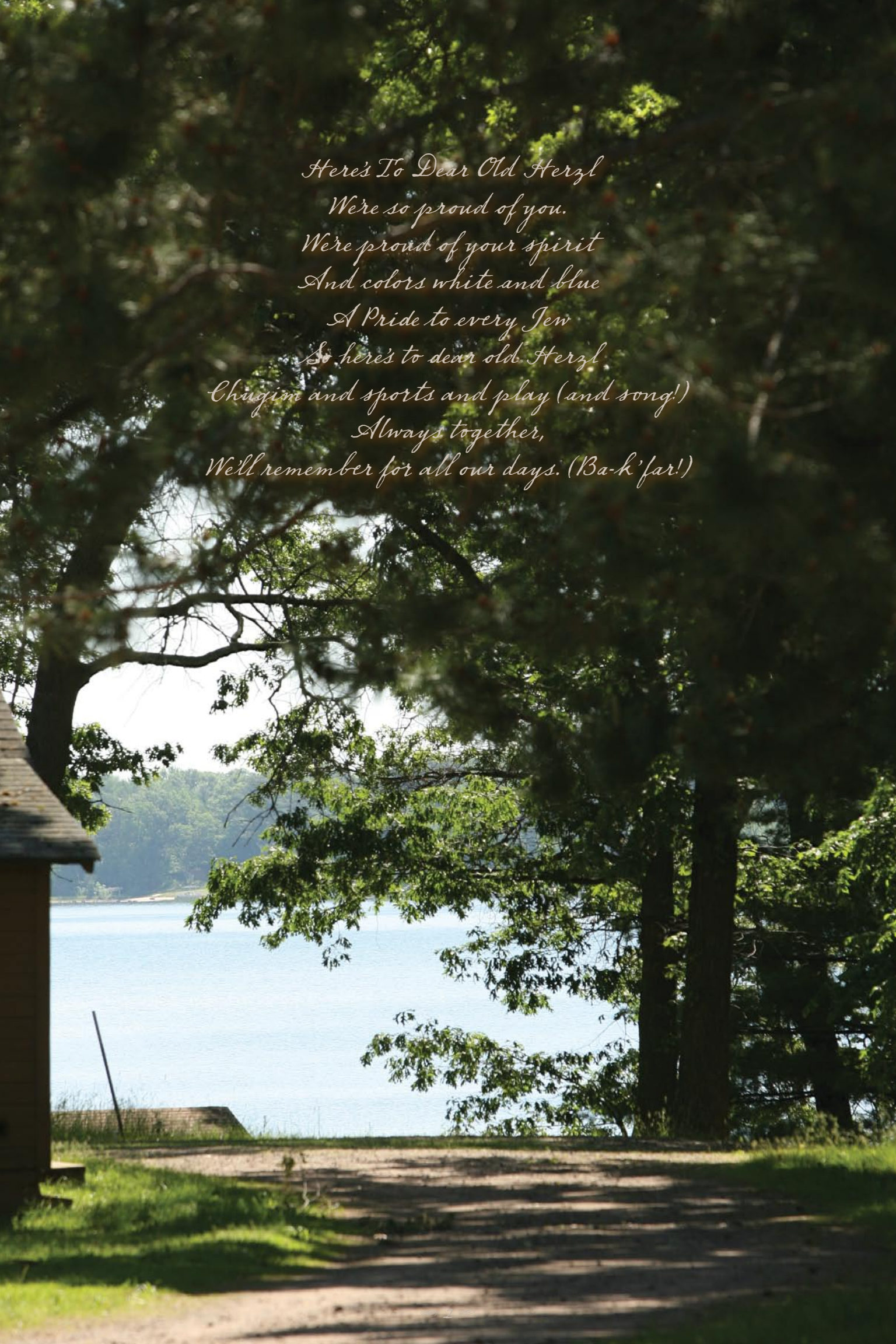




Here's to Dear Old Herzl



HERZL CAMP

A scenic view of a lake framed by large trees, with a dirt path leading towards the water. The text is overlaid on the upper portion of the image.

*Here's To Dear Old Herzl
We're so proud of you.
We're proud of your spirit
And colors white and blue
A Pride to every Jew
So here's to dear old Herzl
Chugim and sports and play (and song!)
Always together,
We'll remember for all our days. (Ba-k'far!)*



Herzl Camp began building Jewish identities, one camper at a time, in 1946. Since that first summer, more than 30,000 young people have come to Herzl Camp to find their summer home and claim their identity as Jews. Today, third and fourth-generation campers spend their summers as their parents and grandparents before them did: eagerly learning the values and traditions of the Jewish people and finding their place in the broader Jewish community.

Though much has changed over the years, our mission has remained the same:

Herzl Camp is a welcoming, independent camp where young people become self-reliant, create lasting Jewish friendships, and develop commitment and love for Judaism and Israel. Herzl Camp creates a vibrant Jewish community of future leaders.



