Envisioning Camp Through a 20/20 Lens



20 million children and youth will experience camp in 3-D

- **Delighting** in the world of nature
- **Discovering** health and wellness
- **Developing** strong, positive relationships









Letter From the President

The camp community can be proud of 150 years of contributions to human development! Camp experiences have been providing children, youth, and adults the skills to build positive relationships, habits leading to fit and healthy lifestyles, and encounters with nature which cannot be developed anywhere else. Working in tandem with the camp community throughout the past century, the American Camp Association® (ACA) has become a leading resource for those working in the child and youth development field, continually enhancing a knowledge base (supported by research studies and sound writing) to support all who share their talents in the camp experience.

As the national economy readjusts, organizations are either putting their heads in the sand or investing in the future. ACA already invests in the future. We recognize that the outcomes of the camp experience are becoming increasingly important. We are prepared to address challenges with our strengths. And, what a challenge we have set — 20 million campers and 20,000 participants by the year 2020! The Boards of Directors of ACA and the American Camp Foundation are moving forward to strengthen our key contributions. We have crucial experiences to share with our communities and great messages to interpret our contributions to participants.

We hope that you will enjoy the information in this report as we chart our progress toward the 20/20 Vision and imagine the effects of doubling the number of participants in camp by 2020.



ACA's 20/20 Vision

In 2008, ACA defined a vision for the future of camp — the 20/20 Vision. ACA views, analyzes, and strategizes through the 20/20 lens, because through this lens the world becomes a better place. We see our place in the world as an advocate for quality, developmental experiences for children, youth, and families. We use our collective voice and vision to make better tomorrows.



CEO Peg Smith Speaks About Our Camp Heritage

"The camp experience is a part of America's heritage and culture. Since 1861, we have impacted more than 500 million children. Today, many institutions have abandoned children and vouth or have left them inside with electronic gadgets. Our society has limited the access to natural environments and reduced the time adults spend with children and youth—and offers fewer and fewer authentic human connections. Children, youth, and families need an advocate. We must not fail to describe what we do as a critical part of the continuum of care for young people in the United States."

ACA did not fail. The year 2008 was a phenomenal time of growth filled with defining moments and the burgeoning realization that our ability to provide a hands-on, experiential, nature-based, community experience for children and youth is unique and should be preserved for generations to come. We began the journey to 2020

20 million campers and 20,000 participants engaged in ACA by the year 2020.

ACA's Mission

The mission of the American Camp Association is enriching the lives of children, youth, and adults through the camp experience.

Advancing Camp in 3-D

Every child, youth, and adult who is touched by the camp experience walks away strengthened by it. ACA has identified three Pillars of Hope that are achieved through quality camp-related youth development programs. Every child through a value-enriched camp experience encounters 1) healthy relationships; 2) fitness and well-being; and 3) the natural environment. How children experience these pillars is as unique as the children themselves, but the dimensions of the camp experience never change. Each camper delights in the world of nature, discovers health and wellness, and develops strong, positive relationships.

A community of child and youth development professionals dedicated to changing lives through the camp experience, ACA — the world's leading camp resource and advocacy group — advances these dimensions of the camp experience. For nearly 100 years, ACA has worked to bring the benefits of camp to generations of young people and adults.

Today more than 10,000 members strong, ACA leads the way in helping camps provide interesting and instructive experiences to millions of campers each year in an environment committed to safety. ACA supports camps and camp professionals in delivering programs that teach children and adults life skills: leadership, independence, cooperation, and teamwork. Our camp support and advocacy programs also bring to youth supervised, fun, and nurturing environments that are key to the developmental process.

At ACA, we know that promoting the camp experience lays the foundation for building happy and productive lives for tomorrow — and a better world for us all. A 501(c)(3) organization, ACA is committed to educating the public about the value of the camp experience for families and children.

Kids love nature!

Camp in 3-D: Delighting in the World of Nature

"As a camper I wanted to do everything at camp. I swam in Big Pond at sunset, slept out in a field underneath the stars, and ate my lunch in a canoe on the lake. I took advantage of every possible opportunity. Each summer, awards are given to girls who participate in certain challenging activities — swimming to the island, Polar-Bearing, or Turtling each morning during the week, waterskiing around the island, completing the ropes course. Over many summers I earned each of these awards at least once. I couldn't get enough of camp."

