

## Fall 2010

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### Camp Fire USA Mission:

*To Build Caring,  
Confident Youth and  
Future Leaders*

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## Igniting Possibilities in Every Kid A Luncheon Experience

Camp Fire USA Lone Star Council hosted the highly successful Igniting Possibilities in Every Kid - A Luncheon Experience. Three hundred supporters gathered at the Belo Mansion Pavilion in downtown Dallas on October 7 to help build awareness of the Lone Star Council's programs and the impact that is being made in our community. We are eternally grateful to Mary Kay Inc, Brinker International, Yvette Franco, and Grant Thornton for underwriting the event which leveraged our ability to generate over \$60,000 in badly needed operating support.

Guests and dignitaries including Councilwoman Carolyn Davis enjoyed lunch as emcee Shelly Slater of WFFA Chanel 8 presented a program including the Camp Fire USA Centennial video, a performance by the teens from our Teens in Action program at Murdeaux Villas, a Lone Star Council video, testimonials from our Kids Club clients, Gemma and Esmeralda, and a very inspirational testimonial from a Teens in Action client, Keldrick. He shared his story about how he almost lost his life in a gang fight at the age of 13 and by chance found Camp Fire which gave him the support and resources he needed to turn his life around.



Mary Kay Inc. table at the Igniting Possibilities in Every Kid Luncheon on October 7, 2010.

This successful fundraiser was only possible because of the hard work and generous donations of Camp Fire's Table Captains, volunteers from the community who worked hard for several months to get the word out about the Igniting Possibilities in Every Kid Luncheon. Prior to the event, Table Captains brought guests to monthly presentations held at either the Kids Club in The Biltmore Apartments or the Lone Star Council's headquarters on Skillman. These Gather 'Round Camp Fire presentations give attendees an up-close and personal look at the work that Camp Fire is doing in the community and the impact being made on the lives of the children we serve.

(Continued on page 3)

## Accenture Job Workshop

Twelve high-risk young adults, ages 18-21, attended a job readiness workshop hosted by Accenture, a business consulting firm on September 24, 2010. Participating youth have multiple barriers to obtaining and maintaining employment. This workshop, conducted by 6 volunteers, offered small group interaction and one-on-one mentoring with agency clients.



The workshop began with a casual lunch provided by the volunteers. This created a very warm and comfortable atmosphere for everyone. Participants took this opportunity to ask the volunteers about their jobs and why they wanted to volunteer their time. Volunteers created a PowerPoint presentation that walked clients through the search and interview process. Participants had the opportunity to practice mock interviews with the volunteers. Employment program participant Kevin S. states "there is no way I could do this without the guidance of Camp Fire."

Accenture is a global management consulting, technology services and outsourcing company.

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## Executive Notes

By Rita K. De Young

Dear Friends of Camp Fire:

This note brings greetings of the holiday season to you and your family. It's hard to believe that it's that time of year already. And yet, the evidence is everywhere as decorations appear in the stores and holiday music blares from the speakers at retail stores. Truly, it is my favorite time of the year as I make special plans with family and friends. The hearts and minds of people soften as we acknowledge our many blessings and develop an attitude of gratitude. Thanksgiving begins the process of opening our hearts and opening our wallets, as we give generously to causes we care deeply about. Certainly in this economy, many people are affected and the need is great.

The demand for Camp Fire services has grown this year as our Kids Club afterschool program expanded from eight apartment communities to twelve with three more to open soon. We have tightened our belts and are doing more with less...just like many of you. We couldn't do all that we do without our many supporters. It was rewarding to see old friends and many new faces at *Igniting Possibilities in Every Kid*, our luncheon at Belo Mansion, which is featured in this newsletter. Approximately 300 attendees learned about the impact that we are having on the children and youth that we serve throughout the Dallas Metroplex. In response, they gave generously so that we could continue our efforts to empower at-risk youth to succeed in school and graduate college bound or workforce ready. That is the first step to breaking the generational cycle of poverty. But unfortunately, we need more to serve more kids.

We invite you to get involved with Camp Fire by volunteering at one of our 15 program sites or by providing financial support to help sustain our programs. Meanwhile, we hope that this season will bring you great joy and happiness. Best wishes for a prosperous and peaceful New Year.

