



# News In Brief

July 16, 2009

## EDUCATION & TRAINING

Because of Camp - 2010 ACA National Conference  
It's not too early to make plans to attend the ACA's 2010 National Conference in Denver, Colorado. The Rocky Mountains provide an excellent backdrop to celebrate ACA's 100th Anniversary - and enjoy four education packed days.

<http://www.acacamps.org/conference/>

## CAMP SPOTLIGHT

The Pioneers of Camping Club (formed in 1985) offers special recognition for camp professionals with at least thirty years of experience, and for camps that have been in operation for at least thirty years and affiliated with the American Camp Association.

*(I KNOW there are more camps and more individuals who meet the 30 yr criteria than are on the below list!!!)*

**For further information, contact 800-428-CAMP!)**

Alexander Mack (1925) \* Culver Summer Camps (1902) \* Ella J Logan Camp (1928) \* Happy Hollow Children's Camp, Inc (1951) \* Kiwanis Twin Lakes Camp for Crippled Children (1911) \* Waycross Episcopal Camp (1957) \* Reynold Carlson \* Fred Lorenz \* Rex Miller \* Bernard Schrader \* Mary Vehslage

## EXTRA EXTRA

Because of Camp...™ Print PSA Launches  
Since its launch, Because of Camp...™ has had over 13,500 views on YouTube, over 6,500 unique visits on ACA's Web site, nearly 2,200 unique visits to CampParents.org, and almost 700 fans on Facebook. ACA is also proud to announce that the print version of the PSA has been launched.  
[Read More.](#)

## TECH TIPS

**Free tool of the week: Fun, informative, powerful Google maps (not just basics)**  
<http://impactmax.wordpress.com/2009/06/11/google-maps-fun-informative-powerful/>  
(LinkedIn)

IS\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

## The Heineman Foundation

The purpose of the Heineman Foundation is to provide seed money to start-up projects and new projects within existing organizations for a maximum of three to five years. The foundation's general areas of interest are the following (in no particular order): programs that enable economically challenged women to enter and remain in the workplace, such as:

- on-site day-care centers for women in the workplace
- job-training programs
- language and leadership skills programs
- environmental research that will help prevent, reduce, or eliminate large-scale water degradation
- music as education and a preserver of culture
- research into prevention, education, and treatment for childhood illnesses
- programs that enable youth to think, create, and communicate effectively.

**DUE DATE:** September 1 annually. The average range of the foundation's donations is \$20,000 to \$50,000 per annum. An organization must have 501(c)(3) status and upload copies of corresponding IRS documents to the online application form in order for the application to be considered.

<http://www.heinemanfoundation.org/Guidelines>

(Office of Faith Based & Community Initiatives)

## MGMT & LEADERSHIP

HAVE A QUESTION, NEED AN ANSWER?

Have you forgotten about the ACA Message Boards and the Camp Professionals Discussion Group?

<http://www.acamessageboards.org/forum/ubbthreads.php?ubb=cfm>

<http://www.acacamps.org/cpdg/>

## RISK MGMT/ STANDARDS

InsuranceForMyNonprofit.org is a website that helps small and medium sized nonprofit organizations assess their insurance needs and submit requests for insurance quotes to participating insurers. The site includes:

- A FREE insurance needs self-assessment tool with basic guidance and suggestions based on your responses.
- FREE educational information about insurance, including material provided by the Nonprofit Risk Management Center.
- A process for submitting requests for insurance quotes to participating insurers.
- Access to detailed suggestions based on the user's self-assessment.

Educational information can be browsed without registration. Registration is free and provides access to the insurance needs self-assessment tool and basic guidance. A five-year subscription to the site is available for a small fee and offers detailed guidance and suggestions and the ability to use the site to submit requests for insurance quotes to participating insurers.

Visit [www.insuranceformynonprofit.org](http://www.insuranceformynonprofit.org)

(NonProfit Times)

## PR/MARKETING

### PRODUCT DONATIONS FOR CHARITABLE ORGANIZATIONS

The Lanyard Store has a wonderful policy of donating up to 15% of their total inventory to nonprofit organizations and charities.

