



CAMP
SOUTHERN
GROUND

2024 SUMMER IMPACT REPORT





A MESSAGE FROM OUR CAMP DIRECTOR

MATTY COOK, CAMP DIRECTOR, CAMP SOUTHERN GROUND

As we wrap up another incredible summer at Camp Southern Ground, we are filled with gratitude and pride for the experiences we've shared and the milestones we've achieved, all made possible by your generous support. This season has been one of growth, adventure, and, most importantly, inclusion, as we continue our mission to create a space where every child feels welcome, valued, and empowered.

At Camp Southern Ground, inclusion isn't just a buzzword—it's the cornerstone of our camp culture. We are committed to fostering an environment where children of all abilities can thrive together. This summer, we proudly welcomed a record number of campers, more than 35% of which were neurodivergent. These children brought unique perspectives, talents, and joys that enriched the camp experience for everyone.

We are also deeply committed to serving children from military families, recognizing the unique challenges they face. Just over 50% of our campers come from veteran or active-duty families and our programs are designed to offer them a safe and nurturing environment where they can find camaraderie, support, and understanding. It's bringing these children together that helps them learn to see beyond their differences and develop an empathy and an understanding that stays with them long after they leave our grounds.

Our programs are designed to challenge and inspire campers while encouraging personal growth and a love of nature. This summer, our oldest campers embarked on exciting kayaking trips to the beautiful Lake McIntosh. For many, it was their first time on the water, and they learned new skills, from paddling techniques to teamwork and perseverance. We also introduced a challenging wilderness-based mountain bike trail to our already popular biking program. This new addition quickly became a favorite of campers of all ages, providing a safe and fun way to explore the outdoors while building physical fitness and coordination.

Our commitment to creating an inclusive, supportive environment extends beyond our campers. Our dedicated staff and counselors are trained to provide the best possible care and guidance, ensuring that each child feels understood, respected, and capable of achieving great things. Their passion and commitment have made this summer a resounding success, and we are grateful for their hard work and dedication.

As we look back on this amazing summer, we are reminded of the profound impact that your support has on the lives of so many children. Thank you for being a part of the Camp Southern Ground family. Together, we are making a difference, one camper at a time.



OUR CAMPERS COME TO US WITH REAL WORLD BURDENS, WITH DIFFERENT CHALLENGES AND PERSONAL STRUGGLES. HERE, WE CREATE A PLACE WHERE CHILDREN CAN LEARN TO STRUGGLE WELL AND LEAVE WITH INCREASED EMPATHY AND CONFIDENCE, READY TO CARRY THEIR NEW ATTITUDES AND SKILLS FORWARD INTO THE WORLD.

OUR CAMPERS

AT A GLANCE



720

CAMPERS
A **13% INCREASE**
SINCE 2023 INCLUDING

369

BOYS

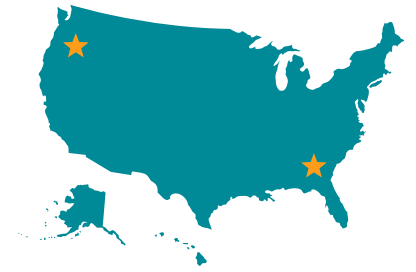
351

GIRLS AND

349

RETURNING CAMPERS

30 HOME STATES



CLOSEST DISTANCE

1.2

 MILES

FARTHEST DISTANCE

2,515

 MILES

98%

OF CAMPERS
SURVEYED SAY THEY
CAN BE THEMSELVES
AND FEEL THAT THEY
TRULY BELONG AT
CAMP SOUTHERN
GROUND



“

OUR SON FELT SEEN
AND ACCEPTED, LIKE HE
COULD BE HIMSELF
WITHOUT THE FEAR OF
OTHER KIDS TEASING
HIM OR ADULTS MAKING
HIM FEEL POWERLESS.
HE FELT LIKE HE WAS
TREATED AS AN EQUAL
AND IT ABSOLUTELY
CHANGED HIM.

