

Partnerships



Central to URJ Youth's strategy is collaboration. URJ camps and programs have been the beneficiaries of Jewish community support for years. We are grateful to be **expanding many of these partnerships** as we extend deeper into our congregations and into the community.

Some recent highlights include:

- **The Jewish Federation of Greater Los Angeles** – Developing a teen storytelling program in Southern California
- **UJA Federation of New York** – Launching Just Act NYC, a theater and social justice program in New York
- **Jewish Community Federation of San Francisco** – Expanding camp into year-round engagement in Northern California
- **Jewish Federation of Greater MetroWest NJ** – Bringing Israeli Shlichim in shared community-congregational roles
- **Jewish Foundation of Cincinnati** – Placing full-time, trained professionals in the Reform community of Cincinnati

Strengthening Congregations

We are stronger together. By partnering with **nearly 900 Reform congregations**, the URJ is able to access a diverse fabric of families across the spectrum of Reform Jewish life. As conveners of professional development opportunities and youth engagement consultants, URJ Youth is positioned to attract more young people to Jewish life than ever before.

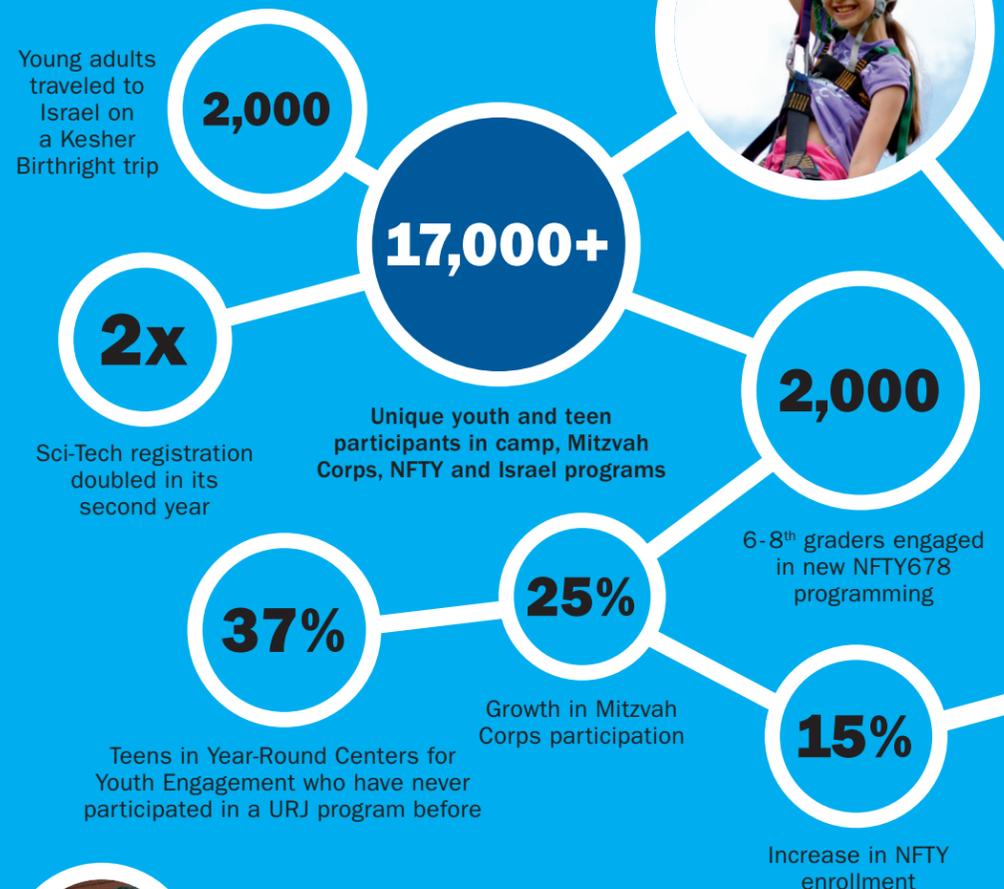
Our Service Corps Fellowship program places trained young adults in congregations to enhance camp-style programming and recruit more youth for life-changing summer experiences.

510 new campers registered for camp from Service Corps congregations in 2015, an increase of **over 50%** from the previous year. More than half of Service Corps Fellows feel that the Service Corps experience strengthened their interest in joining a synagogue as adults.



Spotlight on Numbers

Fall 2015



Connect with Us

Subscribe to *The Clipboard* e-mail for highlights from our programs

urjyouth.org/clipboard

Read *Youth Engagement Now* for CYE updates
urj.org/cye/email

Like, follow and connect online
urjyouth.org/social

Reconnect with **100,000 alumni**
Reconnect with your NFTY and URJ youth program friends by registering in our new online directory
nftyalumni.org

Learn more at urjyouth.org
or call 212.650.4070

Union for Reform Judaism Campaign for Youth Engagement Update



What is the URJ Campaign for Youth Engagement?

In short, more Jewish youth and teens engaged in more meaningful Jewish experiences.

