



## THE CAMPFIRE

A Communication of Camp Fire USA

A DISTURBING TREND

Poverty and poor eating habits amount to food insecurity for more than 9 million children. 9.6 million children (aged 0-6) in the United States live in "food insecure" households, and one in four children under age 5 are overweight. These are trends that studies have linked to poverty, lack of access to healthy foods, over-consumption of prepared foods, poor eating habits, too much "screen time," and inadequate-levels of exercise. [Read a new report on child food security from Child Trends.](#)

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### Onwards and Upwards

*A message from Cathy Tisdale*

#### September Editorial

Last month I introduced the troubling trend of an increasing un/underemployed population. When families lack stable sources of income, kids suffer from insecurity and stress—not to mention the tangible impact of lost or reduced family income. Camp Fire USA helps and will continue to help. Yet, as we help others in our roles as leaders, we must also recognize our own need to replenish and nurture ourselves.

Camp Fire USA youth are strengthened through summer programs, teen service-learning initiatives, and all manner of quality programming. We strengthen ourselves by renewing our energies and stoking our fires fueled by new information, provocative insights, and genuine collaboration. We continue to lead well by continuing to learn always.

TCC Group's analysis from nearly 2,500 nonprofits (using a council capacity assessment tool) determined that only one in four nonprofit organizations is an effective learner. I promise you, with

my full commitment, Camp Fire USA will NOT be one of the three. We must ALWAYS be an organization that learns! (*TCC's learning behaviors are listed on the next page of the The Campfire, Resources & Reminders.*)

To continue to learn, we must continue to cultivate the qualities that support our capacity to influence the conversation around youth. I encourage each of you, if you have not already done so, to register for the 2011 Camp Fire USA National Leadership Conference and Voices in Action: Kansas City Youth Summit.

Given the unique opportunity the Summit presents for teens in and outside of Camp Fire USA, I hope your council has secured local funding to sponsor at least one, if not more, of your teen leaders. For \$1,000 (or less) your local Rotary Foundation, neighborhood business, or civic organization can help ensure that Camp Fire youth have the chance to learn and engage with their peers from across the country—AND to lift their voices as their own best

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### Kids Just Want To Have Fun

Of all the Camp Fire USA summer camps around the country, the camp for the visually impaired continues to inspire everyone who helped make it possible and speaks most eloquently to how Camp Fire touches the lives of the kids we serve.

No matter what physical challenges a child may have, all kids want to have a good time. Tara Markley, Director, Heartland Program and Innovation Center (HPIC), recently, received a video created by Alphapointe (a Kansas City nonprofit supporting the visually impaired) to help promote its Adventure Day Camp, which was run by the HPIC this summer. <http://vimeo.com/28406747>.

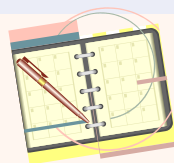
According to Tara, "It is a fantastic piece. Reminds me of why we do all the crazy things we do to make sure youth have a Camp Fire experience." Well said, Tara!



### If You Have Not Yet Registered for The National Leadership Conference, There's Still Time, but Time Is Running Out!

Don't miss out on GREAT, nationally known speakers; the opportunity to spend time with your colleagues; and a HUGE surprise at the opening session. Be sure to review the National Leadership Conference e-mail updates for more information.

<https://compass.campfireusa.org/Registration/Index.asp>



## Key Dates, Trainings, and Conferences

### October 2011 October 1

CFPQI improvement plans due for summer assessments.

### October 3

Data Collection Survey and Program Calculator due.

### October 17–20

Camp Fire USA CORE Onboarding for New Executives  
Kansas City, Mo.

### October 20–22

Camp Fire USA National Leadership Conference  
Kansas City, Mo.

### October 22

Voices in Action Kansas City Youth Summit  
Kansas City, Mo.

### November 2011 November 24–25

Camp Fire USA National Headquarters Closed—Thanksgiving Holiday.

### December 2011 December 23–30

Camp Fire USA National Headquarters Closed—Season's Greetings.

### February 2012 February 25–28

Promise to Practice (Professional Development)  
Atlanta, Ga.

