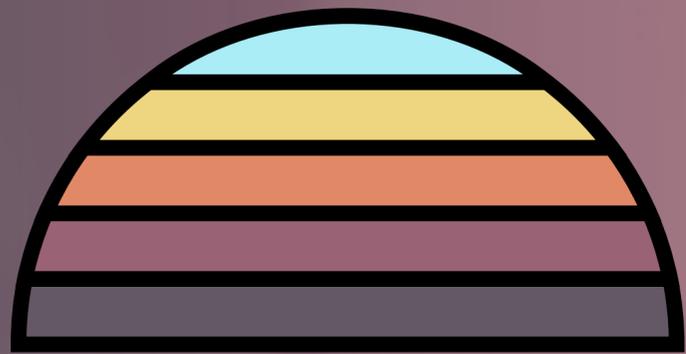


RESILIENCE IN ACTION

Executive Summary of Three-Year Strategic Plan



PROJECT:CAMP



Since 2018,
Project:Camp has provided free, trauma-
informed day camps that support children
and families in the wake of disasters.

EXECUTIVE SUMMARY

These camps create a safe, engaging environment where kids can be kids—giving parents the time and space they need to focus on recovery.

Project:Camp has responded across the United States, helping communities from Florida to North Carolina recover from hurricanes; assisting families dealing with wildfires from Hawaii to New Mexico; and providing support to towns devastated by tornadoes from Oklahoma to Iowa.



GOALS & OBJECTIVES

1 EXPAND CAMP OPERATIONS

Strengthen our trauma-informed camps, refine response strategies, and increase our capacity to support more communities during disasters.

2 PREPARE TO RESPOND IN MORE COMMUNITIES

Build a network of prepared communities by integrating child care into emergency response plans, deepening partnerships, and creating a stronger Rapid Response Camp Network.

3 SUSTAINABILITY

Foster long-term resilience by developing sustainable funding models, strengthening partnerships, and expanding our ability to measure and communicate impact.

The 2025–2027 Strategic Plan is a scaling strategy that strengthens our ability to deploy camps efficiently, expands preparedness efforts, and builds the infrastructure needed to sustain long-term recovery work. Through a collaborative process involving staff, board members, and key stakeholders, we identified three core goals.

These goals are supported by a phased implementation timeline, ensuring that response efforts, preparedness work, and recovery initiatives build upon one another. The plan also includes a focus on financial sustainability, advocacy, and ongoing evaluation, allowing Project:Camp to scale its impact while maintaining the authenticity and effectiveness of its programs.

Now, we invite our partners, funders, and community members to join us in bringing this vision to life. Whether through partnerships, funding, or volunteer support, your involvement will help Project:Camp grow and sustain our work—so that when disasters strike, families know their children will be safe and cared for.

Project:Camp envisions a transformed world where communities are resilient, interconnected, and supported.

In this future, children and parents will have positive memories, communities will rebuild stronger after disasters, and emergency response organizations will prioritize the overall well-being of individuals.



MISSION

Care for children, relief for families, resilience for communities.



VALUES

We aspire towards our values at every level of work.

TOGETHER WE...

