

CAMP

Jill Scott



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FOUNDATION

CAMP

Jill Scott

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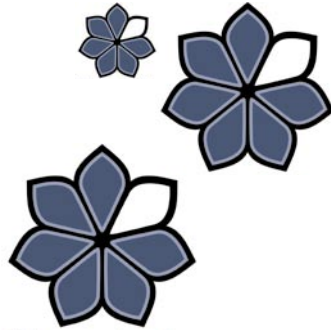


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FOUNDATION

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Many children living in urban cities around the country will never explore the world beyond the parameters of their neighborhoods, as a result of economic barriers, social/familial/cultural upbringing, and lack of transportation. Philadelphia is just one such city, where often the neighborhood is as big as a child's world will become. The Blues Babe Foundation; however, contends that if a child is to succeed in today's society, he/she needs every opportunity to develop into a well-rounded global citizen. Camp Jill Scott is committed to providing such opportunities through exposure to rural environments, artistic and recreational activities, and leadership development.

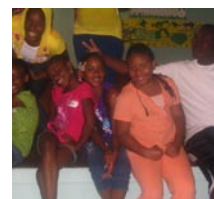


"Our kids need us right now."



CAMP

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CAMP Jill Scott Daily Schedule

8:00am	Depart from Cecil B Moore Recreational Center
9:00am	Arrival at Cherokee Day Camp
9:00am-9:30am	Welcome/Harambee Separate into activity groups
9:45am-10:30am	Field Game / Outdoor Teambuilding Activity (Rock Wall Climbing, Tug of War, Zip Line, Pushball, Ga Ga, Steal the Bacon, Field Polo, Street Hockey, Hot Potato, Volleyball, Dodge ball)
10:30am-11:15am	Alternate Activity
11:15am-12:15pm	Production Groups for Showcase
12:15pm-1:00pm	Leader Lunch
1:00pm-1:45pm	Afternoon Activity / Guest
1:45pm- 2:30pm	Alternate Activity / Guest
2:40pm- 3:40pm	Swimming
3:40pm	Change Clothes
3:50pm	Afternoon Wrap Up
4:00pm	Board the Bus
5:00pm	Arrive at Cecil B Moore Recreation Center

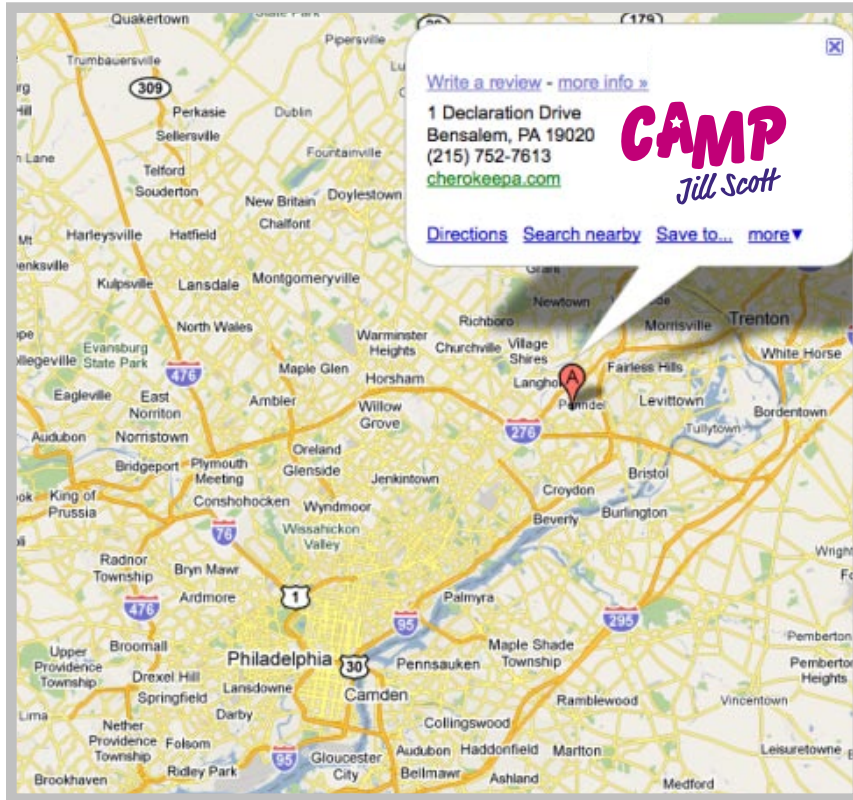
WHAT IS CAMP JILL SCOTT?