## TCC Learning Behaviors:

Based on analysis of CCAT data from 2,500 nonprofits, TCC determined that only one in four nonprofit organizations are effective learners, which is unfortunate. The learning behaviors – identified below – are significant and singly the biggest predictor of organizational leadership:

- Creating sophisticated financial, operational, programmatic and environmental data-gathering and learning processes
- Spending time leveraging program data for making meaning, decisions, designs and plans, not accountability or validation;
- Infusing learning into ALL planning, anchored in program success;
- Taking immediate and decisive action, particularly at a human resource level, as indicated by strategy research findings.

## SECOND NOTICE! Centennial Merchandise Sale. 50% OFF!!!!

Centennial merchandise is on sale at 50 percent off retail and council prices. These are quality, once-in-a-lifetime commemorative items. They will not be reordered. When they're gone, they're gone! Items include our most popular requests: ball caps, the Centennial Flame Award (which makes a perfect recognition gift for a hard-working Centennial volunteer), a great selection of jewelry items, and more! All these make ideal gifts for volunteers or retiring board members. Place your order now, before inventory runs out.

**Due to the National Leadership Conference, the Campfire will not be published in October. Instead, you'll receive a combined Nov./Dec. issue in early December.**

## URGENT! Delegates' Credentials Forms Due

If you have not submitted your Credential Forms for Congress, contact Becky Gist, at [becky.gist@campfireusa.org](mailto:becky.gist@campfireusa.org) or 800-669-6884, ext. 2018., as soon as possible. If you need copies, they can be found on the Camp Fire USA Compass.



## Providing Development For Camp Fire USA Professionals

The Camp Fire USA GROW Conference has been reframed (and renamed!) to better reflect our intention—with quality, effective, ongoing development, build the capacity of councils to attract and involve more youth and families.

This year's conference will be held at the Emory Conference Center in Atlanta, Ga. The location is the ideal setting for Camp Fire USA leaders to engage in the dynamic nature of development. Inspired by the architectural design of Frank Lloyd Wright, the center is surrounded by 26 acres of forest preserve. A full array of spa treatments is available and walking trails wind through the gorgeous

surroundings. Take a peak yourself.  
[www.emoryconferencecenter.com](http://www.emoryconferencecenter.com)

Program administrators, program direct delivery staff, management staff, and executive directors are encouraged to attend this professional development event designed to strengthen individual competencies, enhance outcomes, and increase Camp Fire's capacity to serve youth and families.

Conference registration and details will be available soon. For more information, contact Connie Coutellier at [ccoutellier@gmail.com](mailto:ccoutellier@gmail.com).

# Proud Moments

## Mission Moment

By Pam Ballard, Executive Director, Heart of Oklahoma Council

I teach an after-school program at a school called Special Care, a school for children with developmental and physical disabilities. While there last school year, I thought some of the children could benefit from our summer camp program, and we offered camperships to several children. (Since our camp isn't handicap accessible, many of the children weren't eligible to attend.) The partnership was a huge success and extremely gratifying. At the end of camp, a mom of a child with Down's syndrome said, "I don't know what you did this week, but Emily seems to have matured by three or four years! She is more respectful, she listens to me, and is more attentive." One day a young man with autism helped with the campfire. When the counselor aide walked him to the car, since he doesn't typically express much emotion, the aide told the mother what he had done. She said, "Is this true, did you help start the fire?" The young man's face broke into a huge smile. At this point, the counselor's aide said you could both see and feel the strong emotion the mother was feeling. Typically, she doesn't experience moments like this with her son.

After those smiles, we decided to expand programming to these young people. The idea for Camp C.A.N.O.E. (Children with Autism Need Outdoor Experiences) was born.

# Proud Moments

## Geek Squad Proud Moments from the Patuxent Area Council

**Special needs kids** were able to fully engage through the use of sign-language interpreters, one-on-one support volunteers, attention of instructors, and the inclusive policy of Camp Fire USA.

At the **Joining Forces Camp**, Camp Fire USA staff was able to SKYPE in a parent who was deployed to Afghanistan so that he could attend the graduation of his child and speak with his family.

The **East Coast Earth Quake** tested their squad's risk management plan and they happily noted that planning paid off. Buildings were damaged, but not a scratch on a staff member or camper.



