



**Breaking Barriers.
Building Bridges.**

Media Kit

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ABOUT

Camp Aldersgate provides a safe, barrier-free environment for campers to experience nature, adventure and independence.



MISSION

Creating life-changing experiences for individuals with special needs.



VISION

Inspiring a barrier-free future.



VALUES

Love and acceptance
Inclusion • Collaboration
Excellence • Innovation

BACKGROUND

ORGANIZATION HISTORY

Camp Aldersgate was dedicated over 75 years ago in 1947, when a group of women from the Little Rock Methodist council purchased the land. The 100+ acres were used for interracial fellowship, church meetings and programming for youth and senior citizens.

In 1971, Dr. Kelsey Caplinger, a well-known physician, organized the first summer medical camp for 12 children who had asthma. The program grew under partnership with MedCamps Inc. of Arkansas and by 1979, served over 233 children.

Today, our summer camps are based off this model, and we serve children with a variety of special needs and medical conditions including autism, diabetes, muscular dystrophy, spina bifida, cancer, bleeding disorders, and more.





OUR PROGRAMS

CORE PROGRAM OFFERINGS

SUMMER CAMPS

From June - August, we provide week-long residential camp experiences for children and young adults ages 6-26. Each session focuses on a group of medical diagnoses and/or special needs.

WEEKEND CAMPS

During the spring and fall, we offer Weekend Camps for individuals with special needs ages 6-26. These abbreviated sessions are packed full of indoor and outdoor activities.

SPECIALTY CAMPS

We collaborate with a variety of health agencies and service organizations to offer a variety of camps throughout the year tailored toward specific populations such as domestic abuse survivors and families grieving a loved one.

POPULATIONS SERVED

Camp Aldersgate provides year-round programming for individuals ages 6-26 with special needs and medical diagnoses.

Summer camps offered for specific medical diagnoses:

- Muscular Dystrophy camp
- Spina Bifida camp
- Cardiac, Arthritis, Kidney, Bleeding Disorders, Audiology & Oncology Camp
- Diabetes camp

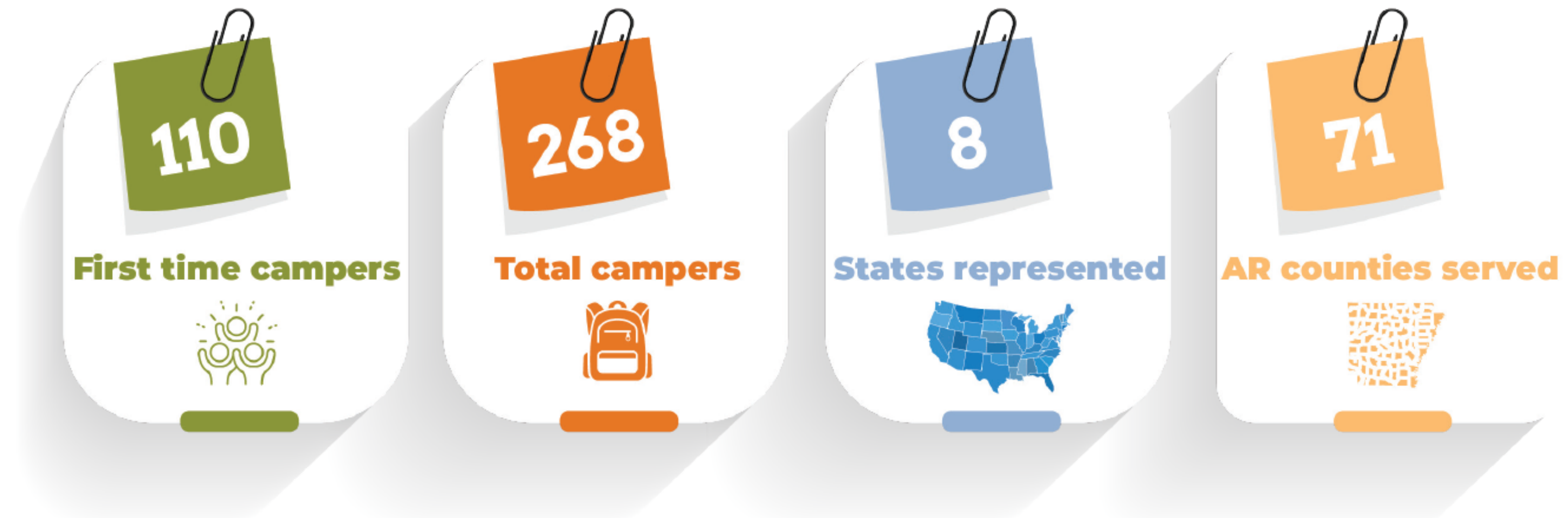
Most common diagnoses served during Kota & Weekend Camps:

- Autism
- Asthma
- ADHD
- Cerebral Palsy
- Down Syndrome
- Developmental Delay



SUMMER 2022

BY THE NUMBERS



In 2022, we increased our enrollment capacity to 75% after keeping numbers much lower in 2021 due to COVID restrictions.



