

# 2024 CAMP SENECA LAKE IMPACT REPORT



★ LOUIS S. WOLK  
**JCC**  
ROCHESTER





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Dear CSL community,

As we wrap up our first summer at Camp Seneca Lake under new leadership, we are proud to celebrate the considerable progress we made this year, and what we achieved together in Summer 2024. Enrollment increased significantly, camper and staff retention were outstanding, and our parent, camper, and staff surveys show that we delivered an exceptional experience. The following report highlights our biggest accomplishments across enrollment, programming, Jewish and Israel education, and more.

Looking forward, we are excited about the opportunities presented by The Max and Marian Farash Charitable Foundation's transformational investment, Project Campfire, that will fund tuition for Rochester-based campers and help us make CSL more financially accessible to all families regardless of geography. We are well underway on our new Strategic Plan, providing a vision for our next 3-5 years and actionable steps to achieve that vision, and are excited to share it with the community soon. These developments along with exceedingly strong data from our parent and staff surveys excite us about the long-term future of CSL.

We are hopeful that the past year's accomplishments will jumpstart CSL's progress toward the significant investment that will be necessary for CSL to thrive in it's next chapter. Whether you contributed to our community as a camper, a parent, a staff member, a lay leader, or a donor, we thank you for your belief in CSL and the experience it provides to prepare the next generation of Jewish leaders.



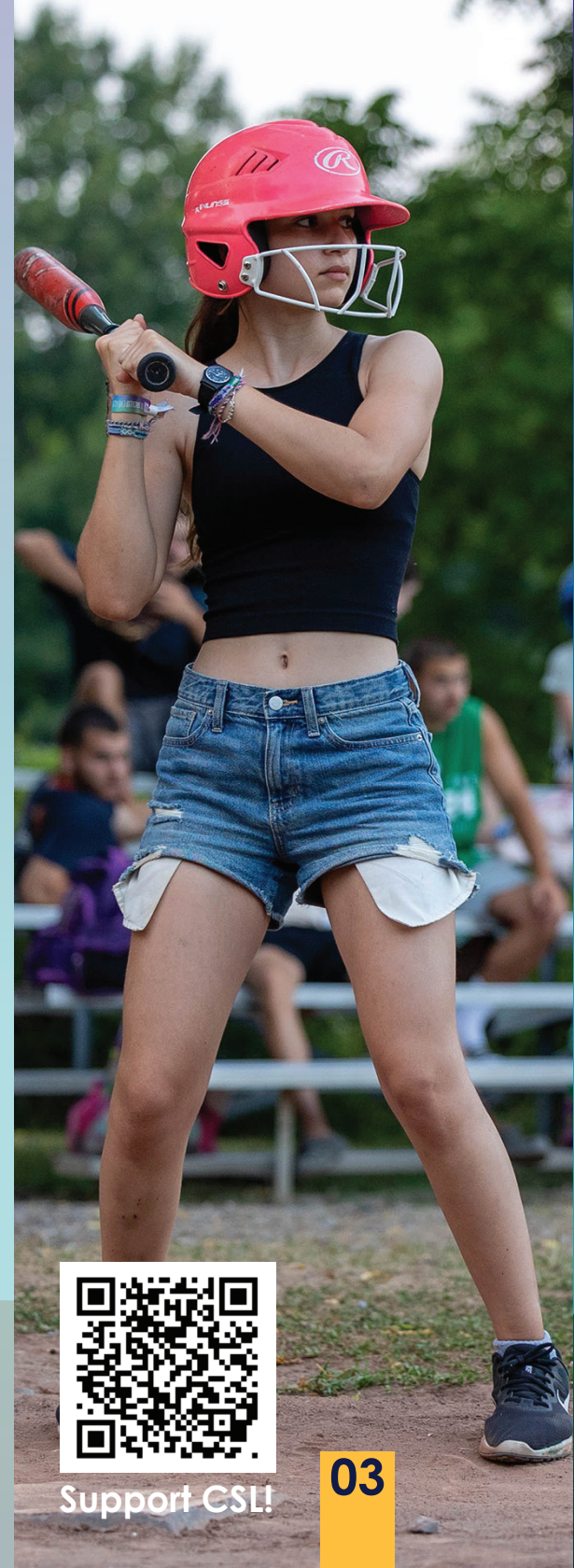
Marissa Klegman  
Camp Director



Justin Goldman  
Advisory Council Co-Chair



Marty Friedman  
Advisory Council Co-Chair



Support CSL!