Understand, some of the items are from their random extra inventory. However they do also do custom printed lanyards and other strap products, free of charge, for many organizations.

<http://www.fundraiser.com/apr09/news.html>

(Fund\$Raiser Cvberzine)

## GREEN SPOKEN HERE

ACA provides links to a wide range of nature education resources for program providers and parents. For more information about ACA's nature education resources, [www.acacamps.org/nature](http://www.acacamps.org/nature) and [www.campparents.org/nature](http://www.campparents.org/nature).

### Camp 2 Grow Environmental Leadership Program:

<http://www.acacamps.org/camp2grow>

The purpose of the Camp 2 Grow program is to teach children leadership, knowledge and skills and then empower them to implement environmental stewardship projects in their homes and communities after camp. 35 grant-funded camps are participating in the pilot program this summer. Other camps can buy into the program.

### Nature Circle Cards

<http://www.hookedonnature.org/toolsforchange.html>

Nature Circle Cards are based on an activity curriculum developed by Hooked on Nature. The Cards provide simple activities that children and adults can do together. The Cards can be clipped to a staff member's backpack as a go-to resource during teachable moments. ACA is sponsoring the distribution of the Nature Circle Cards to camps participating in the Camp 2 Grow program. Camps can access the Nature Circles curriculum and purchase the Nature Circle Cards by visiting the link.

### Connecting Children and Nature On-line Course

<http://www.acacamps.org/einstitute/nature>

Developed in partnership with the National Recreation and Park Association and available through ACA's E-Institute, this 3-hour online course is designed for educators and recreation professionals who work with youth on the root causes of and solutions to "nature-deficit disorder". Certificate of completion and CEUs are available.

### Nature Rocks

<http://www.naturerocks.org>

As part of the American Camp Association's efforts to connect children and nature, ACA has joined a national initiative called Nature Rocks. Nature Rocks is a campaign to inspire parents and caregivers to get children outside to play and explore, to make playing in nature a fundamental part of childhood and family life again. Launched in May 2009, Nature Rocks builds on the momentum of the burgeoning grass roots movement, and will show all families that a healthy environment for playing and exploring in nature is an essential ingredient for family bonding and for raising happier, healthier and smarter children. Nature Rocks has over 100 activities for groups and families and a "find nature" tool to identify local outdoor opportunities.

### Nature Clubs for Families Toolkit

[http://www.childrenandnature.org/downloads/NCFE\\_toolkit.pfd](http://www.childrenandnature.org/downloads/NCFE_toolkit.pfd)

Developed by the Children and Nature Network, this resource includes a Quick Start Guide with simple instructions on how to start a local Nature Club for Families.

## SITE & FACILITY

“Don’t let the bed-bugs bite!”— At least two dozen Y camps have reported big problems with the little critters over the past three years. The important thing for us all to know is that they jump their host and set up housekeeping in our cabins, lay eggs, and a

CSA (Community Supported Agriculture) gardeners typically grow more than what’s needed. [www.AmpleHarvest.org](http://www.AmpleHarvest.org) brings together farmers/gardeners with extra food and food pantries, schools, camps and childcare centers that need the food. Register your camp on their web site, and local gardeners who wish to make a donation contact you if they have extra produce.

new batch hatches in 4 to 12 days to hunt for a “blood feast” to reproduce again. You must take aggressive action early, or they will go home with your campers, too. For more on the bloody little buggers, check out: <http://www.uky.edu/Agriculture/Entomology/entfacts/struct/ef636htm>

**Cookin’ dem Bugs** – Heat is the most effective way to eradicate bed bugs, and most exterminators don’t offer it. **YMCA Camp Tecumseh** sent us this example of a commercial solution:

<http://www.thermapure.com/bedbugs.php>

(Y-USA Camping Update)

## HEALTH & WELLNESS/ FOOD SERVICE

**Drosophila Melanogaster** – That’s “common fruit fly” if you don’t remember Jr. High science. And they can be a real nuisance in your camp (or home) kitchen, especially when you’re trying to have more fresh fruit available. Try this recipe, it REALLY works to attract and kill them. In a shallow bowl, combine 2 cups water, 2 tbsp sugar, 2 tbsp vinegar, one squirt of liquid dish soap. So clever! The sugar and vinegar duplicate the smell of over-ripe fruit, the soap eliminates the surface tension of the water, so when a fly lands it sinks straight to the bottom! Fun to count your catch each day! You’ll be an instant legend to your kitchen staff and your spouse!

