

The background of the cover is a photograph of a group of hikers. They are wearing large, colorful backpacks and are walking along a dirt trail. The trail is surrounded by dense green trees and foliage. In the foreground, a hiker is seen from behind, wearing a dark shirt and shorts, with a large green backpack. The overall scene is a natural, outdoor setting.

CHARTING OUR PATH

A Strategic Compass for 2023-2026

Executive Summary

Introduction

BaMidbar was born from the Jewish camping movement and founded on the belief that Jewish tradition provides tremendous opportunities for growth and self-discovery.



This bold, achievable, and inspiring plan solidifies the position that BaMidbar plays as a top direct service provider and educator supporting youth mental health in the Jewish community. The plan strengthens the foundation from which BaMidbar will continue to grow and extend its impact.

Why Now?

With mental health rising to the forefront of many organization’s agendas, we know it is our responsibility to use our clinical expertise to strengthen youth mental health in the broader community.

From 2020-2022, BaMidbar saw a 440% increase in programming and the need for clinical and educational resources to address the youth mental health crisis and improve young people’s well-being is only growing. As a pioneering organization focused on youth mental health in the Jewish community, BaMidbar recognizes this window of opportunity to:

- Strengthen direct service
- Leverage existing networks and fill gaps
- Provide additional resources and expertise to build a Jewish community that actively supports youth in cultivating mental health and wellness.

MISSION

BaMidbar is working to ensure that Jewish youth and young adults have the confidence, skills, and community support to navigate life's challenges and thrive in the face of adversity.

VISION

BaMidbar envisions a Jewish community that actively supports young people in cultivating mental health and wellness.

A Unique Approach for the Jewish Community

Our approach to achieving this vision is founded on three key assumptions:

Jewish learning + mental health

Jewish professionals and organizations are uniquely situated to create positive environments where not only Jewish learning, but also mental health, can flourish.

Powerful experiential tools

Experiential modalities (adventure, wilderness, and nature-based therapies) are effective as vehicles to build resilience and help young people thrive in the face of adversity, and provide unique opportunities to integrate a Jewish lens.

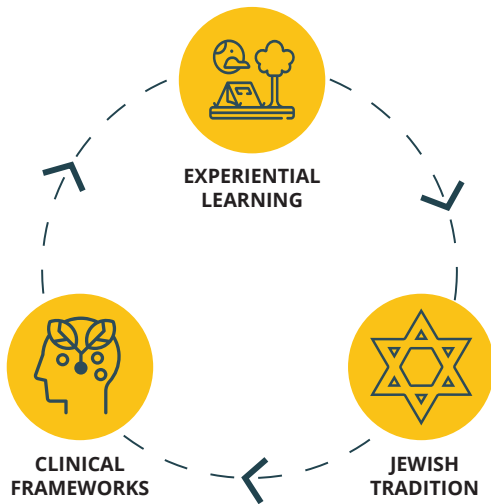
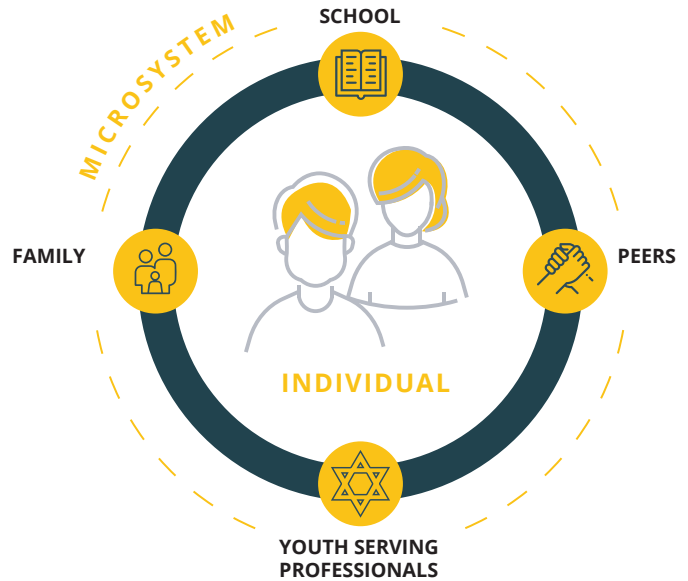
An ecosystem of support

Young people do not exist in a vacuum. To effect change at the individual level, we must also strengthen the ecosystem of support around them.

THEORY OF CHANGE

The Individual and The Microsystem

BaMidbar strengthens young people’s mental health by using a layered approach that focuses both on the **Individual** and the **Microsystem** that surrounds them. The microsystem includes family and caregivers, school, peers, and Jewish professionals in settings such as camps, youth groups, Hillels, day schools, and synagogues.