AWARDS & RECOGNITION

AWARDS & RECOGNITION

2023 Eleanor P. Eells Award for Program Excellence

Camp Aldersgate was one of six camps to receive the 2023 Eleanor P. Eells Award for Program Excellence at the American Camp Association's (ACA) National Conference.

This award is designed to honor camp programs that *“develop effective, creative responses to the needs of people and/or societal problems using the camp environment.”*



AWARDS & RECOGNITION

American Camp Association Accreditation

Camp Aldersgate is the only ACA accredited camp in Arkansas that focuses on serving individuals with special needs.

"ACA's accreditation standards focus on health, safety, and risk management, and are used as benchmarks by government entities. ACA accreditation provides public evidence of a camp's commitment to the well-being of campers and staff."



OUR LEADERSHIP TEAM



Sonya Schmidt
Murphy

Chief Executive
Officer



Shelley
Myers

Chief Operations
Officer/Chief
Financial Officer



Bobbi
McDaniel

Director of
Development



Brooke
Wilson

Director of
Communications



Luke
Nipper

Director of
Programs



IN THE MEDIA

NEWSWORTHY *FEATURES*

"Camp Aldersgate Hired McDaniel as Director of Development"
Arkansas Money & Politics, 5/18/23

"Sonya Murphy sees broader world for Camp Aldersgate"
Arkansas Democrat Gazette, 1/15/23

"Camp Aldersgate's Fish Fry Returns"
AY Magazine, 9/26/22

"Nonprofit of the Week: Camp Aldersgate"
Good Morning Arkansas, 8/10/22

"Common Ground for Extraordinary People"
Inviting Arkansas, 6/1/22

"Camp Aldersgate Celebrates 75 Years With Time-Traveling Bash"
Little Rock Soiree, 4/11/22

"4 Central Arkansas Organizations Expand NW, Open Offices in Rogers"
Arkansas Money & Politics, 3/31/22



BRAND GUIDELINES



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CAMP ALDERSGATE LOGOS

One Color - Secondary



Reversed - Secondary



Logo with Tag Line



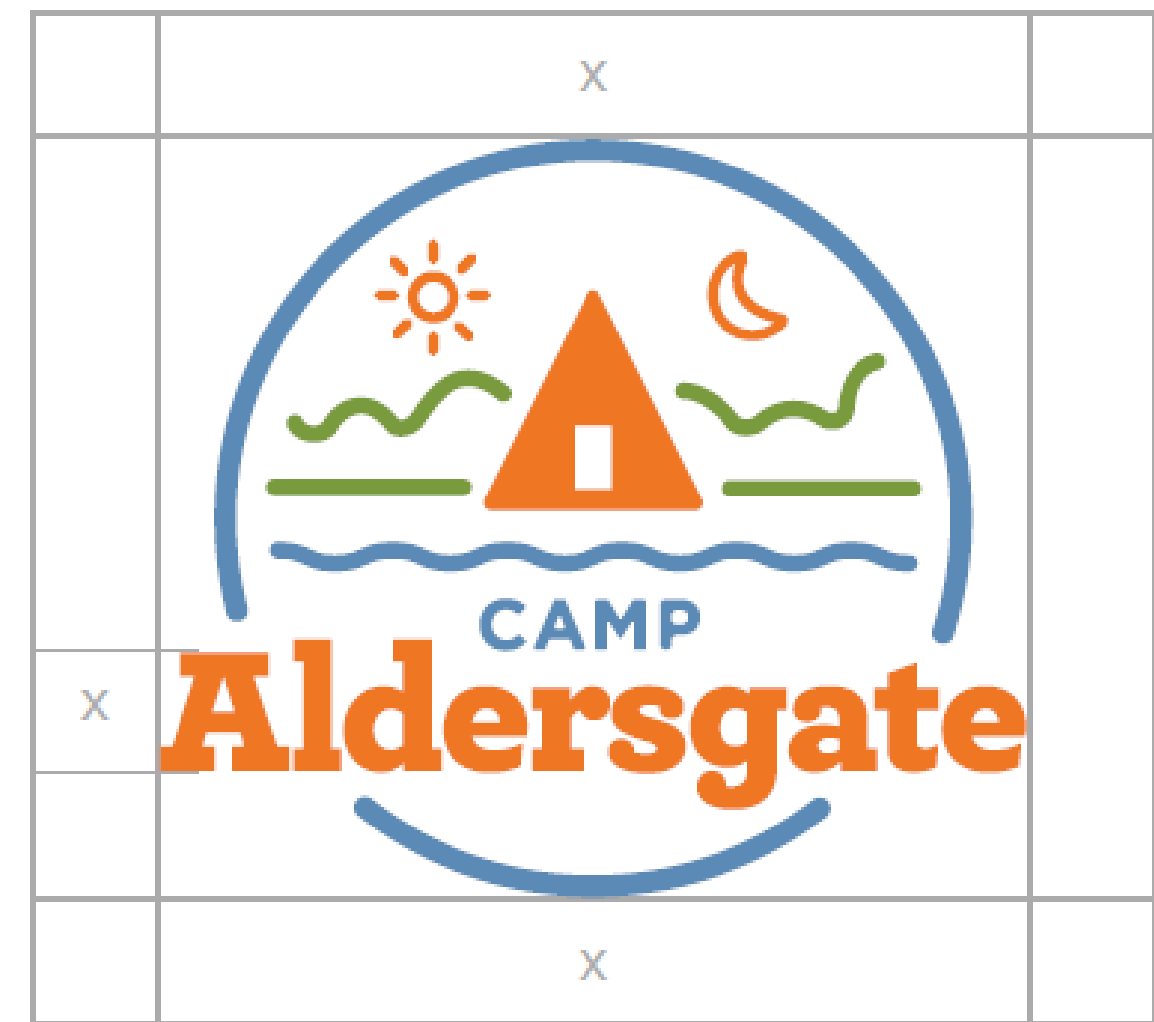
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LOGO APPLICATION

