

Summer Leadership Camp 2017

Impact Report

- Who:** 64 6th-8th grade girls from underserved households from 24 counties
- What:** One week all-girls resident leadership camp to help girls discover and develop their inner-leader
- Where:** Camp Mary Atkinson in Johnston County and one day at Meredith College
- When:** Sunday, July 30th—Friday, August 4
- Activities:** Traditional outdoor camp activities, service learning and mentorship, leadership sessions taught by trained facilitators
- Mentors:** 34 mentors from 10 different counties over two sessions
- Outcomes:** Girls built self-confidence, learned about healthy relationships, defined their value system, and discovered how to give back to their communities
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Summer Leadership Camp was made possible by support from:
Gale Adcock, CenturyLink, Cherry Bekaert LLP, Delta Sigma Theta Sorority, Girl Scouts North Carolina Coastal Pines Employee Giving Campaign, Joanne Forbes, IBM, Jackson & Sons, Johnston County Community Foundation, KS Bank, Catherine Lawson, M&F Bank, members of the Daisy Chain, NC Electric Cooperatives, Carol Samuels, Sonitrol, Stewart, and the Sue "Skipper" Csorba Scholarship Fund

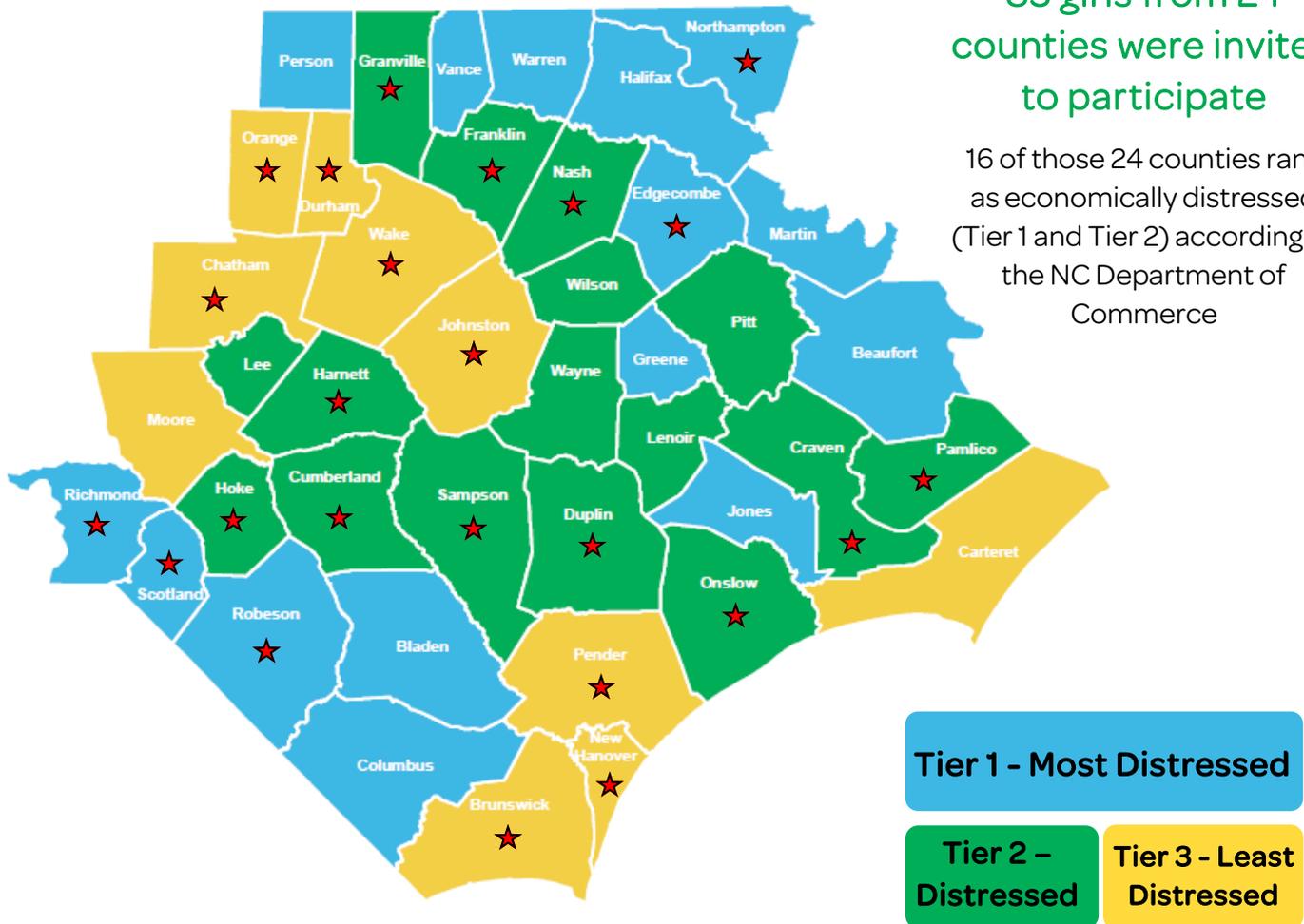
Leadership series sponsor: BlueCross BlueShield NC



Helping Girls Who Need Us Most!

85 girls from 24 counties were invited to participate

16 of those 24 counties rank as economically distressed (Tier 1 and Tier 2) according to the NC Department of Commerce



Tier 1 - Most Distressed

Tier 2 - Distressed

Tier 3 - Least Distressed

Why is Summer Learning Important?

Low-income girls are more susceptible to lagging behind their more-advantaged peers in the summer months—an effect known as summer learning loss. By bringing leadership camp to low-income, middle school-aged girls free of charge and targeting the activities to help inspire their leadership potential, we help build strong, resilient girls who can better see the world outside their communities.

