
Benefits of the Camp Erin® Network

Eluna's Camp Erin is the largest national free grief camp network for kids, teens, and families grieving the death of a significant person in their lives. A variety of day, overnight, and online camp programs empower youth and their adult caregivers to explore their grief, build coping skills, and have fun in a supportive community through a mix of grief support and camp activities. Through the generosity of our supporters, Camp Erin has brought connection and joy to over 40,500 children and teens, with the support of 36,000 community volunteers.

Camp Erin programs are held in-person throughout the year by a network of expert community partners across the US and Canada who are supported by Eluna through the following benefits:

1. **Empowerment** to establish and sustain a safe grief camp program utilizing a successful, respected program model.
2. **Legitimacy** through participation in a network overseen by a national organization that utilizes current camping and bereavement support best practices, increasing credibility and confidence.
3. **Advocacy** through raising awareness locally and nationally to elevate the need, increase participation, and enhance fundraising efforts.
4. **Elevation** of individuals and organizations through increased visibility and opportunities for leadership. Examples included presenting in Eluna webinars and networking calls, authoring resources for the Eluna Resource Center, and participation in research projects.
5. **A Network** of caring professionals who cultivate and enhance programming through sharing ideas and resources, site visits, continuing education and networking calls, and meet-ups at national conferences. Collaboration saves time, energy, and expenses and allows for ongoing growth and improvement of individual programs.
6. **The Camp Erin Partner Portal**, an interactive online community that includes:
 - The Knowledge Base: an information hub that hosts documents like the Best Practices Guide, digital and recorded professional education, pre- and post-camp guidance, and resources submitted by the Network.
 - The Bulletin Board: a blog-type setting for time-sensitive announcements.
 - The Forum: a space for partners to connect with other Camp Erin locations to share needs and ideas and support one another.
7. **Marketing & Communications Support**
 - Access to a unified national brand
 - Camp Erin Communications & Marketing Toolkit, released annually to provide key messaging and guidelines for collateral
 - Canva toolkits for building branded collateral and sample collateral
 - Outreach to raise awareness of the program locally and increase number of youth and families served
 - Social media efforts highlighting outreach needs, in-kind support, corporate engagement, media features, and organization achievements
 - National awareness raising campaigns benefiting the Camp Erin network
 - Online platforms and resources for campers, families and volunteers

8. **Engagement with local New York Life agents and employees** through volunteer hours, in-kind donations, fundraising, sponsorship of pre- and post-camp events, skills-based support, and board leadership

9. **Additional Partnership Benefits**

- Program evaluation and impact tools, including youth and caregiver evaluations
- Professional development webinars on topics of importance to the field
- In-kind partnerships, including books such as campers backpacks, Eluna's Caregiver Guidebooks, and Art with Heart's creative expressions books
- The Eluna Resource Center, including collaboration to develop and promote resources and local programs
- Information on community resources, like Major League Baseball game tickets
- Costco gift cards for purchasing camp supplies

10. **Connections and Resources** including alliances with:

- New York Life Foundation and local New York Life offices
- National Alliance for Children's Grief
- Eluna's National Program Guide
- American Camping Association and other national partners
- A National Luminary Ceremony on Children's Grief Awareness Day
- Bereavement Camp Standards of Practices

11. **Program Guidance & Quality Assurance**

Pre-Camp

- Camp Erin Best Practices Guide
- Comprehensive training for all new camp partners and new team members
- Facilitation of site-visits to other Camp Erin locations for networking and learning
- Support with planning timelines, camper and volunteer paperwork, volunteer training, marketing collateral, camp schedule, curriculum, caregiver education and support, and budget
- On-going connection to provide timely support and ensure best practices are maintained
- Verification of background checks and certificate of insurance to ensure appropriate coverage

Post-Camp

- In-depth Post-Camp Report detailing participant and program information, funding support, corporate engagement (including NYL) and budget actuals.
- Aggregate and analyze participant demographics and camper evaluation results to review program impact and identify statistics and trends
- Comprehensive post-camp conference call debriefing current year program and identify goals for future program
- Collection and verification of all Media and Liability Consent and Release forms
- Collection of camp photos and impact quotes