



Camp Fire

Light the fire within



PEOPLE & IMPACT

2018-19

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Introduction

Camp Fire Network,

Shortly after I came on board last year, I was flying back home from visiting some of your councils and programs. I wrote an email to the national staff and said, "I am falling in love with this organization more every day." And that has only continued to ring true. I am proud of each and every one of you and the work you are doing, and the impact that work is having on the young people you serve.

2019 was a big year of change for our organization. One big accomplishment was the roll-out of the new Program Framework that helps us all clearly see and communicate what we do and why it matters. We took this opportunity to restructure this year's 2018-2019 Trend & Impact Report with the Program Framework as our inspiration.

While this report captures the numbers of WHAT WE DO: who we serve, and how and where we serve them; we've also translated the data in each section to communicate WHY IT MATTERS. This report is a powerful tool to see the overall state of Camp Fire and take a moment to celebrate what we've accomplished as a network.

In 2018-2019, based on 49 of 52 councils reporting, we served approximately 175,000 youth and families through a wide range of programs, community-based trainings, special events, and school retreats. We worked at nearly 1,300 program sites (which includes schools, camps, community centers, etc., in 25 states and D.C.

In this year's report, the demographics of youth served included 47% male, 53% female, and less than 1% of gender non-binary youth served (which totals approximately 330 young people). 10% of our youth served have disabilities, and 6% are English Language Learners. For reference, these numbers closely mirror the race and ethnicity demographics of the U.S. However, that does not mean there is not work to be done to ensure that the youth that really need our programs have access to Camp Fire.

This report is a valuable tool for each of us—whether you are a staff member, board member, donor, or community partner—in communicating the work we do.

We look forward to more deeply integrating diversity, equity and inclusion (DEI), as well as the Program Framework into Camp Fire's culture over this next year, finding new ways to raise awareness about Camp Fire and our impact, and continuing to support you day in and day out in the phenomenal work you're doing.

Looking forward,

A handwritten signature in black ink that reads "Greg Zweber". The signature is written in a cursive, flowing style.

Greg Zweber

Program Framework

HOW TO USE THIS REPORT

Welcome to the 2018-2019 People & Impact Report. We hope you will see this report as a tool to assist you in your efforts in the year to come. Before you dive in, let's take a minute to talk about how to use this report.

This report is broken into three parts:

- Youth
- Families & Communities
- Staff & Volunteers

Each of these sections will show you who we serve, what we do, and why it matters.

We hope this report will help you find the story in the numbers - the larger narrative of who Camp Fire was, is, and is becoming. The data in this report, as well as the "why it matters" sections, will help you in grant writing, establishing relationships with potential funders, selling your programs to community partners, and encouraging and reminding your staff that what we do makes an impact.

In 2019, we introduced the new Camp Fire Journey - our Program Framework - that outlines the powerful youth experiences a young person will encounter at Camp Fire and how those experiences impact and inform the essential skills and mindsets they need to be today's and tomorrow's leaders.



In Camp Fire, we are helping shape a generation of citizens who are capable of contributing to and leading our society. How we impact young people now will greatly impact our communities and society in the future. This report tells the story of how Camp Fire programs are investing in youth to foster stewards of the Earth, prepare young adults who are ready for the workforce, empower citizens who contribute and lead, and inspire leaders who create vibrant and engaged communities.





YOUTH

WHO WE SERVE

Over the past year, we served

144,216
youth

of all ages and backgrounds.



Early Childhood 2% Kindergarten – 2nd grade 29% 3rd – 5th grade 35% Middle School 27% High School 8%

→ WHY IT MATTERS
Each year, over the past four years, more youth have participated in Camp Fire programs. Participation has increased by 17.5% since 2016.



GENDER

Male 47%
Female 53%
Gender Non-binary <1% (334 youth)

RACE/ETHNICITY

Black/African-American 20%
American Indian/Alaskan Native 4%
Hispanic/Latino 15%
White/Caucasian 47%
Asian 7%
Native Hawaiian/Other Pacific Islander <1% (324 youth)
Multiracial 5%
Other Race/Ethnicity 3%

SOCIOECONOMIC

Eligible for Free and Reduced Lunch 42%
Camp Scholarships 2% (3,223 youth)

ABILITY

Youth with Disabilities 10%

LINGUISTIC

English Language Learners 6%

NON-TRADITIONAL FAMILY

Foster Care 2%

→ WHY IT MATTERS
Camp Fire is developing the next generation of leaders who reflect the country's rich demographic mix.

