



Environment and Natural Resources Trust Fund

2021 Request for Proposal

General Information

Proposal ID: 2021-171

Proposal Title: Expansion of YMCA Mobile Day Camp

Project Manager Information

Name: Beth Becker

Organization: YMCA of the Greater Twin Cities

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Project Basic Information

Project Summary: Expanding YMCA Mobile Day Camps will connect 300 more underserved urban youth, ages 5-12, to public parks promoting park use, outdoor recreation, and sustainable connections between youth and natural resources.

Funds Requested: \$195,000

Proposed Project Completion: 2024-06-30

LCCMR Funding Category: Small Projects (H)

Secondary Category: Environmental Education (C)

Project Location

What is the best scale for describing where your work will take place?

Region(s): Metro

What is the best scale to describe the area impacted by your work?

Region(s): Metro

When will the work impact occur?

During the Project

Narrative

Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.

Many urban and first-ring suburban youth are unaware of the value of our Minnesota wilderness, many live in unsafe neighborhoods, where playing outside is not always an option. Answering a great disparity in the use of public of parks and recreation spaces by communities of color, low-income communities and immigrant populations, Mobile Day Camp connects youth to public parks and recreation spaces. With a majority of Americans now living in cities, there has never been a greater need to connect young people to nearby nature.

The YMCA Mobile Day Camps were created to provide urban youth, grades 2-6, an experience of camp. What was needed was a nearby camp where kids could spend their day in nature and outdoor activities and return home at night. It needed to be on public lands to create the possibility of a repeatable experience. The YMCA partnering with local Regional National Park Service offers a solution that provides youth with a local natural wilderness, with an added benefit for families, who gain knowledge of how to access local parks with their families. National Park Service Park Rangers provide preservation curriculum and campers learn about their jobs in caring for this precious natural resource.

What is your proposed solution to the problem or opportunity discussed above? i.e. What are you seeking funding to do? You will be asked to expand on this in Activities and Milestones.

The YMCA will draw youth to the Mobile Day Camps from within its own programs and partnerships with school districts and other organizations. In particular, we will connect youth from the Beacons program (embedded in Minneapolis, St. Paul, and Richfield Public Schools), a high-quality afterschool program that focuses on serving low-income youth from communities of color. With funding, we can bring the camp experience to a new audience of youth who may not otherwise have access to this opportunity, including youth in Dakota County. The target neighborhoods for the proposed expansion to Burnsville area in particular focus on the Hmong, Somali, and African American communities, populations that have had historically less access to summer camp and enriching outdoor experiences.

In addition to engaging youth in summer camp, funding will also enable us to open a new Mobile Day Camp in Dakota County, near the City of Burnsville, growing our capacity and sustainability. The funds will be impactful, as we will open a Mobile Day Camp on public lands providing a camp experience without needing to build a structure, or acquire additional land, thereby reducing the cost and increasing our efficiency as we provide camping experiences for many more youth.

What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?

The goal of the Mobile Days Camps is to build sustainable connections between underserved youth and their natural resources that will promote healthy living, lead to future community stewardship, and increase the use of natural resources by all residents.

Our objectives are to: 1) Increase equitable access to public parks and trails for underrepresented populations by providing scholarships; 2) Open a new Mobile Day Camp in Burnsville, Minnesota to serve an additional 300 youth, and 3) Increase young people's knowledge, appreciation, and stewardship of land and water as a natural resources and as sources of recreational activity.

Activities and Milestones

Activity 1: Personnel: Camp Outreach & Program Director

Activity Budget: \$25,000

Activity Description:

The Camp Outreach & Program Director provides mobile camp management, hires, develops and maintains community partnerships, and is the liaison with the Regional Nation Parks. The Camp Outreach & Program Director will be key to the expansion of the new Mobile Camp near Burnsville, Minnesota in Dakota County. The Director will manage the park relationship, and help to promote the engagement of youth to attend the new Mobile Camp.

Activity Milestones:

Description	Completion Date
Expansion of Mobile Camp to Dakota County	2021-09-30

Activity 2: Scholarships to provide access for underserved youth to be able to attend Mobile Camp

Activity Budget: \$100,000

Activity Description:

Our target populations will come from the 7-county metro area and also from YMCA partnerships that include: Beacons Partnership (students from: Anne Sullivan Middle School, Anishinabe Academy, Edison High School, KIPP North Star Academy, Roosevelt High School from Minneapolis Public Schools; John A. Johnson Achievement Plus Elementary, Maxfield Elementary from St. Paul Public Schools; Richfield High School from Richfield Public Schools).

Activity Milestones:

Description	Completion Date
300 urban children will be able to attend day camp	2024-06-30

Activity 3: Transportation for campers

Activity Budget: \$70,000

Activity Description:

Campers are provided transportation from their local areas to Mobile Camp and back daily. The provision of transportation makes attending day camp possible for many of our urban children, who would not otherwise be able to attend, even with a scholarship.

Activity Milestones:

Description	Completion Date
Expansion of Mobile Camp to Burnsville, Minnesota area.	2021-07-31
Transportation to day camp	2024-06-30
Daily transportation of Mobile Day Camp campers providing access to day camp	2024-06-30
Youth can access camp experience because they are provided daily transportation to Mobile Day Camp	2024-06-30
300 underserved youth can go to day camp with scholarships	2024-06-30

Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Park Rangers	National Regional Parks	The YMCA has enjoyed a longstanding relationship with our National Regional Parks, and Park Rangers who teach at Day Camp each year. The Park Rangers provide environmental education, share their knowledge of our Minnesota park preserves, and talk about being a Park Ranger s a career.	No

Long-Term Implementation and Funding

Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this be funded?

