

2024

TOGETHER
IN ONE VOICE

A YEAR IN REVIEW





WELCOME

At Tamarack Camps, as we pause to reflect upon a successful — and meaningful — year, we celebrate continued tradition and newfound growth. Throughout the pages enclosed, we are pleased to share special highlights.

In August, at our annual meeting, we expressed gratitude to our outgoing president of the board of directors, Michael Cooper, and welcomed Dr. Danny Klein to the role; truly, strength to strength.

We completed a remarkable summer. This year, while war and tragedy continued in our Jewish homeland, we widened our campgrounds to include more Israelis at Camp Maas: Over 200 campers and staff members enjoyed a peaceful landing at “The Greatest Place on Earth!” During these carefully contemplated initiatives, we stretched beyond our partnership region in Israel to invite campers from the Gaza Envelope. With open hearts, expanded supports and heightened sensitivity, the summer was a respite — an opportunity for every participant from Israel to “just be a kid,” which was needed more than ever. During this emotional process, we valued the partnership of so many, including the Jewish Federation of Detroit, our generous community, and the newly endowed Elaine and Michael Serling Israeli Camper Program.

Additionally, to further our mission of sending kids to camp and meeting greatest needs, our generous community exclaimed, “*Hineni*” (here I am), providing more dollars for Send a Kid to Tamarack (SK2T) than at any time in our history — which also included young philanthropists who dedicated their mitzvah projects to SK2T. Also, our Camp Maas grounds were beautifully enhanced through transformational gifts from Harriet and Gregg Orley, Andi and Larry Wolfe, and the DeRoy Testamentary Foundation, allowing us to embrace the past, savor the present, and build for the future.

These initiatives — and so many more — provided a safe and inviting Jewish camping opportunity, connecting approximately 1,150 campers and 350 staff members, along with an “off season” that included about 10,000 more participants. We really are the community’s flagpole.

Thank you to the dedicated professional team, board of directors, committee members, supporters, partners, foundations, and, of course, campers and staff who allow Tamarack Camps to shine as a beacon of light. Together, in one voice, heard loudly and proudly — we are *kesher* (connected) and *mishpacha* (family) — on a campus where participants are free to be proudly Jewish.

For so many reasons, in recognition of a historic year, we feel honored to stand unified, strongly and with purpose.

Lee Trepeck

Lee Trepeck
Chief Executive Officer

Dr. Danny Klein

Dr. Danny Klein
President



SUMMER PROGRAMS



ENGAGED
APPROXIMATELY 1,150
PARTICIPANTS IN SUMMER
CAMP PROGRAMS.

EMPLOYED
APPROXIMATELY
350 SUMMER STAFF
MEMBERS.

WELCOMED
APPROXIMATELY 200 ISRAELI
CAMPERS, TLV PARTICIPANTS
AND STAFF INTO OUR CAMP
COMMUNITY.

Summer 2024 was full of laughter, challenge and discovery for our campers. The powerful message of our anthem, “Gimme that Sunshine” by Animal Island, encouraged us to embrace each day as “a new beginning.” From the moment children and teens arrived at Camp Maas or departed by bus from Adat Shalom, to the closing circle under the stars, our campers greeted each new day with enthusiasm and curiosity, ready to embrace the adventures and lessons ahead.

One of the highlights at **Camp Maas** was the first-ever **Kaufman Specialty Village Farmers Market at the Farber Farm**. Kaufman Specialty campers planned and executed this unique event. From hummus and pico de gallo to handmade lip balm and herbal salves, every item was crafted with pride and creativity. The bustle of the market, the community spirit, and the support from staff and campers alike were truly heartwarming. The market was a complete success — every single item “sold out,” a testament to the campers’ hard work and dedication.

Beyond **Ortonville**, our outpost programs — **Camp Kennedy** and **Charles N. Agree Outpost Camp** — provided campers with an opportunity to unplug and experience the beauty of the Upper Peninsula and Wawa, Ontario. From paddling through tranquil lakes to learning wilderness skills, these experiences fostered independence and self-confidence in an environment surrounded by nature. And for those who traveled farther, **Western and Alaska trips** offered extraordinary adventures, where Shabbat under the stars and challenges like white-water rafting and glacier climbing gave campers a new perspective on their own strength and resilience.