WHAT WE DO

Camp Fire served youth in five program areas: Out-of-school time programs, in-school programs, teen service & learning programs, environmental & camp programs, and full-time child care.

Out-of-School Time Programs - 24,450 youth

- Before and/or After School Program
- Club Program
- School Break/Summer Program Only
- Other programs implemented during out-of-school time hours

Environmental & Camp Programs - 36,560 youth

- Day Camp
- Resident Camp
- Environmental Education
- Other outdoor program

Full-Time Child Care - 340 youth

→ **WHY IT MATTERS**
83% of 6th-12th graders agree that in their program, they have a chance to try a lot of things they have never tried before.

→ **WHY IT MATTERS**
No matter which program a young person participates in, all are gaining a deeper appreciation for nature. 91% of 6th - 12th graders say being in Camp Fire has helped them enjoy being in nature more.

Teen Service & Leadership Programs - 3,180 youth

- Day Camp Aide Program
- Counselor-in-Training Program
- Service Learning/Community Service program
- Teens in Action Program
- Youth Advisory Cabinets
- WoHeLo Award Recipients and Applicants (118 worked towards it, 29 received the award)
- Other Teen Leadership Programs

In-School Programs - 32,500 youth

- Classroom residencies





FAMILIES & COMMUNITIES

Youth aren't the only group that benefits from Camp Fire programs. Camp Fire reaches dozens of families and community groups across the country through volunteer opportunities, community outreach efforts, outdoor education, and more.

WHO WE SERVE

Communities and Families in:

25 States

88 Counties

1,287 Program Sites



WHY IT MATTERS

The need for community-based programs has grown and Camp Fire responded. Community-based programming has increased by 13% over the past four years.

FAMILY

21 programs offer direct service programming to families, including

- Rural Program - Camp Fire Alaska
- Intergenerational and Family Programs - Camp Fire Patuxent Area
- Wohelo Family Camp - Camp Fire Golden Empire
- Parent/Kid Weekend at Camp Sealth - Camp Fire Central Puget Sound
- Keep Connected

92% of councils use family engagement strategies in at least one program

- Family nights/family events
- Open house events
- Personal staff outreach
- Weekly newsletters
- Emails & flyers to parents
- Social media posts

WHY IT MATTERS



Camp Fire maximizes learning in every setting, working in partnership with schools and many community-based organizations to support the social, emotional, and cognitive development of young people.

COMMUNITY

Councils partnered with almost 900 community organizations

Over the past year, **10,646** youth & adults received community-based training.

- Social-Emotional Learning for youth
- Supporting LGBTQ+ Youth & Adults Training
- Professionalizing Youth Work
- Mental Health First Aid for Youth and Adults
- Keep Connected (A Family Engagement Program by Search Institute)
- School Readiness
- Weikart Youth Work Methods Courses

User Groups (Camp Fire staff facilitates program content for those who rent or use a Camp Fire owned space) - **16,827** youth & adults served

ABSOLUTELY INCREDIBLE KID DAY®

30 councils hosted events to celebrate AIKD, reaching **16,419** youth.

Camp Fire's digital AIKD campaign reached 10 million people globally.

WHY IT MATTERS



Every kid deserves to know they are incredible. We reached 10x more people than the previous year (2018). #AIKD is a huge opportunity for Camp Fire to increase brand awareness and make a big impact in the lives of young people. Thanks to our collective efforts, #Kidday secured a partnership with Warner Bros. movie SHAZAM! for 2019.



STAFF & VOLUNTEERS

WHO WE SERVE



WHY IT MATTERS
 → Volunteers contributed over 240,000 hours of service to Camp Fire and the community. This time is the equivalent of approximately 130 full-time positions. Which means volunteers significantly helped reduce organizational cost locally and nationally by donating the equivalent of more than \$6 million!*

WHAT WE DO

Internal Training in 2019

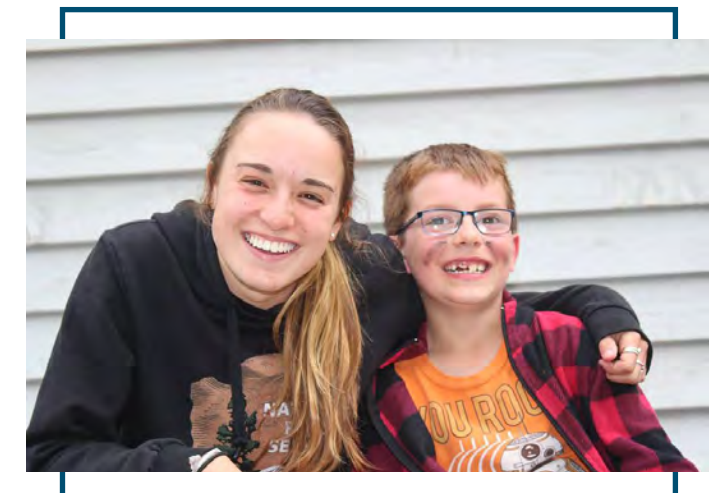
- Learning Lab users: 1,044
- Learning Lab course completions: 854
- Site visits for Learning Lab: 6,824
- 33 courses available

