



**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 ages 6-18 and young adults ages 19-35. 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 6-35. 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 6-35 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





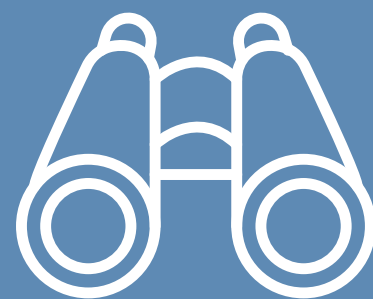
2023 At a Glance



271



summer
campers



100

first-time
campers



Geographical impact across
the state and region

40
counties

8
states

105

volunteers
gave

19,304



service
hours



**8 weeks of
summer
camp**

**8 specialty
camps**



230

Annual
weekend camp
attendance

AWARDS & RECOGNITION



AWARDS & RECOGNITION

Camp Aldersgate Becomes First Heart-Safe Project Adam Designated Camp in the Nation



Camp Aldersgate proudly announces its designation as the first Heart-SAFE Project ADAM Camp in the nation. This significant achievement underscores the camp's commitment to providing a safe and secure environment for all campers and staff.

Outreach Coordinator at Arkansas Children's Heart Institute, Charles Wooley, BSN, RN IV, CPEN, Paramedic, emphasized the importance of this designation: *"It is significant that Camp Aldersgate became the first Heart-Safe designated Project ADAM Camp in the nation. Life threatening emergencies must be treated with a fast response, and Aldersgate proved that high-quality, lifesaving interventions can be delivered all throughout the camp rapidly."*

AWARDS & RECOGNITION

2024 Most Admired Nonprofit Organization Award

We are thrilled to be recognized as the Most Admired Nonprofit by Arkansas Money & Politics. This award is a testament to the dedication and compassion of our community—staff, volunteers, supporters, and campers—who make our mission possible every day. Here’s to breaking barriers and building bridges!



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, APR

Director of
Communications



Luke
Nipper

Director of
Programs



IN THE MEDIA

NEWSWORTHY *FEATURES*

"The First Heart-SAFE Project ADAM Camp in the Nation"
Good Morning Arkansas, 6/4/24

"The Greatest Camp on Earth: Aldersgate After Dark Meets the French Circus"
Little Rock Soiree, 4/1/24

"Little Rock's Camp Aldersgate Puts Exceptional Campers Front and Center"
AY Magazine, 3/1/24

