



ANNUAL REPORT



2022

LETTER FROM OUR FOUNDERS

2022 was an inflection point for Project:Camp. After several years refining our camp model and building our community organizing program, we saw the fully realized potential of the organization play out in responses that spanned the United States, from the Pacific Northwest, to the Florida Gulf, to the mesas of New Mexico.

Our work providing trauma-informed spaces for kids to be kids during disasters couldn't come at a more critical time.

The specter of climate change has swiftly become a reality, and the frequency and severity of natural disasters are already increasing dramatically as a result. Wildfires in the Western U.S. have raged out of control amidst a historic drought not seen since the 16th century; hurricanes have ravaged the gulf coast, causing hundreds of billions of dollars in damages; and flooding, tornadoes, and ice storms have laid bare the fragility of communities ill-prepared to deal with the uptick in extreme weather.

While emergency management professionals and first responders do a remarkable job providing shelter, clearing roads, feeding evacuees and making sure other basic needs are met, the disaster response ecosystem was not designed with children and families in mind. Parents are too often left without any recourse when schools and childcare networks shut down in the face of disasters. Kids are expected to process these traumatic situations on their own with little to no help.

If there's a silver lining to the devastation that has come out of the Covid-19 pandemic, it's that we as a society are starting to realize just how much school and childcare are critical components of our communities. We know that when schools and childcare networks are disrupted that there are serious knock-on effects: the economy suffers; mental health deteriorates; the very fabric of society begins to fray around the edges.

That's why we at Project:Camp believe every child and family impacted by a disaster deserves to be supported. We believe it is imperative to step up to ensure the emotional well-being and mental health of our most vulnerable population.

As you read through this 2022 report, we hope you'll see all the ways we're working to make this vision a reality. Our team has worked tirelessly to make sure that as many children and families as possible find joy, stability and community when disaster strikes.

We feel the weight of the challenge in front of us as we come to the end of another year, but we also feel a renewed sense of hope and resolve.

With gratitude,

Mikey + Ozzie





"It's been remarkable.
Our kids are going to see this
as a positive experience
instead of a traumatic one."

-Ben, Parent, Calf Canyon /
Hermits Peak Fire

Care for children Relief for families Resilience for communities

Project:Camp was founded on the idea that every child experiencing a disaster deserves to feel safety, joy and stability. Over the past four years, we've worked to make that vision a reality by popping up day camps for kids during emergencies. In order to ensure children and families are cared for in these situations, we've also begun to help organize communities around the need to provide childcare when disaster strikes.

In 2022 we provided 7,155 hours of free, trauma-informed childcare to families impacted by disasters over the course of 1,069 camper days. We popped up camps in California, New Mexico, and Florida. We facilitated 1,894 volunteer hours at camps and saw 108 new volunteers help us care for children.

Our camp model continued to evolve this year, building off our trauma-informed program that helps children process what they've been through and re-ground themselves. We worked to find new ways to support children and families, choosing an adaptable model that can be molded to meet the unique needs of different communities.

As always, our camps were free to the families impacted by the disasters we responded to. We are adamant that money should never be a barrier to entry, and we were lucky enough to have an amazing group of donors who helped make that possible.