## RSVP Program Volunteers

Seven members from The Senior Source RSVP Program volunteered to assist with our Igniting Possibilities in Every Kid - A Luncheon Experience. They helped us provide great customer service to our 300 guests with registration, seating, and working with our kids.

The RSVP Program is the clearinghouse for volunteer activities for older adults. RSVP matches participants with volunteer opportunities at approximately 200 nonprofit organizations in Dallas and Collin counties. They have assisted Camp Fire with many projects for several years, including the mailing of this newsletter.



## Possibilities Ignited!

We had the opportunity to hold a question and answer session in front of our Igniting Possibilities in Every Kid Luncheon guests. Lisa Elizondo, Kids Club Specialist at Aventura Apartments, asked sisters Gemma (11 years old) and Esmeralda (9 years old) about their program experience. Gemma informed us that before they joined Camp Fire they were under the care of a sitter that took them on her errands and did not assist them with homework. Many times they were home alone without any adult supervision while their parents worked. One day their mother noticed a Camp Fire flyer in the community laundry room. With habitual crime in their apartment community, their parents decided to give Camp Fire a try. Gemma said that the best things about Camp Fire are the homework assistance, going camping and the safety of not being home alone. Esmeralda said that she enjoys the help she gets with her English and that "Camp Fire Rocks."



Kids Club clients Esmeralda and Gemma from Aventura Apartments with Kids Club Specialist, Lisa Elizondo.

The teens from our Teens in Action Program at Murdeaux Villas each shouted out their favorite thing learned in the program - "Leadership, Friendship, Honesty, Loyalty, Trustworthy, Respect."

They ended with an entertaining stomp routine which they had practiced for several weeks just for the luncheon audience.



Teens in Action Mentor, Ron Coner, with our teens from Murdeaux Villas in Pleasant Grove.

## Camp Fire Changes Lives

At this year's Igniting Possibilities in Every Kid - A Luncheon Experience, we had a testimonial from one of our Teens in Action clients, Keldrick. All of the 300 guests in attendance were moved by his story so we wanted to share it one more time.



Keldrick was growing up in one of the roughest areas of Dallas and raised by his single mother. With crime, drugs and gangs prevalent in the neighborhood, his mother was always worried about what he would do after school. He would come home do homework by himself, eat, watch television, and hang outside with a couple of friends. As an 11-year old child, he was yearning to belong and there were not any youth programs or clubs in the community for him to be a part of.

One day while hanging outside he was approached by some older guys he recognized from school and the neighborhood. They asked him to hang out with them and be a part of their gang. He was scared, but thought it was so cool that these older guys wanted him to be part of their gang. He was now in a club and part of a larger family, but had no real understanding of what he had become a part of.

His life was now run by the gang and he had to do everything the gang said to do. He regularly had to sneak out of the apartment in the middle of the night to break into houses, steal cars, vandalize property and spray paint gang colors on buildings and walls to claim territory. Sometimes he would be out all night and would miss school which led to poor grades, even being picked up by police for truancy.



Keldrick with his mother Pamela.

One night while participating in a gang fight he got stabbed in the chest and almost lost his life at 13-years old. Both he and his mother knew that things had to change. A Camp Fire Teens in Action Mentor saw Keldrick walking in the community and invited him to tryout our program in his apartment community. He was told that it was a *safe & fun* place, where he could get help with homework, go on field trips, do positive things to help the community, and belong to a club.

For the last 3-years, Keldrick has been part of the Camp Fire family. He is doing well in school, participating in community projects and has a real desire to go to college. He credits Camp Fire for accepting him into the family which has made a life changing impact on his life.

## Igniting Possibilities in Every Kid

(Continued from page 1)

While the event at the Belo Mansion Pavilion marked the end of the Lone Star Council's celebration of Camp Fire USA's centennial anniversary, the success of the event will endure for years to come because of the funds raised and the hundreds of new relationships that have been fostered.