"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

"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



BRAND GUIDELINES



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CAMP ALDERSGATE LOGOS

One Color - Secondary



Reversed - Secondary



Logo with Tag Line



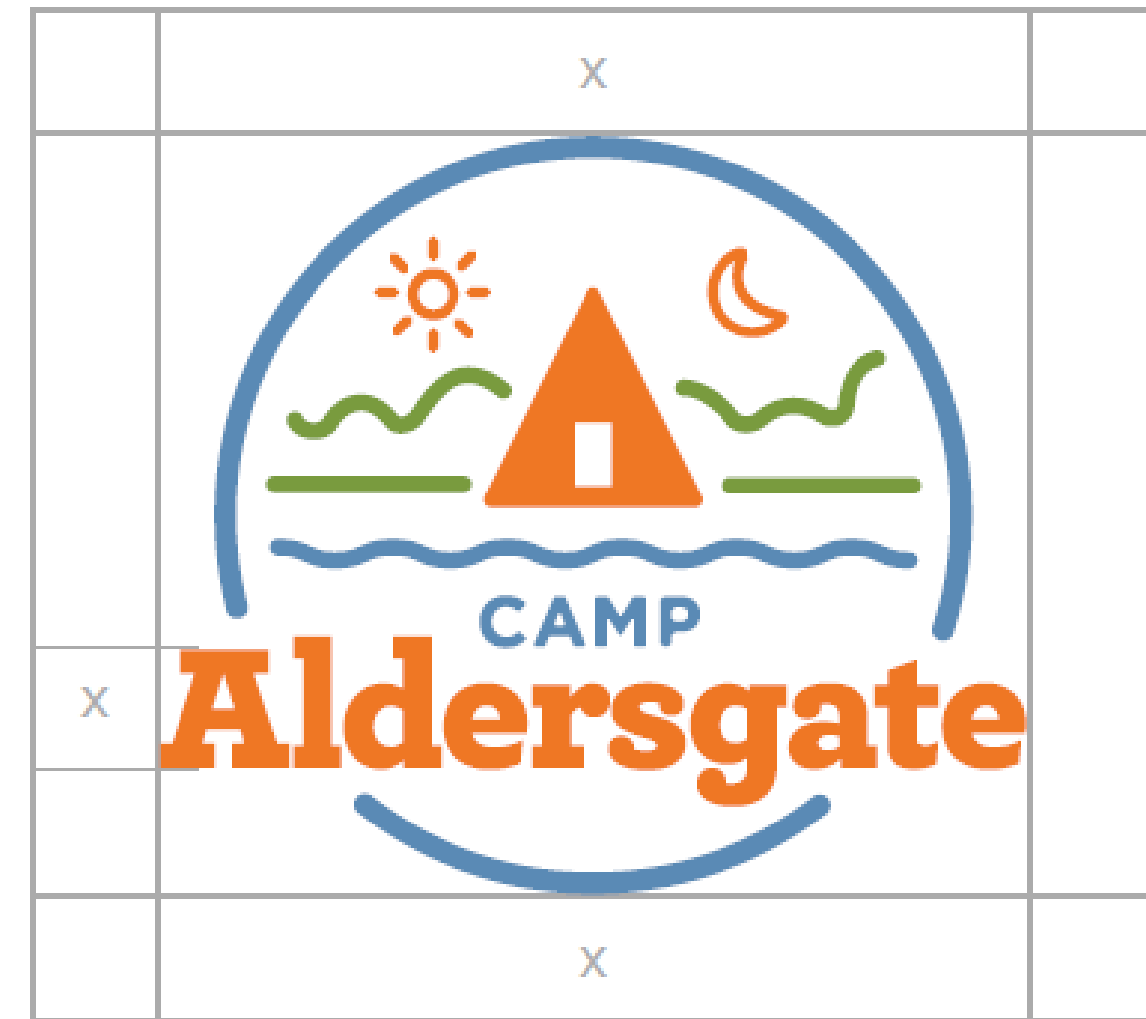
**Breaking Barriers.
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LOGO APPLICATION

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.



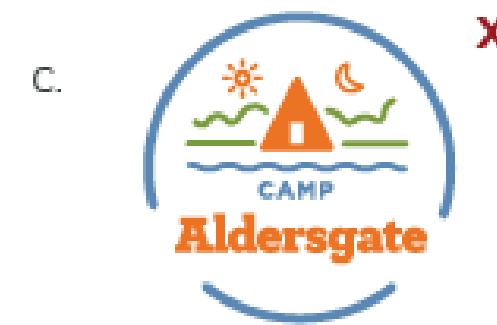
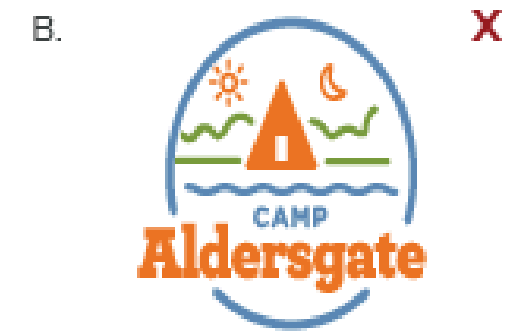
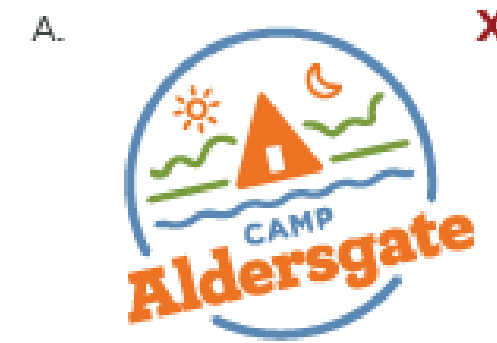
The smallest the logo should be represented is 1" high.



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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