Professional Development

- 75% of programs that work directly with youth and families offered more than 10 hours of professional development for staff
- Over half of programs that work directly with youth and families offered at least six hours of professional development for volunteers

WHY IT MATTERS
 → Continued staff training and professional development is a key component in high quality programming. Over the past year, we have seen a 60% increase of course completions on the Learning Lab.

WHY IT MATTERS
 → Staff training can affect youth outcomes. Camp Fire staff and volunteers study and reflect on Thriveology, our approach to social-emotional learning. In turn, young people receive high quality opportunities for social and emotional development.



*(according to a report by Independent Sector that rates volunteer hours at a worth of \$25.43 an hour)





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PROGRAM QUALITY & OUTCOMES

2018-19



PROGRAM QUALITY

Program Quality Assessments

Camp Fire partners with the David P. Weikart Center for Youth Program Quality to continually test how well our programs are doing. The tool measures how well programs meet a progressive pyramid of standards. First, does the program provide a safe environment, physically and emotionally? Second, is the program supportive? Is it welcoming, encouraging and set up to help young people learn? Third, is the program interactive? Does it give young people opportunities for leadership? Finally, does the program allow for high-level youth engagement?

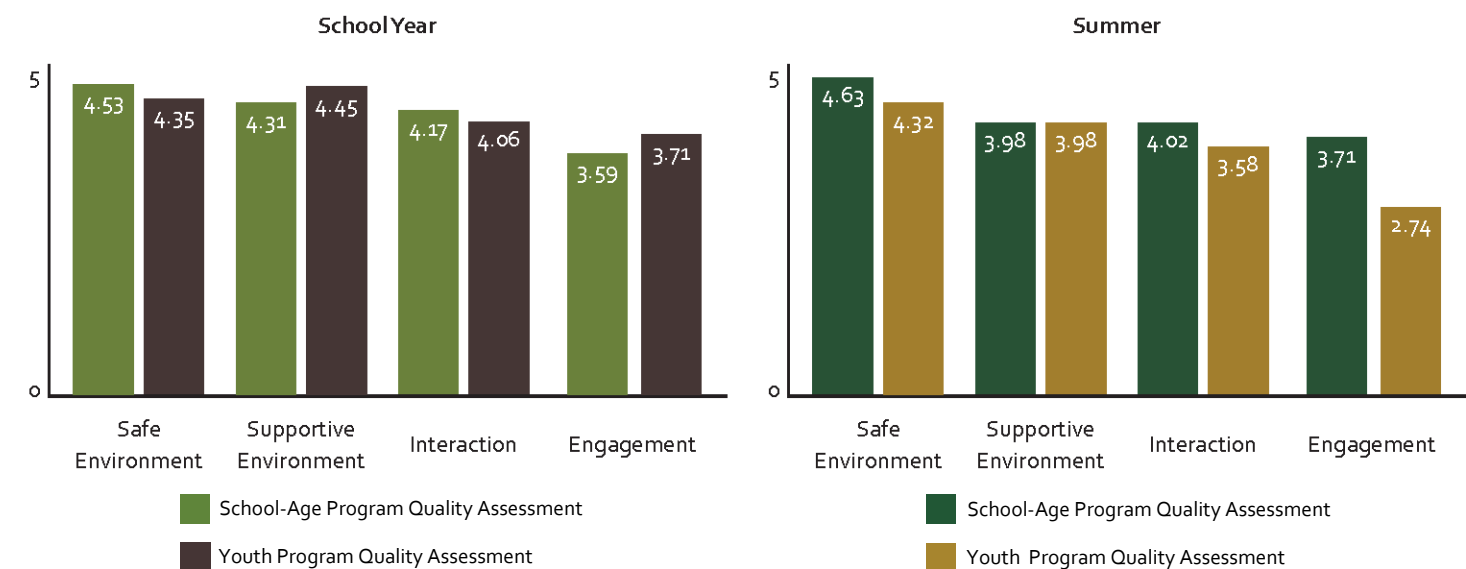
WHY IT MATTERS
 The scores of the program quality assessment aren't the only thing we focus on - it's also about the process. It is important that we continuously engage in a practice to improve our programs, and the PQA data provides an avenue to do just that.