**The Real Facts on Norovirus** – the “cruise ship virus” affects more camps every summer. Here’s the link to the CDC’s easy-to-understand information. It’s spread primarily by people not washing their hands, especially before meals. Your foodservice, maintenance, and counseling staff should learn this just as they learn about blood-borne pathogens: <http://www.cdc.gov/ncidod/dvrd/revb/gastro/norovirus.htm>

(Y-USA Camping Update)

## PROGRAMMING

**May the Force Be With You** – YMCA camp exec Jeff Merhige taking Camp Kern to a place “long ago, and far, far away” this summer... And he’s invited your camp to go, too. As the reigning king of “big game” ideas for camps, Jeff was invited by LucasFilms Ltd to create a series of all-camp games for summer day and resident camps that would not only have permission to use the “Star Wars” characters, but have LucasFilms-created posters, MP3 sound, and even video clips especially designed for the games!

No cost to use; and no worrying about trademark infringement (like some *other* studios.) And WOW, are the games that the Camp Kern staff designed cool, with character lessons underlying each scenario. The web site gives you everything you need and more (even craft ideas!)

If you’re interested, have your staff look through the site: the downloads, and especially the games at <http://cwcamp.lucasfilm.com>. Still have questions? Reach Jeff Merhige and his team (who all volunteered their time on this project for all of us!) at [jmerhige@daytonymca.org](mailto:jmerhige@daytonymca.org)

(Y-USA Camping Update)

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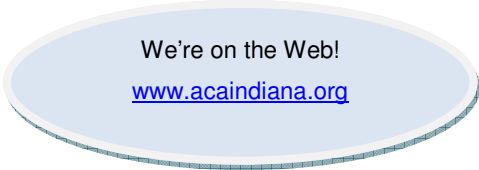
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We're on the Web!

[www.acaindiana.org](http://www.acaindiana.org)

## FROM THE SECTION OFFICE

ANIMOTO GIVES FREE POR ACCOUNTS TO NONPROFITS AND CAUSES

Video creation platform Animoto today released Animoto for a Cause giving non-profit organizations and community activists free and unlimited access to the full range of Animoto's services, both standard and premium. Animoto is the web application that lets anyone quickly and easily create dynamic, professional-quality videos from their own photos and music. Now organizations can use the service to promote their cause online in a multitude of ways, from posting and sharing videos on websites, YouTube and social networks, to downloading them to DVD for distribution at events. Animoto for a Cause launches with more than 20 participating charities, ranging from national to regional, and applications are now being accepted from qualified organizations, groups, individuals, non-profits, and activists.

Click to continue:

<http://www.fundraiser.com/may09/news.html>

(Fund\$Raiser Cyberzine)

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## NEWS YOU CAN USE

### **Making the Most of Summer: A Handbook on Effective Summer Programming and Thematic Learning**

This resource guides child and youth professionals in improving the quality of their summer programs by meeting the academic and youth development needs of their young people.

[http://www.summerlearning.org/index.php?option=com\\_content&task=view&id=116&Itemid=448](http://www.summerlearning.org/index.php?option=com_content&task=view&id=116&Itemid=448)

(Johns Hopkins, Center For Summer Learning)

### **Snapshots of American Camp Association's Emerging Issues Survey Results**

In January, 316 ACA camp directors completed a survey about emerging issues that included such topics as dealing with

economic challenges, insurance, transportation, school partnerships, session length changes, online registration, and marketing efforts.

[Read More.](#)

(American Camp Association)

### **BE THE SOLUTION: Serve this Summer**

The federal government has launched a campaign to encourage Americans to volunteer in their local communities.

"United We Serve" runs from June 22 - September 11, 2009. Nonprofits are encouraged to list their volunteer opportunities, and citizens can find those opportunities by entering their zip code into a searchable database. Learn more and view a video from President Obama:

<http://www.serve.gov>

(Indiana Youth Institute)

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