EMBRACE GRIT by being adaptable DOers

CREATE JOY by centering humanity

MAKE IT BETTER by working together



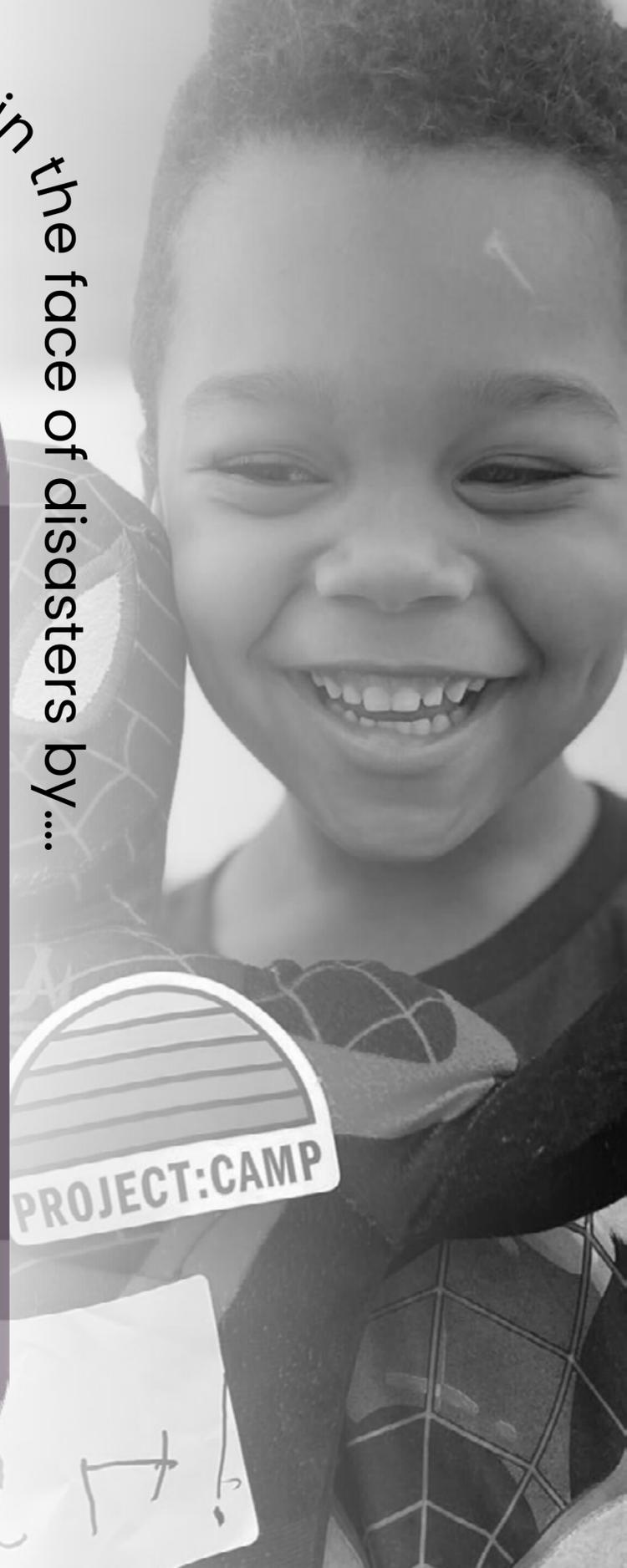
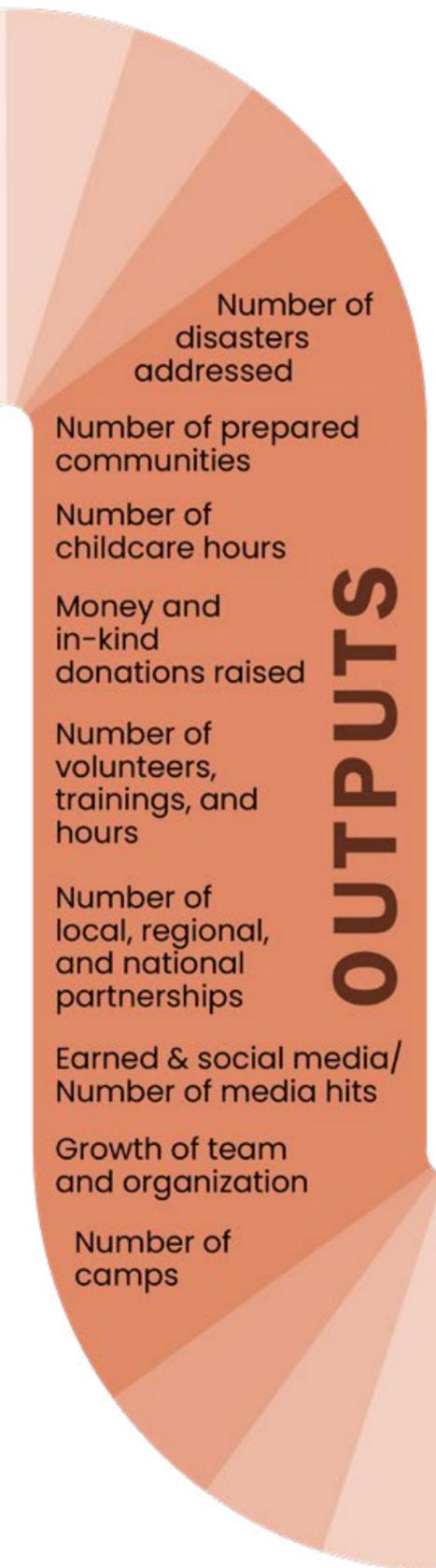
VISION

A world where every child is cared for in the face of disasters.

THEORY OF CHANGE

Project:Camp

works towards its vision of a world where every child is cared for in the face of disasters by ...



GOALS & OBJECTIVES



Expand Camp Operations

Grow and strengthen free, trauma-informed camps to provide immediate relief during disasters.

OBJECTIVES

- 1.1** Expand the number and geographic reach of camps.
- 1.2** Prepare for American Camp Association (ACA) Accreditation.
- 1.3** Build and standardize operations to scale camps.

STRATEGIC ACTIONS

SUSTAINABILITY & CAPACITY

Build a network of summer camps trained for rapid response.

ADVOCACY & COMMUNICATION

Strengthen relationships with organizations that support camp operations and emergency response.