The logo should always appear with ample white space surrounding it. The minimum space required is equivalent to the height of the “A” in the Camp Aldersgate wordmark. Crowding the logo should always be avoided.



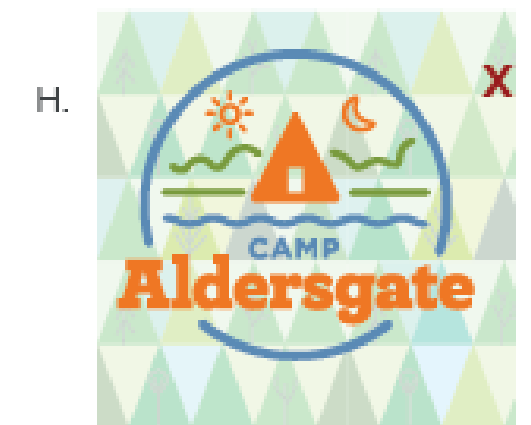
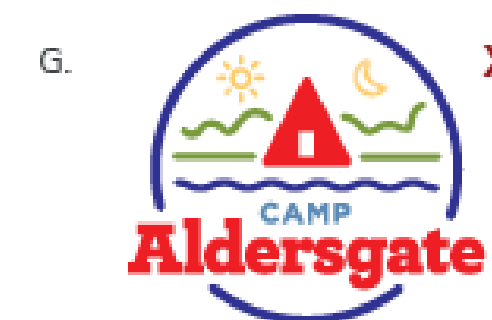
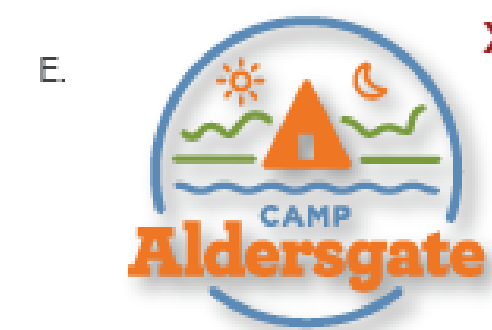
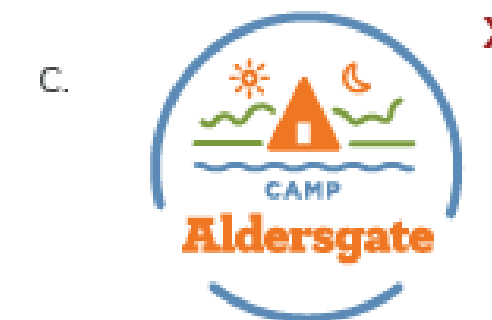
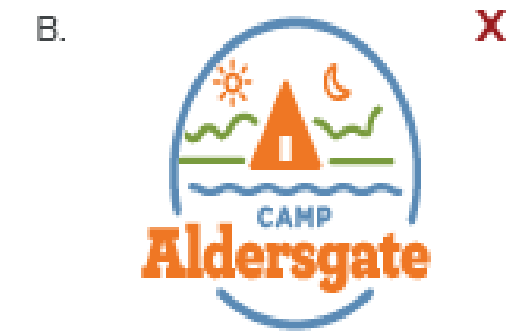
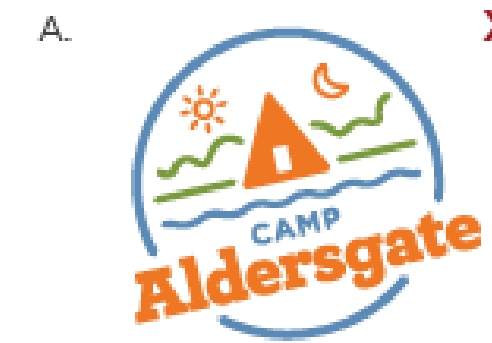
The smallest the logo should be represented is 1" high.



UNACCEPTABLE LOGO APPLICATIONS

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document. These rules apply to all versions of the logo.

- A. Do not rotate the logo
- B. Do not stretch or skew the logo
- C. Do not resize any part of the logo
- D. Do not change the composition of the logo that is not already provided
- E. Do not add drop shadows or any effects to the logo
- F. Do not change font
- G. Do not use off-brand colors
- H. Do not use the logo over images that make it illegible



CONTACT INFORMATION

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