



It starts here!

The
BENEFITS of
Camp Genesis

www.campgenesis.co.za



PSYCHOLOGICAL ASPECTS

Camp and Youth Development Outcomes

Parents want the best opportunities for their children. They want them to have whatever it takes to be happy and successful - good health, ability to get along with others, thinking and problem solving skills, a good self-concept. Children need resiliency skills: self-esteem, life skills, self-reliance, and pro-social behaviors. The camp experience offers a nurturing environment away from the distractions and, in some cases, the hostile environment of the city.

Peter Scales, Ph.D., is a senior fellow with the Search Institute in Minneapolis. A noted educator, author, and psychologist, Dr. Scales says, "Camp is one of the few institutions where young people can experience and satisfy their need for physical activity, creative expression and true participation in a community environment. Most schools don't satisfy all these needs."

Camp activities and group living in a natural environment are the tools used to create camp

communities that provide for successful, healthy development and a place where having fun is a daily criterion. In such a structured environment, children interact with positive role models who have time to listen, talk, relax, and reflect. They learn to work together, make choices, take responsibility, develop creative skills, build independence and self-reliance, and gain confidence. All are necessary steps on a child's path to a healthy, productive life.

Advice from the Experts

The camp experience is recognized by child development professionals as valuable in helping children mature socially, emotionally, intellectually, morally, and physically.

"The building blocks of self-esteem are belonging, learning, and contributing. Camps offer unique opportunities for children to succeed in these three vital areas and even beyond home and school." - Michael Popkin, Ph.D., family therapist and founder of Active Parenting.

"The biggest plus of camp is that camps help young people discover and explore their talents, interests, and values.