Excerpt from "One More Song" by Michelle Pugh, published in the July/August 2008 issue of Camping Magazine.

"A simple principle is taught at The Nature Place Day Camp: there is no such thing as 'away.' Everything you throw away goes into the earth or above the earth. From day one our campers know that nothing goes to waste, we compost and recycle. Our organic trash remnants are used in biodynamic gardens."

Ed Bieber, owner/director of The Nature Place Day Camp

Excerpt from "Green Spoken Here at The Nature Place Day Camp," November/December 2007 Camping Magazine.

ACA Recognizes and Promotes the Children and Nature Connection

ACA developed an operational committee of professionals called the Children, Nature, and Camps Committee; stemming from this committee's work, a number of initiatives have evolved:

- A collaboration with the Children and Nature Network raises awareness of the children-nature disconnect and seeks other opportunities to further a shared agenda.
- Nature education resource Web pages bring nature awareness activities for educators and parents to the fore.
- Grant proposals solicit funding through the Forum on Children and Nature/The Conservation Fund to create a volunteer corps of older adults who would involve children in nature-based experiences.
- A partnership with the University of Utah and the Not-For-Profit Council in July-August 2008 develops outcomes measures of the emotional connection that children develop for nature through participation in camps and other youth development programs.

Camp in 3-D: Discovering Health and Wellness

A Camp for Every Child

Camps enjoy the opportunity of working their magic with all of our children — the gifted athlete, the budding musician, the curious naturalist, the first-time camper, and the child with a handicap. The idea that camp is for every child isn't just a pipe-dream — it's a reality — one that parents and children celebrate and the American Camp Association supports by promoting healthy, fun, and developmentally-appropriate experiences in the camp setting.

For one camp program in Windsor, New Hampshire, the American Sign Language Department at Windsor Mountain, a primary mission of the camp experience is to create a diverse community that welcomes campers who are Deaf in a hearing culture. This unique program is the only integrated Deaf/hearing summer camp for children that is based on the philosophy of experiential education. "The Deaf children who join our program are a part of the Windsor Mountain community and are supported by Deaf role models and staff as they experience the realities of living in a hearing world," states Sarah Herman, director of Windsor Mountain, formerly known as Interlocken.

Throwing the doors wide open to allow generations of children and families to enjoy the value of experiential learning and growth, a path to self-esteem and independence is what camp is all about. From urban and rural settings to international camp opportunities, we revel in watching children discover their place in the world—making a difference is truly what makes the difference.

Excerpt from July/August 2008 Camping Magazine article, "Enriching Lives, Building Tomorrows One Camp at a Time"

Healthy Eating at Camp!

According to research conducted by ACA, over two-thirds of all camps accredited by ACA say that they've started serving more fruits and vegetables. About four in ten have explicitly reduced the use of fried foods and sweets or sugary foods. Some offer low or no-fat options.

Cooking with olive oil, adding flax, avoiding partially hydrogenated oils, making food from scratch — these are all ways for children to eat healthier that camps are incorporating into their menu plans. Even in the camp canteen, the trend is toward healthier choices and less candy or "junk food."

Kids are being introduced to all kinds of foods — whole grains, tofu, even fruit soups. In a recent survey, two-thirds of all camps responding said they offer vegetarian options, with 21 percent offering vegan choices. More than one in ten camps provide foods that are organic and/or locally grown.

Camp creates healthy minds and bodies!

Why a Camp for EVERY Child Is So Important!

- Minorities, now roughly one-third of the U.S. population, are expected to become the majority in 2042, with the nation projected to be 54 percent minority in 2050. By 2023, minorities will comprise more than half of all children.
- By 2050, the minority population everyone except for non-Hispanic, single-race whites is projected to be 235.7 million out of a total U.S. population of 439 million. The nation is projected to reach the 400 million population milestone in 2039.
- The non-Hispanic, single-race white population is projected to be only slightly larger in 2050 (203.3 million) than in 2008 (199.8 million).
- The Hispanic population is projected to nearly triple, from 46.7 million to 132.8 million during the 2008-2050 period. Its share of the nation's total population is projected to double, from 15 percent to 30 percent. Thus, nearly one in three U.S. residents would be Hispanic.
- The black population is projected to increase from 41.1 million, or 14 percent of the population in 2008, to 65.7 million, or 15 percent in 2050.
- The Asian population is projected to climb from 15.5 million to 40.6 million. Its share of the nation's population is expected to rise from 5.1 percent to 9.2 percent.

