

Pillar 4:

ENHANCE LAKE HUGHES SITE AND RECALIBRATE PROGRAM OFFERINGS TO SERVE MORE KIDS

We will make it possible for more children with serious illnesses to experience the magic of Camp through refreshed on-site experiences, expanded Outpost programs, and enhanced and creative camper recruitment activities. We will continue to invest in improvements to our Lake Hughes site to ensure continued safety and accessibility while strengthening facilities and structures for long-term use.

KEY OUTCOME

We will meet and exceed session goals by generating exponentially more camp applications while reducing barriers to attendance.

HOW WE'LL GET THERE

- Develop a comprehensive master plan for proactive site maintenance and enhancements that maximize accessibility, safety, and future growth.
- Expand Outpost Program through new channels, and increased programming across CA.
- Refresh the on-site program through innovative elements that deliver Camp magic in new ways.
- Recalibrate the camper recruitment process to ensure we are filling sessions to capacity.

