



THE SOUTH MOUNTAIN YMCA CAMPS

ARROWHEAD

SUMMER 2016



DaBrian Marketing Group, LLC, Redesigns South Mountain YMCA Camps' Website Pro Bono

This spring DaBrian Marketing Group, LLC, redesigned South Mountain YMCA Camps' website (smymca.org) as a gift to the organization. "We cannot begin to express what an incredible gift this is. As a charity serving kids, families, and schools, a good website significantly increases the positive impact we can have on our community. This beautiful online presence will drive awareness of our programs and services, assist families in learning about transformative experiences for their children, and help educators plan for environmental and outdoor education field trips. We cannot thank the team at DaBrian Marketing enough." Nathan Brant, Chief Executive Officer, South Mountain YMCA Camps

DaBrian Marketing Group, LLC founded in 2008 is a full-service digital marketing agency, focused on providing original and strategic digital marketing solutions for businesses, that want to create digital awareness, increase return on investment (ROI), and identify insights that not only will help achieve goals but will also help to increase your business's efficiencies. DaBrian Marketing Group's services include email marketing, search engine optimization, website design, web analytics, social media marketing and more. Company headquarters are centrally located at 500 Penn Street, Suite 201, Reading, Pennsylvania 19602. For more information about DMG, visit dabrianmarketing.com or call **610.743.5602**.



The South Mountain YMCA Camps: Igniting the Fires of Friendship

Greetings from CEO, Nathan Brant

"Camp taught me a lot of little things, and the experiences accumulated into some big 'stuff,' stuff that builds backbone and teaches lessons that keep popping up in adulthood. I developed my values and knowledge at summer camp. For me, camp really mattered."
- Michael Eisner

This spring we've shared a lot of articles declaring the benefits of a summer camp experience for children via our Facebook page and other social media outlets. I hope you've had the time to read one or two of them. Researchers and authors have proclaimed summer camp as a stepping stone to collegiate and professional success. They've studied the impact of a summer camp experience on a child's social IQ. They've announced findings supporting "time in nature" as a prescription for everything from ADHD to the common cold. Frankly, I think it's great, but the writers frequently miss the big picture.

Like Mr. Eisner, I believe that summer camp is about the little things – little things like experiencing friendship and singing at the top of your lungs on a summer night. Over the years, I boiled these benefits down to 3 things I work to ensure every child experiences at Camp Conrad Weiser and Bynden Wood Day Camp: 1) I hope every child **experiences acceptance** from a camp community that they've helped to create; 2) I want all of our campers to **develop the sense of independence** that comes from living apart from their families, making decisions for themselves, and advocating for their beliefs and ideas; 3) I want every child to **make a friend**.

I also hope our campers go on to do great things with their educations and careers, but, for now, I think it's okay to focus on the little things. ***Keep the Fires Burning!***



Save the Date for the 19th Annual SMYMCA Golf Classic

The 19th Annual Golf Classic will be held on Monday September 19th at Galen Hall.

For their registration fee golfers receive a lunch buffet, 18 holes of golf with a cart, and a raw bar & steak dinner at Camp. Non-golfers are welcomed to purchase a ticket and attend the raw bar and dinner.

Proceeds benefit the South Mountain YMCA Camps' Annual Campaign

Reach Out For Youth (ROFY). ROFY provides scholarships for deserving children to attend summer camp and outdoor education programs. ***Have fun for a great cause!*** Attend our 19th Annual Golf Classic at Galen Hall on Monday September 19th. Don't delay, register today.

Sponsorships are still available, contact Michele Reinert, Director of Development, at **610-670-2267** or **mreinert@smymca.org** for additional information.



South Mountain YMCA Camps Wish List

Do you have any of these items that are no longer of use to you, or that you would like to purchase for Camp? Call the Camp Office (610-670-2267) about tax deductible donations to your favorite YMCA Camp!

- Pick Up Truck
- Cargo Van
- 2 Golf Carts
- 2 Utility Carts
- Pressure Treated Lumber
- Red Tier Curtains 58"x24" for Cabins
- Soccer Balls and Basketballs
- 2 New American Flags
one 4'x 6' and one 3'x5'

The 2016 Reach Out For Youth Campaign

While we are currently engaged in raising funds for our capital campaign effort, **A Camp For All**, children, families, schools and community organizations count on us to raise scholarship dollars to ensure that everyone can enjoy a camp program this year.

How are the **Camp For All** and **Reach Out For Youth** campaign efforts different? Our **Camp For All** capital campaign is intended to raise funds for construction and facility needs around our campus. The **Reach Out For Youth** campaign is an annual fundraising effort to provide scholarships for deserving children, families and schools that could not take part in our programs without financial support.

We hope you will be able to help us reach our goal of \$162,500 to support deserving youth by providing them with a summer camp experience. **<http://smymcadonations.campbrainregistration.com>**.

Labor Day Family Camp September 2nd — 5th

Start a new family tradition and join us for Family Camp on Labor Day Weekend. Bring the whole family for a fun, relaxing weekend on the mountain! Develop strong family bonds during this special time away from the hustle and bustle of the everyday world as you enjoy a camp experience everyone will remember all year long. Let us do all the cooking and cleaning while you enjoy quality time with your kids. "Camptivities" are scheduled throughout the day so that your family members can participate as much, or as little, as they like. There are plenty of things to do for both the young and young-at-heart. Evenings are filled with themed all-camp programs. Past family camps have included hiking, field games, challenge course, archery, climbing tower, live reptiles, outdoor skills, arts & crafts, a square dance, a luau...and that's just the beginning!

Fees include beautiful surroundings, friendly staff, hearty meals, opportunities to make new friends, and create family memories that will last a lifetime. Come stay in one of our beautiful cabins for a memorable weekend on the mountain.

Many of our families have been making this a family tradition for decades. Start your new family tradition this year with Labor Day Family Camp.

For additional information, or to register, contact Amanda Griffith, Youth and Family Director, at **610-670-2267** or via email at **agriffith@smymca.org**.



South Mountain YMCA Camps

P.O. Box 147

Wernersville, PA 19565

Non-Profit Org.

U. S. Postage

PAID

Permit No. 479

Reading, PA

Resident or



Mark Your Calendar!

September 2nd	Labor Day Family Camp begins
September 5th	Labor Day Family Camp ends
September 19th	19th Annual Golf Classic
September 30th	Women's Wellness Weekend begins
October 2nd	Women's Wellness Weekend ends
October 7th	Fall Family Camp begins
October 9th	Fall Family Camp ends
October 14th	Mountain By Moonlight 6:00-9:00pm
October 15th	Mountain By Moonlight 6:00-9:00pm
October 21st	Mountain By Moonlight 6:00-9:00pm
October 22nd	Mountain By Moonlight 6:00-9:00pm
October 30th	Fall Festival 2:00—4:00pm

Shop For Camp! Please think of South Mountain YMCA Camps when you shop on Amazon by going to <http://smile.amazon.com> When asked to select the charity you want to support select **South Mountain YMCA**.

Visit us online at smymca.org

The Arrowhead

is a publication of the South Mountain YMCA Camps.

We love to hear what's going on with alumni, campers, staff and friends of camp. We want to share your graduations, weddings, and birth announcements. We continue to appreciate your support and input.

Send any information or story ideas to:

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