U.S. Census Bureau, August 2008 press release

Camp in 3-D: Developing Strong, Positive Relationships

Inspiring Role Models

The essence of the UCLA UniCamp program is relationship based — camper and UCLA student. At least 160 campers ages ten to fourteen participate in resident camp sessions. An additional UniCorp program serves older campers between the ages of fourteen to eighteen. This program provides a service-learning opportunity for campers, enabling them to obtain leadership experience helping in camp operations.

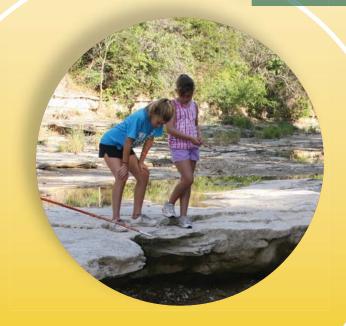
Each year, UniCamp inspires nearly 1,000 children from low-income families to envision better futures as they grow and learn along-side 350 student volunteers.

Serving the Community

The Summer Camp in Bridgeton, Maine, provides girls from low-income families and foster homes with a comprehensive, residential camping experience. At The Summer Camp, the girls are provided with a safe, friendly environment; taught that they are valued as individuals; given positive instruction and counsel; and empowered with greater self-esteem. Individually and together, they set goals and recognize their potential to succeed; the program strives to help each child discover her talents and learn to share them with the larger community.

Excerpt from July/August 2008 Camping Magazine article, "Enriching Lives, Building Tomorrows One Campata Time"

Mentoring relationships, community relationships, friendships . . . all thrive at camp.



The ACA Camper Scholarship Program

As a charitable organization, ACA strives to bring people together. Our unique camper scholarship program enables private/independent camps to use charitable contributions for camper scholarships. The ACA Camper Scholarship Program enables more children to experience camp by making it easier for private/independent camps to offer scholarship funding for more campers.

Since ACA is a tax-exempt corporation under Section 501(c)(3) of the Internal Revenue Service code, contributions to ACA are tax deductible. Within certain restrictions, the Association can accept contributions for camper scholarships. In this way, private/independent camps can offer a tax deduction for contributions to their camp's scholarship program. In 2008, ACA had fifty-seven camps participating in this program — awarding \$422,463 (a 37 percent increase over 2007) to 260 children.



Scholarships Make a Difference!

Damar is a street-smart, independent twelve-year-old who shines amid the gang violence and drug dealing that permeates his Bronx neighborhood. He lives in a third-floor project apartment with his two young sisters and stepfather. Abandoned by his mother at an even younger age, Damar finds his solace beyond the walls of his family's small apartment, achieving valedictorian status at school and receiving many student awards. Gangs encircle him on a daily basis on his way to school, pressuring him for involvement. Damar ignores the attempts. He is one camper, among many, who needs the support of a campership to continue his success. He needs to be surrounded by positive people and activities in a safe environment.

Tasha's mother writes a sincere note on the camper scholarship application: "I'm just starting a night job. I have applied for housing in my county, and I had major surgery recently. I really want my daughter to go to camp. We can't do this alone. Tasha's wish is to go to camp every year and become a counselor!" Tasha did, indeed, get to go to camp through a generous camper scholarship, and her beaming smiles and heartfelt thank you note tell a happy story:

"Thank you for letting me come to camp. The best thing about camp is everything about camp . . . I want to come back until I am staff."

These are just a few examples of how the opportunity to go to camp makes a difference in the lives of children.

The Year at a Glance: 2008 ACA Milestones

Partnering Builds a Better Future

ACA Collaborates to Share the ACA-Accreditation Message

ACA got the word out about the importance of ACA accreditation to broader audiences in new collaborative ventures between ACA and the following online camp networks:

- Summercamps.com
- Gocamps.com
- CampPage.com
- CampProfiles.com
- CampSourceNetwork.com

With banner links to more information about ACA accreditation, ACA-Accredited® Camps were featured in each of these camp databases. This opportunity not only increased ACA's brand awareness to a large audience but forged a unique gateway to educate campers and parents alike about the value of accreditation.