*When I rock my son to sleep in the middle of the night,
its Herzl songs that come to my lips.*

~Rabbi Dan Ilman, Omaha, Nebraska



OUR HISTORY.

Herzl Camp was founded in 1946, a dark time for Jews: just at the end of World War II, news of the Holocaust's atrocities flooded into the bucolic Midwest, two years before the birth of Israel. Out of the morass of fear and loss, the founders of Herzl Camp took action. With ingenuity, optimism, and generosity, they turned a gentiles-only resort on the shores of Devils Lake into an oasis for Jewish youth – building Jewish identities one camper at a time and growing a proud, thriving Jewish community in the process. At Herzl Camp, Judaism's timeless wisdom was instilled in the next generation, ensuring the continuity of the Jewish people.

1940s

1949 George Kaplan, the 2nd President of Herzl Camp, donates \$17,000 to build the Ulam.

1948 David Schwartz writes in the American Jewish World "Herzl Camp reaches scores of small communities where Jewish children are bereft of almost all inspiring Jewish influences...the entire atmosphere is designed to give you a vision of the Jewish State." State of Israel is established

1947 The Log Cabin Inn, a gentiles-only resort on Devils Lake in Webster, Wisconsin, was purchased with contributions from Ted Abramson, Dr. Moses Barron, Benjamin Berger, Simon Brudnoy, Henry Fligelman, Fred Freedman, Leo Frisch, Harold Goldenberg, Dr. A.L. Greenberg, Leo Gross, M.L. Grossman, David Greenberg, Jason Kline, Louis Klugman, Paul Kunian, Martin Lebedoff, S.A. Libman, Harold Lieberman, Max Sanders, M. Rutman, Max Saliterman, Max Sanders, Irwin Schermer, Max Shapiro, Sam Smith, Alfred Tapper, Mark Wolf, and Max Zipperman.

1946 The first camp session was held at a rented campsite in White Bear Lake with 60 campers from 5 states. The 3-week tuition was \$40.



FR 2 CAMP
WEBSTER, WI.



In 1963, my parents sent me off to camp on the bus with one other girl from my small community. I had never danced the Hora and I had never been with more than six other Jewish kids my age in my entire life of 12 years. I am who I am as a Jew because of those precious years. Here's to my parents for having the vision to send me; Here's to my friends whom I will always cherish; and Here's to dear old Herzl...

~Lois Amdurski Butwin

As it was in 1946, Herzl today is independent, trans-denominational and rooted in Zionism.

INDEPENDENT

Herzl Camp is not financially supported by a movement, a local federation, or other Jewish organization. Independence allows us to fulfill our unique mission: serving the whole community, and instilling in our campers an understanding of the potential of a united Jewish people. Herzl embodies the belief that all Jews have something to contribute to a shared destiny. At Herzl Camp, young people become loyal to the whole Jewish people.

TRANS-DENOMINATIONAL

Herzl Camp welcomes children and staff from all branches of Judaism. By coming together as one community, campers learn the value of a united Jewish people. Our camp program is designed to support and enhance all traditions – teaching values and history common to all Jews, encouraging understanding and observance of traditions, while supporting each camper’s personal choice.

ROOTED IN ZIONISM

Our camp program uses the tenets of Zionism to ensure the continuity of the Jewish people: the unity of the Jewish people and the centrality of Israel in Jewish life.



1950s

1957 An additional 62 acres of adjoining property was purchased adding 7 cabins.

1956 Ozo Program established as our counselor-in-training and leadership development program.

1955 300 boys and girls attended from 20 states. Founder Rose Rosenthal says “the campers are participants in a program of joyous Jewish living.”

1951 Herzl joins the American Camping Association
Rabbi Zvi Dershowitz of Beth Shalom in Kansas City becomes Camp Director. Rabbi Dershowitz and his wife Tova made “a priceless contribution to the growth of camp and the welfare of the campers.”

Most days, I don't remember what I did last week, but I remember every moment of my days at Herzl like they were yesterday.

~Bruce Fink, St. Paul, Minnesota



1960s - 80s

CAMP TODAY. Herzl Camp is at a unique moment in its history. We have record numbers of campers with rising enrollment each year. In 2008, Herzl is summer home to 730 campers. Demand for the Herzl experience is such that waiting lists continue to grow for many of our programs. The *Here's to Dear Old Herzl* campaign will address this, expanding camp's capacity by 15%, eliminating waiting lists, and ensuring that every child has a place in the Herzl community.

As in the past, Herzl today is a cross-section of the Jewish community, and our demographics represent the community as a whole. Campers come from all walks of life and all backgrounds. From the most observant to the least, from the most affluent to the least, from first-generation Americans to the camp founders' great-grandchildren, Jewish youth converge on Herzl Camp to build a Jewish community that is uniquely their own.

