

~ A Difficult Situation ~

On February 14, 2008, Valentine's Day, a young man kicked through a door at Northern Illinois University and began shooting, killing or wounding as many students as possible before taking his own life. This was the fourth shooting at a U.S. school within a week.

Such public expressions of violence, anger, frustration, isolation and hopelessness among youth are now at an all time high.

Americans are asking, "What in the world is happening to the youth of our country!? When did such violence in schools and disrespect for teachers begin? Why is sexually explicit imagery used by the media to influence even the youngest of our children? What can be done about it?"

A teacher in Massachusetts reports that, "The situation in schools now has become so difficult **that some days it's more like taming lions than teaching kids.**"

Social service institutions are simply overwhelmed. The youth programs of our churches are struggling. Parents desperately need help and are at their wits' end as to what to do and how to cope.

Our helping institutions – public schools, churches, social services – are certainly not to blame. On the contrary, they too are being hamstrung by the corrosive forces at work in modern society.

~ A Dynamic Solution ~

"I have a conviction that a few weeks spent in a well-organized summer camp may be of more value educationally than a whole year of formal school work."

Charles Eliot, past president
Harvard University

There are *hundreds* Joint Outdoor-Ecumenical Youth programs, or **Joey**s, throughout the nation. They are in every state, and of virtually every faith tradition: Protestant, Orthodox, Anglican, and Roman Catholic.

Studies show that **Joey** kids are simply more likely to become solid, productive and well-adjusted adults. Also, **Joey**s neither *force nor disregard* the Faith factor, both of which are undesirable extremes. Faith is recognized as a natural part of what it means to be human.

The Mission

To enable children to withstand the pressures of modern life that have led to record increases in school shootings, acts of violence, incarcerations, suicides, and depression among American youth.

The Goal

To double the number of children attending **Joey**s in America over the next ten years.

Program Ministries include:

1. Education and Outreach
2. Information and Referral
3. Camp*ership Assistance

~ A Proven Strategy ~

An old adage states, "It is better to build a fence at the top of a cliff, than to put an ambulance at the bottom." When referring to the lives of children, such words take on an alarming sense of urgency.

That's why **The Camp*aign for American Kids** focuses on **pre-habilitation** instead of rehabilitation. In our day, the sheer number of children in crisis far outweighs the capacity of helping agencies. And when it comes to the lives of innocent children, *an ounce of prevention can help avoid years of unnecessary heartache and misery.*

A **Joey** can literally be a life-saving experience in the event that a stable family support structure, so critical to maturity, is either not possible or unavailable at home. For what happens to a child during these critical determining years remains with them ... for the rest of their lives.

America's network of **Joey**s is the only configuration of its kind with the capacity to empower children, *by the thousands*, before the ever-increasing corrosive forces of life are able to take their toll.

The most disturbing truth of all is *that every shattered life begins as an innocent child.* It doesn't have to be this way. Please join **The Camp*aign for American Kids.**

Make a generous gift today!

Visit www.ForAmericanKids.org
or, phone (804) 928-6222 for more.

~ Pledge Card ~

YES! We need to help the **Camp*aign for American Kids!**

Here is my gift of:

- \$100 \$250 **\$500** \$1,000
- \$5,000 \$10,000 Other _____

My check is enclosed - payable to:
*The Camp*aign for American Kids.*

I'll use my credit card.

MC/VISA/AMEX # _____ Exp _____

Name as it Appears on Card – Please Print

Signature _____ Date _____

Please send information about a:

- Gift Annuity...**(get payments for life!)
- Bequest....** (giving through your will)
- Gift of stock.....** (avoid capital gains)
- Corporate sponsorship...**(show the community that you care!)

Name _____
(Please Print)

Address _____

Phone _____ Email _____

Please send this form with your gift to:

The Camp*aign for American Kids

11616 Long Meadow Dr. • Glen Allen, VA 23059

All gifts are tax-deductible to the full extent of the law.

(Rev.9.314)

~ Frequently Asked Questions ~

1. *How are the children recruited?*

Thankfully, recruitment is not an issue at this time. The number of children wanting to attend a **Joey**, but unable due to financial hardship, is greater than ever.

2. *How can only one or two weeks at a Joey program change a child's life?*

Supervised by trained, caring, counselors, **Joey** kids are immersed in an environment rich in friendship, kindness, respect and understanding during their most critical period of development. All of this occurs against the backdrop of God's creation, our original, natural habitat, creating a nourishing point of reference that endures for a lifetime.

3. *What happens when a child returns home following a Joey program?*

Again, young people never forget their **Joey** experience. Friends stay in touch and photos are exchanged. And unlike in times past, e-mail communication allows kids to extend their **Joey** experience throughout the school year, building anticipation for next year's event.

Our children must be equipped with the **realities of virtue** before they are subjected to the danger of **virtual reality!** In this sense, "**Joey** is a kids best friend!"

Concerning the Crisis of American Youth, the solution is **not** to install metal detectors in schools, but to **instill** life-saving values in school-age children!

The Camp*aign for American Kids
a little change ... *for a WHOLE life!*



"Just as the twig is bent, the tree's inclined!"

Alexander Pope
1688-1744