



# Reach Out

## Summer Camps that build confidence and inspire community

September 2011

### Needs

- **Every youth** needs a positive mentor to believe in them.
- **Youth with disabilities, youth living in shelters, and disadvantaged youth** need critical support from mentors.
- **During the summer** youth are separated from their schools and programs.
- **Non-profits** have had to cut programs because of budget

### Solution

- **Partner** – with organizations that serve disadvantaged youth in need of mentorship.
- **Create** – summer camp programming that meets the specific needs of their youth.
- **Connect** – kids with mentors through a 1:1 camper-counselor ratio.
- **Build** – confidence through intentional and meaningful relationships with mentors.
- **Inspire** – community through camp programming designed to build empathy and connections.

### Goals

1. **Summer 2015:** Run 10 camps at 10 partners, develop full board, and acquire 30 business sponsors.
2. **Summer 2013:** Partner with 2 more non-profits. Run 5 successful summer-camps. Increase business sponsors to 12.
3. **Summer 2012:** Run 3 successful summer camps at 3 non-profits working with 50 youth. Enlist 6 business sponsors. Build Website.
4. **Overall:** Build the confidence of youth in Seattle and create stronger communities for youth.

### Implementation Plan

- **Present** and pitch to local businesses garnering sponsors of each camp, as well as building community support.
- **Fundraise:** for each camp --- project managers each run two fundraisers for their non-profit site, totaling six fundraisers.
- **Collaborate** with existing programs and organizations that do similar work, garnering volunteers, bringing in employees to do counselor training and providing general expertise. Collaboration is key.
- **Do Outreach** in local High School and Colleges spreading awareness about our summer camps, partner organizations and ways to get involved. Volunteer applications will be handed out at each session.
- **Interview** potential counselors and pair them with non-profit partner.
- **Train** counselors in 2-day session with different training topics lead by different members of collaborative organizations.
- **Access** impact through development of before and after surveys that address feelings of self-confidence, empathy and connection to community.
- **Run** week-long summer camps at non-profits!

● **Document** everything we do and learn: evaluate the strengths and

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### Team & Partners

**Founder and Leader:** Shandra Benito – Seattle University Social Work Major

**Project Leaders and Volunteers:** Emma Stapp, Cailey Neary, Tom Flenniken, Elise Butterfield, Colin Featherston, Andrew Featherston, Ben Kidder, Ben Mouch, Rachael Druin, Ava Keating, Corey Dansereau, Emily Dugdale, Johannah Parrish, Audra Shaw, Sheldon Costa, Victoria Holt, Andy Siegel, Elisabeth Flenniken, Keelan Hooper, Molly Utter, Nolan Woodle, Derrick Pawlowski and Donna Smith.

#### Non-Profit Partners

- ADWAS (Abused Deaf Women's Advocacy Services)
- First Place School
- Yesler Terrace Tutoring Program

### Traction & Year-3\* Success Metrics

1. On-budget with efficient use of resources and on track to create sustainability
  2. Run 3 camps in summer of 2011 working with 50 youth.
  3. Bring in 50 volunteer camp counselors and train them in tools for working with youth, behavior management, empathy and developing meaningful relationships.
  4. Create measurable positive growth in how youth view themselves and their communities.
- \* Reach Out is in its 3<sup>rd</sup> year of operation.