## Austin Nonprofits, Including Camp Fire Council, Join to Improve Nutrition and Increase Physical Activity

On October 2, The Michael & Susan Dell Foundation will host its inaugural Be Well Walk, designed to encourage Austin's families to make informed and simple changes to improve nutrition and increase physical activity. All proceeds will benefit local nonprofits working to make Austin a healthier community.

This year, 15 partner organizations were chosen to participate, including Balcones Council. The council is responsible for raising \$5,000, registering 100 walkers for the event, and having 100 walkers cross the finish line. Upon meeting these goals, the council will receive a matching \$5,000 donation from the Foundation. What a great opportunity to better the community while strengthening the health of the council.

## Youth Work Methods Courses Moving Ahead

Two sets of councils are currently working together to provide Youth Work Methods Courses regionally to area councils. They are being organized by the council trainers and council staff.

First Texas Council and Lone Star Council have scheduled a Methods Mini-Conference, for October 1, that will focus on creating a supportive environment for youth. Sessions offered include Scaffolding for Success, Reframing Conflict, Ask-Listen-Encourage, and Active Learning. Other councils will be invited.

Snohomish County Council and Central Puget Sound Council are also offering a Youth Program Quality Intervention (YPQI) Youth Work Methods Workshop on Tuesday October 18. Their session will include Building Community, Structure and Clear Limits, Voice and Choice, and Planning and Reflection. They will also be inviting other area councils.

All councils are encouraged to contact any of the four councils with questions. You'll get a lot of encouragement to move ahead!



## Northwest Ohio Council: Club Recruitment Carnival

On August 17, 2011, the Northwest Ohio Council hosted its Annual Club Recruitment Carnival at a local park. This event was free to all who attended as long as they registered upon arrival. The goal was to let the community know about the Northwest Ohio Council's club program and to recruit new members. The council's camp director acts as the emcee throughout the day, every 15 minutes talking about the club program and how to register. All registration information and forms were immediately available so kids could register right on site. This year all current club participants, leaders, and volunteers were wearing brand new blue Camp Fire USA T-shirts. The T-shirts helped promote the Camp Fire image and build the excitement of recruiting new club members.

This event continues to grow each year, and the community has embraced it as one last big party of the summer, since it is always scheduled the week before the kids go back to school, the same week the council kicks off its club year. After the event, the program director follows up with any participant who checked "interested in information" when upon registering. This event has been very successful. It's a great idea—worth sharing!

## New Youth Work Methods Online Courses

Camp Fire USA National Headquarters and the Weikart Center are excited to announce the release of four of the Youth Work Methods online courses. Camp Fire has generously made these courses available to support quality improvement efforts at all councils participating in the Camp Fire USA Program Quality Intervention (PQI) this year.

There are four online-course beta versions being released at this time: Active Learning, Homework Help, Planning and Reflection, and Cooperative Learning. There will be a total of 11 interactive, self-paced, online courses aligned to the PQA that will offer a wealth of best practice guidance to support councils in the delivery of programming. The rest of the Youth Work Methods courses will be offered to participating councils as they become available. For more information about the Youth Work Methods courses, please visit [www.cypq.org/products\\_and\\_services/training/YWM](http://www.cypq.org/products_and_services/training/YWM). If you have questions, contact DD Gass at [dd.gass@campfireusa.org](mailto:dd.gass@campfireusa.org).

## Program Administration Manual Provides Information

*The Camp Fire USA National Program Quality Administration Manual* provides council program administrators with resources and information to guide program administration and refine staff training, which will influence the quality of all Camp Fire programs. The manual was developed to support council staff in quality program administration. The Camp Fire national program standards are referenced throughout this manual, and information has been included to support the standards. In some cases full documents have been shared, and in other cases references to the Camp Fire USA Compass or the sources of the documents have been listed. The manual is available on the Camp Fire Online Store and also available to download from the Camp Fire Compass.

## Inspirational Speakers to "Bookmark" Opening and Closing Dinners



**Joseph Machelli, Ph.D.**, will kick off the Camp Fire USA National Leadership Conference's opening dinner with practical, proven ideas Camp Fire can put to immediate use. Machelli, an outsider to Starbucks, was given unique insider access to the mega-successful franchise. His presentation will offer an in-depth look at the company, sharing a rare blend of boardroom strategies, employee motivation tips, community involvement, and customer satisfaction. It's a "full-bodied" experience that really pays off.