Camp Jill Scott is a free one-week day camp operated on 10 acres of outdoor bliss at Cherokee Day Camp. Students are provided with transportation from the Cecil B. Moore Recreation Center to camp and back each day. Camp is held from 9:00am to 4:00pm and students enjoy art, music, swimming, rock wall climbing, field games, scavenger hunts, and leadership development. Special invited guests provide 45-minute sessions where students are engaged in art, music, health, financial responsibility, and basic environmental awareness training during the week. Past guests have included yoga instructor Danell Jones, financial literacy with Afia McKinney from PNC Bank, lacrosse and fencing with Black Women in Sports, music with Pam Hooks and Doc Gibbs, visual artist Rah Crawford, singer and songwriter Carol Riddick, and Phoebe Coles from Keep Philadelphia Beautiful. At our closing program school supplies are distributed and students are encouraged to commit to pursue academic excellence during the upcoming school year.

This year Camp Jill Scott is expected to enroll 72 students (63 in 2010 and 35 in 2009); including 12 students from Camden, New Jersey. Camp participants are underrepresented youth (ages 10-14), primarily from North Philadelphia. The camp will operate Monday, August 22, 2011 through Friday, August 26, 2011.



Location



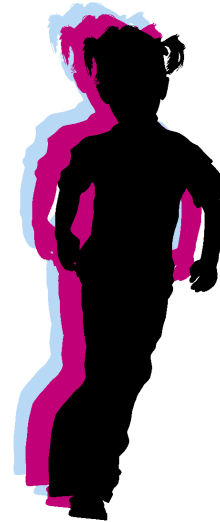
WHERE IS CAMP JILL SCOTT?

Camp Jill Scott takes place at Cherokee Day Camp in Bensalem, Pennsylvania conveniently located in Bucks County on Neshaminy Creek. It is approximately 45 minutes from North Philadelphia (Broad and Lehigh).

Overview

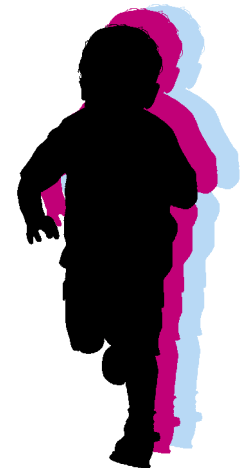
CONSTITUENCY/POPULATION SERVED

Camp Jill Scott specifically targets students living in the following zip codes: 19121, 19123, 19131, 19132, 19143, 08104. More than fifty percent of the students come from families that live below the poverty level, and where the parent(s) did not graduate from a four-year college. Approximately, ninety percent of the students served are African American, while the remaining 10% of the students are of Latino and multi-ethnic descent. More than ninety percent of the students participating in Camp Jill Scott attend Title 1 schools, which are determined by the number of students receiving free or reduced lunch.



EVALUATION

Parents and students are given post-camp surveys to provide qualitative evidence related to satisfaction, overall experience, needs addressed, and areas of possible improvement. Each year the results of these surveys are used to determine what adjustments should be made in terms of operations and programming.



Sponsorship Levels

LEADERSHIP SPONSOR \$10,000
Pre-camp benefits: Speak at Jr. Counselor Training, Speak at parent/student orientation, distribute info at parent/student orientation and volunteer orientation, logo on marketing materials, link on website

Camp benefits: Name on t-shirts, signage, Group photo from the last day of camp, Invitation to "Friends of Camp Jill Scott" Day, distribute product in backpacks, 45-minute workshop at camp

EDUCATION SPONSOR \$5,000
Pre-camp benefits: Distribute info at all trainings and orientations, logo on marketing materials, link on website

Camp benefits: Name on t-shirts, signage, Group photo from the last day of camp, Invitation to "Friends of Camp Jill Scott" Day, distribute product in backpacks

ART SPONSOR \$2,500
Pre-camp benefits: Logo on marketing materials, Link on website

Camp benefits: Name on t-shirts, signage, Group photo from the last day of camp, Invitation to "Friends of Camp Jill Scott" Day distribute product in backpacks

STUDENT SPONSOR \$625
Sponsor a student to experience Camp Jill Scott and be acknowledged on our website and receive a photo from the last day of camp



The benefits for in-kind sponsorships will be custom designed to fit your companies needs.

UNDERWRITING OR IN-KIND SPONSORSHIP OPPORTUNITIES INCLUDE:

TRANSPORTATION \$5,000
Your support will cover the cost of the two buses transporting the campers, Jr. Counselors, and volunteers. It will also include transportation for some of our special invited guests.

