



NURTURE | GROW | DISCOVER

The campaign to increase impact and opportunity at Camp Tanager



Camp
Tanager





A PLACE TO NURTURE, GROW, AND DISCOVER

When you look back on your childhood, what do you remember? What were the formative experiences? Where did you meet friends, find yourself, and make memories?

For many kids, those formative, memorable experiences happen at camp.

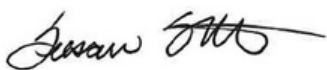
Heading to camp, and away from home, can be scary. But by gently nudging kids out of their comfort zone in a supportive environment, they grow and develop skills like problem-solving and conflict resolution. They build confidence and independence, uncover their potential, and make friends that last a lifetime.

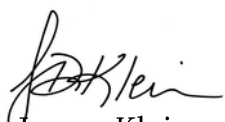
But far too many kids in our community do not have access to this type of opportunity, due to either the financial capability of the family or special considerations brought on by health conditions.


For over 90 years, Camp Tanager has sought to provide a camp experience to those who otherwise would be denied that opportunity. We know camp can play a vital role in the prevention of mental health challenges, like anxiety and depression, faced by an increasing number of kids today. While we are immensely proud of our work at camp, we know more needs to be done. That is why we have launched this effort to expand capacity and improve programming at camp.

The project described in the following pages will allow us to provide a more impactful, safe camp to hundreds of additional kids each year. We thank you for taking the time to learn more and hope you will join us in supporting this important work!




Susie Streit
Campaign Co-Chair


James Klein
Campaign Co-Chair


Okpara Rice
CEO, Tanager


Camp
Tanager

WELCOME TO CAMP TANAGER

For nearly 100 years, Camp Tanager has provided a place for kids to gather for fun, friendship, and memorable experiences. Elizabeth Johnston, a public health nurse, founded what would become Camp Tanager in 1927 as a place where malnourished kids from families experiencing hardships could have fun while fulfilling their nutritional needs. Camp moved to its current location and given the name Camp Good Health in 1930. In 1963, supervision of the camp was turned over to the Children's Home, and it was renamed Camp Tanager in 1990 when Tanager became the new name of the Children's Home.



Inspire. Empower. Heal.

MISSION: TO PROVIDE SERVICES
TO CHILDREN AND FAMILIES
THAT INSPIRE, EMPOWER AND
HEAL.



PROACTIVELY ADDRESSING MENTAL HEALTH

Camp does more than just act as a tool to build important life skills. It is also a prevention tool for mental health challenges faced by kids. These challenges have only grown due to the isolation and stress brought on by the pandemic. All kids face adversity in their lives, and camp provides an opportunity to build resilience and better children's mental well-being.

1 in 5

CHILDREN HAVE A
MENTAL, EMOTIONAL,
OR BEHAVIORAL
DISORDER.

CDC

24% INCREASE

IN MENTAL HEALTH
RELATED EMERGENCY
ROOM VISITS FOR KIDS
AGES 5-11
IN 2020.

CDC

70%

OF PARENTS REPORT AN
INCREASE IN CHILD'S
SELF-ESTEEM
AFTER CAMP.

American Camp Assoc./Philiber Research

CAMP AT A GLANCE

79 DAYS OF PROGRAMMING

INCLUDING 6-NIGHT OVERNIGHT SUMMER CAMPS
AND YEAR-ROUND PROGRAMS



OF CAMPERS

730

OVERNIGHT CAMPERS
EACH SUMMER

FINANCIAL ASSISTANCE

96%

OVERNIGHT CAMPERS RECEIVING
FULL OR PARTIAL SCHOLARSHIPS

AGES

6-11

DAY CAMPERS

540

KIDS WHO ATTEND DAY
CAMP ANNUALLY

WAITING LIST

200

CAMPERS EACH YEAR



DIABETES AND HEMOPHILIA CAMPS



Each summer, Camp Tanager is home to two specialty health camps. One week is dedicated to kids living with diabetes, and another for those with hemophilia. Through these health camps, kids are able to connect with others facing the same challenges they do. They participate in normal camp activities, free from the judgment of others who may not understand their conditions. Medical professionals also work with campers on healthy practices like pump use and infusion.

