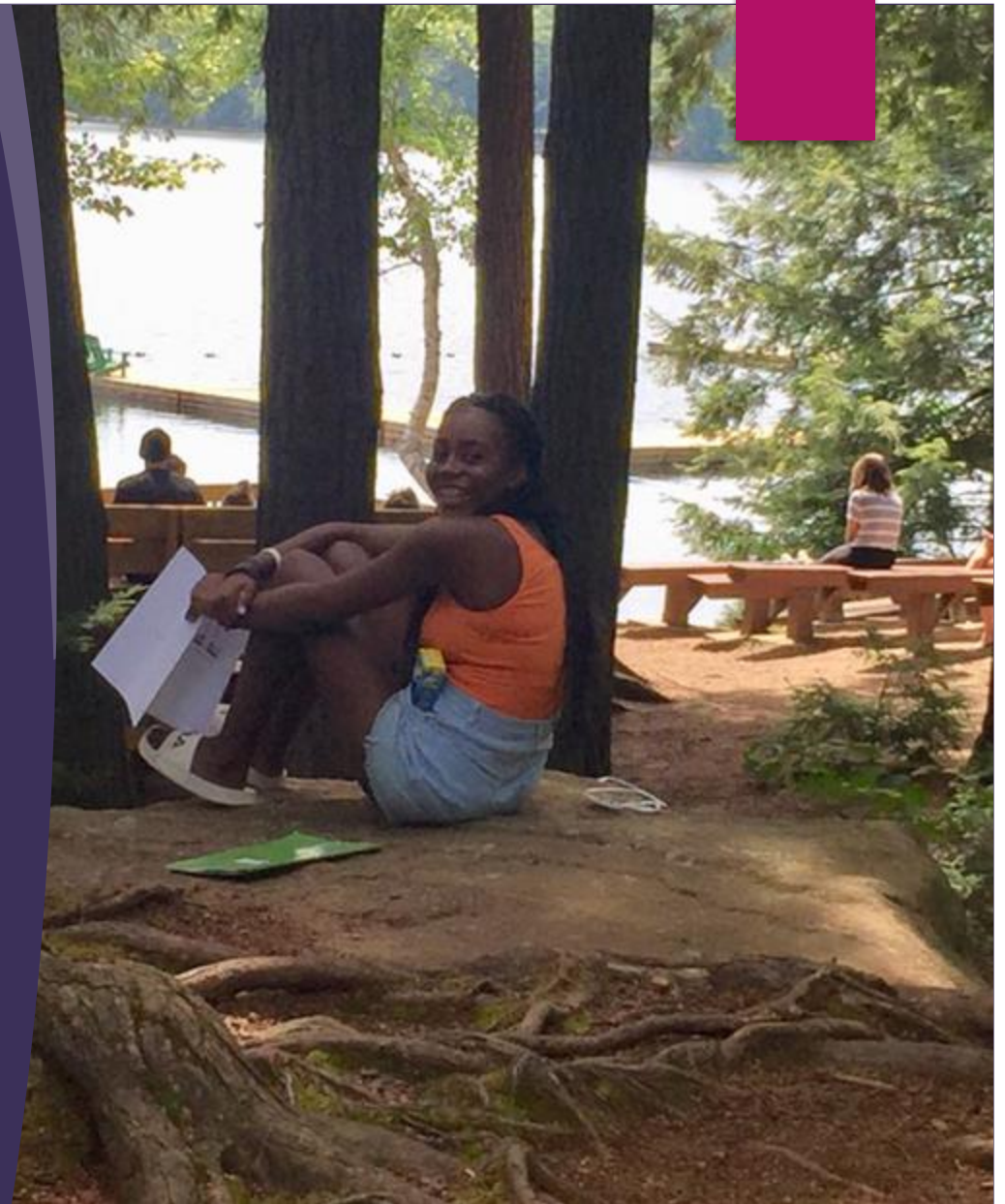




VIRTUAL CAMP PROPOSAL - 2020

# Background

- ▶ For the last 25 years, Camp Jumoke has provided a safe, medically supervised camp experience for hundreds of children across Ontario living with Sickle Cell Disease (SCD), a chronic blood disorder that causes chronic pain and other severe complications. Most importantly, Camp Jumoke has provided a place where young people can explore their abilities and create personal support networks, while forgetting for a moment, about their illness.
- ▶ Thanks to the support of our host, Camp Wenonah, volunteer medical staff from Sick Kids and other area hospitals, as well as other dedicated volunteers, we have been able to continue to be “a special place for special kids”.



# Current Situation

- ▶ After months of planning and preparation, the COVID-19 pandemic has forced the cancellation of the 2020 camp session. More than camp being cancelled, the experience that many children have come to look forward to as a highlight of their summer is being cancelled.
- ▶ Due to the nature of SCD, COVID-19 presents a very serious threat to the lives of our campers. As such, those living with SCD will be expected to continue practicing social distancing for months to come, in hopes of avoiding additional waves of the illness that may occur.
- ▶ What that means is that we at Camp Jumoke, like many others, must pivot and adapt to the times in which we live. We must do this in order to ensure our children continue to thrive until they can return to some of their normal routines.

# Our Virtual Solution...

- ▶ This year, Camp Jumoke would like to offer camp activities virtually as a way of continuing the camp tradition, while helping families provide fun and meaningful activities for their children during summer of 2020.
- ▶ Challenge creates opportunity!
- ▶ The opportunity:
  - ▶ Although Camp Jumoke has traditionally been a camp for children in Ontario living with Sickle Cell Disease, providing camp virtually this year will also enable us to expand our membership and offer the camp experience to children across Canada.
  - ▶ Our new 2020 Virtual Camp Jumoke format offers a great opportunity to include our members' siblings during the exciting activities we have planned!