Camp Fire USA Lone Star Council is the premier provider of afterschool programs in low-income apartment communities. Our mission is to build caring, confident youth and future leaders. During the past year we provided free services to more than 1,400 at-risk youth in Dallas, Collin and Denton Counties. Our programs instill a sense of self-worth through academic enrichment, service learning and youth development while keeping youth safe, free of drugs, violence and gangs, and on a path to success beyond high school.



Event Emcee  
Shelly Slater from  
WFAA Channel 8.



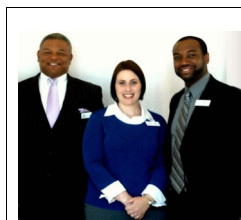
Greeters from our Kids Club Program  
at Aventerra Apartments



Sherry Talton with Former Board  
President, Marc D. Moseley



Rhonda Shasteen,  
Retired Mary Kay Sr.  
VP of Marketing,  
appeals to the  
audience.



### 2010 Development Committee

- Clyde Pikes
- Sherry Talton (Chair)
- Malcolm Williams

## We Appreciate Our Contributors

### July 21, 2010 — November 23, 2010

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|                                 |                             | Ann M. Lightner  |                                 |   |  |

### Grocery Shopping For A Good Cause



You can support Camp Fire through Tom Thumb's Good Neighbor Program. If you do your grocery shopping at Tom Thumb you are very likely to have their Rewards Card.

The Tom Thumb Rewards Card provides you with some great individual savings on your purchases, but can also benefit Camp Fire. By stopping at the customer service desk and linking your Reward Card to Camp Fire, #623, Tom Thumb will donate 1% of your total grocery purchases to Camp Fire USA Lone Star Council. As many as three organizations can be linked to a card.

### Centennial Society

We are grateful to the members of the Centennial Society. These individuals pledged multi-year major gifts.

**Gold Supporter:** Marc D. Moseley

#### Silver Supporters:

|                     |                       |                   |
|---------------------|-----------------------|-------------------|
| Jo Ann Biggs        | Brenda Louise Jackson | Gregory Peck      |
| Robert & Carol Carr | Nicole LeBoeuf        | Elizabeth Schartz |
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| David Doyle         | Jackie Nash-Galloway  | Alan Tolmas       |
| Chaitan Fahnstock   |                       | Mike Warren       |
| Rick Fambro         |                       | David Yost        |

## Community Volunteers Helping Camp Fire

### Texas Instruments - Giving Back

Camp Fire USA Lone Star Council has a long standing relationship with volunteers from Texas Instruments as a part of TI's community service projects through United Way of Metropolitan Dallas. The relationship between Camp Fire and Texas Instruments began in 2007 as a result of a United Way Day of Caring event. Since then, Camp Fire has benefitted from several Texas Instruments projects. From trimming trees to rebuilding a retaining wall to rebuilding a fence, these volunteers have provided hundreds of hours of service to this agency.

Camp Ellowi was the most recent beneficiary of Texas Instruments volunteers. Devastated by the ice storms in February 2010, Camp Ellowi has been in desperate need of debris and tree removal. Fallen limbs and uprooted trees blighted our once-beautiful camp facility. Requests for assistance had been sent out to a variety of agencies and Texas Instruments came to our rescue. Eight able bodied volunteers spent 6 hours at Camp Ellowi removing fallen limbs and assisting with vital erosion control efforts.

We are extremely grateful for all the time and sweat equity TI employees have invested to make Camp Ellowi a more attractive and safer facility. The place looks better and brighter than it has in years. And best of all, we can invest Camp Fire's resources in our youth instead of landscaping and repairs.

### Ernst & Young - Hands at Work

Camp Fire welcomed twelve volunteers from Ernst & Young to Camp Ellowi on September 30 to complete much needed improvement projects. Camp Ellowi has many screened in shelters that are used for youth camp outs or facility rentals. Over the years, the screens have become worn and in desperate need of replacement. Volunteers replaced screens on the Okote Cabins, our most used cabins and refinished the wood floor in the main lodge. In addition to providing more than 60 hours of volunteer service, Ernst & Young also provided funding for the project, up to \$800. Necessary supplies included hundreds of feet of screen and trim to hold it in place, as well as hammers, staple guns & staples.