CULTIVATING RESILIENCE

While just having fun is an important aspect of camp, kids are also building important skills they will utilize throughout life. Activities at camp are designed to develop important skills that will create more independent, resilient young people and adults.

RELATIONSHIPS

Experiences, Personal Insight,
and Characteristics



Campers learn about themselves, and what they like or dislike, by trying new things. Camp provides a healthy routine and counselors model behaviors like compassion, kindness, and listening.

INDICATORS OF WELL-BEING

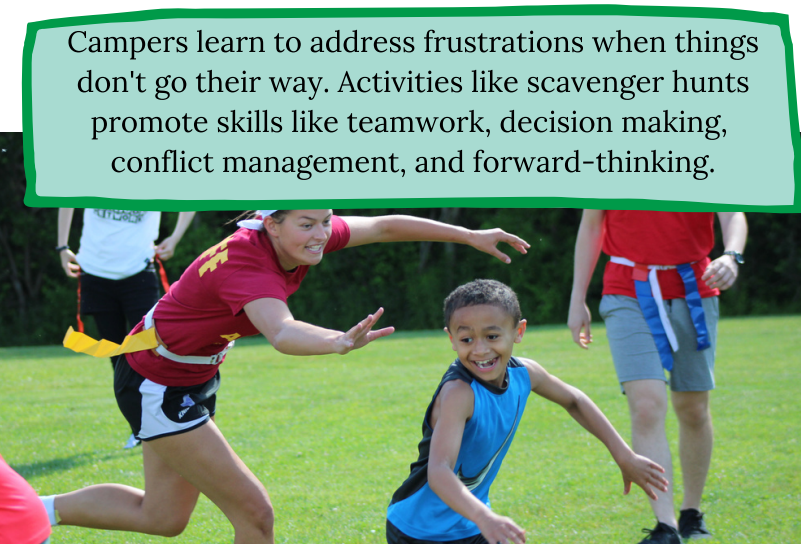
Safety, Connection & Belonging,
Meaning & Purpose, Efficacy



Being away from home can be scary, but also shows kids they can be brave. Relationships are built around common interests, and activities provide a chance to contribute and feel fulfillment.

SOCIAL AND EMOTIONAL DEVELOPMENT

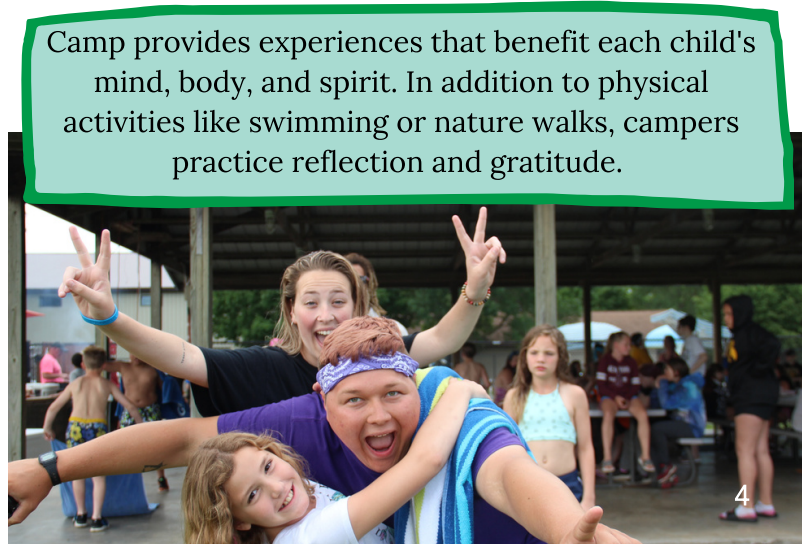
Awareness and Affect Management,
Relational Rhythms, and Healthy Choices



Campers learn to address frustrations when things don't go their way. Activities like scavenger hunts promote skills like teamwork, decision making, conflict management, and forward-thinking.