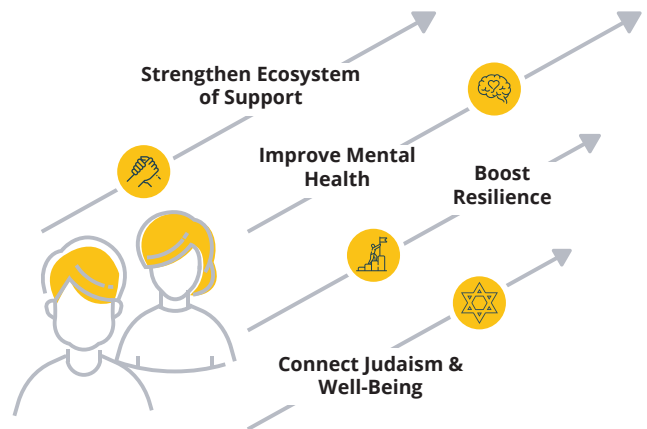
A Multidisciplinary Approach

BaMidbar integrates a multidisciplinary approach that includes experiential learning, clinically-informed frameworks, and Jewish tradition.

Long-Lasting Outcomes

When we are successful, we achieve these lasting outcomes for the Jewish community:

- Improve mental health outcomes for young people
- Boost resilience factors for young people
- Strengthen young people’s ecosystem of support
- Increase understanding of how Judaism can be robustly supportive of mental health and well-being



Our programs consist of both:

Clinical programs that **treat symptoms of mental illness and improve mental health outcomes** through individual, group, and family therapy.

Educational programs that **expand mental health literacy, boost personal resilience, and support skill-building** by integrating mental health frameworks into experiential education and Jewish learning.

Clinical and educational programs are guided by a shared philosophy.

Building Self-Regulatory Capacity



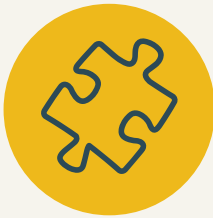
Healthy Relationships with Self & Others



Finding Meaning and Purpose



Self-Efficacy & Skill Development



Supporting Choice, Control, & Empowerment



Mental Health Awareness



"I can't thank you enough for everything you've done for our son! Any successes our son realizes or course corrections he navigates will be supported in large part by the wisdom his therapist shared. Expecting work, setbacks and hurdles moving forward but my hope is that our son is navigating with GPS now. We look forward to celebrating many milestones and successes together. We can't wait to share his accomplishments with you as he puts the tools he learned at BaMidbar to good use." - Wilderness Therapy Parent, 2019

Our Priorities

BaMidbar aims to lead the Jewish community in mental health education and treatment for young people. Our plan focuses on four priorities over the next four years.



ACCESS TO CLINICAL SERVICES

BaMidbar is reaching hundreds of Jewish youth and young adults annually through adventure-based therapy and transformative wilderness experiences. Caregivers can access quality mental health resources and education in the Jewish community and feel connected to a community of peers facing similar challenges.



EDUCATIONAL IMPACT

BaMidbar has a cohort of educators that can draw from their clinical experience to provide high quality mental health education locally and nationally. Mental health professionals can leverage Jewish tradition to support youth mental health and well-being. Thousands of young people, caregivers, and Jewish professionals are engaging in deeply impactful learning experiences that explore the intersection of Jewish tradition and mental health.



GEOGRAPHIC EXPANSION

BaMidbar has strong programming hubs in Massachusetts and Colorado, a clear plan for expansion to California, and defined criteria for expansion to additional regions. A strong national operation supports a dispersed programmatic workforce.



VISIBILITY AND REACH

BaMidbar has an increasing number of strong programmatic partnerships with leading youth-serving organizations, is seen as a go-to resource for mental health in the Jewish community, and serves as a referral source for Jewish professionals seeking services for the youth they serve.

Implementation

Achieving these goals requires strengthening internal capacity and operational efficiency to ensure a sustainable and thriving organization. BaMidbar is moving into a new stage of growth. With a strong resume of experience and evidence of success, the organization is poised for accelerated impact. To achieve this, we will:

Strategy 1: Invest in staff and board development

Strategy 2: Expand administrative and operational capacity

Strategy 3: Diversify revenue mix and meet earned and contributed revenue projections

Strategy 4: Ensure adherence to best practices and improve research and evaluation

By 2026, BaMidbar will...



Provide
18,000+

individual & group therapy sessions



Reach
250+

young people through
immersive, wilderness experiences



Reach
750+

young people, parents, and
Jewish communal professionals
through cohort-based learning



Reach
6,000+

young people, parents, and Jewish
communal professionals through light
touch education programs



Launch

CLINICAL FELLOWSHIP

for early career mental
health professionals



JOIN US.

BaMidbar has proven its ability to boost resilience and improve mental health outcomes for young people. Through BaMidbar's programs, Jewish communal professionals are building the knowledge, skills, and confidence to support mental health and wellness in role-appropriate ways. Educators are looking at Jewish learning experience through a mental health lens. Young people and their families feel supported by their peers and community, and recognize the ways Judaism is robustly supportive of their mental health and well-being.

As a pioneering organization addressing youth and young adult mental health through clinical and educational interventions, BaMidbar is poised to help the Jewish community move the needle on this important issue. With your help, BaMidbar will strengthen the platform from which it will be positioned to grow its impact exponentially.