At Tamarack Camps, we offer the chance for campers to shine. They grow immeasurably, learn to conquer fears, forge new friendships, and embrace the beauty of nature and Jewish tradition. Whether at Camp Maas, on an outpost adventure, or a travel trip, our campers bring their unique spirits and talents to every corner of our campgrounds, far and wide.



JEWISH LIFE



ACCORDING TO 2024 TAMARACK FAMILIES SURVEYED BY THE FOUNDATION FOR JEWISH CAMP:

93% SAID THAT TAMARACK GAVE THEIR CHILD A CONNECTION TO THE JEWISH PEOPLE AND THE LARGER JEWISH COMMUNITY.

91% REPORTED THAT TAMARACK HAD A POSITIVE IMPACT ON THEIR CAMPER'S JEWISH IDENTITY.



This summer, Jewish life at Tamarack Camps was a breath of fresh air, fostering connections to Israel and the global Jewish community. At the heart of this effort was a remarkable year for the **Elaine and Michael Serling Israeli Camper Program**, which was integral in bringing 138 Israeli campers to camp — our largest group since 2002. Teens from Kibbutz Gevim and Kibbutz Be'eri found a special place within our camp family, contributing to our vibrant, international Jewish tapestry.

For Israeli campers, Tamarack provided respite and the opportunity to simply be kids. We welcomed Israeli social workers to support these campers, as well as a record 70 Israeli staff. In addition, our **Teen Leadership Village (TLV)** Israeli campers enjoyed their six weeks with us in Ortonville instead of going to Israel, where they would typically experience part of their summer. This change, due to the ongoing conflict, strengthened the bonds within our camp community. Specially tailored activities offered a safe environment for everyone to share stories, heal, and form lasting connections with peers from diverse backgrounds.

Informal daily immersion and Jewish celebrations, including our **Schuchman Family Israel Day** and weekly Shabbat, infused camp life with meaningful traditions, connecting community to shared experiences that deepened Tamarack's commitment to living Jewishly. Through art projects that bring Judaism to life, thanks to the **Max M. and Marjorie S. Fisher Foundation Jewish Artist in Residence Program**, campfires and thoughtful programming, our campers celebrated together and forged friendships and everlasting connections that underscore Tamarack's role as a bridge between Jewish communities worldwide.



YOUR IMPACT

SEND A KID TO TAMARACK



Our annual fundraising event, **Send a Kid to Tamarack (SK2T)** was held at Temple Israel on May 8. Chaired by **Lisa Korotkin Rothberger** and **Jeffrey Kirschner**, along with VP of Advancement **Elizabeth Sollish**, 2024 was another record-breaking year! Both the attendance and contributions exceeded our goals – raising over \$760,000 with over 580 in attendance, to send children and teens to camp and support greatest needs.

The theme, **“Together in One Voice,”** speaks to the Tamarack community’s long history of standing with Israel. This year’s honorees, Community Leaders **Elaine and Michael Serling**, and Distinguished Alumna, **Naomi Miller**, represent the legacy of our **Israeli Camper Program** beginning in 2002, and now, continuing for generations to come.

“Through the generations, we have witnessed firsthand the Jewish impact Tamarack has made on our family and community. We have also been fortunate to see up close the proud connection Tamarack has helped forge between our Detroit Jewish community and Israel. Thus, we are thrilled to provide support and honored to be this year’s SK2T honorees.”

Elaine and Michael Serling

“I felt the power and beauty of our Detroit Jewish community through Tamarack — secular Israelis embraced their Judaism; my sons, Yoav and Alon, made their best friends for life at camp; and I was inspired by the bonds formed between the host families and their campers. I feel part of a global Jewish village because of Tamarack Camps and am truly honored to be the 2024 Distinguished Alumna.”

Naomi Miller

“Tamarack is an important pillar in our community. It’s the first, sometimes only, place kids get involved in the community and meet Jewish friends. We are so grateful that our children have had this valuable experience and are inspired by our generous community donors who make it possible. I am honored to have served as SK2T co-chair for this important event.”

Jeffrey Kirschner

“Sending my boys to Tamarack Camps has been the most rewarding gift. I’ve witnessed them grow as people, develop confidence and connect to their Jewish identity. Tamarack also creates life-changing opportunities for Israeli campers, fostering incredible friendships at camp that stretch across the world, for years after. SK2T makes these transformative experiences possible for so many children, both here and in Israel.”