New Alliance with the Center for Summer Learning

ACA developed a new relationship with the Center for Summer Learning, a national organization focused on creating opportunities for high-quality summer learning and enrichment for all young people. Based at Johns Hopkins University, the Center is committed to expanding summer learning opportunities for disadvantaged children and youth as a strategy for closing the achievement gap and promoting healthy youth development. Resources related to summer learning and camp, camp-school partnerships, relevant emerging public policy information, and related information about the Center for Summer Learning can be found at: www.ACAcamps.org/education/summer learning resources.php.

ACA Partnered With Weekly Reader

Weekly Reader Custom Publishing (WRCP) has been a leader in providing educational materials in school settings for over one hundred years. Now they have partnered with ACA to provide similar materials to summer camps across America.

In Summer 2008, camps were sent free Weekly Readersponsored materials to use.

Created Educational Alliance With NRPA

ACA developed an Educational Alliance with the National Recreation and Park Association (NRPA) to co-develop online, educational resources.

Progressive Action Raises the Bar

New Membership Structure Rollout

ACA developed a new membership system, making all member products and services available to all members. Individual membership dues were set as \$200. Three groups will be able to join with a discounted member rate: visitors can join at \$95, retirees at \$60, and students at \$35.

Information about the new membership model was distributed through numerous channels: ACA e-communications and print publications and links to related associations' Web sites and publications. A number of membership-specific promotions were instituted including a student membership drive targeted to university recreation and leisure departments in which university professors received ACA promotional materials to share with students, and a seasonal membership promotion was offered to camps providing the opportunity to purchase multiple memberships at a extremely reduced price. ACA also provided answers to frequently asked questions and talking points to ACA local offices.

The new individual membership structure and rates went into effect July 1. With the exception of student memberships, all membership dues rates changed.

ACA's National Camp Research Collaborations Summit a Success!

The ACA Camp Research Collaboration Summit, held on January 10, 2008, at ACA's national office in Indiana, was an opportunity for twenty-eight researchers from national youth development agencies and from universities and colleges to discuss future opportunities for collaboration and intersection across organizations and academic communities and structures for supporting collaborative camp research.

ACA's staff Research Team and volunteer "Committee for the Advancement of Research and Evaluation" (CARE) hosted a one day meeting to build relationships among colleagues with similar interests, responsibilities, and goals around our understanding of the camp experience and related phenomenon.

Improvements to ACA's Camp Regulations by State Web Site

ACA announced the newest addition to the Camp Regulation by State Web Site. Information regarding minimum wage, exemptions, overtime pay requirements, and more can now be found online.

A complete database of information about the camp-related regulations in each state is available on the ACA Web site. The data provides active links to the regulations and information in each state. Sortable by state, a viewer can compare all fifty states (and D.C. and Puerto Rico). Additionally, the database can indicate whether the state allows FBI records checks and information on how to access driving checks in each state, including costs and links to request forms.

Change A Life Today Fund-Raising Initiative

The Change a Life Today Fund is a campership program designed to collect monies from individuals to directly benefit the many children who are financially underprivileged whose lives we can change for the better through the camp experience. Eighty two cents of every dollar contributed to the Change a Life Fund goes directly to sending a child to camp.

In this first year of the Change a Life Fund, the program has been launched in five major areas: Boston, Chicago, Los Angeles, Minneapolis, and New York City. As the scholarship fund grows each year, ACA will broaden participation to other regions until we are able to include camps and serve children across the entire country.

State-of-the-Art Educational Systems Support Meaningful, Engaged Learning

ACA's e-Institute Offers High-Tech Learning

American Camp Association's (ACA's) e-Institute debuted with Web-based courses for camps and other youth development programs.

Courses Featured:

- Program Improvement (based on the new ACA book, Designing Quality Youth Programs)
- ACA Camp Standards
- Camp Is for the Camper

ACA 2008 National Conference: An Educational Victory

ACA Hosted the 2008 National Conference in Nashville Tennessee, and explored the theme, The Strength of Many Voices, through programming, special events, keynote messages, and through song.