Discover, Connect, Take Action

In addition to traditional activities, Summer Leadership Camp is unique in its focus on building practical leadership skills. By using the nationally recognized Girl Scout Leadership Experience curriculum, campers **discover** themselves and their strengths and values, **connect** with others in meaningful ways, and **take action** to improve their communities and the world.



Discover

Summer Leadership Camp took place at Camp Mary Atkinson, located in Johnston County. With 278 acres of forest, fields, and waterways, the camp offers a range of traditional and modern facilities and activities.

99%

of campers had a good or great experience at camp.



During the weeklong resident camp, girls swim, boat, hike, and create art. They roast s'mores, star-gaze, and sleep in tents and cabins. They sing Girl Scout songs and tell stories. For many of these girls, these activities are first-time experiences that open up a new world for them to discover.

Campers start camp by setting and achieving goals on our 50 foot Alpine Tower. This Challenge By Choice Tower is not just about ascending to the top; girls are encouraged to set a goal for themselves through a number of activities located at all levels of the tower. Then, the group is responsible for supporting each girl as she strives to reach her goal!

“ I loved spending a week here and will definitely come back!
- 2017 Camper ”

Connect



Campers participate in sessions led by trained facilitators that focus on topics like self-confidence, values, healthy relationships, anti-bullying, and giving back to the community. This encourages them to share their stories and connect with other girls and mentors.

Our keynote speaker, Yolanda Rabun from IBM, did a demonstration activity where she discussed how to be like S.L.I.M.E. (#StickTogether, #Listen, #InvolveEachOther, #Motivate, #Excel). She returned on Friday to close out the week with words of inspiration.

First impression activities, led by volunteers from Dress for Success Triangle NC, had girls writing and giving elevator speeches and using Power Poses, a stance used to increase confidence. Another activity involved group discussions about which values are important and why.

Take Action - Team

Community service is a core part of the Summer Leadership Camp experience. Campers learn about how to take action, and identify problems in their schools and communities to discuss with the group.

Campers can choose from a variety of projects, so they can explore different types of service. This year we partnered with three organizations for the community service sessions:

- Duke Children's Hospital
- RUFF Animal Shelter in Johnston County
- Johnston County Soil & Water Conservation

“ I learned that I can share my feelings and who I am, while still loving myself no matter what.

- 2017 Camper ”

“ I got to make new friends, try new foods, and experience how to plan and do a community service project. I loved camp overall completely.

- 2017 Camper ”



Take Action - Individual

As a culmination of her camp experience, each girl designs an independent project that she will take back to her community to activate her leadership skills. Mentors helped guide campers through the process of creating a Take Action Project, each focusing on an issue unique to the girl, including: homelessness, equality, book drives, anti-bullying, hunger, environmental awareness, animal adoption, and drug addiction.



90% of campers agree that their community service project is doable and will benefit the community

“ I was moved by the compassion that each girl possessed to make their communities better.

- 2017 Mentor



After selecting a topic, campers connected with Girl Scout Gold Award recipients. To earn their Gold Award, the highest achievement in Girl Scouting, a high school Girl Scout will spend one to two years on developing a project that creates sustainable change in her community. These recent high school graduates gave campers an opportunity to see a role model near their own age, and ask questions about how to take action.

Safe Access to the Grocery Store: A Take Action Project

One Summer Leadership Camp participant wanted to address the safety needs in her neighborhood by building a sidewalk to a nearby grocery store. She noticed that people without cars have trouble safely reaching the grocery store because they walk along a busy highway. Her idea involves creating a petition, writing a persuasive letter, and discussing the issue with local government representatives.

Mentorship is Key

During Summer Leadership Camp, girls engage with many women role models. This year, over 30 women leaders from the community mentored the girls through the creation of their projects. These women came from various backgrounds and a mixture of ages, races, and career focuses.



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I enjoyed how the campers relayed their project ideas and their looks of excitement blended with hopes for approval as they shared their thoughts. It was a great opportunity to encourage these ladies further and help them even think beyond what they shared. **I loved it!!!**

- 2017 Mentor

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On the final day, campers engage with faculty and students while touring Meredith College, a women’s college in Raleigh, NC. The girls and their mentors then participate in a Leadership Town Hall meeting to apply the lessons learned from camp. This year’s moderator was Tisha Powel from WTVD ABC-11. Twenty-one inspirational women attended the luncheon and shared their experiences with the campers.



News Article

Triangle women inspire tomorrow's leaders

By Tisha Powell

RALEIGH, North Carolina (WTVD)

Girl Scouts Summer Leadership Camp is a weeklong opportunity for 64 rising sixth through eighth graders to learn the skills they need to become future leaders.

Most of the camp takes place at Camp Mary Atkinson in Johnston County where they participate in traditional activities such as swimming, boating and archery with a focus on building self-confidence.

Campers also learn from skilled facilitators how to build healthy relationships and the learn the importance of giving back to their communities.

With the guidance of businesswomen and community volunteers, the girls come up with independent service projects or "Take Action" projects to take back to their communities once camp is over in an effort to create positive change.

Leadership camp really focuses on mentorship and gives Girl Scouts from underserved households across the state an opportunity to work one-on-one with positive role models.



On the last day of the camp, the girls came together at Meredith College with more than 20 women from various fields for a town hall meeting about leadership. The campers were able to ask questions about conflict resolution, pressure to succeed in the workplace and the characteristics of a good leader.

Girls Scouts Summer Leadership Camp is just of a small segment of the ongoing effort of Girls Scouts North Carolina Coastal Pines to create leaders of tomorrow. Girls Scouts annually engage in healthy activities, explore the outdoors, participate in STEM skill-building and connect with girls around the world.