Camp Fire uses the PQA feedback to figure out what programs should work on—and celebrate! We create improvement plans for things we want to enhance, using professional development and coaching to boost skills, knowledge and practices. We can get a picture of how our programs are doing both locally and nationally and build those plans for improvement as needed. We can track progress over time and also see how normal changes (like high staff turnover at summer camp or launching a brand-new program) affect scores.

5 represents high levels of program quality, with 1 representing lower levels of program quality. Areas found to have the greatest influences on positive youth development: Safe Environment, Supportive Environment, Interaction, Engagement.

103 self assessments were conducted

All council scores included in this aggregate were conducted internally using the program self-assessment process, and as such, scores may reflect some degree of bias associated with internal evaluation and are not necessarily as reliable and accurate as external assessment data.



WHY IT MATTERS
 91% of staff feel they have received enough training to be able to implement Camp Fire programming effectively.

MEASURING IMPACT

The Camp Fire Youth Outcome Evaluation (CFYO) and Hello Insight are two ways in which Camp Fire councils measure the positive impact programs are having on the social emotional development of young people. Here is a snapshot of the benefits that came from Camp Fire programs in 2018-19.

39 councils utilized the Camp Fire Youth Outcome Evaluation to collect:

- 1,970 SURVEYS WITH REFLECTIONS FROM 3RD-5TH GRADERS ON INCLUSIVENESS, EMPATHY, AND NATURE.
- 1,725 SURVEYS DOCUMENTING THE VOICE OF 6TH-12TH GRADERS ON THEIR RELATIONSHIPS WITH STAFF, PERSONAL STRENGTHS (AND GROWTH THERE IN), AND PERSONAL EMPOWERMENT.
- 370 STAFF SURVEYS SHARING THEIR PERSPECTIVES ON THE SUPPORT RECEIVED AND EXPERIENCE WITH PROFESSIONAL DEVELOPMENT AND PROGRAM DELIVERY.
- 920 OBSERVATIONS OF K-12 YOUTH COMPLETED TO EVALUATE GROWTH, INDICATORS OF THRIVING, AND METHODS TO SUCCEED.

CFYO results for school year and summer programs in 2018-19 captures the growth that takes place in Camp Fire. To measure change in 6-12th grade indicators of thriving, youth surveys included six items most representative of the overall Camp Fire experience. All six items showed statistically significant increases in the indicators of thriving from pre to post (See Figure 1). As was seen in the four previous years, Conflict Resolution demonstrated the greatest self-reported change. That is, prior to their Camp Fire experience, fewer youth believed they could talk with someone about how they felt if they were mad at them. After their Camp Fire experience, the mean score increased 7.8%. This suggests that Camp Fire contributed to youth's ability to resolve conflicts.

- 99% OF YOUTH DEMONSTRATED POSITIVE RESULTS IN AT LEAST 1 OF THE 11 AREAS OF SOCIAL EMOTIONAL DEVELOPMENT.
- 1 IN 3 YOUTH DEMONSTRATED POSITIVE RESULTS IN ALL 11 AREAS OF DEVELOPMENT.
- ON AVERAGE, YOUTH DEMONSTRATED POSITIVE RESULTS IN 9 OF 11 AREAS OF DEVELOPMENT.



ABOUT HELLO INSIGHT

In 2018, Camp Fire partnered with Algorhythm to pilot Hello Insight. Hello Insight is a survey tool used to cultivate a culture of continuous improvement and enhance SEL growth in young people. Here's a snapshot of the Counselor-in-Training (CIT) pilot.

Nine councils participated in the pilot:

- Camp Fire Angeles
- Camp Fire Columbia
- Camp Fire First Texas
- Camp Fire Georgia
- Camp Fire Green Country
- Camp Fire Heart of Iowa
- Camp Fire North Central Washington
- Camp Fire River Bend
- Camp Fire Snohomish County

Through Hello Insight, pilot councils learned that:

- 9 OF 9 PILOT COUNCILS HAD MORE THAN 71% OF YOUTH WITH GAINS IN SELF-MANAGEMENT
- 7 OF 9 HAD MORE THAN 70% OF YOUTH WITH POSITIVE IDENTITY
- 7 OF 9 HAD 100% YOUTH SATISFACTION SCORES



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