

TRANSFORM LIVES TODAY



Build Hope for the Future.



A Personalized Campaign Proposal

Build tomorrow's godly leaders by 'pouring in' to youth today.

Our mission is simple — to build Christian leaders by encouraging, equipping, and empowering urban youth and their mentors through camping and education.

Youth come to us for camp, ready for fun and friends. Together with you, *God is faithful to use a week of camp to transform the lives of hurting, broken, confused kids.* They leave us ... **Changed** to be a positive influence in their communities. **Changed** to be men and women of integrity. **Changed** to walk with

Christ — regardless of the influences of this world of sin.

Thanks for being a vital part of it all.

We've identified some key areas in which growth is desperately needed now ... to serve *more* campers *more* effectively — and help build more Christian leaders.

Please prayerfully consider this proposal and respond generously today. Thank you!

#1 Sponsor Higher Ground Year 1 & 2

Higher Ground, our leadership development program, offers a two-year Christian leadership camp experience, designed *exclusively* to encourage, empower, and equip students (14-18 years old) who are deeply committed to Christ, hungry for ministry training, and ready to make disciples.

Students attending HG 1 will go through week-long intensive biblical study and training for one week, and a local outreach trip followed by HG work — a one-week job readiness and leadership development intern program wherein HG students may work at one of many summer positions at KAA. Once completed students are

eligible to become summer staff. During HG 2, students continue their study of the Bible and leadership training and can practice what they learned by taking camp to the city through our Konnect outreach. Upon returning, students will graduate from the HG program.

We need sponsors to cover the immersive two-week program for participants. Help us prepare the next generation of ministry leaders and Christian mentors to transform their communities for Christ!

Total Cost per Higher Ground camper **\$3,000**

#2 Pilot Testing Two National Strategic Partnerships

Recruiting with AIA. Our summer staff play a vital role in providing a successful, impactful, and safe camp for youth. We make *every effort* to ensure the over 500 college and university students we recruit from across the nation are high-quality men and women of God who will encourage, teach, and model Christ-like behavior. This summer we are thrilled to partner with *Athletes in Action* (AIA) to bring in our staff.

Growing KAA Connect. Two years ago, we

began taking camp to the city with *KAA Konnect*, to reach kids that may never get to come to in-person camp. God is at work, raising up men, women, churches, and businesses to lock arms and impact the Kingdom! We've recently partnered with a national chain (more information to follow), to grow and expand *KAA Konnect*, to take camp and the Good News of Jesus to the inner city.

Total Cost for Pilot Programs **\$100,000**

#3 On-Going Camper Scholarship Fund

Camp is a life-changing, future-altering, experience. For many kids, this is not only the highlight of their summer, *but of their lives!* For many of these kids and teens, finances are the **ONLY** thing standing between them and camp ... between them and an extraordinary meeting with Jesus. This is why we earnestly need scholarship funds! We are expecting a miraculous 20%

more campers this year than in 2023. God has given us the opportunity to impact more campers this summer than ever before and I warmly invite you to be a part of it. *Your help is needed now!*

Total Cost for Camp Scholarship fund **\$622,000**



#4 On-Going Transportation Scholarship Fund

Transportation costs are often a major barrier for children and groups from under-resourced communities. Your generous giving today will help us build our transportation scholarship fund and offset these costs for those in need of

assistance — clearing the path to a life-changing summer with Jesus! \$200 helps cover travel costs for one camper.

Total Cost for Transportation fund **\$100,000**

#5 HVAC at KAA Camp 1

Currently, this widely used space has no air conditioning. *It gets too hot to use!* Our youngest campers (ages 10-12) enjoy numerous exciting activities, worship, and devotional opportunities in the gym ...

which would be much more comfortable to do in a cooled space!

Total Cost for HVAC **\$165,000**

#6 Trauma & Cultural Engagement Training

When a child witnesses something traumatic (i.e. domestic or community violence), it changes their neurological makeup. Trauma can change the way they see the world, how they interact with other people and can lead to behavior issues.

83% of inner-city youth report experiencing one or more traumatic events.

There is an increasing need for our KAA staff to be trauma-trained, so that we can ...

- Identify the behaviors of a traumatized child/youth and respond to the situation with understanding, love, and grace.
- Provide a safe, nurturing and encouraging environment for campers.
- Additionally, all summer staff will receive cultural engagement training — so that all might interact with diverse cultural backgrounds in an empathetic and respectful manner.

Total Cost for training **\$50,000**

Your *Incredible* Impact – Niyah's not alone anymore!

Rejoice in Niyah's story – friends like you played a part by making it possible for Niyah to come to KAA ... and help us transform more youth from under-resourced communities ... and build more hope for the future!

When Niyah came to KAA for the first time three years ago, at the suggestion of her mentor, she felt alone – as if it was on her to figure out life all on her own. She was overwhelmed and afraid!

She did not know Jesus – and certainly had not ever considered helping others ... she was barely keeping her head above water!

But a week of camp changed her life, from the inside out.

She found so much in that first week at KAA. Niyah found a safety net, and most

importantly, she found Jesus.

Her mentor approached her again two years later – this time to encourage her to attend our leadership development program, *Higher Ground* (HG).

The first year of HG, Niyah learned how to study and seek answers in scripture, communicate biblical truth, and share her faith – She practiced her new skills participating in local outreach near camp. Niyah says, “I learned that to be a great leader, first, you have to be a great follower.” She will attend HG 2 this summer.

And Niyah no longer feels alone. She goes on outreach trips with her youth group to area neighborhoods to pass out sandwiches, encourage and pray with kids her age. “HG gave me the boldness to serve,” Niyah shares.

[Sally and David], here's how you can transform lives today and build hope for the future with us...

We've served more than 155,000 young people since we opened our doors in 1991. And God has faithfully worked through you – and us – to impact and transform thousands of lives. These youth leave us after a week *radically* changed ... and ready to transform their homes, schools, and communities for Christ!

Now, as we look to the future, we want to serve *more* campers *more* effectively.

The goals presented in this proposal are designed to enhance our ability to fulfill our mission of building Christian leaders –

empowering youth from under-resourced communities and their mentors to impact their communities for Christ!

Please prayerfully consider how you can be a part of helping us reach these goals. You're among the more faithful partners reaching out to transform the lives of children and youth at KAA and build hope for the future.

Please prayerfully consider this proposal and respond generously today to help save lives. Thank you!



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