Once established, the YMCA will seek continued funding for scholarships. Multiple sources of income for the YMCA, create a healthy and diverse revenue stream for our programs. We receive financial support from individuals (including planned gifts), foundation and corporate grants, and fundraising events. In addition, gym memberships and fee-for-service programs (e.g. camps, childcare, personal training, swim lessons, and more) also raise revenue and provide critical organizational support for operations. YMCA branch and camp sites hold fundraising events and conduct annual appeals that target local members and businesses within their community, providing funding for camps.

Project Manager and Organization Qualifications

Project Manager Name: Beth Becker

Job Title: Director of Grants & Foundation Relations

Provide description of the project manager's qualifications to manage the proposed project.

Beth Becker is writing this proposal on behalf of the YMCA, and Mobile Camp.

The Camp Outreach & Program Director is currently furloughed. So he did assist at the beginning and development of this application, Niall Murton is not available to complete the application to meet the deadline. I am including his information here as the Camp Outreach & Program Director. Please accept this temporary change.

Niall Murton has been at the YMCA of the Greater Twin Cities working for our camping programs for more than 10 years. He has Directed day camps in the southern metro, and has been instrumental in the development of our newest day camp experience, Mobile Camp. Niall has developed community partnerships on behalf of YMCA camps including the National Park Rangers, County naturalists, University of Minnesota, and the DNR to enhance camping programs. Niall hold an MA, in Curriculum and Instruction from Colorado Christian University, and a BA in both Elementary Education and Health & Physical Education from Colorado Christian University. He brings a deep love of camping and nature to the YMCA camping experiences for youth and families.

Organization: YMCA of the Greater Twin Cities

Organization Description:

Established in 1856 in Saint Paul and a decade later in Minneapolis, the YMCA has undergone many profound changes over more than 160 years to remain relevant to the communities and people we serve. The YMCA of the Greater Twin Cities serves more than 30 communities across both the Cities of Minneapolis and St. Paul and greater Minnesota. Our work encompasses non-profit outreach, programs, and services that serve the many diverse populations of Minnesota, and includes 28 branches/program sites, 8 overnight/resident camps, 10 day camps, 2 family camps, and 90+ childcare, pre-school and school-age program locations.

The mission of the YMCA is "to put Christian principles into practice through programs that build healthy spirit, mind and body for all." Our vision is to serve relentlessly with our community until all can thrive in each stage of life. We support an extensive range of programs that address real-world needs, from youth enrichment to health and wellbeing. We're pushing what's possible, challenging limits and opening doors so everyone has an equal chance to succeed.

Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
Personnel								
Camp Outreach & Program Supervisor		Provides Mobile Camp management, oversees hires, maintains outreach and partner relationships, \$8,100 x 3 years			0%	0.6		\$25,000
							Sub Total	\$25,000
Contracts and Services								
							Sub Total	-
Equipment, Tools, and Supplies								
							Sub Total	-
Capital Expenditures								
							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								
							Sub Total	-
Travel Outside Minnesota								
							Sub Total	-
Printing and Publication								

							Sub Total	-
Other Expenses								
		Scholarships, 200 per year X 3 years	200 Camper scholarships (@ \$170 each) to attend Mobile Day Camp = \$34,000 per x 3 years					\$100,000
		Beacons Partnership supports urban youth to attend daycamp, providing children's lunches (\$2,500), transportation from their schools (\$6,000), and youth workers with daily transportatioin (\$14,400) = \$22,900 per year x 3 years	Urban youth from Beacons access camp					\$70,000
							Sub Total	\$170,000
							Grand Total	\$195,000

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
State				
			State Sub Total	-
Non-State				
			Non State Sub Total	-
			Funds Total	-

Attachments

Required Attachments

Visual Component

File: [6320c876-8e6.pdf](#)

Alternate Text for Visual Component

Mobile Day Camps are currently located in Hidden Falls Regional Park and Lake Phalen Regional Park in the twin cities providing. The expansion would put a new Mobile Day Camp in Dakota County at one of the regional parks near Burnsville. Funding Mobile Day Camps will be impactful, as we will open a Mobile Day Camp on public lands providing a camp experience without needing to build a structure, or acquire additional land, thereby reducing the cost and increasing our efficiency as we provide camping experiences for many more urban, underserved youth.

Financial Capacity

File: [aa573e47-cc7.pdf](#)

Optional Attachments

Support Letter or Other

Title	File
2019 YMCA Audited Financials	40d4b71b-b43.pdf

Administrative Use

Does your project include restoration or acquisition of land rights?

No

Does your project have patent, royalties, or revenue potential?

No

Does your project include research?

No

Does the organization have a fiscal agent for this project?

No



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

EXPANSION OF YMCA MOBILE DAY CAMPS CONNECTING 300 YOUTH TO NEARBY NATURE



Mobile Day Camp connects youth to public parks and recreation spaces. With a majority of Americans now living in cities, there has never been a greater need to connect young people to nearby nature.