2022 AT A GLANCE



1,069

Camper Days



296%

Increase in Childcare from 2021



7,155

Hours of Free Childcare

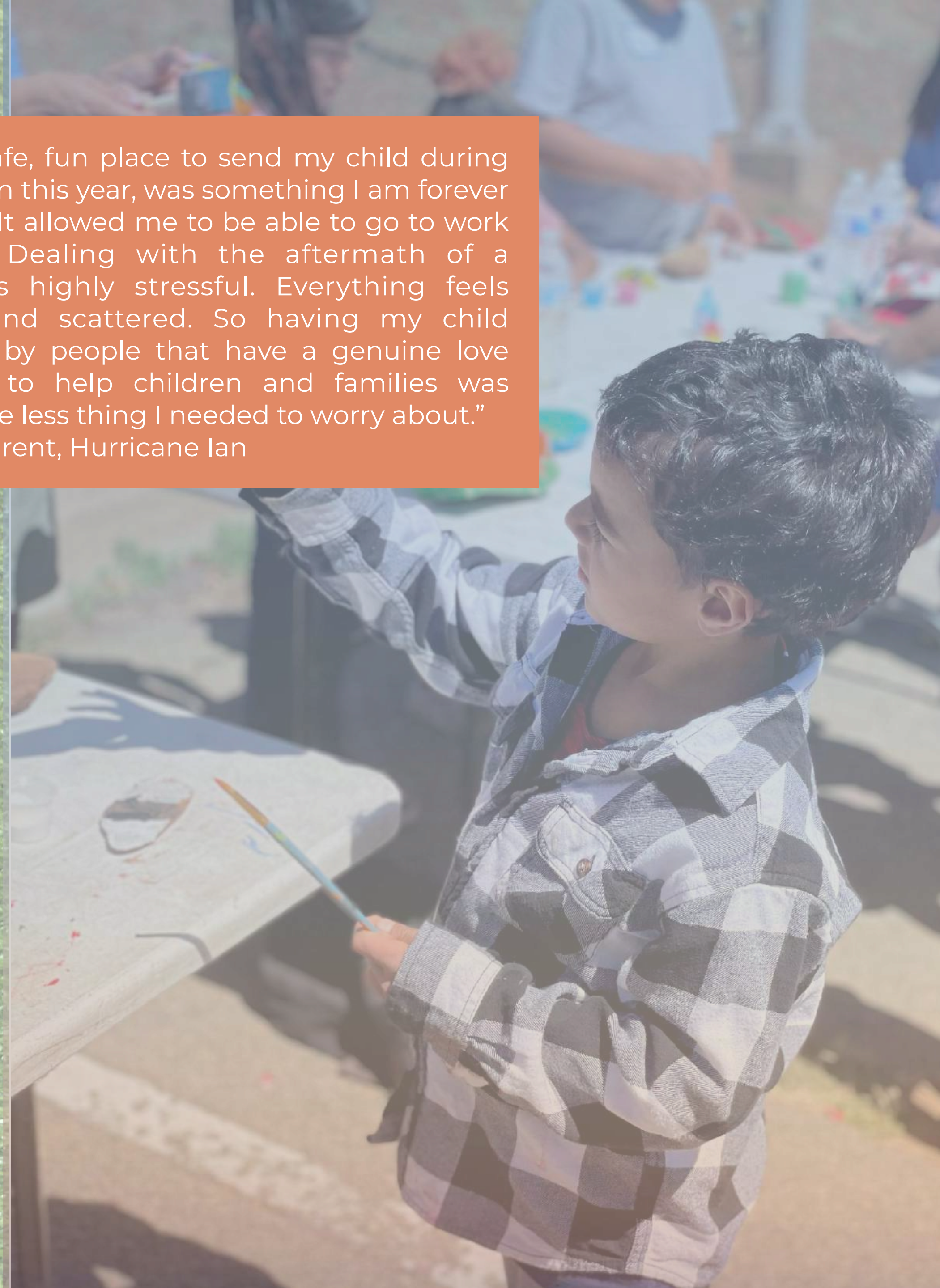


108

New Volunteers

“Having a safe, fun place to send my child during Hurricane Ian this year, was something I am forever grateful for. It allowed me to be able to go to work worry-free. Dealing with the aftermath of a hurricane is highly stressful. Everything feels displaced and scattered. So having my child surrounded by people that have a genuine love and desire to help children and families was definitely one less thing I needed to worry about.”

-Michelle, Parent, Hurricane Ian



Organizing

Our work helping organize communities to support children and families in times of disaster paid dividends this summer, setting the stage for several camps in Northern California in response to wildfires. Efforts in Siskiyou County were particularly notable, where meetings and coordination in Winter and Spring 2022 helped create a community-driven continuity of care model that provided more than 3,500 hours of trauma-informed childcare and more than 500 camper days for children impacted by the McKinney and Mill fires. Our organizing work in California also received a huge vote of confidence from the state's Office of Emergency Services, which funded a \$350,000 grant to help ensure community preparedness plans in six counties include the needs of families and children.



“My kids won’t remember being evacuated or our home being damaged by fire, they will remember the fun they had at camp.” – Jeni, Parent, Beckwourth Complex Fire



Project:Camp's Growth

It was a huge year for us as an organization. We expanded our team from two to four full-time staff, hired another two seasonal staff members, and were fortunate to have an incredible group of on-call directors and volunteers who helped us run camps over the summer and fall. As we look to extend our reach in the coming year, we're already planning to increase our capacity to run camps and do more community organizing work. Look for more announcements in the coming months as we continue to expand the Project:Camp team!

MAJOR FUNDERS

Our work is made possible by the generosity of our funders and supporters like you!