# Summer Highlights

## We increased Camper Enrollment significantly

- 🚣 More than 300 unique campers, including 20 enrolled in both sessions.
- 🚣 108 brand new campers, compared to 66 new campers in summer 2023.
- 🚣 Double the number of campers who decided to extend their stay at camp compared to summer 2023, with 30 campers extending.

## We delivered a fantastic program

- 🚣 All campers who were with us for at least 2 weeks embarked on Tiyyulim (overnight trips) to build appreciation for the [outdoors](#), including cooking dinner over the fire, sleeping in tents, and bonding as a Village. Cayuga and Onondaga campers did their Tiyyulim in camp at the [Waterfront](#), while Mohawk and Seneca campers traveled to Stony Brook State Park and Tuscarora campers completed a three-day bike trip around the Finger Lakes.
- 🚣 Three exciting new elements were added to our Low Ropes course, each designed to develop teamwork and connection.
- 🚣 Each camper participated in a Hobby group including classics like Sailing and [Speedball](#) as well as new offerings like Guitar and [Mural](#).
- 🚣 In addition to a new and improved pool fence and awning, campers benefitted from swim lessons by Red Cross-certified instructors at the [pool](#).

Click the bolded links above to access video content.





## What we're hearing from **our families...**

CSL participates annually in the Camper Satisfaction Index survey which benchmarks our camp against 90+ other Jewish camps nationally. We scored above the national average in nearly every category measured!

- |   |   |
|---|---|
| <b>99%</b> of our families say they are likely to recommend CSL to other families | <b>96%</b> of families are likely or extremely likely to return to CSL                          |
| <b>95%</b> of families expressed positivity about CSL's programming               | <b>100%</b> of families reported that their child had positive relationships with other campers |

"CSL fostered relationships with new friends through activities, ice breakers, and through her counselors' encouragement. She was encouraged to reach out to new people and loved the experience discovering she shared many things in common with everyone she met."

**- 2024 CSL parent**

- |  |  |
|--|--|
| <b>100%</b> of our staff say they are likely to recommend working at CSL to a friend | <b>99%</b> of families said our staff supported the mental, emotional and social health needs of their child |
|--|--|

"My daughter's counselors were extremely friendly and the connections they made with her were very deep"

**- 2024 CSL parent**

"The goal of being a staff member is to create an environment that will make your campers want to come back year after year. The gratification that comes along with being a staff member and making a camper want to come back to CSL for years to follow is truly an unmatched feeling. Plus, it's not really work if you love what you do."

**- 2024 CSL Leadership Team Member**





# Alumni Engagement

**120+** participants in [Family Camp](#)

“Family Camp offered us the perfect mix of quality family time, reconnecting with friends, and building new friendships. Our kids loved toasting s’mores, Shabbat services, tie-dying, singing, swimming in the pool, boat rides, and kids camp. Highlights like the talent show, the lively dining hall experience, and making new friends truly captured the magic of camp.”

- 2024 Family Camp parent

**80+** alumni joined us for a Community Shabbat

**40+** people contributed to summer 2024 through work at Mitzvah Day

**80+** alumni attended [Alumni Weekend](#)

 **96%** of Alumni Weekend participants are likely to recommend Alumni Weekend to a friend

 **100%** enjoyed the overall experience of Alumni Weekend

**100+** alumni engaged in their communities, with local events in Buffalo, D.C., New York, and Rochester

[Register](#) to join our alumni database!





# Jewish Experience and Israel Engagement

We provided a safe space where it was great to be Jewish - whatever that means to each member of our community. Classic CSL traditions like Shabbat services and Havdalah at the Waterfront Fire Circle were enhanced with brand new siddurim/songbooks, weekly Shabbat-a-grams, meaningful observance of Tisha B'Av, and a joyous Yom Yisrael (Israel Day). Our teens participated in an engaging educational experience with the iCenter to enhance our Israel education, and campers enjoyed weekly "Time with the Shinshinim" from the Jewish Federation of Greater Rochester.