OUTCOME

MINDSET

BEHAVIOUR

VALUES

ETHICS

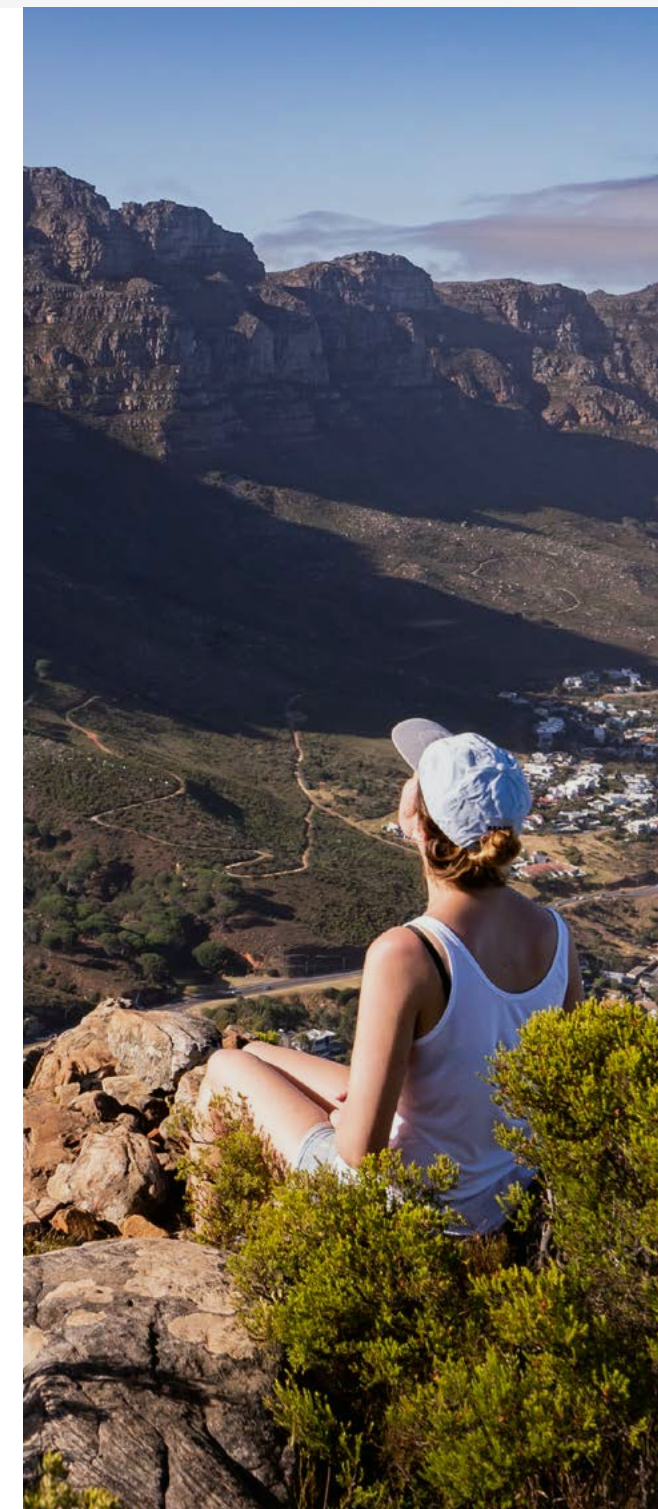
INTEGRITY

CHARACTER

Most schools don't satisfy all these needs. Children who have had these kinds of (camp) experiences end up being healthier and have fewer problems which concern us all." - Peter Scales, Ph.D., noted author/educator, and Senior Fellow, The Search Institute.

"At camp, children learn to problem-solve, make social adjustments to new and different people, learn responsibility, and gain new skills to increase their self-esteem."

JOUR JOURNEY TO
confidence
STARTS HERE





CHILD DEVELOPMENT EXPERTS ENDORSE CONCEPT OF CAMP AS 'COMMUNITY' FOR CHILDREN



Noted experts in child development have expressed their thoughts on camp as a valuable resource for giving children the value of belonging to a community of their own. This position is being forwarded by the American Camp Association, which believes that the critically important sense of community for children is rooted in enabling and empowering children to be belonging, cooperating, contributing, and caring citizens.

Bruce Muchnick, licensed psychologist who works extensively with resident camps, said, "At each camp a unique setting is created, a community is constructed that allows participants to get in touch with a sense of life that is larger than one's self.

The camp community seeks to satisfy children's basic need for connectedness, affiliation, belonging, acceptance, safety, and feelings of acceptance and appreciation."

Bob Ditter, licensed clinical social worker specializing in child and adolescent treatment, added, "It is in the crucible of this community that children gain self-esteem with humility, overcome their inflated sense of self, and develop a lifelong sense of grace and wonder."

Michael Brandwein, noted speaker and consultant to the camp profession, continued, "What makes camp a special community is its focus on celebrating effort.



In this less pressured atmosphere, children learn more readily what positive things to say and do when they make mistakes and face challenges." Brandwein also said, "The traditions and customs of each different camp are like a secret code that allows those who know it to feel embraced by something unique and special."

He continued, "Campers are urged to include, not exclude, others. They are praised for choosing new partners and not always the same ones. They are encouraged to respect the differences between people. In an increasingly sarcastic, put-down-oriented world, camps aim to be an oasis of personal safety where demeaning comments and disrespectful behavior are not

tolerated, and children are taught responsible and positive ways to resolve conflicts."

Former U.S. Secretary of State Colin Powell, and former chair of America's Promise - The Alliance for Youth, had his own perspective on the value of a camp experience for children: "It gets them away from a neighborhood or situation that may exist in their neighborhoods that isn't healthy . . . It teaches them how to get along with other people - both other young people as well as adults. To give our children a safe place to learn and grow - camp does that."

SKILL DEVELOPMENT

Why Is It Important To Send My Child To Camp?

Youth development experts agree that children need a variety of experiences in their lives to help them grow into healthy adolescents and adults. For children to develop positive behaviors, their experiences must produce:

A SENSE OF INDUSTRY AND COMPETENCY

Do they develop skills? Do they learn to work for what is important? Are they successful at what they do?