**Laurel Richie, Women's National Basketball Association (WNBA) President**, will close out the conference at the dinner Saturday night. Richie will discuss the elements of brand direction that leads to clarity of purpose, moves the organization toward the same goals, and ensures that the brand promise is delivered across geography and time. Laurel will tie together the art and science of branding with the emotion and passion of working with youth and families. Her sharing of insights gathered from 25 years at Ogilvy & Mather, a leading, multinational ad agency; championing the rebranding efforts at Girl Scouts of the USA; and now as WNBA President make this one presentation you'll definitely want to see!

## Data Collection Survey Due October 3

Back by popular demand! **DRAWINGS!!!** Your council could **WIN A PRIZE!** If your council's completed Data Collection Online Survey and Program Calculator is received by **Friday, October 3, 2011**, your council's name will be placed in a drawing for the opportunity to win one of three prizes:

- A \$500 Wal-Mart gift card!
- One FREE registration for the Camp Fire USA 2011 National Leadership Conference (NLC)!
- One FREE room night at the NLC hotel!

The Camp Fire USA Data Collection Survey is one of the reports we require all councils to complete annually. It is critical that we document the significant amount of service Camp Fire provides to children and families. We are very hopeful that your completion of this tool will allow both your council and our system to represent more fully the work we do as Camp Fire USA. For more information, contact DD Gass, at [dd.gass@campfireusa.org](mailto:dd.gass@campfireusa.org) or 800-669-6884, ext. 2004.

## Grant Funding for Organizations Promoting Early Learning and Development Outcome for Children Announced. This Is What We Do!

Recently, the Obama Administration announced the final application and selection criteria for competitive grants under the Race to the Top—Early Learning Challenge (RTT-ELC). This competition will provide up to \$500 million in state-level grants to improve early learning and development programs.

Overall, RTT-ELC will focus on five key areas of reform: establishing successful state systems of early learning; defining high-quality, accountable early-learning programs; promoting early learning and development outcomes for children; supporting a great early childhood education workforce; and measuring outcomes and progress to determine whether kindergartners are entering elementary school ready to succeed.

The RTT-ELC final application for funding and additional information about the program can be found here:

<http://www2.ed.gov/programs/racetothetop-earlylearningchallenge/index.html>.

## Additional Grant Opportunities

### The Siemens Foundation's We Can

Change the World Challenge encourages students to solve environmental problems through project-based learning. Groups of students and teachers/mentors are challenged to come up with solutions and innovations in such areas as food waste-to-energy, community-scale battery recycling, phantom-power load reduction, systematic behavior change, and erosion control.

**Funder:** Siemens Foundation, Discovery Education, National Science Teachers Association, College Board.

**Eligibility:** Student and teacher/mentor groups in grades K–12.

**Deadline:** March 15, 2012.

**Amount:** Prizes vary and are in the form of scholarships, savings bonds, school grants, adventure trips, and chances to present their ideas at the United Nations.

**Contact:** [www.wecanchange.com](http://www.wecanchange.com).

### The Wallace Foundation is offering

youth development grants to improve learning and enrichment opportunities for children by supporting and sharing effective ideas and practices in school leadership, after-school programs, summer and extended-learning time, arts education, and audience development for the arts.

**Funder:** The Wallace Foundation.

**Eligibility:** Nonprofits.

**Deadline:** Not specified.

**Amount:** Not specified.

**Contact:** <http://www.wallacefoundation.org/learn-about-wallace/GrantsPrograms/Pages/default.aspx>.

### GTECH After-School Advantage

Program provides nonprofit community agencies and public schools with state-of-the-art computer labs.

**Funder:** GTECH.

**Eligibility:** Nonprofit community agencies or public schools with an existing after-school program that serves disadvantaged youth aged five to 15.

**Deadline:** Rolling.

**Amount:** Multiple awards of up to \$15,000 worth of computers, online technology and computer software.

**Contact:** [www.gtech.com/about\\_gtech/proposal\\_guidelines.asp](http://www.gtech.com/about_gtech/proposal_guidelines.asp).

### Good Neighbor Service-Learning

Grants - For the promotion of service-learning projects in K-12 public schools.

