

THE MILESTONE CAMPAIGN

60 ...celebrating the past
רמח בשביל העתיד
...building the future

RAMAH WISCONSIN

Camp Ramah in Wisconsin 65 E. Wacker Place, Suite 1200 Chicago, IL 60601-7297 (312) 606-9316 ext. 225 www.ramahwisconsin.com

The Milestone Campaign

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The 60th anniversary of Camp Ramah in Wisconsin is a major milestone for our Jewish community. For six decades, thousands of young men and women have called Camp Ramah their summer home - a place to grow as individuals and as Jews. At Ramah they strengthen their commitment to living Jewishly and to Israel. Many of the lay and professional leaders in our Jewish community today were inspired by their years at Ramah Wisconsin.

A milestone is a time to not only look back but also to look ahead and prepare for the future. After a thorough analysis by a dedicated group of lay leaders, consultants specializing in overnight camping, and professional staff, several needs have been identified to secure the future of Camp Ramah in Wisconsin. The Milestone Campaign has been established in order to meet these needs. There are two areas of focus: Capital Needs and Endowments.

The specific goals include:

- To construct a modern kitchen and dining complex to better meet the needs of the current and future camp population.
- To expand staff housing in order to accommodate the visiting specialists and educators who reside at camp for one week or more every summer.
- To build a Tikvah Vocational Center to house the graduates of the Tikvah program, ages 18-20, and to facilitate their transition to a more independent living situation within the framework of a supportive Jewish community.
- To grow the Endowment Corporation in order to continue Ramah's unique and innovative programming. As the assets of the Endowment Corporation grow, they will produce greater funding for annual camp programs. However, until that time, annual giving is vital to maintain the breadth and quality of Ramah programming.

Ramah's most recent campaign, *Renew the Vision*, was launched in 1993. Thanks to the generous support of alumni and friends, \$3.5 million was raised. These funds were used to upgrade the sports fields, build new cabins, add additional indoor programming spaces, and expand and renovate the Bet Am. In addition, the Renew the Vision Campaign raised funds to establish the Ramah Wisconsin Endowment Corporation, which now has assets of \$2 million.

The Milestone Campaign provides an opportunity for those who have been touched by Ramah to give back as generously as possible, and for those who care about Jewish identity to contribute to the future of our Jewish community.

Campaign pledges may be paid over a five-year period.

Campaign Goal: \$7.5 million

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Capital Campaign



Kitchen and Dining Complex

So much of the camp experience takes place in the Hadar Ochel, the dining hall. Campers begin the meal with HaMotzi and end with Birkat HaMazon. After meals, they join the music staff in singing traditional and modern Israeli songs. They laugh and share their daily experiences with fellow campers and counselors.

Ramah's dining facilities were last upgraded in 1980, when the camp population was comprised of 550 campers and staff members. Today the camp population has grown significantly, with over 2,100 meals served daily! While there are no plans to increase the size of the current camp population, it is necessary to build a dining facility that can accommodate the best of current dining trends in camping and also meet future needs.

The proposed dining complex design includes a meat kitchen, a dairy kitchen, a pareve bakery, requisite storerooms, freezers, dishwashers, and more. The three dining halls connected to the kitchen will service junior high campers, younger high school campers, older high school campers, and the visitors who participate in retreats throughout the full summer season.

The Need: \$3 million

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Capital Campaign

Staff Housing

One of the strengths of Ramah has been the ability to attract outstanding specialists and educators. These talented coaches, artists, musicians, and scholars help make the Ramah experience unique and meaningful. They infuse the program with their creativity and knowledge, expanding the opportunities for campers and staff to develop new skills and incorporate Jewish concepts into their lives. Additional housing is needed to accommodate these specialists, who reside in camp for one or two weeks at a time. The additional staff housing will also free up the current guesthouse facilities, enabling the expansion of retreat center programming.

The Need: \$250,000

Tikvah Vocational Center

Tikvah is a multi-faceted program within Camp Ramah in Wisconsin for young people with learning problems and social difficulties. Tikvah incorporates an 8-week program for teenagers, a 4-week Taste of Tikvah program for first time junior high participants and a vocational program for participants after grade 12. The focus of this nationally-recognized program is to promote individual growth through camp activities, social development and Jewish learning. In recent years, the Tikvah Vocational Program was introduced to provide a transition for post-high school seniors to a more independent adult living situation. The program focuses on areas of personal development such as self-image, social functioning and Jewish community membership. Some participants work in the Eagle River area at a resort or plant nursery, while others have work assignments within the Ramah setting. They receive on-the-job training and support from the Tikvah Vocational Program staff.

