

# Foundation & Corporation Relations

9.501

By now you may have had a chance to explore the website: [www.ForAmericanKids.org](http://www.ForAmericanKids.org). Here, the JOEY solution is explained in detail. We have determined that, all things considered, JOEY is the best available solution to the growing Crisis of American Youth.

**GOAL:** To double the number of children in JOEY programs over the next ten years. [Roughly one million children/year now attend a JOEY].

**At the outset,** please note the importance of the following **items:**

1. JOEY: Definition, qualification, selection. Info on this can be found under FAQ at the website. This term is unique to The Camp\*aign.
2. JOEY Solution: This refers to the fact that children who attend JOEY programs a) are more likely to succeed in life, b) are less likely to suffer a life of poverty, c) tend to gravitate toward people-helping careers, and d) traditionally become the most active members of local congregations in terms of giving, volunteering and leadership.
3. Ecumenical: This term is used to help concerned parents differentiate a JOEY from youth programs promoting religious extremism and exclusivism.
4. Faith (weakness): This program aspect must be handled with extreme care. Adults who are financially burdened, relaxation-deprived, or simply intolerant by nature do not need an additional excuse for keeping the benefits of a JOEY from their children.
5. Faith (strength): mindful of the goal, The Camp\*aign *generalizes* Faith as much as possible without giving offense to any. Hold in mind that for *children of camping age*, issues of theology and doctrine are below whatever is in last place on their wish list. Furthermore, it is *Faith in general* that The Camp\*aign views as significant to normal behavioral formation in children. The evidence for this is overwhelming (see website for more). This emphasis is also unique to The Camp\*aign.
6. Natural Habitat: The apologetic for this is at the website. Its value is clear, critical, defensible and authentic. The nature of this emphasis is unique to The Camp\*aign.
7. National Security: Over and again analysts and researchers have referred to the Crisis of American Youth as a bone fide threat to national security. The reasons for this are clear: dropouts, school shootings, incarcerations. For this, the JOEY solution also stands firm.

Mindful of the above list, potential grantmakers might be identified and sorted according to several **items of interest**, including:

- ✓ Teachers, students, school safety and a suffering education system
- ✓ Relief for parents and family
- ✓ School shootings
- ✓ Bullying
- ✓ Rate of incarceration; overcrowding of jails
- ✓ Childhood obesity
- ✓ Gang violence
- ✓ Inner city & rural poverty
- ✓ Teen pregnancy rates
- ✓ Decline in use of parks and recreation
- ✓ Social service relief
- ✓ National security, and so forth

**Other issues:**

- ✓ Environmental protection
- ✓ Leadership cultivation for non-profits and public service
- ✓ Job creation & career development (JOEYs are employers also!)
- ✓ Congregational growth & Faith formation (Lilly Fdn)

**Character building components:**

- ✓ Tolerance, diversity, teamwork, respect, consideration, race/gender equality.

**Linkages for corporate funders:**

- ✓ *Outdoor products*: High energy snacks and drinks, insect repellent (OFF)
- ✓ *Hiking & camping gear*: shoes, tents, sleeping bags, swim wear, binoculars
- ✓ *Signage & naming*: Boats, cabins, trails, pond and pool, outdoor cook wear

**REGIONAL RESTRICTIONS**

Since many grant makers only give locally, ***there is a case*** for having several grantpersons working in tandem. Funds raised may be restricted for use only among regional JOEY affiliates or for local camper\*ship aid to those at-risk. Such funds can be used to create additional JOEY affiliates if needed, to help existing sites attain ACA accreditation (a requirement), or for staff training.

**Finally**, your gifts and graces may qualify you for a particular emphasis:

- ✓Federal grants
- ✓Education related
- ✓Religious focus
- ✓Corporate sponsorships
- ✓Industry specific: Sporting goods; finance
- ✓Celebrity endorsement
- ✓Civic organizations
- ✓Major grant makers
- ✓Family foundations

As long as overlap and conflict are avoided I see no reason why several areas of grant writing should not be pursued simultaneously. Please comment on this.

The funding for this venture will come from donors who have agreed to offer “repayable grants” to The Camp\*aign. So it is important that risks of failure be minimized.

With the above in mind, please let me know of your level of interest in moving forward, along with your terms. Thanks again for your interest in the Camp\*aign. I hope you will make this your *personal* Camp\*aign.

All good wishes,



rev. Jon M'kl Sherry  
*Founding Director*

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