Innovative Learning Tools

ACA continued to make new and sweeping modifications and creative additions to its educational resources:

- Created and made available an online Standards Course to supplement the excellent in-person trainings offered in our Sections.
- Began work with the national board appointed task force, Accreditation and Education.
- Published more than thirty-five educational titles through our publishing partnership with Healthy Learning, which included books, workbooks, games, and training DVD's.
- Released the Seventh Edition of Basic Camp Management, ACA and Armand and Beverly Ball, which is the most time-honored and widely used text by colleges and universities teaching camp administration.
- Released the Second Edition of Who Will Care When I'm Not There, ACA and Peg Smith, which is a powerful training DVD for camp counselors in teaching the meaning of having children in their care.
- Regional conferences were planned and hosted throughout the country with great success.
- Implemented year three of the five-year Healthy Camp Study, and developed three online educational courses addressing needs that were identified as a result of early study findings.

New Evidence of Camp's Value Continues to be Sought and Validated

- 20% increase in camps enrolled to participate in year three of the Healthy Camp Study.
- ACA's Youth Outcomes Battery (YOB) developed, which targets seven outcomes with basic and detailed versions appropriate for camp settings.
- Five research collaborations in process with colleges/ universities.
- ACA Research Web site restructured.
- First national camp business research focusing on Camp Sites, Facilities, and Programs.
- Workbook written based on ACA's Program Improvement Research titled, Designing Quality Youth Programs companion e-course also produced.
- First national Camp Emerging Issues and Trends Survey conducted.
- Spirituality and Camps study conducted in cooperation with the Search Institute and National Collaboration for Youth.
- Nature and Camps study conducted in cooperation with NC State University.
- Teen market research provided to camps through subscription with TRU Research — six-issues of Teens Today column written for Camping Magazine based on this research.



American Camp

Association ®



- Articles published in peer-reviewed journals, including the Journal of Research in Outdoor Education, Pediatrics Clinics Journal, New Directions For Youth Development, Search Institute Insights and Evidence, Journal of Family Issues, Journal of Youth Development, and Taproot: A Publication of the Coalition for Education in the Outdoors.
- ACA was an invited participant in the John Hopkins Research Summit on Summer Learning.
- The first Marge Scanlin Student Research Award to commemorate outstanding student research was given at the ACA National Conference and the paper presented at the annual ACA Research Symposium along with seventeen other research presentations.

ACA Offices Enrich Local, National, and International Communities

ACA, Indiana Partners With Indiana State University to Reach Students

Indiana State University, Recreation and Sport Management and ACA, Indiana partnered to provide an opportunity to meet multiple needs of ACA members as well as students:

- Students in the American Humanics program had the opportunity to fulfill their requirement of observing a board meeting by attending the ACA, Indiana Board Meeting.
- New Director Orientation was offered, available to ACA members, nonmembers, and students.
- ACA Standards Course was offered, available to ACA member and nonmembers as well as students.
- Professional development sessions were offered for all attendees.
- Special sessions for students were offered to meet professionals in the camp industry and discuss camp management as a viable career, tips for furthering their career, etc.

ACA, Keystone Supports Operation Summer Camp for Military Children

ACA camps in ACA, Keystone have given about 150 military children a summer camp experience through "Operation Summer Camp" (OSC) launched by ACA, Keystone in 2003.

Each summer, participating camps donate tuition-free "camperships" with an aggregate value of \$30,000-\$50,000. Since its inception, OSC camps have donated nearly \$300,000, allowing children of parents serving in the Pennsylvania Air National Guard's 111th Fighter Wing, based in Willow Grove, Pennsylvania, to experience day and overnight camp.

In 2008, twenty-five children enjoyed the gift of camp – many for the first time – thanks to generous donations from ACA camps.

ACA, Southeastern Hosts Delegation From Russia

ACA, Southeastern; Camp Counselors USA; and The University of Georgia hosted a delegation of camp directors and teachers from Russia for two weeks. The excursion was a way to deepen the collaboration between participants in the Camp Counselors Russia program (where internationals serve as counselors in Russian summer camps) and members of the Russian Camp Association. By hosting visitors with limited English skills (and one fluent teacher of English), participants gained a unique view of the "world" and developed an even stronger conviction that camp is a powerful tool for building bridges across oceans and words.