That can only be described as a WIN!



# 2 Weeks of Awesome, Daily Virtual Activities in July-August 2020

We are not able to go outside and enjoy Camp Jumoke as usual, however, we are ready to give our campers an experience of a lifetime! Camp Jumoke will go virtual on Zoom sessions and 360 Virtual Reality.

For two weeks, during the last week of July and first week of August, we will entertain our Camp Jumoke participants with unique, new media technology (weekdays only).

We will take them to the actual Camp Jumoke via a 360-degree Virtual Reality experience.

We will have 10 days of fun virtual activities via their laptops or iPad at home, with actual artists, authors, chefs and health and exercise experts. Sessions will be once daily and will last a minimum of 1 hour and maximum of 2. Each group age, 9-12 and 13-17, will enjoy a daily virtual session. The youngsters during the morning and the teenagers during early afternoon.

# A Unique, 360 degree-Virtual Reality Experience

Our Virtual Camp Jumoke will start with a unique, 15-minute 360 degree-virtual reality tour of the actual campgrounds, with a camper playing and having fun.

Our participants will receive a VR goggle at home in their goody basket. They will be able to immerse in the experience and feel as if they are actually at Camp Jumoke.

The President and the Board will welcome every participant during the first day/session of the virtual camp. The president will invite the participants to go to the link that was sent to them via their parent's mail. The video must be viewed from a smartphone. They will all be asked to put the phone in the special VR goggle box. Everybody will enjoy new technology to the fullest, by being at virtual camp and experiencing 360 virtual reality.

# Goody Packages Delivered to Camp Jumoke's Virtual Participants

We wish to give our members the complete experience during our first virtual camp. The idea is to send every participating member a goody package, filled with everything they need to get engaged during the virtual sessions.

Imagine a big basket arriving at the kids home, filled with for example a bottle of VitaminWater drink, specifically to be used after the first virtual exercise session.

Picture a couple of easy to prepare ingredients included in the basket, for a fast and healthy snack preparation during the live virtual cooking session.

Enjoy a live book read by the actual author during a candid and engaging virtual storytelling session that relates to our community.

# Goody Packages Delivered to Camp Jumoke's Virtual Participants

During COVID 19, we all need masks! How awesome would it be for our campers to hand sew their own cool looking homemade masks. All this led by an experienced designer and seamstress.

How cool would it be if a local singer songwriter can give a fast singing lesson to the campers and everybody sings along the latest hits.

Get the children busy with theatre, by presenting an actor during a session, that will help them perform a monologue, poem or a favourite movie part.

Arts and Crafts is the best way to keep our campers busy but, think how they can make something beautiful and useful with the help of our expert artist painter.

## Proposed Virtual Activities

- A 360 Virtual Reality tour of the campgrounds
- Exercise Session
- Cooking Session
- Storytelling and Writing Session
- Mask Making Sessions
- Sanitizer Making Sessions
- Singing and Songwriting Lessons
- Acting Lesson Sessions
- Painting Sessions
- Parental Workshops (Tools for Challenging Times)

Last session is a fun party with live DJ music, decorations and balloons, snacks and goodies.

# What do we need?



We are asking for the support of the community to help make this virtual camp a reality.



We need an artist, singer, educator, wellness & exercise expert, designer & seamstress . People who have a passion and wish to virtually share their knowledge with young people of the next generation.



The sessions will be engaging and interactive. All materials will be delivered to participants of two age groups, 9-12 and 13-17.

# Financial Support

- ▶ Our fundraising goal to make this project a reality is \$10,000
- ▶ We are looking for financial support to fill the 50 goody baskets with sessions' related products.
- ▶ We will pay the session leaders, a minimum amount for their service and valuable preparation time.
- ▶ We welcome local businesses that wish to include their products in the goody baskets.
- ▶ We need a budget for technical requirements and Zoom Platform fees for all leaders and participants.
- ▶ Budget needed for Camp t-shirts and actual baskets.
- ▶ General donations to help us reach our budget are always welcome.



# The Power of Your Support

- ▶ Your financial and in-kind support will be used to:
  - ▶ help cover the cost of the technology needed to host the virtual workshops
  - ▶ help cover the cost of 50 goodies baskets and supplies for families
  - ▶ offer modest honorariums to virtual session leaders
  - ▶ cover t-shirt costs and last session virtual party supplies and decorations
- ▶ If you are interested in supporting in any way, or want more information, please contact us at: [cjvirtualcamp@jumoke.org](mailto:cjvirtualcamp@jumoke.org).

# Sponsorship Opportunities

<b>Benefits</b>	<b>Evergreen \$5,000</b>	<b>Lantern \$2,500</b>	<b>Trail \$1,000</b>	<b>Adventure \$500</b>
Acknowledgment of sponsor at start/end of camp (including the opportunity to address campers)	Yes	-	-	-
Company name, logo and sponsorship level included on all promotional materials (including e-flyers, t-shirts, etc.)	Yes	Yes	Yes	
Company logo included on the "Partners Page" of Camp Jumoke's website	1 year	6 months	3 months	1 month
Ongoing social media "shout-out" from Camp Jumoke (during/after camp sessions)	1 year	6 months	3 months	1 month

# How can you support this initiative?



Volunteer your time to host a workshop



Make an online donation by visiting [www.canadahelps.org](http://www.canadahelps.org) and searching for Camp Jumoke. From there, choose the "CJ Virtual Camp" fund to support this cause. (Tax receipts will be issued for all donations over \$20). Direct link [here](#).



Financial sponsorship and/or in-kind donations

THANK YOU!!

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