



Client Profile: CAMP

Children's Association for Maximum Potential

“We haven’t completely banished ‘Special Events’ from our vocabulary, but we’ve put that in quotation marks and we hear Kathy’s voice.”

~ Paul Furukawa, Ph.D., LMSW - Executive Director/CEO

FAÇADE vs. FOR REAL açade vs. For Real

Finding the Purpose & Balance of Activities

Do you remember your first day at camp? Maybe you were a little nervous, perhaps scared at being away from home for the first time, but excited to be trying something new? Chances are, by the time you were heading home, all the fear and nervousness had melted away, and you were left with the warmth of new friendships and the satisfaction of learning new skills and picking up new hobbies.

At CAMP, the staff and volunteers believe every child should have that moment – when nervousness fades, and friendships and opportunities take root. And that “moment” should never be denied to a kid or adult because he or she has special needs.

Founded in 1979 and incorporated as a nonprofit organization the following year, [Children’s Association for Maximum Potential](#) was borne out of the desire to let ALL children – no matter how severe their disability, or their family’s financial constraints – experience the joy of summer camp. Now, more than 30 years later, more than 800 children and adults have the opportunity to attend summer camp

360 Degrees of Philanthropic Insight

each year. And, they keep coming back as campers, counselors, volunteers and parents of new campers. It's a cycle that works.

Paul Furukawa first went to CAMP in 2005, when he joined the team as the Executive Director and CEO. Four years later, CAMP hosted its 30th Anniversary [gala](#), an event that - while a fundraising success - had a downside.

"While we made a lot of money, it consumed a lot of the staff's time," Paul remembers.

The CAMP staff also was preparing for [CAMPfest](#), scheduled for just a month and a half later, in November 2009. An event that reunites campers, their families, volunteers, supporters and more, CAMPfest also is an opportunity to reach out to the Kerr County community, which has embraced them and supported them for so long.

Obviously, such an event takes a lot of time and effort to organize, and those responsibilities – once again – fell on the staff. "The problem with scheduling CAMPfest in November so soon after our Gala – it was too much, too soon," Paul said.

By this time, Furukawa had sought the expertise of Kathy MacNaughton and KMAC & Associates, becoming one of her [S.C.O.R.⇄E.™](#) clients. He knew the gala had been a success, and wanted to turn it into an annual fundraising event, but he didn't want it to sap the energy of his staff. "Kathy had so many wonderful recommendations that helped us fine-tune things," Paul said. Among those recommendations: spread the wealth. Rather than putting the bulk of the responsibility for organizing the gala on the staff, Kathy suggested cultivating the relationships with CAMP's volunteers, and give more of the responsibility for managing the gala to them.

It worked. The 2010 gala was organized by a team of fewer staff members complemented by more volunteers, which empowered them, and gave them an opportunity to see how their combined efforts paid off for the organization. Prompted by Kathy, the team asked the Honorary Chairman of the 2009 event to reach out to other CEO's in the community, introducing the 2010 Honorary

Chairman and thanking sponsors for their help and support. “One of the first letters we received in return offered up a major sponsorship,” Paul recalls. Here was proof that incorporating volunteers and using them to reach out to their friends and counterparts can bring support full circle.

Paul and the CAMP team also realized Kathy had another recommendation that would work for their organization; they decided to move CAMPfest to the spring.

“Organizations need to find the balance and purpose of their activities,” Kathy says. “You have to find a balance in WHAT you’re doing and HOW you’re doing it, but you have to also consider WHEN you’re doing it. You want activities that find a balance between building relationships, building awareness in the community and providing a programming component.” The results ensure activities that offer more community exposure throughout the year, are less demanding on the staff, and less demanding on the board.

Paul says he and his staff are looking forward to next month’s CAMPfest, and incorporating other ideas they learned from Kathy. Rather than being spread over two days, CAMPfest will be a one day event on the campgrounds, and wrap up in the evening with a program for the CAMP staff and volunteer veterans, called “Alumni.” CAMPfest also will include a silent auction, building on a few items remaining from the Gala, which will incorporate a fundraising component to CAMPfest. Paul also realizes the importance of thinking of the gala and CAMPfest not as separate events, but as companion opportunities. “Supporters of one event may be interested in supporting another,” Paul said. “It’s like cross-training for our supporters.” Paul concluded, “At all planning meetings for CAMPfest and CAMP galas, we continue to be inspired by and listen for Kathy’s voice.”