A FEELING OF CONNECTEDNESS TO OTHERS AND TO SOCIETY

Do they feel like they "fit"? Do they see a role they can play in their group, family, or community? Do they have friends?

A BELIEF IN THEIR ABILITY TO MAKE DECISIONS

Do they learn to make good choices? Do they see the results of their decisions?

A STABLE IDENTITY

Are they learning what their skills are? Are they receiving positive feedback about themselves?

The camp experience is uniquely positioned to provide all of these developmental needs for children. Consider camp as the perfect partner to family, school, and community youth activities in helping your child learn independence, decision-making, social and emotional skills, character building and values - all in an atmosphere of creativity and enrichment under the supervision of positive adult role models.

In today's pressure-oriented society, camp provides a non-threatening environment for South Africa's youth to be active, to develop competence in life skills, to learn about and enhance their own abilities and to benefit from meaningful participation in a community designed just for them. Yes, camp is for everyone! Don't let your child grow up without it!

Camp can provide an excellent experience for your child to learn and develop. According to the Search Institute, young people have seven developmental needs:

1. Physical Activity
2. Competence and Achievement
3. Self-Definition
4. Creative Self-Expression
5. Positive Social Interactions
6. Structure and Clear Limits
7. Meaningful Participation

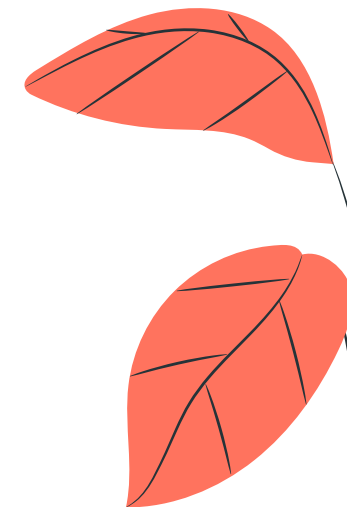


To help us understand what camp accomplishes, approximately

1,000 PARENTS

completed a survey after their children returned home from camp in 2018. On a scale of 1-5 (with 1 = strongly disagree and 5 = strongly agree), parents rated the top five outcomes of camp for their child as follows: (on a 5 point scale)

- 4.63** My child felt successful at camp
- 4.60** My child made new friends
- 4.39** My child gained new skills
- 4.35** Camp encouraged my child to get along better with others
- 4.20** Camp helped my child have a better idea of what she or he is good at





CAMPERS SPEAK:

What is Camp All About?

During 2018, campers from approximately 20 different camps in the States were asked to respond to a questionnaire to track the impact of the camp experience. The following are the questions and answers they provided:

Can you think of things you learned and did at camp that helped you in school this year?



“I was more confident, wanted to know everything, and was excited to be back at school and working harder for good grades.” (12-year-old female)

“My experience helped me look at challenging situations differently and instead of giving up, finding a way around them.” (14-year-old female)

“I learned a lot about how to control my anger.” (16-year-old female)

“I learned better sportsmanship and listening skills that helped me bring up my grades in behavior.” (15-year-old male)

“I learned how to be on my own without someone with me all the time.” (13-year-old male)

“I learned to have more patience and to appreciate the things I have.” (17-year-old female)

“I feel that I am better at interacting with friends and family. The people skills learned at camp affected me dramatically when I went home.” (15-year-old male)

“Leadership, organization, river rafting, make my bed, keep my stuff clean, to keep in touch with my friends, respect, how to handle pressure.” (18-year-old female)

Do you feel different about yourself when you are at camp?

“I feel different because I feel like I am accomplishing something by being here.” (13-year-old female)

“At school there are defined groups of people, but at camp, everyone feels wanted.” (15-year-old female)

“Yes, because I’m with people my age and people who respect everyone.” (14-year-old male)

“At camp I think that I can do more and be proud of myself.” (13-year-old female)

“At camp I have a personality that is different from home. I’m less cautious to do fun or exciting things. I don’t feel as alone as I sometimes do at home.” (16-year-old male)

“When I’m at camp I feel that I can be more open with others and myself. I tell people things at camp I wouldn’t speak of back home. I feel so much more in tune with myself here and I can discuss issues so much more openly.” (16-year-old male)

“I don’t have to be fake to anyone. Everyone here accepts me as I am, and I’m not judged or criticized.” (18-year-old female)

If explaining camp to friends, what would you say you learn here?

