



# *Growth Can Happen Overnight*

[growbbcampovernight.com](http://growbbcampovernight.com)



## What BB Camp means

B'nai B'rith Camp (BB Camp) means waking up to 200 scenic acres on the shores of Town Island - located in Kenora's summer playground, Lake of the Woods. It means freshwater lakes, forested pathways, beaches and canoeing docks. It means technology is turned off and people are tuned in. It means a second home, where kids can be kids and surround themselves with other adventurers. We couldn't ask for a more perfect setting for developing friendships, nurturing growth and making memories summer after summer.

Think back to your favourite childhood memory, the one that stands out the most. Maybe it's a feeling of the sun against your cheeks, roasting marshmallows over an open campfire, competing in Maccabiah, celebrating Shabbat or the time you embark on your first canoe trip to a secret place in Lake of the Woods. You know this place as your home away from home, a place where you can be yourself - a slice of your life that stands out as a treasured memory. This place is Camp, BB Camp.

At BB Camp we believe the magic of the camp experience starts with the sharing of community, helping campers grow confidence, develop new skills, build self-esteem and leadership abilities all while enjoying the wonders of nature.

At BB Camp we focus on nurturing self-awareness through confidence building, connecting kids with nature through activities and out-trips, infusing Jewish culture and values and strengthening connections within our community. It means returning home with a greater sense of their Jewish identity, increased self-confidence and a greater awareness and appreciation of the world around them.

BB Camp is a place where children and staff celebrate their Judaism. Through our creative programs, campers leave each summer with a strong Jewish identity that they carry with them forever. Campers gain a sense of family and experience a strong, tight-knit group of friends. Together children grow and conquer their fears, inhibitions and any biases they might have experienced. Campers find themselves forming bonds of friendship that will enrich their lives and empower them to be confident kids with a solid foundation for life.

Since 1954, BB Camp has been located on Town Island and has enhanced Jewish children's lives. Through enriching and transformative camp experiences, our children embark on a valuable journey where they grow into Jewish leaders of tomorrow.

***“BB Camp to me is an escape, a paradise.  
It is a place which gives people of all ages  
the chance to grow and develop into leaders.”***



*“I never want to leave BB Camp and every year it’s even better.”*

## Investing in the future of our community!

After 60 years on Town Island, BB Camp recently secured control of our 30 acres of Town Island. This is a great accomplishment for our camp and community. Planning for the future by investing in the campsite will help us maintain and grow BB Camp.

**This is your opportunity to get involved and enrich the lives of campers for generations to come.**

Over the past 20 years we expanded our programming significantly, and it’s now time to build our infrastructure. It’s a pivotal time to get involved in building tomorrow’s camp experience - today! Our goal is to grow our camper population and provide better programming and services for tomorrow’s BB Camper.

## Where will your funds go?

The redevelopment plan involves making meaningful and substantial material improvements that will help us grow, while preserving the character of the Camp.

### The redevelopment plan includes:

Retiring the mortgage for the 30 acres of Town Island which we were pleased to acquire in 2015

- Upgrading existing infrastructure
- Constructing new, residential and program buildings

These upgrades will improve the overall camp aesthetic, while creating a more sustainable “green” space that will enrich the campers of the Jewish community for future generations. All gifts will be appropriately and visually recognized for more information call BB Camp’s head office.

## The redevelopment plan is based around five fundamental principles:

### Developing Future Jewish Leaders

Jewish summer camp is recognized as one of the most effective means of strengthening Jewish identity. BB Camp enables genuine connections to the Jewish community and Israel. We will continue the traditions and programming that are driving seven out of ten campers to become engaged with the Jewish community in their twenties and thirties.

### Supporting core programs

Encouraging growth is an important part of a successful camp for years to come. The infrastructure needs to support the main programs at BB Camp, including canoeing, out-tripping and wilderness skills, water activities, athletics and the creative arts. This also includes day camp, which supports our local community and provides increased employment opportunities.

### Celebrating the wilderness and camp traditions

Our trees are just as important as the buildings that surround them. The pathways that run through the site give the Camp the feeling of freedom and adventure. Let’s celebrate what we already have.

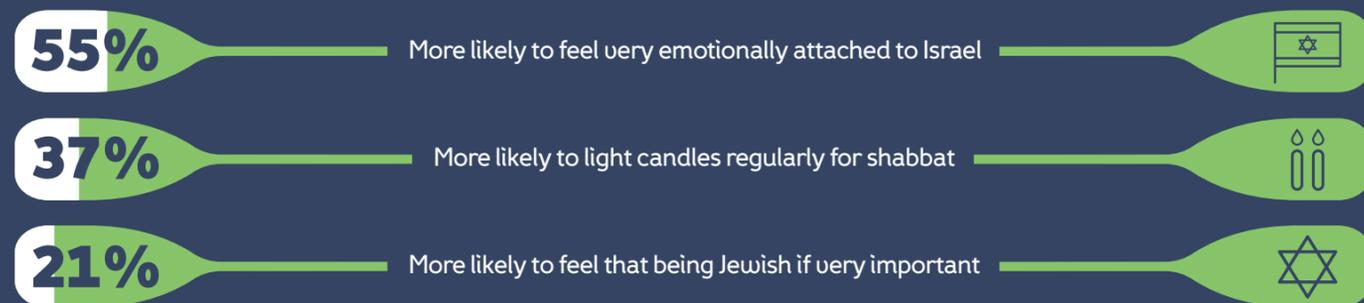
### Enhancing efficiency, flexibility, sustainability and appeal

Creating facilities that support transportation, facility maintenance and accommodating larger groups will contribute to the long-term sustainability and growth of the camp. We as a community need to ensure the expansion is environmentally sustainable and preserves the land’s natural habitat.

### Sustaining a connection with the lake

Our waters are a crucial part of the natural setting of camp. The history and experiences revolve around Lake of the Woods, yet the Camp has little visual contact with the lake. The redevelopment plan will draw more attention to the lake, making it a focal point while respecting the view and protecting the shoreline.

## Long-term influence of Jewish overnight camp





## **BB Camp, the future of the Jewish Community**

Our children are our future and BB Camp is where kids get to be kids, where they can try new things and do it all in a safe and non-threatening environment.

Without external distractions and pressures, kids are free to take risks and find new boundaries. The Camp experience provides a solid foundation upon which they build year after year.

BB Camp is dedicated to helping young people grow within a creative and supportive Jewish atmosphere. In an outdoor setting, campers gain a deeper understanding of themselves, their heritage and their community. We are committed to providing a safe and inclusive camp environment in which relationships are characterized by dignity, respect and equitable treatment. Our goal is to build a vibrant Jewish community, cultural identity and to foster lifelong friendships.

Like our campaign theme – Growth Can Happen Overnight. The highlight of BB Camp is overnighting and it's that quiet time with a fire crackling and the stars overhead that personal growth happens for our campers.

## **\$6-8 Million Dollar Capital Campaign**

*Your generosity will support the realization of a master site plan:*

- Which will enhance BB Camp programs
- Support facility upgrades and new infrastructures
- Help us grow BB Camp's Endowment
- Retire debt required to purchase campsite

## **How can you get involved?**

While summers come to an end, friendships, values and communities endure long after. Consider investing in BB Camp's future. *Your donation makes a difference to the Jewish community and in growing our future.* Take a look at our website to find out more about different ways to give the gift of camp.

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***“BB Camp is my home. When I think of my home I smile for a moment. At BB Camp you are free to express yourself with your opinions, your beliefs without being judged.”***



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