Lisa Korotkin Rothberger



\$3,600: AVERAGE SCHOLARSHIP AWARDED

\$1 MILLION IN SCHOLARSHIPS — MORE THAN ANY OTHER JEWISH CAMP IN THE WORLD

100% OF CAMPERS BENEFIT FROM PHILANTHROPIC SUPPORT BY OUR GENEROUS COMMUNITY THAT KEEPS CAMP AFFORDABLE FOR FAMILIES

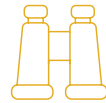
Also, for the first time, **“CAMPaign for Change”** participants who, for their mitzvah project, chose to support camper scholarships and other needs at camp, participated in the event. We are proud of the next generation of philanthropists!

We are grateful to our **“Change Makers,”** donors, corporate partners, and foundations. “Together in One Voice,” we are raising critical funds to ensure that every child has the opportunity to spend the summer at “The Greatest Place on Earth!”



YOUR IMPACT

ENDOWMENT & PLANNED GIVING



Imagine taking what you love most about Tamarack – backcountry treks on a Western or Alaska trip, Havdalah under the stars, or your favorite program on the waterfront (just to name a few) – and ensuring that it can continue now and for generations to come. That's the power of an endowment gift!

During the past year, many members of our community invested significantly in endowment funds. Among those supporters were **Elaine and Michael Serling**. Growing up, both Elaine and Michael developed a passion for Judaism and learned the importance of a Jewish state from their families — and as newlyweds, they lived and worked for a year in Israel. As Tamarack camper parents, grandparents and Bubbie Zaydie participants, their love of Judaism and Israel grew and was fostered within their own family. These profound experiences inspired them to endow the Serling Israeli Camper Program, cultivating lasting bonds with Israel summer after summer and providing an extraordinary gift to help secure its future.

ENDOWMENTS OF ALL SIZES ARE A BEAUTIFUL WAY TO ESTABLISH A MEANINGFUL PERSONAL OR FAMILY LEGACY WHILE ALSO SUPPORTING TRANSFORMATIONAL IMPACT AT CAMP.



TO LEARN MORE ABOUT ESTABLISHING AN ENDOWMENT FUND OR CONTRIBUTING TO AN EXISTING ONE, PLEASE CONTACT LORI SEMEL: (248) 952-9118 OR SEMEL@TAMARACKCAMPS.COM

YOUR IMPACT TRANSFORMATIONAL GIFTS



THE HUG

Thanks to the generosity of Harriet and Gregg Orley, Tamarack campers embraced a new signature space called **"The HuG!"** This game-changing project features new and enhanced areas in the heart of Camp Maas. Campers and staff enjoyed beautiful views behind the *chadar ochel* (dining hall), where Adirondack chairs span an expansive patio — adding comfort, color and new opportunities to quietly connect. Additionally, *degaf* (flagpole) was redesigned to better accommodate large gatherings in the round, evoking traditions of our beloved former campsite in Brighton. The HuG also boasts sheltered pergolas, perfectly sized for villages, bunks or smaller groups to congregate. Lastly, with a new location along our magnificent waterfront, the entire camp community witnessed the modernization of a covered amphitheater, which will be enjoyed for Shabbat, all-camp events, and a vibrant future of Jewish services and programs.

"Looking back, some of Harriet's best childhood memories were the years she spent at Tamarack Camps. Friendships from so many years past remain relevant and meaningful in her life. Gregg's great joy has been his synagogue allegiance and Shabbat attendance, which he has committed himself to for the last 40 years. Together, we have combined our recollections of the past and vision for the future into a new gathering place at Camp Tamarack, called The HuG. This new outdoor theater and its surrounding grounds will become a place for assembly, Shabbat prayer, inclusion and embrace. The HuG is destined to serve as a platform for hope and unity. May the gift of this new addition touch the hearts and hugs of generations to come at Tamarack Camps." — **Harriet and Gregg Orley**

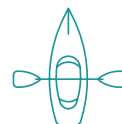
"Helen L. DeRoy was a lifetime board member of the Fresh Air Society. The DeRoy Village was named in 1948 to honor her work in the Jewish community and her gifts to Tamarack. Though Mrs. DeRoy never had children of her own, providing positive experiences for children was important to her. The sudden tragic death of her nephew in 1960 prompted her gift to establish the Alvin M. Rodecker Beach. We at the DeRoy Testamentary Foundation share Mrs. DeRoy's mission and want to continue her legacy in our support of Tamarack."

