplex, consisting of the Education Center, Breezeway, and Dining Hall, as well as twelve Camper Cabins, the Performing Arts Center, Adult Housing, the Health Center, and the Office.

Since becoming Director in 2014, Anna Herman has completed ongoing maintenance and multiple small-scale facility upgrades. Examples of these upgrades include: a new Pool Bath House, the Art Room and Art Room Porch renovations, the Health Center Porch addition, a new Gate Security Post, a new Blob Tower, the Test Kitchen installation, and multiple gathering platforms.

In this new era, construction projects are managed professionally by trusted contractors and architects to ensure the long-term usefulness of each project. This attention to detail will translate to the projects in our capital campaign.

Late 90s Construction



2014-2022 Construction



Art Room Porch



Health Center Porch



Pool Bath House



Blob Tower

Feasibility Study Provides Direction for Campaign

After thoughtful consideration, the Camp Committee and staff determined that a capital campaign might be the best approach to achieve the infrastructure needs of the campus. In an effort of due diligence, professional fundraising consultants from Carter were interviewed and hired to conduct a feasibility study. From December 2021 through April 2022, Beverly Brooks Thompson and Tanja Sarett from Carter completed 30 face-to-face interviews and conducted an extensive web survey to reach the greater Jacobs Camp community. The findings from the feasibility study were incredibly favorable.

Feasibility Study Findings:

- Respondents received the plan for a campaign well and would support the stated goal philanthropically and through their volunteerism and leadership, over and above the annual fundraising effort
- A \$14 million provisional goal is considered achievable without disrupting current annual fund efforts
- **Respondents felt the Athletic Complex, Camper Cabins, Counselor-In-Training House, and Lakefront Pavilion were the highest priority and would have the most transformational impact on recruitment and the camper experience**
- The Jacobs Camp community was excited and inspired to make transformational change and affirmed that camp is a primary force in growing Judaism in the South



Capital Campaign Overview

"As a Jewish kid growing up in a small town in Alabama, I arrived at Jacobs Camp and was convinced that they had hired a bunch of actors — I had never seen so many Jewish kids before in my life! I instantly felt at home in a way I had not experienced before."

—Camp Director, Anna Herman

Vision

To reach their full potential, Jewish children from our region and beyond must be able to learn, grow, and have fun in a place where they can truly be themselves. In that environment, we can take their personal development and Jewish journey to the next level. If we do not make significant changes to our infrastructure and program, we risk losing the ability to attract and retain campers and staff. The philanthropic support from camp families and community stakeholders is truly what ensures that Jacobs Camp will build lifelong friendships in our Southern Jewish home.

Jacobs Camp must focus on large-scale renovation and upgrades to our 53-year-old facility. A \$14 million capital campaign will secure the future of Jacobs Camp for the next generation of Jewish youth.



Your Contribution

To bring this vision to reality, Jacobs Camp requests **DONOR** make an investment of **\$\$\$\$\$\$\$\$** to the Jacobs Camp Capital Campaign, which will have a transformational impact on the personal growth and lifelong friendships of our camp community.



Potential Gift Opportunities

Athletic Complex Gymnastics Studio

Outside of the Athletic Complex, campers, staff and others will gather to experience the formative Jacobs Camp Community. This space will be a central gathering area for all of camp.



Athletic Complex Basketball Court - \$250,000

On the Basketball Court, Jacobs campers will learn new skills, practice teamwork, and develop friends they will be playing pickup games with 30 years in the future!



Athletic Complex Workout Facility - \$200,000

Older campers and staff often need to maintain their weight training for Fall sports, and the new Workout Facility will be a top-notch space for everyone stay in shape. The Workout Facility will be a big recruitment draw.



Athletic Complex Entry - \$100,000

This is a unique opportunity to name the gateway to the new Athletic Complex! Every camper, staff member, and visitor to this building will pass through the entry way and see your generous support for the project.