ACA Regional Conferences Inspire Youth Development Leaders Nationwide

Annual, regional conferences gather thousands of child and youth development professionals from across the country for progressive learning opportunities in best practices and industry trends.

Visit www.ACAcamps.org/conference/ conferences.php for a complete listing of conferences.

Local Office Directory



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GREAT RIVERS

Iowa, Kansas, Nebraska, Western Missouri www.ACAGreatRivers.org 2335 300th St. Ventura, IA 50482 888-748-3783 fax 641-927-4428 executive@ACAgreatrivers.org

HEART OF THE SOUTH

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SOUTHEASTERN

Florida, Georgia, North Carolina, Puerto Rico, South Carolina

www.ACASoutheastern.org 13000 S. Tryon St., Ste. F # 310 Charlotte, NC 28278-7602 919-402-4336 fax 919-794-3274 erica@ACAsoutheastern.org

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Hawaii, Southern California

www.ACASoCal.org P.O. Box 712218 Los Angeles, CA 90071-7218 213-483-4300 760-345-2926 fax 213-989-6814 info@ACAsocal.org

SOUTHWEST

Arizona, Nevada, New Mexico, Utah

www.ACASouthwest.org 2474 E. Oakland St. Gilbert, AZ 85296-9137 800-265-1917 (message) 480-557-1142 fax 775-993-5717 swcamps@qwest.net

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www.ACAStLouis.org 730 Walnut Creek Ln. Town and Country, MO 63017 314-616-7301 sherwdex@aol.com

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Oklahoma, Texas

www.ACATexoma.org P.O. Box 472264 Garland, TX 75047 888-559-2267 danishaw@ACAtexoma.org

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(Includes all other counties in New York not covered in the ACA, New York local office)

www.ACAUpstateNewYork.org 9200 Sixty Road Phoenix, NY 13135 315-399-0860 fax 315-695-2500 usnyaca@twcny.rr.com

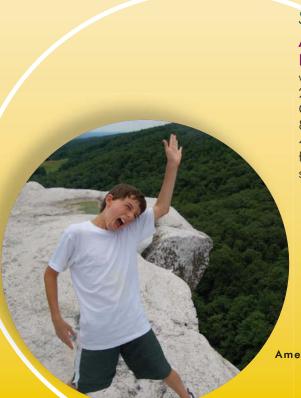
VIRGINIAS

Virginia, West Virginia

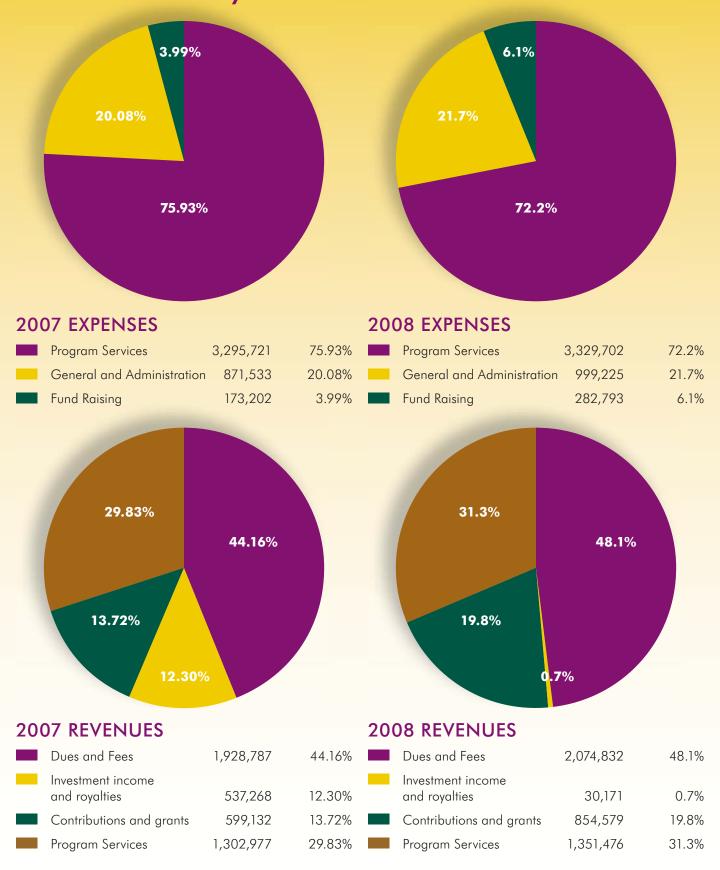
www.ACAVirginasCamps.org P.O. Box 697 Clarksville, VA 23927 800-347-7523 (VA, WV, NC, DC, MD) Phone/fax 919-603-0445 ACAVirginias@ACAcamps.org