ENHANCEMENTS

Mind, Body, and Spirit



Camp provides experiences that benefit each child's mind, body, and spirit. In addition to physical activities like swimming or nature walks, campers practice reflection and gratitude.

GAGA BALL

Games like Gaga Ball help kids practice frustration tolerance. When they get "out," a counselor is right there to support their feelings of frustration and sadness. A fast-paced game allows kids to feel those feelings, then get back in the action quickly.



STEM ACTIVITIES

Campers participate in STEM (science, technology, engineering, and math) activities like LEGO robotics and rocket making. In addition to being educational and fostering interest in new topics, STEM activities encourage teamwork, adaptability, creativity, and experimentation.



TYPICAL CAMPER SCHEDULE

7:00	Wake-up and get ready for the day
8:00	Breakfast, announcements, songs
9:00	Activity rotations
Noon	Lunch
1:00	Swimming
3:00	Nature session and activities
5:00	Supper
6:00	Clean-up and chores
6:30	All camp game
8:30	Evening activity (campfire, movie)
10:00	Ready for bed



SAFETY. CAPACITY. IMPACT.

A camp experience can have a profound impact in the life of a child. It acts as a proactive measure for preventing and addressing mental health challenges faced by kids. While the work done at Camp Tanager is vitally important, there is more that can be done.

To address the rising number of mental health challenges faced by kids today, Tanager Place has developed a master plan for camp that will allow more kids to experience camp each year and enhance the programming they experience.



RECENT CAMP IMPROVEMENTS

Thanks to the vision and generosity of Jared and Carol Hills, The Hall-Perrine Foundation, The Roy J. Carver Charitable Trust, and many others, Camp Tanager was able to recently complete the initial phase of camp enhancements.

THE HILLS GRAND LODGE

The new lodge serves as the central hub for camp activities. It is the only place where all campers can gather together indoors for meals or indoor activities like classes or movie nights. At over 15,000 square feet, the space can be configured to meet a variety of needs.



*Jared and Carol Hills
Honorary Campaign Chairs*

HILLS CABIN

The recently completed bunkhouse cabin includes two separate bunk rooms that can accommodate an additional 24 campers each week. In addition to bunk rooms, it includes an indoor gathering space, restrooms, storm shelter, and screened porch.



ENTRANCE AND PARKING

A new two-way driveway, parking lot, drop-off/pick-up pavilions, and signage have been added to increase safety, accessibility, and visibility.



CAMPAIGN PRIORITIES

The vision for Camp Tanager includes increasing the number of kids who are able to attend camp each year while ensuring each has the opportunity to grow and develop in a safe, encouraging environment. To accomplish this, Camp Tanager has identified the following needed improvements and additions to camp.

ADDITIONAL CABIN

Adding another cabin will further expand access and increase capacity at camp. Cabins include not only bunks, but also indoor and outdoor gathering spaces where campers can play games, tell stories, and build the friendships that are such an important part of the camp experience. The cabin will also include bathroom facilities and counselor quarters.



ROPES COURSE

With an increase in the number of campers, it is vital that Camp Tanager continues to expand its programming to accommodate more kids while still providing an impactful experience. A ropes course is a natural next step to the programming at camp.

Ropes courses have been shown to improve teamwork, communication, and problem-solving skills. They improve confidence and self-esteem by encouraging kids to take risks and step out of their comfort zone in an encouraging and safe environment.

CAMP INFRASTRUCTURE

As additional campers and programming options are added to Camp Tanager, it is essential that the proper infrastructure is in place to make camp a safe and enjoyable environment for all. This includes work on the camp septic system, well, excavation and site work, and basic landscaping around new structures.





ASA KELLEY

College Student
Hemophilia Camper
Camp Tanager Counselor

As a child living with hemophilia, Asa Kelley sometimes found it hard to fit in. But that changed once he attended Camp Tanager. There, he was surrounded by other kids going through the same experience, and staff that were knowledgeable, supportive, and fun. Camp had such a profound impact on Asa that he returned as a counselor, and is now working towards his degree in elementary education, hoping to pass along the experiences he had at camp to future generations.