**Funder:** State Farm and Youth Service America.

**Eligibility:** Teachers, service-learning coordinators or student (age 5 to 25) in a K-12 public school, or a staff member or youth in a community-based organization working within a K-12 public school in all 50 U.S. states and the District of Columbia, and in the Canadian provinces of Alberta, Ontario, and New Brunswick.

**Deadline:** Nov. 9.

**Amount:** Multiple grants of up to \$1,000 each.

**Contact:** <http://www.ysa.org/goodneighbor>.

## Trends in the Philanthropy Sector

### **The Second Great Wave of Philanthropy—October 5, 2011, at 2:00 p.m. (EDT)**

Today's major donors don't look like yesterday's major donors. And today's major donors don't look at nonprofits the same way, either. Join a GuideStar Webinar on The Second Great Wave of Philanthropy and how major donors are shifting their perspectives on the kinds of nonprofits they want to support. (GuideStar) To register, go to <http://bit.ly/oYWwSL>.

### **Foundation-Nonprofit “Partnerships”—Fact or Fiction?**

Unless we take a clear look at the foundation-nonprofit dynamic, we won't be able to see a path towards productive, effective, and perhaps even enjoyable grant maker-grantee relationships. (Blue Avocado) <http://www.blueavocado.org/node/679>

### **Data-Driven Decision Making: More Important Than Ever. Learn the Seven Steps You'll Want to Know, October 6, 2011, 1:00–2:30 p.m. (EDT)**

Measuring Success introduces nonprofit professionals to proven techniques on how to move from anecdotal to data-driven decision making and steer their organizations to success. Gain insights on how to focus your limited organizational time and energies on the issues that are supported by data instead of anecdotes. Learn techniques for using data to track and measure progress over time, report impact to stakeholders, and manage toward success. Using several cases from real Measuring Success clients, learn why what gets measured gets done and how to use the power of data to your organization's benefit. (GuideStar) To register, go to <http://bit.ly/qh6T8U>.

### **Who Will Lead Your Fundraising Campaign?**

Recruiting quality campaign leadership is critical to the success of your fundraising campaign. If your board is so strong that you don't need to recruit additional leaders to reach your goal, then your goal is probably too low! Campaigns give community leaders a chance to be seen as involved in the community, without committing the time and effort it takes to be a board member. (GuideStar) <http://bit.ly/nbHemV>

## Changes in Council Executive and Board Leadership

### Resignation of Executive Director/CEO:

Karen Wolf, Walla Walla Council, Walla Walla, Wash.

### Incoming Board Presidents/Chairs:

Calvin Baylor, Compton Council, Compton, Calif.  
Donita Joseph, Long Beach Area Council, Long Beach, Calif.  
Bob Terry, Mt. San Antonio Council, Rancho Cucamonga, Calif.

### Welcome to New Staff at National Headquarters

Deana Ervin, Senior Director, Program Planning and Effectiveness  
Jeana Van Sickle, Program Specialist

Cathy Tisdale, Camp Fire USA President & CEO and Catherine Lufkin, Chief External Relations Officer, spent time with Balcones Council youth in mid-August.

## Onwards & Upwards - *(continued)* September Editorial

advocates for the quality of education they demand and deserve.

You'll find that the schedule, speakers, and topics directly align with what we must do to build and sustain our organizational health and strength. You can expect to:

- Learn how to increase your own capacity for success based on the "Growth Mindset Theory" (presented by the Thrive Foundation).
- Learn the findings of our recent nationwide focus groups with parents and youth and discuss how these findings will inform our future direction and drive our new brand strategy.
- Learn (with senior partners from the TCC Group) how to build the Framework for Core Capacity through an evidence-based capacity-building model that has transformed nonprofit organizations.
- Learn more (with the Weikart Center staff) about how key Youth Program Quality Assessment (YPQA) results will guide program quality improvement locally and as a system.
- Learn from your council colleagues and from outside

experts at every breakout session. Share not just "good ideas" but true best practices that can be adapted to each council's market and environment.

And of course we will celebrate, share, inspire, and be inspired.

Together we will continue to learn as we lead this organization we stand for and behind. I look forward to seeing you in October.

Cheers,