BACKPACKS & SCHOOL SUPPLIES \$3,000
Your support will cover the cost of backpacks and school supplies for campers and Jr. Counselors.

SNACKS \$1,500
Your support will cover the cost of snacks during Jr. Counselor training, Parent/Student orientation, and camp.

T-SHIRTS \$750
Your support will cover the cost of t-shirts for all campers, Jr. Counselors, and volunteers.

Budget

For 72 students

Cost per student \$625.

INCOME

Sponsors	\$32,500
In-Kind Contributions	\$10,000
Fundraisers	\$2,500
Total	\$45,000

EXPENSES

Cherokee Day Camp & Staff	\$14,000
Camp Coordinator	\$4,000
Camp Staff (4 college students)	\$2,500
Jr. Counselors (8 high school students)	\$3,600
Training Consultants	\$3,000
Transportation	\$5,000
Insurance	\$4,500
T-Shirts	\$750
Camp Supplies	\$1,000
Snacks	\$1,500
Training Supplies	\$100
School Supplies	\$3,000
Photographer / Videographer	\$500
Graphic Design & Printing	\$950
Miscellaneous	\$600
Total	\$45,000

Testimonials

"I just wanted to write and thank you, Jill, and every one who had their hands in this summer camp. The girls really enjoyed themselves. I think it's great what you are doing. It will help the children in ways that they might not even know yet. I look forward to next year."

NICOLE CULMER (Parent)

"I enjoyed my experience with the Camp Jill Scott participants. It was a rewarding and fulfilling experience. The attendees were open and contributed to a lively presentation. Thank you for the opportunity."

CAROL RIDDICK (Singer, Songwriter, and Programs Manager at the Philadelphia Chapter of the Recording Academy)

"I think the camp was wonderful and great opportunity to bring people from different organizations and groups to one location. I think the model of selection from partners creates diversity and serves various communities."

BUNMI SAMUEL (Boombatics, Inc and Youth Programs Consultant)

"The camp site is beautiful! It was great to see the kids so excited about being there. Outdoor adventure was in the air and that breeds hope and all sorts of wonderful things to come."

RAH CRAWFORD (Visual Artist, Creative Director of The Goodsun)



History Of Our Organization

The Blues Babe Foundation is committed to assisting students in underserved communities by providing programs and opportunities that promote and cultivate a mindset of leadership and academic excellence. The foundation's services are geared towards students, ages 9-21 in neighborhoods and communities located in North Philadelphia; Camden, New Jersey; and the Delaware Valley.

Founded in 2003, the Blues Babe Foundation provides programs and opportunities for academic, artistic, and social development with the purpose of changing students' lives for the better. The Blues Babe Foundation believes that students' minds are opened to a world of possibilities and future success, when exposed to the world beyond their neighborhood parameters. A member of the LaSalle Nonprofit Center, the Blues Babe Foundation currently employs one staff person, and through its active board members, strategic partnerships, and volunteers fulfills its mission.

Not one to distance herself from her humble beginnings in Philadelphia, Jill Scott was inspired by events in her own life to ensure that other deserving young people would not find their education stalled due to lack of financial support. With the formation of the Blues Babe Foundation, she is able to further manifest her long-term commitment to education and enrichment.

CURRENTLY, THE FOUNDATION'S CORE PROGRAMS INCLUDE:

- **Blues Babe Scholarship program**- provides financial support and mentoring to college-bound and currently enrolled students showing academic aptitude, but having limited financial resources needed to complete their education.
- **Camp Jill Scott**- provides students ages 10-14 with a one-week, day-camp experience that exposes them to the rural environment as an alternative to their daily urban reality. The camp also provides summer employment to at least 6 students in grades 10-12, following peer-to-peer mentoring and skills development training workshops.
- **Music In The Classroom**- Exposure to the value of music across cultures, instruments, and the understanding of music as a method of expression are essential to the growth of an individual. Unfortunately, music programs within schools are being cut at an alarming rate. The foundation has partnered with local organizations to provide music in elementary schools.
- **Clean Up Your Neighborhood Program**- in an effort to create a communal pride and to improve the quality of life for students, the foundation sponsors community clean-up drives that involve among other activities trash and graffiti removal and the creation of community gardens.

THE BLUES BABE FOUNDATION HAS SIX OVER ARCHING GOALS:

- Providing current and college-bound students with financial assistance
- Providing mentoring to middle and high school students
- Developing cultural and artistic appreciation of all participating students
- Providing leadership and job skills training for high school and college students
- Developing students' appreciation of nature and rural settings
- Developing students' communal and civic pride



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