“I learned to listen to what other people say.” (14-year-old male)

“I learned a lot of team work skills.” (13-year-old female)

“You learn how to relate to people on a level deeper than that of school or everyday life because you live together.” (15-year-old female)

“I learn a lot about respect and my real values in life, what they really should be.” (16-year-old female)

“You learn mostly how to interact with different kinds of people and are open to different ideas. You learn how to cooperate well with others who share and don’t share the same opinions as you.” (17-year-old female)

“I learned to have fun, be a leader, discipline, and most of all - respect.” (18-year-old male)

“You learn how to make new friends, learn different sports, and learn that camp can be a very good part of growing up!” (12-year-old female)

What Did I Learn at Camp?

“I learned mostly about how to get along with my peers, but also I learned to take on more responsibilities like managing a schedule and helping to take care of younger campers.” (14-year-old male)

“One main thing I learned last year was to be more open to others. That especially helped me into my first year of high school. It helped me get to know more people and to not judge them by their physical appearance, but rather the person they really are.” (15-year-old female)

“My experience helped me look at challenging situations differently and instead of giving up, finding a way around them.” (16-year-old female)

“At school there are defined groups of people, but at camp, everyone feels wanted.” (15-year-old female)

“I was more confident, wanted to know everything.” (14-year-old male)

“I feel that I am better at interacting with friends and family. The people skills learned at camp affected me dramatically when I went home.” (17-year-old male)

“When I am at camp I am totally at ease because of the constant fun, activities, and the emphasis on self-discovery. I feel totally comfortable.” (15-year-old female)



There are four major categories of camp jobs available for young adults:

COUNSELORS interact personally with campers and lead them through activities.

ACTIVITY INSTRUCTORS teach specific activities, such as arts and crafts, music, drama, horseback riding, rock climbing, nature studies and more.

LIFEGUARDS are responsible for the camp's swimming and boating areas. Job consideration is given to students with proper certifications, such as lifesaving.

OTHER JOBS include food service directors and cooks, buildings and grounds keepers, drivers, trip leaders, and office assistants.

STAFF



In a 2017 study of staff perceptions about the value of the camp staff experience, positive outcomes focused on relationships with other staff and campers, appreciation of diversity, teamwork, role modeling/mentoring, technical and administrative skill development, and interpersonal skills. It is important for camp directors to be able to articulate the values of working at camp when their salaries may not compete with other choices for employment.

More Than a Holiday Job

Each year, millions of matriculates who don't have the opportunity to advance to university or college are faced with the challenge of finding a job. Many believe the only way to make money is a routine office job, while others think that a thankless intern position is the only way to get career-related experience.

However, there is an alternative that provides valuable transferable skills and the opportunity to save, all while in the great outdoors. A camp job can prepare young adults for many challenges in life, including how to budget time and money, how to deal with all types of people, and how to become a stronger leader. Business executives often note that experience as a camp counselor translates into excellent management and personnel skills. Regardless of the varsity major, camp experiences allow students to learn and develop skills that will enhance job marketability.

There is a camp and a position that fits every personality. And, unlike so many jobs today, most camp positions for young adults do not require prior experience.



Some young adults worry that a camp job won't be as financially rewarding as an office job. However, salaries for counselors or comparable positions generally range from R1, 000 to R3, 000 for a weeklong camp session and up to R5, 000 for persons who are certified in lifeguard training and other skilled positions. Since most resident camps provide room and board, young adults will not incur these added expenses.

“I’m impressed with how frequently and how much the holiday camp experiences have influenced young adults’ lives,” says Bruce Muchnick, Ed.D, a licensed psychologist who works extensively with day and resident camps.