— Parent of a Camper

31%

CHILDREN WHO ARE
NEURODIVERSE

OUR INCLUSIVE MODEL

52%

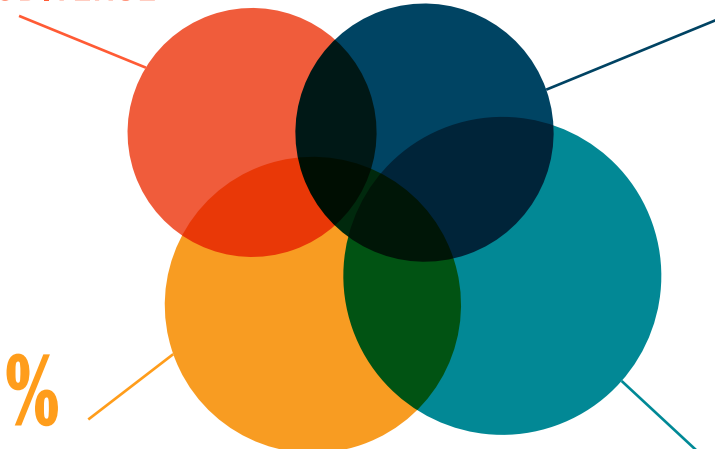
CHILDREN FROM
MILITARY FAMILIES

58%

CHILDREN FROM
UNDERSERVED
COMMUNITIES

69%

CHILDREN WHO ARE
TYPICALLY DEVELOPING



SUMMER STAFF

EVERY STAFF MEMBER
UNDERWENT MORE THAN

100

HOURS OF TRAINING

AND EARNED TIER 2

CRISIS PREVENTION

PROGRAM

CERTIFICATION

THROUGH THE

MARCUS AUTISM CENTER



WE WELCOMED
42 SEASONAL STAFF
FROM 9 COUNTRIES



INCLUDING

HUNGARY, ENGLAND,
MEXICO, SCOTLAND,
WALES, GUATEMALA,
INDIA & ZIMBABWE

98%

OF CAMPER
SURVEYED SAY CAMP
SOUTHERN GROUND
STAFF MEMBERS
CARE ABOUT ME



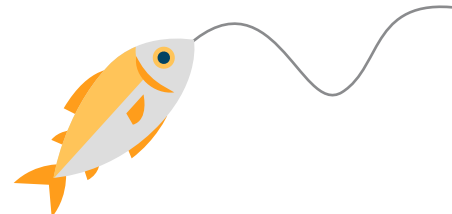
TEEN PROGRAMMING

NEW THIS YEAR



EXTRA ACTIVITIES FOR
TEENAGE CAMPERS
INCLUDE

FISHING,
KAYAKING,
SURVIVAL SKILL
TRAINING AND A
MEGA ZIPLINE



**PARENTS REPORT ON
THEIR CAMPER AND
FAMILY EXPERIENCE**

98%

WOULD RECOMMEND
CAMP SOUTHERN GROUND
TO ANOTHER PARENT

95%

SAID MY CAMPER CAME
HOME WITH INCREASED
CONFIDENCE

94%

SAID MY CAMPER
DEMONSTRATED GREATER
INDEPENDENCE

94%

CHOSE CAMP SOUTHERN
GROUND BECAUSE OF ITS
DEDICATION TO & FOCUS
ON INCLUSION

93%

SAID MY CAMPER
DEMONSTRATED IMPROVED
SOCIAL SKILLS

“

OUR FAMILY LOVES
EVERYTHING CAMP
SOUTHERN GROUND
STANDS FOR! IT'S
AMAZING TO SEE OUR
AUTISTIC DAUGHTER AND
TYPICALLY DEVELOPING
DAUGHTER GET EXCITED
TO ENJOY TIME AND
ACTIVITIES TOGETHER
AND MEET NEW PEOPLE!

– *Parent of Campers*



7744
POUNDS OF PRODUCE
HARVESTED

10.8K
CAMPER MEALS

1016
VEGGIE SUSHI ROLLS
MADE BY CAMPERS



NUTRITION
FUELING HEALTHY CAMPERS

94%

OF SUMMER
CAMPERS
SAY THEY LOVED
THE FOOD AT CAMP
SOUTHERN GROUND





ACTIVITIES BY THE NUMBERS

FAVORITE CAMPER ACTIVITIES

1

POOL

2

HIGH ROPES

3

ARCHERY

4

SHADE GAMES
(BASKETBALL, GAGA
BALL, ETC.)

292,300
FEET ZIPLINED



(That's over 55 miles!)



1107
MILES BIKED

98%

OF CAMPERS SAY
THEY HAD FUN AT
CAMP SOUTHERN
GROUND



“

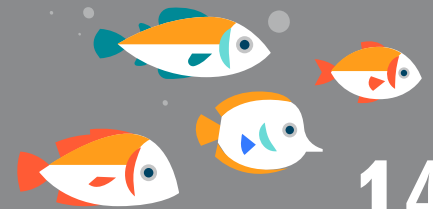
THIS HAS BEEN THE BEST
WEEK OF MY LIFE.
I CONNECTED WITH MY
FRIENDS, I HAD FUN WITH
MY COUNSELORS, AND I
HAD THE TIME OF MY
LIFE, THANKS TO YOU. I
AM SO SO SO GRATEFUL
FOR THIS EXPERIENCE
AND I CAN'T WAIT TO
COME BACK NEXT YEAR.

– Summer Camper



3600

TOTAL HOURS OF POOL TIME



14

FISH CAUGHT PER WEEK
(on average!)



At Camp Southern Ground, we have FUN!
We also practice
CURIOSITY · **FRIENDSHIP** · **TEAMWORK**
RESPONSIBILITY · **INDEPENDENCE**

This proprietary 5-Character Culture unlocks a sense of true belonging that builds confidence and competence for the challenges kids face every day.

At Camp Southern Ground, we know that empathy, kindness, and connection are built through learning to recognize and magnify the differences and unique gifts within ourselves and others. We are proud that our campers return home with a sense of real accomplishment, inspired to positively and profoundly impact the world.



THANK YOU TO OUR 2024 PARTNERS INCLUDING

ABELE TECHNOLOGIES

ALLEGRA C. FORD-THOMAS
FOUNDATION

THE CALLAWAY FOUNDATION

CAMP CORRAL

FOCUSED COMMUNITY
STRATEGIES

GREEN BERET FOUNDATION

HOPE FOR THE WARRIORS

KATHRYN JOHN MURPHY
FOUNDATION

LOWELL AND BETTY DUNN
FOUNDATION

PEACHTREE CITY ROTARY

SAGE HOSPITALITY

SPECIAL OPERATIONS
WARRIOR FOUNDATION

STUART ABELSON

TEN FINGERS FOUNDATION

TRILITH FOUNDATION

TRIPLE J FOUNDATION



THANKS TO OUR
GENEROUS DONORS,
WE WERE ABLE TO
PROVIDE FINANCIAL
ASSISTANCE TO OVER

94%

OF OUR CAMPER



Visit
CampSouthernGround.org
to learn more and give
today »