WISCONSIN

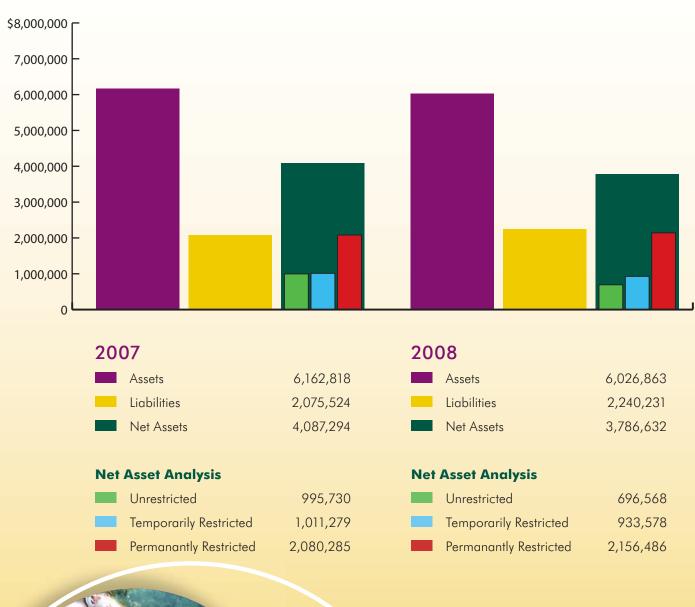
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Financial Analysis



FINANCIAL POSITION ANALYSIS





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ACA Donors Fiscal Year 2008 (July 1, 2007 – June 30, 2008)

Camp Leaders (gifts \$100,000 and over)

Markel Insurance Company

Camp Leaders (gifts \$10,000 and over)

Andy Lilienthal
Marla and George
Coleman
Robert and Sue Lebby
Pepperidge Farm

Camp Leaders (gifts \$5,000 and over)

The Black Family
Camp Stewart for Boys, Inc.
Don and Carole Cheley
Guided Discoveries, Inc.
Jay Jacobs
T. Grace MacDonald
One America Financial
Partners

Camp Leaders (gifts \$2,500 and over)

Rick Benfield
Scott Brody
Jessica and Jordan
Coleman
Ross Coleman
Dale and Barbara Dohner
Dayna and Terry Hardin
KidsCamps.Com/
CampJobs.Com
Tony Stein
Peter Surgenor

Camp Believers (gifts \$1,000 and over)

ACA, Evergreen
ACA, Heart of the South
ACA, Indiana
ACA, New England
ACA, Rocky Mountain
ACA, Virginias
ACA, Wisconsin
Chuck and Alina Ackenbom
The Aloha Foundation, Inc.
Arience Foundation
Association of Independent
Camps
Breezemont Day Camp
Brooke Cheley Klebe

Camp Schodack, Paul

Krouner

CampGroup, L.L.C. Camps Baco and Che-Na-Wah Jeff Cheley Coleman Family Camps Sam and M.J. Cote Elmwood Country Day Richard Gersten Susan Haber James Hollandsworth Ivy League Day Camp, NJ Carol Johnson Jeffrey Koniasbera Merrick Woods Country Day School Mohawk Day Camp Mount Tom Day Camp Mountain Camp Ramapo Country Day Camp Tom Rosenberg and Pam Sugarman Ken Schainman Kat Shreve Peg Smith Summer Trails Day Camp Edward Walton

Camp Champions (gifts \$250 and over)

Waltons Grizzly Lodge, Inc.