The Tikvah Vocational Center will have appropriate living units, a small kitchen, laundry area, and a common space where the group can socialize with other camp staff. It will be the site of shared programming such as lounge night, a coffee house, meals prepared by participants and shared with invited guests, and a range of small group interactions. These programs will enhance the ongoing integration of the Tikvah Vocational participants into the staff activities, all within the context of the supportive Ramah community.

The Need: \$250,000

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Planned Giving

Camp Ramah in Wisconsin is privileged to have generous alumni and friends who recognize that it is the responsibility of this generation to maintain a Jewish camping environment in which our rich Jewish heritage can survive and flourish. These individuals have contributed over the years to create a high-quality camp facility enriched with a multitude of educational and recreational programs. There are numerous ways for donors who wish to strengthen Camp Ramah and ensure its future to make meaningful and charitable gifts.

Bequests

Please consider naming Camp Ramah in Wisconsin as a beneficiary of your will or trust. When you remember Camp Ramah in your estate plans, you make a commitment to the future of Ramah. You enable the continuation of a vibrant Jewish camping environment in which our rich heritage can flourish for generations to come.

Please consider adding or adapting one of the following provisions to your will or trust:

I give \$ _____ (or specified property) to Camp Ramah in Wisconsin as an unrestricted gift.

I give _____ % from the residue of my estate to Camp Ramah in Wisconsin as an unrestricted gift.

Honors and Memorials

It is completely up to you to choose the dedication of your gift. The funds can be used towards educational or recreational programming, or to provide money for capital improvements. Your gift can be named for a loved one, or bear your name as a testimony of your commitment to Camp Ramah.

Please consult your attorney or tax advisor for professional guidance in this area.

For further information, please contact Linda Hoffenberg, Development Director, at (312) 606-9316 ext. 225 or at LHoffenberg@ramahwisconsin.com.

NAMING OPPORTUNITIES AND GIVING LEVELS



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Capital Campaign

Naming Opportunities

Dining Complex	\$1,000,000
Kitchen	\$500,000
Dining Hall 1	\$250,000
Dining Hall 2	\$250,000
Dining Hall 3	\$250,000
Staff Building	\$250,000
Tikvah Vocational Center	\$250,000

Giving Levels

<i>Director's Council</i>	\$100,000 and above
<i>Benefactors</i>	\$75,000 and above
<i>Pillars</i>	\$50,000 and above
<i>Double Chai</i>	\$36,000 and above
<i>Sustainers</i>	\$25,000 and above
<i>Chai</i>	\$18,000 and above
<i>Builders</i>	\$10,000 and above
<i>Foundation</i>	\$5,000 and above
<i>Friends</i>	\$1,000 and above

Building the Ramah Endowment

The Camp Ramah in Wisconsin Endowment Corporation is comprised of funds permanently invested to provide income for continued support of the camp. Each and every year an allocation is made from the Endowment Corporation to fund Ramah's unique programming.

Ramah is known for its outstanding educational and recreational programs. It is essential to guarantee that innovative programming continues long into the future. These programs cannot be maintained by tuition alone. Endowments provide the necessary funding through the annual income earned on these accounts and ensure the continuous flow of funds to enrich program content.

Named Endowments may be established at these gift levels:

\$10,000
\$25,000
\$50,000
\$75,000
\$100,000
\$250,000 and above

in these areas:

Educational Programming
Recreational Programming
The Tikvah Program
Staffing
Special Events
Scholarships

The Need: Grow current Endowment from \$2 million to \$3 million

Campaign pledges may be paid over a five-year period

The Milestone Campaign



To insure the future of Camp Ramah in Wisconsin, and in consideration of the gifts of others, I/we hereby pledge the sum of

\$ _____

to Camp Ramah in Wisconsin and agree to fulfill this obligation as follows:

Initial payment of \$ _____ and:

\$ _____ on _____ 20 _____

\$ _____ on _____ 20 _____

\$ _____ on _____ 20 _____

\$ _____ on _____ 20 _____

Item Dedication

IN HONOR OF MEMORY OF

DEDICATED TO NAME _____

YOUR NAME _____ DATE _____

TELEPHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SIGNATURE _____

Contributions are tax deductible. Please make checks payable to *Camp Ramah in Wisconsin* or use the form below for a credit card contribution.

Please charge my contribution in the amount of

\$ _____ TO VISA MASTERCARD

CARD # _____

EXPIRATION DATE _____

SIGNATURE _____