Appendix A: Naming Opportunities

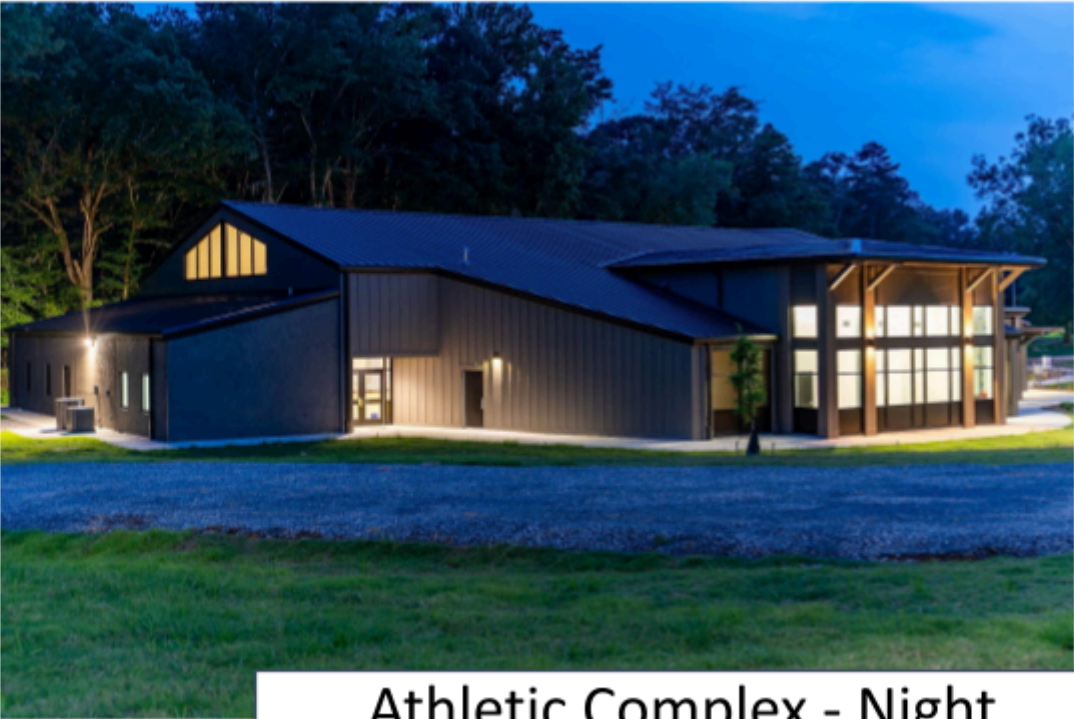
Opportunity	Amount
Athletic Complex	Reserved
Pool House	\$750,000
Outdoor Gathering Area	\$500,000
Climbing Wall	Reserved
Workout Facility	\$200,000
Gymnastics Studio	\$200,000
Outdoor Basketball Court	\$150,000
Entry (2- North and South)	Reserved
The Commons	\$75,000
Flexible Classroom (2)	\$75,000 ea.
Indoor Basketball Scoreboard	Reserved
Lakefront Pavilion	Reserved
Blob Tower	\$75,000
Health Center	\$500,000
Doctor's Suite	\$50,000
Nurse's Suite	\$50,000
Patient Rooms (3)	\$25,000 ea.
Health Center Porch	Reserved
Technion	Reserved
Technion Porch	\$25,000
Technion Video Room	\$25,000
JPAC	\$1,000,000
History Donor Wall	Reserved
The Village Cabins	\$150,000
Camper Cabins (21)	\$100,000 ea.
Office Conference Room	\$50,000
Unit Head Office	\$25,000
Department Head Office	\$25,000
Jewish Life/Community Care Office	Reserved
Gate Security Post	\$25,000
Coop Deck	Reserved

Appendix B: Photos and Renderings

Athletic Complex



Athletic Complex Exterior



Athletic Complex - Night



Athletic Complex Interior



Athletic Complex Interior



Indoor Climbing Wall



Gymnastics Room

Counselor in Training (CIT) House “The Bayit”



Bayit Front



Bayit Rear

Lakefront Pavilion Renderings



Camper Cabin Rendering



Appendix C: Campaign Leadership

Alan and Diane Franco, New Orleans, LA – Campaign Co-Chairs

Billy and Robin Orgel, Memphis, TN – Campaign Co-Chairs

Mark and Linda Posner, Baton Rouge, LA - Campaign Co-Chair

Macy B. and Susan Hart, Jackson, MS- Honorary Campaign Co-Chair

Jack and Kathy Grundfest, Little Rock, AR – Pacesetter Gifts Committee Co-Chairs

Danny Mansberg, Memphis, TN – Major Gifts Committee Co-Chair

Michael Levy, Atlanta, GA – Major Gifts Committee Co-Chair

David and Rella Zapletal, New Orleans, LA – Named Gifts/Facility Committee Co-Chairs

Ellen Balkin, Michelle Soll, and Michele Gelman New Orleans, LA – Awareness Committee Co-Chairs

Rabbi Bob Loewy, New Orleans, LA – Rabbinic Committee Chair

STAFF

Anna Herman, Utica, MS – Camp Director

Jacob Fijman, Utica, MS – Development Director

Kristin Newman, Utica, MS– Campaign Coordinator

Beverly Brooks Thompson – Carter, Campaign Consultant

Tanja Sarett – Carter, Campaign Consultant