This year, Ernst & Young experienced their first company-wide Hands at Work Corporate Employee Program – Day of Service Project, a collaboration created by The Volunteer Center of North Texas. Almost 1300 Ernst & Young employees completed service projects for dozens of non-profit agencies throughout North Texas. Of the 1500 member agencies of The Volunteer Center of North Texas, Camp Fire was selected to be a partner in this project due to its ongoing relationship with Ernst & Young.



Camp Ellowi is our outdoor classroom where youth develop leadership skills, learn to work with others, set goals, solve problems, and develop an appreciation for the environment. This is a rare opportunity for inner city youth to attend camp and experience a wide range of activities including hiking, fishing, archery, arts & crafts, swimming and canoeing. All of our Kids Club and Teens in Action clients get the opportunity to experience Camp Ellowi. Camping Program activities take place on our 65 beautifully wooded acres located just 20 minutes southwest of downtown Dallas, in Cedar Hill. Our camp has a large meeting hall with a fully equipped kitchen, screened cabins, a bath house, picnic tables, basketball court, volleyball court, trails, and a swimming pool that make this the perfect place for weekend camp outs, summer day camp or any special gathering.



## Accenture Job Workshop

(Continued from page 1)

Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. Their experience and expertise proved invaluable to the clients we serve.

Camp Fire USA Lone Star Council's employment program helps these high-risk young adults gain the skills and resources they need to become caring, confident adults and future leaders. Services include training in the job search process, resume writing, interviewing, appropriate workplace behaviors and job retention skills. Each client is assisted in identifying career goals and possible barriers and then provided the tools to overcome those barriers.

Camp Fire was originally introduced to Accenture in 2009 through the Volunteer Engagement Department at United Way of Metropolitan Dallas. Accenture, interested in mentoring with a non-profit, approached the United Way for assistance. Recognizing a natural fit, Telesa Walton, Director of Volunteer Engagement with United Way connected the two agencies. Camp Fire looks forward to continuing this beneficial relationship with Accenture.





**LONE STAR COUNCIL**

**4411 Skillman Street  
Dallas, Texas 75206  
214-824-1122**

[www.campfireusadallas.org](http://www.campfireusadallas.org)

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Rita K. De Young

### **W I S H L I S T**

Community support is vital to our ability to provide services. We rely heavily on the generosity of people like you. Here are some of our current needs. If you can help, please contact us at 214.824.1122.

Sid Buniff, Director of Development  
[sbuniff@campfireusadallas.org](mailto:sbuniff@campfireusadallas.org)  
Ext. 104

Sheri Hemby, Director of Program Services  
[shemby@campfireusadallas.org](mailto:shemby@campfireusadallas.org)  
Ext. 103

#### **Program Needs**

|   |  |
|---|--|
| Arts & Crafts Supplies                          | Laptops or Computers with Windows XP     |
| Board Games (educational & recreational)        | Nail Gun                                 |
| Books (fiction & nonfiction for youth)          | Non-perishable, Healthy Snacks           |
| Bulletin Boards                                 | Paper Products (plates, napkins, cups)   |
| Cleaning Supplies                               | Photo Paper                              |
| Erosion Prevention Services                     | Plastic Products (spoons, forks, knives) |
| Freezer   | Shelving                                 |
| Gas Cards                                       | Solar Lights, Head Lamps, Flashlights    |
| Hardware Store Gift Cards (Camp Ellowi repairs) | Televisions/DVD Players                  |

#### **Administrative Needs**

|                                |                          |              |
|--------------------------------|--------------------------|--------------|
| Copy Paper                     | Microwave                | TV/DVD Combo |
| Digital Camera (7.1 or higher) | Office Supply Gift Cards |              |
| Digital Video Camera           | Printing Services        |              |

#### **GO GREEN & HELP US SAVE!**

You can help Camp Fire USA Lone Star Council reduce costs and help reduce paper consumption by informing us that you prefer to receive our newsletter via email.

To go green, please send an email to [admin@campfireusadallas.org](mailto:admin@campfireusadallas.org).

[www.campfireusadallas.org](http://www.campfireusadallas.org)