"Camp Tanager has forever impacted my life in the most positive way possible. Growing up, it was hard fitting in, especially with my chronic condition. Camp Tanager was my second home. Camp gave me the experience of living with a bleeding disorder as if it was normal. I made forever memories with life-long friends, and my love for camp will only continue to grow."

ASA'S FAVORITE CAMP MEMORIES



Singing songs in the basement while taking shelter from a severe storm.



Receiving the "Big Stick" award for infusing himself for the first time at age eight.



The bittersweet end-of-the-week campfires, looking back fondly on the week and saying farewell.

CAMPAIGN PRIORITIES

NEW POOL, RENOVATIONS, AND LOCKER ROOMS

No camp is complete without a pool where campers can cool off on a hot day, and most importantly have FUN with their friends. At Camp Tanager the pool serves those purposes and also provides the opportunity to learn skills like swimming and water safety, which many campers would not have access to outside of camp. Learning these skills not only reduces the risk of an accident for campers and their families, but also builds confidence and teamwork, provides exercise, and has even been shown to reduce stress and anxiety in kids.

The current pool at Camp Tanager is over 20 years old and in need of structural repairs due to its age. Adding the additional pool will accommodate the increased number of campers per week and allow for new forms of instruction. New locker rooms will provide an easily accessible and safe space for changing, restrooms and outdoor showers.





Photo courtesy Ivory and Bliss

NIKKI KETTELKAMP

Business Owner
Tanager Board Member
Former Camper

Growing up in a single-parent household in Cedar Rapids, Nikki Kettelkamp did not have the typical family structure many kids enjoy. "I was a total latchkey kid, my mom had three jobs. We were definitely just struggling a bit in terms of our household," says Nikki. Through a school counselor, Nikki was referred to attend Camp Tanager (then Camp Good Health).

"Camp gave me a sense of family. My mom was great, but she worked a lot and I didn't see her all the time. I didn't have that sense of family at home. That's what I remember the most, having fun and being together."

Without Camp Tanager, Nikki admits her family would not have been able to afford a fee-based camp. As a child, Nikki appreciated the sense of normalcy camp brought, and the comfort of being around kids who came from similar backgrounds and experiences. Today, Nikki is the proud owner of two local businesses, SCOUT and Scribe Stationer. She is also a mother of three and has served on the Tanager board of directors for the past nine years.



"Camp laid the foundation that you can do anything you put your mind to. I remember the safety of the routine, just knowing what you are going to do next, whether exploring the arts or having dinner together."

THE GIFT OF MEMORIES

By making an investment in the *Nurture. Grow. Discover.* campaign, you are giving the gift of memories and friendship to kids in eastern Iowa. With your support Camp Tanager is able to offer a camp experience to more kids, building their confidence, communication, and resilience while decreasing the chances they face mental health challenges as they head towards adolescence.

PROJECT BUDGET

Cabin	\$1,000,000
New Pool	\$850,000
Existing Pool Renovation	\$274,000
Ropes Course	\$275,000
Locker Room Facility	\$250,000
Infrastructure	\$700,000
<hr/>	
TOTAL	\$3,349,000

\$3.35 MILLION
CAMPAIGN GOAL

Giving options include:

- Pledges of up to 5 years
- Appreciated securities
- IRA distributions
- Donor-advised funds

THANK YOU!

By making a gift to support the *Nurture. Grow. Discover.* campaign, you are changing the lives of children and families throughout eastern Iowa. Without your support, these kids will not have the opportunity to build their self-esteem, find their confidence, develop critical life skills, and make lifelong friends and memories. Camp is something you never forget, and you are providing memories for years to come!







Camp
Tanager

camptanager.org

1614 W Mt. Vernon Rd

Mt. Vernon, IA 52314

319-365-9164



Tanager

Inspire. Empower. Heal.

tanagerplace.org

2309 C St SW

Cedar Rapids, IA 52404

319-365-9164