



Vision
Goals
Structure



Outdoors
Education
Impact



Camp NBC is a result of the partnership between the National Baptist Convention, USA Inc. and Cabela's Outdoor Fund. It is funded by Cabela's Outdoor Fund's commitment to a four-year grant, awarded to the National Baptist Convention. These camps include instruction and activities for fishing, camping and archery. Additional activities are Fire starting, Tent set-up, Camp cooking, Casting Lessons and Fishing instruction and Camp Gear Relay Races.

✓ **FISHING**

✓ **ARCHERY**

✓ **CAMPING**

National Baptist Convention, USA Inc.
1700 Baptist World Center Drive
Nashville, TN 37207

Dr. Jerry Young, Convention President
Dr. Ricky Turner, Convention Treasurer
Genesis Watkins, Partnership Director



Background...

Cabela's leadership identified the National Baptist Convention USA, Inc. and its influence in the African American community. Strategic leadership meetings began in 2014 and highlighted the importance of outdoor education programs and additional employment opportunities in African-American communities. After discussing the aligned vision of Cabela's and NBC, Camp NBC was initiated to expose children and youth to God's great creation; challenging them to explore the outdoors and experience the world outside of their neighborhoods. In addition to supporting the local church, participants are encouraged to *"envision the future exceptionally"* while engaging the world and its opportunities.

Goals...

The goal of this program is to make meaningful investments in the lives of the children and youth of NBC, as well as their families, through life-changing, outdoor learning experiences. We hope to attract younger and more diverse outdoor enthusiasts through this program and challenge them to consider all of the recreational and employment opportunities available in the great outdoors.

Structure and Activities...

Camp NBC requires the collaboration of the NBC Strategic Partnership Director, Cabela's/Bass Pro Outdoor Fund management, State Convention leadership, churches in designated regions and Cabela's outfitters. The Partnership Director meets weekly with corporate leadership and store management to coordinate the logistics and planning for event execution. The Partnership Director also meets regularly with point persons designated by State Convention leadership, to coordinate church volunteers and registration.

Activities and instruction included in the Camp NBC program are: Fire starting, Tent set-up, Camp cooking, Casting Lessons, Fishing instruction, Archery and Camp Gear Relay Races. Additional activities include hiking, wildlife exhibits, and local wildlife education. Each child is presented with a fishing rod, tackle packs and/or bobbers, as well as educational materials to further their continued outdoor learning and participation in activities.

Measuring the Impact

	2018	2017	2016	2015
Children and teens	1,052	1,394	1,524	885
Adult volunteers	383	457	371	155
Outfitters	167	209	228	95
# of events	5	7	7	5
Average attendance - NBC children and adults	287	264	271	208

Key Observations:

*In four years, Camp NBC has had 24 events in 16 states and reached **6,221** children and adults, providing one-on-one training and exposure to camping, fishing and archery skills.*

1. Increasing Camp NBC brand recognition and requests for Camp NBC events
2. Increased volunteer coordination
3. Increased adult participation in activities
4. Seamless outfitter execution
5. Increasing interest in outdoor activities

Key Survey Findings:

Engagement:

Approximately 150 participants from Camp NBC were surveyed in 2017.

- 91% felt that the fishing activities were fun and easy to learn.
- 96% felt that the archery activities were fun and easy to learn.
- 97% felt that the camping activities were fun and easy to learn.

Continuing Education:

- 93% want to learn more about nature and outdoors.
- 93% are interested in learning additional outdoor activities.
- 92% would like to be involved in fun, outdoor education programs in their area.

Measuring the Impact:

- 64% play outside more frequently, since attending Camp NBC.
- Since attending Camp NBC, 62% of Camp attendees have gone fishing again.
- Since attending Camp NBC, 89% of Camp NBC attendees have engaged in outdoor activities **WITH**

THEIR FAMILIES:

Ways to get involved with Camp NBC:

1. Pray for the strategic development and growing impact of the program.
2. Partner with us and serve as a Camp NBC Ambassador in your local area.
3. Promote the Camp NBC program through social media sharing and networking.

For more information:

Camp NBC
National Baptist Convention, USA Inc.
872.228.1NBC Phone
877-471-0483 Fax
camp.nbc1@gmail.com Email