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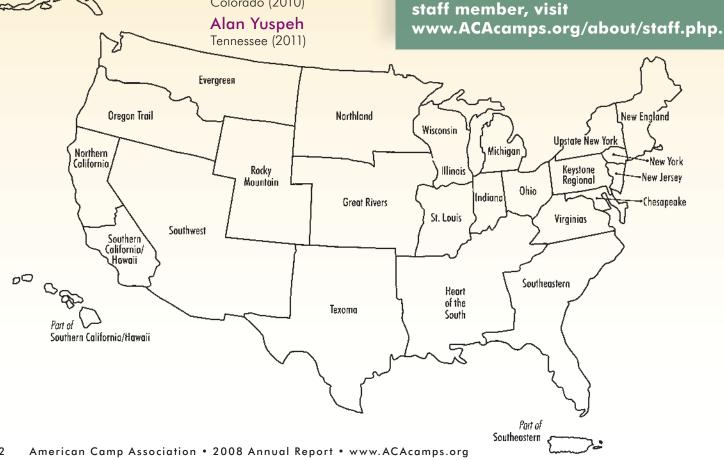
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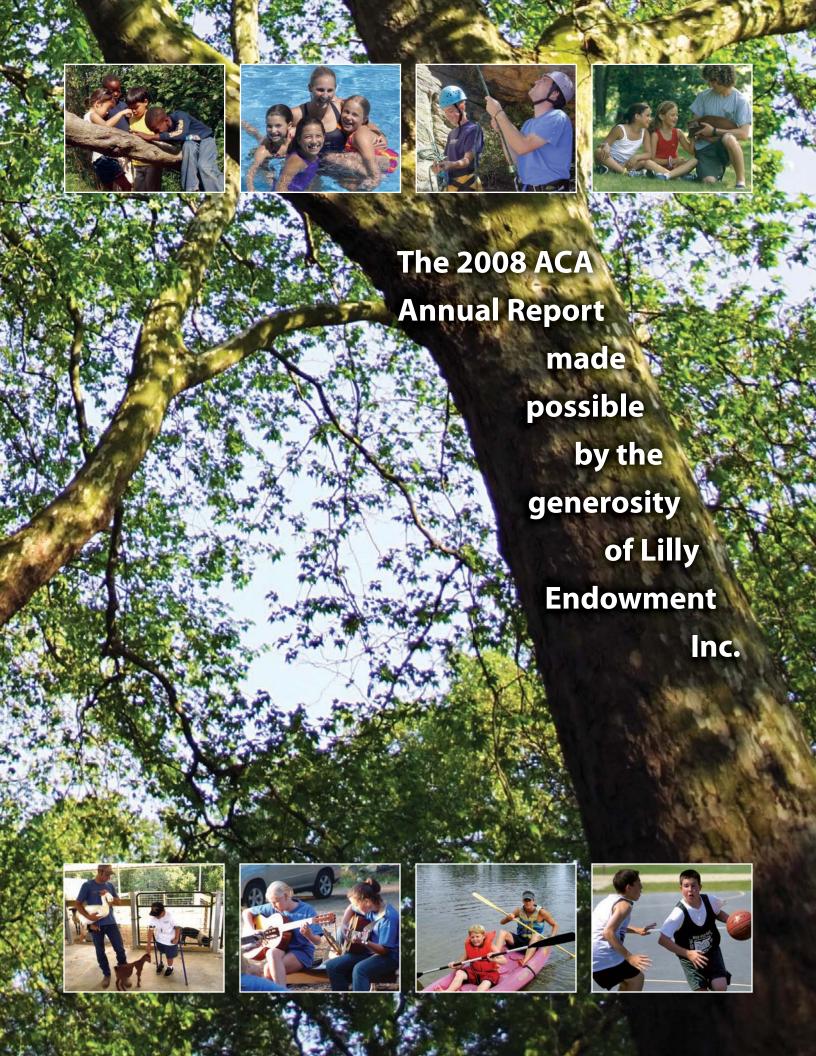
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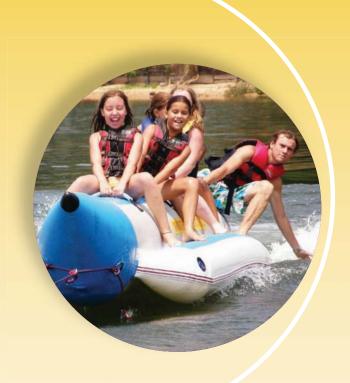
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American Camp Association 5000 State Road 67 North Martinsville, Indiana 46151-7902

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