The URJ is taking what our summer camps and year-round programming (NFTY) do best, and through careful collaboration – bringing it to local Jewish communities across North America. While prioritizing our youth and teen's interests and diversifying our menu of programs, we are reaching deeper in the Jewish community than ever before. URJ Youth instills a sense of joy, compassion, and pride in being Jewish while nurturing young people's innate desire to make a difference in the world around them.

Together we are moving our future forward: urjyouth.org



Moving Our Future Forward



Who We Are

URJ Youth provides transformative Jewish experiences through more than 60 programs worldwide. We leverage a system of nearly 900 Reform congregations, serving more than 200,000 Jewish families in North America, and over 100,000 alumni across the globe. The Campaign for Youth Engagement builds on that strength by partnering with our congregations, Jewish federations, and the larger Jewish community.

This year alone, URJ Youth programs have reached more than 17,000 youth and teens. 1,000 more than last year. We celebrate the continued growth of our camping system and NFTY, the breadth of our Israel travel programs, and the deepened investment in the adults who mentor and empower the youth we serve.



Leveraging What We Do Best

Camps

The URJ camping system is the largest Jewish overnight camping movement in North America. In 2016, we will open our 16th camp and 3rd specialty camp in five years: **URJ 6 Points Sports – California.**

While our menu of camp-based specialty experiences expands, URJ regional camps continue to innovate to meet the needs of today's families by introducing new session lengths, tailoring 'taste-of' programs, and experimenting in the Jewish day-camp space for younger children.

In 2015, **enrollment in specialty programs increased 25%.** By designing experiences around interests, specialty programs allow us to reach youth and teens who otherwise wouldn't be having a Jewish summer experience at all. In its second year this past summer, **6 Points Sci-Tech doubled its number of campers** – serving over 300 campers, and tripling the number of girls participating.

Growth of URJ Camps

2013 – 2015



Innovating and Expanding: More Options in More Places

Year-Round Centers for Youth Engagement

URJ camps and NFTY are experimenting to create our new year-round centers for youth engagement in Northern California (Camp Newman) and in Texas and Oklahoma (Greene Family Camp). Together these centers have reached more than **1,000 teens** in their second year. **37% of these teens have never participated in a URJ program before.**

NFTY

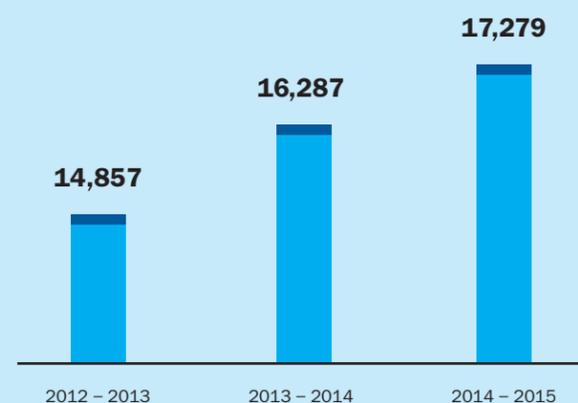
NFTY is broadening its reach by introducing new offerings. This year, NFTY complemented traditional weekend retreats by introducing new one-day social events, and deepening its impact by offering specialty institutes for song leading and Jewish learning. These "on-ramps" enabled NFTY to **reach 15% more teens** in 2015.

In 2014-15, we partnered with congregations to launch **NFTY678**, a new strategy to reach middle-school aged youth in 6-8th grades. In its first year, NFTY678 reached approximately **2,000 new participants.** NFTY678 strengthens the high school experience by providing an on-ramp early on, creating new leadership opportunities for teens in grades 9-12, and offering mentorship roles for adult volunteers.



Growth of URJ Youth Programs 2013–2015

Number of Unique Youth and Teen Participants



Israel

Our suite of Israel programs continues to diversify. In 2015, we'll serve **2,500 teens and young adults** through Birthright, NFTY in Israel, and NFTY-EIE (our academic high school program) – more than any other North American Jewish youth organization.



Social Justice

Our flagship social justice program, **URJ Mitzvah Corps**, exposes teens to opportunities of practicing tikkun olam in their communities and across the globe. In 2015, **Mitzvah Corps enrollment increased 25%**, reaching more than 240 teens. The unique blend of travel and hands-on service is attracting new participants. **35% of Mitzvah Corps teens have never participated in a Jewish summer experience before.** By diversifying program offerings and combining service with a focus on current global issues, Mitzvah Corps offers a proven strategy for introducing teens to Jewish life.



Building the Reform Jewish Future

Our success is only as good as the staff, professionals, and young adults who serve as role models to our youth and teens. URJ Youth is committed to strengthening our future by investing in their development.

In 2015, **more than 200 adults** participated in a URJ-sponsored professional development opportunity, a **40% increase** from 2014. These opportunities support the professionalization of the youth practitioner career, ensuring training and retention of the best adults to support our youth in the experiences we offer.

We serve more college students and young adults than ever before. Through the **Service Corps Fellows Program**, we're providing young adults with leadership training, mentorship and relationship-building in their local Jewish communities. **More than 2,000 participants** traveled on a **Birthright** Israel trip with the URJ this year, increasing the number of young adults engaging with the Reform Jewish community as leaders and role models.