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# KEEP CAMP SLOANE STRONG FOR 2021



## The Birchbark

Emergency Edition | Fall 2020

CAMP SLOANE YMCA | [www.campsloane.org](http://www.campsloane.org) | (860) 435-2557



## HOW THINGS STAND AT CAMP SLOANE A MESSAGE FROM OUR CEO



**Bear Bryant**  
Executive Director/CEO  
Camp Sloane YMCA



Dear Sloane family,

It's as simple as this. A depression and a world war **could not create as dire a financial situation as we find Camp Sloane in at this moment.** The required shutdown of camp due to COVID-19 in 2020 resulted in a nearly \$2 million loss of income. Over the past 15 years we've been prudent with our finances and have saved enough to weather the shut down of our program in 2020. However, the future of our program and facility is in doubt.

We believe that another government required shutdown or government ordered limitations placed on our camp program in 2021 would mean that camp may have to resort to drastic measures to remain in business post 2021. Those measures **could include the sale of large amounts of camp property** resulting in the loss of some of our waterfront, overnight sites like hammock haven, Bears' Den, Port Royal, The High-Y high ropes element and much of the trail system we have all used when biking, hiking and trail riding on the property. We may **have to discontinue popular programs** like water skiing, horseback riding and more. There's always the prospect of a property sale and program cuts not being enough. **There is a real risk that 2021 could be the last year that Sloane remains in operation.**

**We cannot let this happen.** In our 92 years of existence, Camp Sloane has been a part of our families, a part of our lives, a refuge, a special place filled with the magic of summer and fun and friends. Camp Sloane has been an essential service to the hundreds and hundreds of kids who come through our gates every summer. **With your help, we can preserve Camp Sloane for generations to come.** If every member of our Sloane family, alumni, current camper families and staff were to donate as little as \$50 each, we would be able to weather this difficult time and perhaps avoid the loss of property and program.

Please help us to ensure that Camp Sloane can continue changing lives and making memories that last a lifetime. Please donate [here](#)

## WHAT'S AT STAKE? MESSAGES FROM OUR CAMPERS AND STAFF

When we announced that we were unable to open for the summer of 2020, we received so many messages from our #sloanefamily, all telling us that while they would miss Camp Sloane this summer, they understood the decision we had to make and were already looking forward to the summer of 2021! We wanted to hear from our campers & staff about why Sloane is so important to them, so we asked them to reflect on their camp experiences and answer some questions via our social media. Their responses were amazing & filled us with joy & hope for the future of Camp Sloane:

"Camp is an amazing place with amazing people. It literally changed my life for the better. It made me a more outgoing person & because of that I was able to make more friends & do better in outside life!! I am so thankful I was able to have that experience!!!"



"I have a lot more faith in myself - overcoming challenges at camp showed me I'm capable."



"[Camp taught me] responsibility for myself and others. As a kid it's simple things, but as a counselor I've learned a deeper respect for other people's needs and feelings."

"It showed me independence, and how to care for one another."

"Camp taught me that to grow as a person, you must step outside your comfort zone."