“Holiday camp is a special place where young adults can master real-life problem-solving skills, have a significant and positive influence in the lives of children, and develop a network of peer relations.”



FLAT OUT FUN!

What Parents Think of Camp

A recent opinion research revealed that parents see fun and safety as most important to the camp experience. According to Marla Coleman, former president of the American Camp Association, nineteen focus groups consisting of parents throughout the country were surveyed. “Parents have very definitive perceptions of the value of camp for their children. They believe that developmental value is important-social and emotional growth, but this is secondary to providing their children with safe and secure facilities, along with positive and fun activities.”

Why Camp?

There are more options than ever before to keep a child busy during the holidays, yet the camp experience continues to grow despite economic and world conditions. This phenomenon has left many people to ponder the question, why camp?

The answer seems to lie in the fact that camp does more than keep a child busy. According to camp directors, parents send their children to camp because of the positive impact it has on youth development. Parents rate the most important benefits of camp to be:

1. Increased self-confidence and self-esteem
2. Providing a safe place
3. Making new friends
4. Offering fun activities



“CAMP IS A VITAL ELEMENT IN A CHILD’S TOTAL DEVELOPMENT AND IT COMPLEMENTS THE ACADEMIC SKILLS THAT ARE LEARNED IN SCHOOL WITH EXPERIENTIAL BASED LIFE SKILLS,” said Peg Smith, former CEO of American Camp Association.

According to Robert Ditter, a clinical psychologist who specializes in child and adolescent treatment, camp helps build emotional intelligence. He states that camp contributes to the development of three emotionally based competencies - cognitive emotional quotient (EQ), social EQ and emotional EQ - and these competencies cannot be taught

in the conventional sense. Rather, they are developed through experience.

“Today’s camp curriculums,” Ditter said, “are designed to teach socialization skills that help a child better cope in the real world.”

CAMP COMMUNITY

Camp Genesis provides children with a community of caring adults, who nurture experiential education that results in self-respect and appreciation for human value. All of the outcomes - self-identity, self-worth, self-esteem, leadership, and self-respect - build personal competencies.

These personal competencies are reflected in the four “C’s” of the camp community: compassion, contribution, commitment, and character! For years, campers’ parents have reported that when their children return home from camp they are more caring, understand the importance of giving, and are more equipped to stand up for what they know is right and are willing to be more responsible. These are the qualities that will help build a successful nation and a civil society.

Children are at less risk at Camp Genesis where they have a sense of community, develop intergenerational relationships, and learn through first-hand experiences. Trained, caring adult role models help children feel loved, capable and included. Camp Genesis provides children with a safe, supervised, positive environment, which helps children grow.

Camp Genesis leaders have enormous power in conveying simple teachable and special moments of passing experiences touched by the human spirit. These fleeting moments of time build three significant values that are reflected in the benefits campers derive from camp.

Camp Genesis values people. The moments that result in the camp experience repeatedly expresses the value of people.

We demonstrate that value through respect, honesty, caring, and sharing. Through the camp experience, young people learn to understand the strength of mankind. They also develop an appreciation for the qualities required to protect the fragile relationships needed to protect these relationships. Camp Genesis values the natural world.

We seek and appreciate what is real, genuine, and non-artificial. In seeking those qualities in people as well as in the actual world, we foster understanding of the importance of human connections for survival and of the critical connections to our physical world. Campers realize the need to protect not only one another, but also the environment in which they live. Our intent is to preserve and share that legacy with the next generation.

Camp Genesis values a sense of contribution. Our contributions are both obvious and subtle. The benefits of our work are both immediate and slow to emerge. Most significantly, although the experience itself is often fleeting, our impact on the human spirit lasts a lifetime. Children who attend camp develop connections with the world.

WE NEVER UNDERESTIMATE THE SIMPLEST LESSON OR THE BRIEFEST WINK OF TIME. IT MAY BE A STAR IN SOMEONE’S HORIZON FOR ALL ETERNITY.





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Reg No. 2022/292760/07

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