**100%**

of parents agreed that CSL created a connection to the Jewish people and broader Jewish community

**99%**

of our families said CSL created an atmosphere where their child was proud to be Jewish

**94%**

of our staff said that CSL helped them maintain or strengthen their connection to Israel

**95%**

of CSL families expressed support for CSL's content and approach to Israel education

## WELCOMING OUR ISRAELI CAMPERS

21 Israeli campers joined us at CSL including 19 from Modi'in through our partnership with the Jewish Federation of Greater Rochester, and 2 from elsewhere in Israel. In integrating the Israeli campers and staff into day-to-day life at camp, CSL helped our American campers build real, human connections to Israel.



*"Being welcomed by the CSL community made a huge difference in my experience, especially in the time since October 7; the support of the CSL community was meaningful and eye-opening."*

- CSL Leadership Staff member from Israel

*"At such trying times for Israel and for the Jewish people around the world, these identity-affirming, joy-giving and Jewish courage-instilling experiences are just what our children need. The fact that they can come together, across the ocean, bridge the divide between Israel and the U.S. and feel closer than ever, is a true gift. For this gift, we once again say todah rabah!"*

- Parent of 2024 CSL camper from Modi'in



## Safety in Our Space

Various security upgrades were made to our property in the past camp year, including additional camera coverage around the perimeter of camp.

Staff received enhanced security and emergency response training ahead of camper arrival to ensure they could react and respond appropriately and efficiently in a crisis.

97% of CSL parents expressed support for CSL's policies and procedures for safety and security.

More security upgrades are in the works for summer 2025, as we continue to commit to the safety of our space and all those who call it home.







## Camper Wellbeing

The physical and mental health of campers is always a top priority at CSL. 88% of parents strongly approved of the Health Center's attentiveness to their children if they got sick or injured, a major improvement from past years.

"Working at the Health Center this past summer brought me so much joy. It was amazing to be part of the CSL community and amongst so many young Jewish kids and adolescents. The kids were happy and tired, and it was a pleasure to make sure they were staying healthy and strong while away from home!" - 2024 CSL Nurse

We fully utilized Em's Place as a hub of mental health and wellness, including daily yoga periods, relaxation space for campers or cabins having a tough day, and space for campers and staff to take private telehealth therapy calls. There was hardly a time when the space wasn't used!



***"I am very lucky to have been welcomed home to camp for so many years. As a school psychologist and a parent, I have vast experience with children and since I love camp and have my summers off, it has been the perfect fit! Ahead of this summer, I shared and learned from many other camp professionals to ensure the best Camper Care experience for our community."***

**- Rhonda Korn, 2024 Camper Care Director, who joined us on the Camper Care team for the 12th time!**



# Thank you for your support

We thank the following people and organizations for their support in the past camp year (October 2023-September 2024). Thanks to you, CSL was able to address its most immediate and pressing needs while ensuring the magic of our Jewish leadership experiences continues for countless summers ahead. Your contribution played a pivotal role in the successes detailed in this report.

2020 Wealth Solutions

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## Get in touch with us!

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### Year-Round Staff

Marissa Klegman, Camp Director

Abby Guidash, Assistant Director of Camper and Staff Experience

Alex Rubin, Assistant Director of Programming and Logistics

Tony Satryan, Assistant Director of Development

Josh Van Horn, Property Manager

### Advisory Council

Marty Friedman, Co-Chair

Justin Goldman, Co-Chair

Tammy Cohen

Larry Jacobson

Jesse Manning

Karen Menachof

David Pelter

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Matthew Ryen

Stacey Saiontz

Kate Tompkins

Sara Williams

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Isobel Goldman, President

Justin Goldman, Vice President

Alex Zapesochny, Vice President

Cathy D'Amico, Secretary and Treasurer

Matt Ryen, Governance and Nominations



## Watch camp in action!