Institutional Supporters

The Walt Disney Company

Save the Children

California Governor's Office of Emergency Services

United Way of Northern California

California Community Foundation

North Valley Community Foundation

Santa Fe Community Foundation

The Ford Family Foundation

Blue Shield of California

California Fire Foundation

Clif Bar Family Foundation

World Central Kitchen

Airbnb.org

Airlink



BOARD AND FINANCIALS

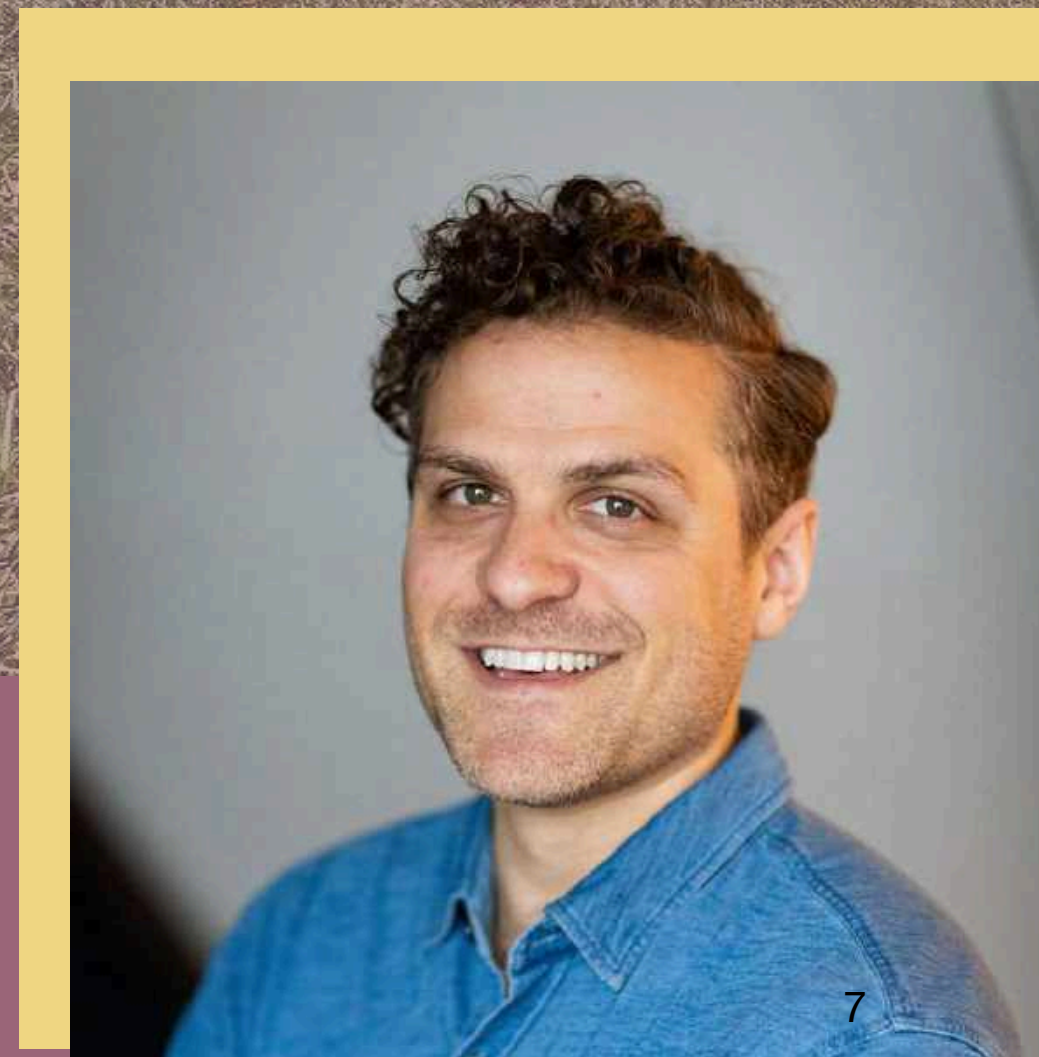
FY22 REVENUE

Individual Contributions	\$17,228
Foundation Contributions	\$347,234
Corporate Contributions	\$159,143
<u>2022 Grants Subtotal</u>	<u>\$523,605*</u>

FY22 EXPENSES

Personnel & Payroll	\$353,174
Outside Professional Fees	\$6,671
Programming Expenses	\$51,663
Communications & Outreach	\$5,508
Administrative	\$12,970
<u>Total Expenses</u>	<u>\$429,986</u>

*includes multi-year support



Davey Baron, VP Brand and Live Fan Experience, Jump



Lorraine Schneider, Executive Director, The Resiliency Initiative



Mikey Latner, Executive Director, Project:Camp

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