— **Julie Rodecker, President, DeRoy Testamentary Foundation**

RODECKER BEACH

Thanks to the support of the **DeRoy Testamentary Foundation**, improvements to **Rodecker Beach** made a big splash! This iconic gathering space, which serves approximately 300 Mid and Senior Side campers each session, gained new pergolas for shade and lounging, upgrades at the main bathhouse, a covered pavilion, and refreshed landscaping in the entire surrounding area.





"As we've seen through our own family, supporting Tamarack and Jewish camping is an investment in the long-term vibrancy of our community. At Tamarack, children establish their Jewish identities, and the total experience inspires future community leaders. We are proud that Wolfe Village will be a part of Tamarack's five-generation tradition and positively impact boys entering sixth grade and the broader camp community for years to come." – Andi and Larry Wolfe

WOLFE VILLAGE

We are also deeply grateful to Andi and Larry Wolfe, whose generosity created a new home at Camp Maas for boys entering sixth grade — **Wolfe Village**! This state-of-the-art village includes a central lodge, bathhouse, and six cabins with comfortable spaces designed for campers and staff. Wolfe Village (formerly Levison) also expands upon traditional Mid Side programming, allowing our team to create new options, intentionally designed to build skills, foster independence, enhance Jewish identity, and inspire life-long passions. Wolfe Village also provides an opportunity to serve more community groups during the year.



OUR COMMUNITY'S CAMP



For five generations, Tamarack Camps has inspired a love for Jewish values and the outdoors, creating bonds that extend well beyond the summer. From Bubbies and Zaydies sharing Tamarack memories with their grandchildren to young adults discovering their leadership as counselors and friendships that thrive for a lifetime, Tamarack is woven into countless family stories.

Whether you joined us for your first summer as a camper or became connected through our events over the past year, you're an essential link in our community.

COMMUNITY HEART SCREENING

In February, we marked American Heart Month by hosting our first heart screening event for camp families and the Detroit community. Over 100 young people received free heart screenings, thanks to volunteers from **Henry Ford Health**, the **Jewish Federation of Detroit** and Tamarack's medical team. The **American Heart Association** was also on hand to teach "Hands Only" CPR, adding a lifesaving skill for attendees.

FAMILY FUN DAY

Our 123rd summer began with the much-anticipated return of Family Fun Day — the first since 2019. More than 750 campers, future campers, staff, parents, grandparents and alumni gathered to enjoy classic camp activities and celebrate the Tamarack *ruach* (spirit). This vibrant kickoff filled our campgrounds — and our hearts — with warmth and anticipation for the summer ahead.

FAMILY CAMPS

This year, Tamarack's family camps continued to bring together families of all ages for unforgettable weekends in the heart of camp. Through **Bubbie Zaydie**, **Mom & Me**, **Dad & Me** and **congregational camps**, nearly 800 parents, kids and grandparents enjoyed a rich mix of family-friendly adventures, fostering connection and creating cherished memories across generations.

ANNUAL MEETING

In August, we gathered with our community in the "fresh air" of Springdale Park for our annual meeting, where we welcomed the 2024-2025 Board of Directors and expressed gratitude for our outgoing leaders. We were also honored to recognize **Katy Levinson** as this year's **President's Award** recipient, celebrating her years of dedication to Tamarack and the meaningful support she has provided our campers.

FALL FUN

The Tamarack magic carried into autumn this year with a series of special events: the **Tamarack Trot 5K**, our family-favorite **Fall Fest**, and **Sukkot on the Farm**, an adults-only farm-to-table dinner co-hosted by **The Well** and **Adamah Detroit**. These October gatherings invited campers, families, alumni and friends to embrace the season and celebrate the Tamarack spirit.



CORPORATE SPONSORS

THANK YOU TO OUR GENEROUS DONORS! VIEW OUR 2024 FISCAL YEAR DONOR LIST BY VISITING [TAMARACKCAMPS.COM/YEAR-IN-REVIEW](https://tamarackcamps.com/year-in-review) OR SCAN THE QR CODE:



VISIONARY



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CHAMPION



DOUBLE CHAI



CHAI

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Tamarack Camps, established by the Fresh Air Society, builds a vibrant community by providing enriching Jewish camping experiences for children and families, respectful of financial ability.

TAMARACKCAMPS.COM (248) 647-1100



Camp Maas | Outpost Experience
Teen Travel | Family Camps | Israel

