

# The Campaign to Make It Possible

## Frequently Asked Questions

### TIMING

#### **Why do you need to renovate Camp K and create an inclusion fund now?**

Camp K was built by volunteers in the early '60's. The structures have served young campers for over 50 years, but today we have outlived and outgrown them. Camp Fire's lease with DNR also requires water and wastewater systems be upgraded. Through renovation, we will provide durable and attractive program-focused facilities that will increase capacity by 50%.

Finding consistent quality childcare that is also affordable is a challenge for many working families. In the past three years, requests to Camp Fire for financial assistance have increased by 70% as families find it harder to balance their budgets and face difficult choices to make ends meet; we anticipate the needs will only become greater. The Program Inclusion Fund will provide an immediate source of support to families in need by providing scholarships for childcare, camp and community center programs.

#### **Is it a bad time to be trying to raise money?**

These are indeed challenging times, but the needs in our community have never been greater. Given competition among fundraising projects, election cycles, natural disasters, and economic fluctuations, there is no ideal time for a campaign. Organizations that can make the case that their project is urgent and corresponds to donor values will continue to garner generous gifts. Logistically, pledges can be made over a three to five year period to help donors make a gift when the timing is best for them. Strong leadership and organizational strength also increase donor confidence. Camp Fire excels in these areas.

This campaign is not about doing something new or adding programs; rather it is about strengthening our core mission and the quality of our services through increased access and reliable infrastructure. The alternative: to do nothing, let the camp infrastructure continue to deteriorate and ignore the increase in requests for childcare programs during these tough times, is not an alternative that we at Camp Fire are willing to let happen.

### CAMPAIGN GOAL AND FUNDRAISING

#### **How much money do you need to raise?**

*Our goal is \$5 million:*

*\$3.25M for Camp K Renovations*

*\$1M Inclusion Fund*

*\$250,000 Permanent Endowment*

*\$500,000 Planning and Fundraising*

**What are your sources for fundraising?**

*Camp Fire is reaching out to foundations, corporations, individuals, government and in-kind sources. It is an ambitious goal, and we believe that there is sufficient support in our community to ensure that kids and families can continue to rely on Camp Fire's childcare, camp and community center programs.*

*The Campaign to Make it Possible launched with a significant lead gift of \$1 million from the Rasmuson Foundation and 100% board participation.*

**Can Camp Fire receive any design or materials as a donation?**

*Yes, in fact there has been a great deal of in-kind support already donated; construction management, architectural designs, engineering services, construction, land clearing; roofing ... this campaign has many needs and in-kind support is most welcome!*

**What will you do if you don't raise the full \$5 million?**

*Camp K renovations have to happen, so raising the \$3.25 million is critical, as is raising the \$1 million for the Inclusion Fund. We are confident we can raise the \$5 million, but if we fall short, fewer dollars will be placed in the Endowment Fund.*

**Will Camp Fire be taking on any long term debt for this project? No****Will Camp Fire need to raise more money annually to sustain this project?**

*No, not for this project. Future campaigns are anticipated for the continued expansion of Camp K and increased endowment funding.*

**PLANNING****What have been the stages in your planning process so far?**

*Getting to this point has been a thorough and strategic process, one that started over 13 years ago with an initial feasibility study for a \$10M campaign, renegotiating the land lease with the State of Alaska, Dept. of Natural Resources, and designing a master plan that has been refined over several years to the current plan. More recently, we have conducted a second feasibility study for a \$5.5M campaign, retained a campaign consultant, and completed a successful board-gift campaign with 100% board participation.*

**What's the timeline for construction at Camp K?**

*Construction has begun, as of Spring 2009, and will likely be completed by fall of 2011.*

**PROJECT COMPONENTS****\$250,000 isn't much for an endowment. What will it do?**

*Camp Fire is plans to seed an Endowment Fund with at least \$250,000 for the purpose of stabilizing and securing funding for community center programs. Interest generated by this permanent investment, managed judiciously by the Alaska Community Foundation, will provide a permanent revenue source resulting in services to an additional 100 youth each year.*

*In addition, the Endowment creates an avenue for donors who are most interested in investing in Camp Fire's long-term stability.*

## **Why should Camp Fire make big investments in land they don't own?**

Camp K is a piece of Alaskana that needs to be preserved. Camp Fire has a 55-year lease on this property from the State of Alaska that allows for construction. The buildings at Camp K are deteriorating rapidly. For that reason, the camp cannot continue to exist without major renovations. Camp Fire's commitment to stewardship of this land and providing a quality educational experience for youth was a critical factor for DNR in extending this lease.

The life expectancy of the new facilities will be at least 40 years.

## **How do you determine need for the inclusion funds?**

Parents who are experiencing financial strain may apply directly. Camp Fire also accepts referrals from school personnel and community members who see youth and/or families in distress. An application process will be used, and evidence of financial need must be provided. Requests for financial support are reviewed personally by Camp Fire's CEO and considered on a case-by-case basis.

## **What will be different at Camp K?**

Camp infrastructure and capacity will increase by 50%. A main component of the Camp K renovation and expansion includes durable and attractive new duplex cabins, designed to blend into camp's natural setting, these cabins will accommodate 32 campers each and will include shower and toilet facilities; in addition, there will be a new community hall that will have mountain as well as lake views and contain dining/activity areas, , and a fully equipped kitchen as well as a health center. "The Meadow," a large level playing field for sports, games and group activities, is also planned for this project. Utilities and road improvements are also main components of this renovation.

## **What will be different because of the Inclusion Fund?**

*The Inclusion Fund will increase annual capacity for providing childcare scholarships by 140%, an increase of 800 children over the next five years; increase annual capacity for camp scholarships by 137%, an increase of 335 campers over the next 5 years and provide funding to stabilize and secure funding for community center programs resulting in services to an additional 100 youth over the next five years.*

## **HOW CAN YOU BE INVOLVED AND HELP?**

### **Volunteer**

*There are many ways for volunteers to get involved either through working on the campaign itself or by doing hands-on projects at Camp K. If you are interested in volunteering contact Pam Kauveyiakul at 907.257.8805*

### **Donate**

*Donations can be made on-line by going to [www.campfireak.org](http://www.campfireak.org) or by contacting Joanne Phillips at 907.257.8819*

## **How can I receive ongoing information about the campaign?**

*If you are interested in receiving information about The Campaign to Make It Possible, please contact Joanne Phillips, Director of Development at 907.257.8819*

Thank you for your interest in Camp Fire USA Alaska Council and in  
*The Campaign to Make It Possible.*