



Shaping the Future: Camp Pembroke CHAI MATCH

The case for \$108,000



An Honor – and a Challenge:

JCamp180, a program of the Harold Grinspoon Foundation, selected Camp Pembroke, the Cohen Camp just for girls, as one of just 18 camps for a special, competitive challenge: **Chai Match**.

The goal: to enhance the long-term effectiveness of Camp Pembroke, based on its successful track record for engaging girls and young women in meaningful Jewish cultural and educational experiences.

The Pembroke Chai Match Challenge comes at the perfect time: Camp Pembroke has just completed its 80th Season and is embarking on a five-year plan of strategic action for an even greater impact.

The Cohen Camps' co-ed Camp Tevya went first, taking on Chai Match last year: parents, alumni and friends *exceeded* the goal and *beat* the deadlines. In the spirit of a little healthy sibling rivalry, Pembroke puts forth this challenge: **let's show JCamp180 what Pembroke Sisterhood can do!**

Thank you for taking this opportunity to invest for this generation...and the next.

- To unlock the matching funds, donors must give/pledge at least \$108,000 **by November 18, 2015**.
- Once donors hit that goal, each **\$1,800 minimum gift/pledge** will be worth \$2,400 to Pembroke.
- Only 1/3 (\$600+) is due within 60 days of your Phase 2 pledge; the balance by March 18, 2017.

Please give or pledge online at <http://camppembroke.org/give-2-camp>
or call Barbara at 781.489.2070 or email us:

Ellen Felcher
Director,
Camp Pembroke
efelcher@cohencamps.org

Jonathan Cohen
Third-generation President,
The Cohen Camps
jcohen@cohencamps.org

Barbara Stevens
Development Director,
The Cohen Camps
bstevens@cohencamps.org

Please see more details on the reverse.

Read about JCamp 180's Chai Match 3: <http://tinyurl.com/JCamp3>

Each day at Camp Pembroke lasts a lifetime. One Alumna calls Pembroke, “A home within a home. A place that allowed you to be the best you. A place where you created everlasting friendships. A place where you always felt proud and confident. A place like no other.” A parent says, “Our daughters are proud Jewish women due largely to Camp Pembroke. Their summer sisters are their best, closest and deepest friends. And they have felt truly cared for by the gifted staff.”

We remain committed to Eli and Bessie Cohen’s founding vision for Pembroke: to give young women life-changing opportunities to embrace their Jewish heritage—and their futures. Now Camp Pembroke is entering a new era. We’re capping off our first 80 years of sisterhood by looking forward with fresh energy, warmth, and commitment to excellence.

Our Five-Year Strategic Intent is to build an even stronger, more vibrant future for Camp Pembroke, in partnership with all the Cohen Camps. This assertive plan will build on Pembroke’s strengths, enrich campers’ experiences, and do even more to nurture each girl’s personal and Jewish growth into the young woman she wants to become. Summer camp is an extraordinary venue for educating and empowering new generations of active Jews, ready to bring energy and vitality to their families and communities; Camp Pembroke holds and will continue its leadership in camping movement. **Our five-year goals include:**

Program and Operational Growth

- Specialty instruction in performing arts and dance
- Artists-in-Residence to make fullest use of Pembroke’s arts studios
- Innovation in programming, adding such electives as videography
- Increased outdoor programming, adding hiking, white water rafting, and more
- Enriched Judaics program
- Year-round staff training
- Financial Aid/Scholarships

Facilities Development

- Climbing Wall
- Dining Hall Expansion
- Cabin Renovations
- Annual WOW! Enrichment Projects



How Pembroke Chai Match Works

DONE! Thank you! Phase 1

To launch the Chai Match, JCamp 180 challenged Pembroke to secure two gifts of \$9,000 apiece. JCamp180 pledged to match those gifts for a total pool of \$36,000 to be used in a Phase 2. **Two anonymous Pembroke donors** have met that challenge! Thank you so much for this inspiring leadership!

NOW: Phase 2

To unlock those challenge funds, Pembroke alumnae and friends must contribute or pledge \$108,000 by November 18, 2015. The \$36,000 challenge fund will disburse \$1 for every \$3 raised, **making each \$1,800 minimum gift/pledge worth \$2,400 to Camp Pembroke.**

IMAGINE: Phase 3

- **Climbing Wall:** Campers will strengthen their bodies and their confidence on this gym challenge.
- **Artists-in-Residence:** Visual and performing arts specialists creating extraordinary camper experiences.
- **Outdoor adventures:** On foot or by raft, campers will connect with nature...and themselves.