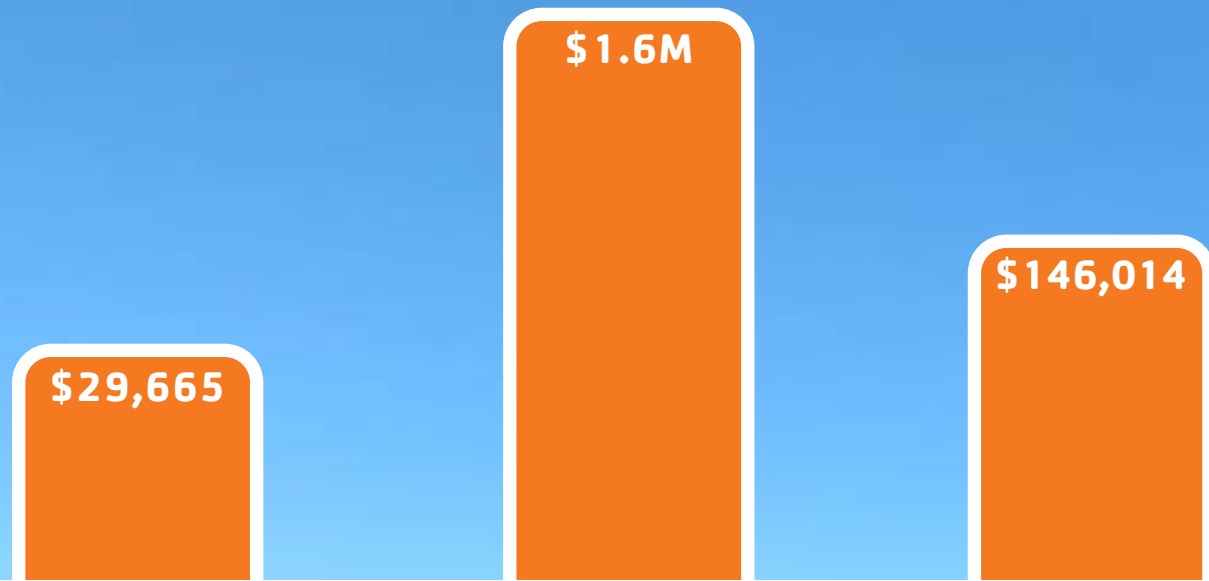
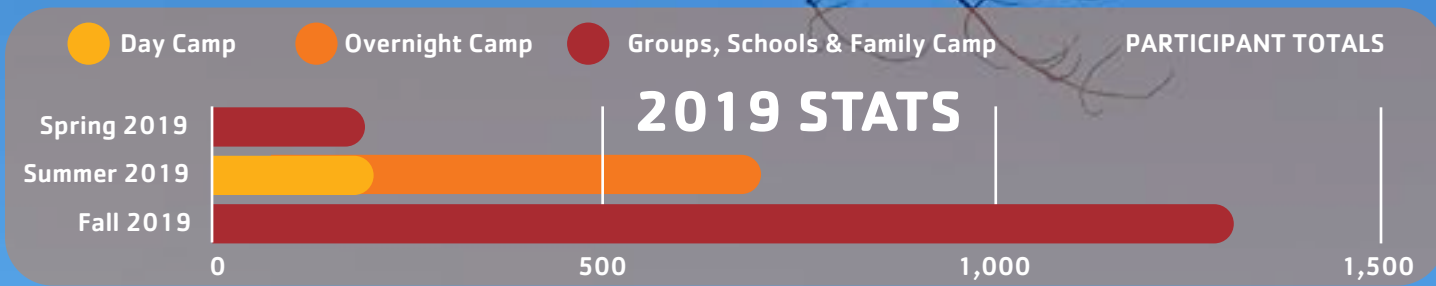
"[Sloane] changed my life completely! I learned so much and gained so much! For the first time I could really be me!"

"[This summer] I really missed my friends and didn't like being away from the people I see everyday at camp."

"[Without Sloane] I felt like I was missing a part of me that I can only get at camp."







SPRING '19      SUMMER '19      FALL '19      COVID CLOSURE      SPRING '20      SUMMER '20      FALL '20

**MAY 2020**  
**134**  
 FAMILIES LEFT THEIR DEPOSITS WITH US FOR SUMMER 2021

**JULY 22 - 31**  
**56**  
 PEOPLE TOOK PART IN THE FIRST EVER SLOANE DECATHLON, RAISING **\$11,500!**

**SEPTEMBER - OCTOBER**  
 THE ANNUAL SLOANE 'VIRTUAL 5K' RAISED **\$6000**

**MARCH - AUGUST**  
 'SLOANE @ HOME' SERVED **200+** CAMPERS THROUGH VIRTUAL PROGRAMS

**AUGUST - OCTOBER**  
**25** VOLUNTEERS HELPED WITH PROJECTS IN OUR 'GIVE BACK SUMMER' PROGRAM

The above timeline represents Camp Sloane's revenue for 2019, when we were able to operate at full capacity, illustrating the vast number of campers & school groups who have benefitted from all that Sloane offers. On the right, the timeline also unfortunately shows the dramatic revenue loss caused by our forced closure in the Spring.

With your support we are hopeful that we will be able to welcome back our campers - who, after this pandemic, will need Camp Sloane more than ever - for summer 2021, the summer of a lifetime.

To support this effort, visit [www.campsloane.org/donate](http://www.campsloane.org/donate)



**\$35,890**

**\$1.73M**

**\$149,038**





# OUR CAMPERS NEED CAMP SLOANE YMCA

Help us continue to provide the amazing camp experience to those who need it the most. Thank you for helping to ensure Camp Sloane can remain a place **FOR ALL**.

To make a donation, visit <https://campsloane.org/donate>



**CAMP SLOANE YMCA**

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