AFFILIATION. About 65% of our campers identify as Conservative, about 30% consider themselves Reform, and the remaining 5% is split between Reconstructionist and Orthodox. Geographically, our main service area is the Midwest with just under half of our campers coming from Minnesota and Wisconsin. We have strong representation from Kansas City, Omaha, St. Louis, Davenport, and small towns throughout the Midwest. Each summer the camp community is enriched by campers and staff from Israel, Mexico, Canada, Arizona, Hawaii, Florida, Texas, Nevada, Tennessee and many places in between.

SCHOLARSHIP plays an important role at Herzl Camp. Each summer, approximately 10% of campers rely on Herzl's financial aid to make their camp experience possible. Herzl has long prided itself that no child is turned away for financial reasons. Living up to that promise today and in the future requires your support. The *Here's To Dear Old Herzl* campaign will build a \$1 million endowment to support Herzl's scholarships. This steady, reliable source of funding will supplement annual donations to ensure that the doors of Herzl Camp remain open to all.

1987 New Haks, tennis and basketball courts are added.

1982 A new Marp and doctors house are donated by Harold and Mickey Smith and Don and Rhoda Mains of St. Paul.

1979 K'shishim program for campers age 60 and over is offered for the first time.

1975 The first full-time year round Camp Director was hired.

1960 Caretaker Albert Kaatz builds the Mercas - services now held overlooking Devils Lake.
 Ivriah, Herzl's first Hebrew-immersion program, begins.
 Three Chartreuse Buzzards wreak havoc at Friday picnic lunch.



ACCESSIBILITY remains Herzl Camp’s one barrier to serving the whole Jewish community. Although our founders’ dream was a camp for all Jews, we have yet to completely fulfill this dream. Herzl’s property is ideally suited to serve children with physical and intellectual challenges, but our 60-year-old buildings are not. The *Here’s To Dear Old Herzl* campaign will create a camp that is open and accessible to all children, fully realizing the dream that began so long ago.

LEADERSHIP. Our professional and volunteer leadership today is outstanding. Camp Director Anne Marvy Hope is a gifted and dedicated Jewish educator with deep roots in the Minneapolis/St. Paul area. Our engaged Board of Directors is composed of talented, enthusiastic supporters with the skills and vision to lead Herzl to the next level. Today, Herzl Camp attracts the best and the brightest professionals, volunteers, and summer staff.

CONTINUITY. The philanthropic and educational community has recognized camping’s powerful contribution to continuity. A summer spent at Herzl helps to instill a lasting love of Judaism. While classroom learning can be a chore, children long to go to camp – they beg to spend their summer learning Hebrew, observing Kashrut, leading Shabbat services with the sun on their shoulders and eagles soaring overhead. Campers eagerly await their return to their second home, where being Jewish is cool and where they spend their days immersed in joyful Judaism.

Research from Jewish population studies around the country demonstrates that Jewish camping is the strongest predictor of adult observance and engagement in the community. Adults with Jewish camping experience are 50% more likely to join a synagogue, 90% more likely to join a JCC, twice as likely to contribute to a Federation, and 25% more likely to marry and raise children as Jews.

This irrefutable evidence of camping’s connection to the survival of the Jewish people has brought camp into the philanthropic community’s spotlight. A portion of the *Here’s To Dear Old Herzl* campaign will be matched by the national Grinspoon Institute for Jewish Philanthropy, interest-free partial financing will be secured through the Avi Chai Foundation, and campaign expenses will be minimized through Grinspoon Institute’s in-kind consulting contribution.

As Theodor Herzl said, “If you will it, it is no dream.” Today Herzl is poised for success with strong leadership, increasing demand, and a widespread understanding of Jewish camping’s contribution to continuity. Now we are entrusted with the future of Herzl Camp. To ensure that “Here’s to Dear Old Herzl!” continues to ring out over the waters of Devils Lake for generations to come, we are launching a capital and endowment campaign.



**ACTUALLY,
YOU’VE
ALREADY
SIGNED UP
TO HELP.**

You just didn’t know it.

1990s - 2000s

2008 730 campers attend from 26 states.

2005 Family Camp Weekend is introduced.

2000 The Fiterman Beit Chai is built through gifts of the Minneapolis Jewish Federation and the United Jewish Fund and Council of St. Paul. This provides an airy, bright dining hall, modern Kosher kitchen, challenging climbing wall, and a small winter retreat center.

1990 Five new cabins with “superior ventilations, ceiling fans, screened porches and extra storage” are built.



OUR GOAL is to raise \$8 million in 18 months. With your commitment,

- We will expand capacity by 15%, eliminating waiting lists and enhancing the camp experience for all campers.
- We will ensure that every child can experience the joyful Judaism that is Herzl Camp, regardless of their ability to pay.
- We will create an accessible facility, completing the founders' dream of a camp that serves all Jews.

Your donation ensures that the Herzl Camp tradition lives on – instilling a love of Judaism and a connection to Israel in young people in perpetuity...

With your support, the *Here's to Dear Old Herzl* campaign will rebuild the dream.

אם תרצו אין זו אגדה

☞ *If you will it, it is no dream.* ☞