PARTNERSHIPS & OUTREACH

Pursue ACA accreditation for credibility and partnership opportunities.

OPPORTUNITIES

Leverage response efforts for national recognition and systemic change.

CHALLENGES

Funding, simultaneous deployments, and maintain cultural competency.



Prepare to Respond in More Communities

Fortify and expand the network of communities prepared to support children and families during disasters.

OBJECTIVES

- 2.1** Integrate child care into state emergency response plans.
- 2.2** Cultivate relationships with key community stakeholders.
- 2.3** Develop the Rapid Response Camp Network.

OPPORTUNITIES

Shape emergency planning systems, and grow trusted partnerships.

CHALLENGES

Bureaucracy, scope of preparedness work, and staff readiness.

STRATEGIC ACTIONS

SUSTAINABILITY & CAPACITY

Formalize the Rapid Response Camp Network with trained camp partners.

ADVOCACY & COMMUNICATION

Promote the inclusion of child care in all levels of disaster planning.

PARTNERSHIPS & OUTREACH

Work with state and local agencies to embed Project:Camp into formal emergency plans.



Sustainability

Foster resilience and promote sustainable recovery in communities affected by disasters.

OBJECTIVES

- 3.1** Launch post-disaster projects to deepen community ties and support future preparedness.
- 3.2** Assist states in strengthening child care infrastructure.
- 3.3** Embed mental health supports into trauma-informed programming.

OPPORTUNITIES

Position Project:Camp as a leader in recovery and preparedness.

CHALLENGES

Sustain authentic recovery work and secure long-term investment

STRATEGIC ACTIONS

SUSTAINABILITY & CAPACITY

Design post-disaster projects that generate funding and deepen relationships.

ADVOCACY & COMMUNICATION

Amplify the role of child care in recovery strategies.

PARTNERSHIPS & OUTREACH

Collaborate with recovery and mental health organizations.

IMPLEMENTATION TIMELINE

2025

LAYING THE FOUNDATION

We'll strengthen core infrastructure by expanding camp capacity, standardizing protocols, launching preparedness pilots, and beginning ACA accreditation.

2026

SCALING & STRENGTHENING

We'll deepen our reach through advocacy, new partnerships, and integrated recovery efforts like mental health and infrastructure support.

2027

SUSTAINING IMPACT & EXPANSION

We'll evaluate, refine, and expand our work—cementing Project:Camp's model nationally and preparing for the next chapter of growth.

MONITORING, EVALUATION, & LEARNING (MEL)

We're expanding our MEL framework to measure long-term impact using both data and stories, helping us track emotional well-being, family recovery, and community resilience.

TOGETHER, WE CAN MAKE A DIFFERENCE

*The 2025–2027 Strategic Plan
is built on collaboration,
adaptability, and a deep
commitment to children and
families facing disasters.*

Project:Camp is ready to scale its impact, strengthen partnerships, and drive systemic change in emergency response. Together, we can create a national model for child-focused disaster response rooted in compassion, community, and care.

As we move through this plan and toward our 10th anniversary in 2028, we're not just preparing for the future—we're building it. Together, we can create a national model for child-focused disaster response, rooted in compassion, community, and care.

Visit ProjectCamp.co to learn more, donate, or get involved. Let's create safer, stronger communities one camp at a time.



A group of people, including children and adults, are sitting on a grassy field in front of a building and trees. The scene is outdoors, likely at a camp or community center, with mountains visible in the background.

Project:Camp's success relies on a broad coalition of supporters.
Individuals and organizations can:

PARTNER WITH US

Collaborate on preparedness and response efforts.

SUPPORT OUR MISSION

Donate to fund camp operations and emergency childcare programs.

VOLUNTEER

Join our network of trained camp counselors.

ADVOCATE

Help integrate childcare into emergency response planning.

SHARE OUR STORY

Raise awareness through social media and community outreach.

This plan wouldn't be possible without the time, care, and collaboration of our entire community.

THANK YOU

Thank you to our staff for your creativity and commitment; to our board for your strategic leadership; and to our partners for your insight and support. Together, you shaped a bold and achievable plan that centers children and families in times of crisis.

To Erika Atkins: Thank you for stewarding this process with care, humor, and vision, and for turning big ideas into real steps forward.

To Ashley Browne: Thank you for guiding us through the financial side of this process with clarity, thoughtfulness, and deep understanding.

With your support, we're ready to move forward and continue building resilient communities where every child is cared for in the face of disasters.

@ProjectCampLA



Youtube.com/@Project_Camp



DEVELOPED IN 2024 BY PROJECT:CAMP LEADERSHIP AND BOARD OF DIRECTORS
FACILITATED AND WRITTEN BY ERIKA ATKINS
ADOPTED BY THE BOARD OF DIRECTORS ON MAY 2025

