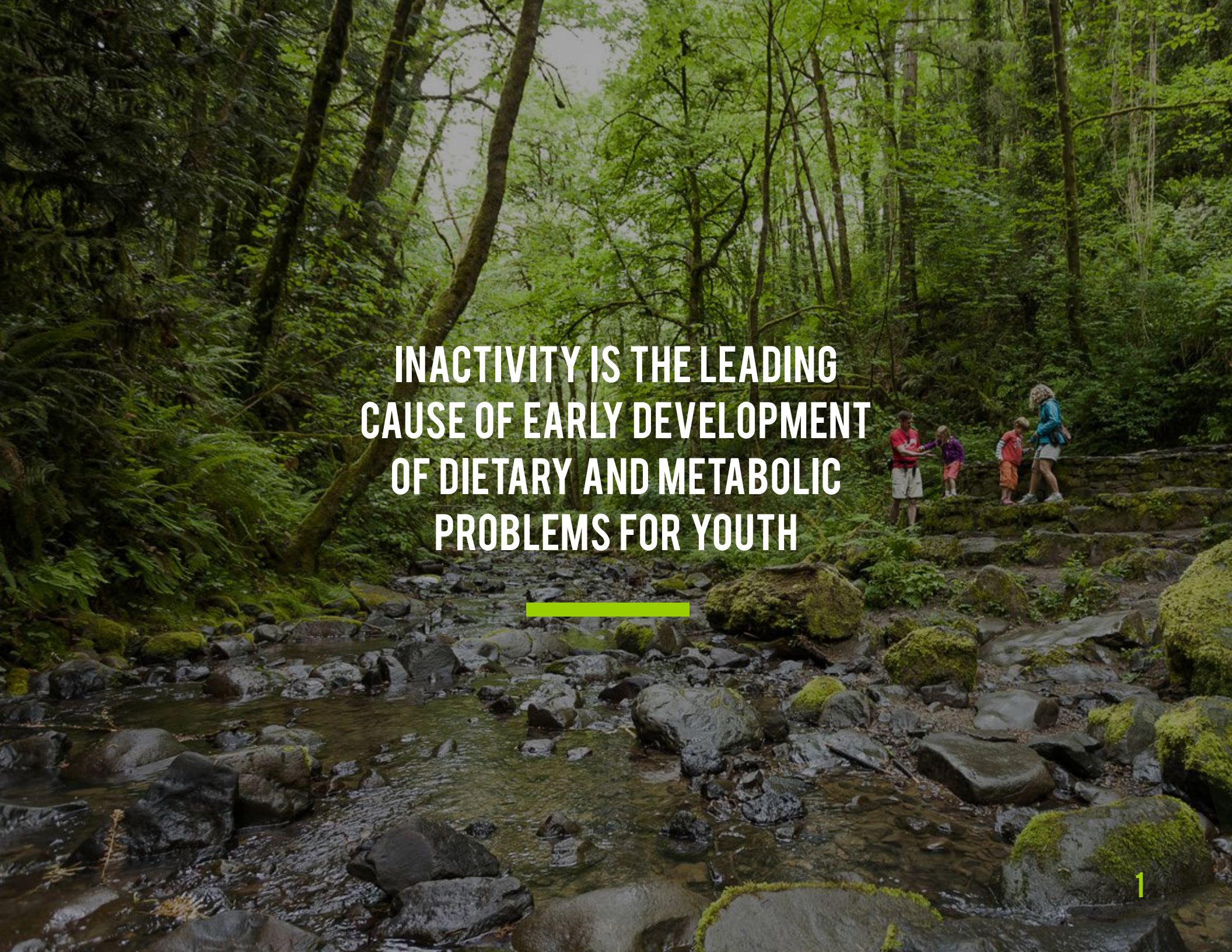
CHANGE

CHANGE ADVENTURE CAMP

CHANGING KIDS THROUGH CAMP



INACTIVITY IS THE LEADING CAUSE OF EARLY DEVELOPMENT OF DIETARY AND METABOLIC PROBLEMS FOR YOUTH

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THE MANY ROADS TO METABOLIC SYNDROME

Without intervention at a young age, youth risk developing premature metabolic syndrome. The risk of developing Metabolic syndrome is likely to continue after childhood, adolescence and into adulthood. A lack of physical activity and a nutritional diet is the leading cause of early onset of a wide range of serious health complications such as diabetes and heart disease.

20%

of the adult population has metabolic syndrome

On any given day, **25%** of Canadians will eat from a fast food outlet

60%

of Canadians report eating less than 5 daily servings of fruits and vegetables

One-third of Canadian children aged 5 to 17 years are either overweight or obese

59%

of adult Canadians are either overweight or obese, with rising rates of hypertension and diabetes

3.6%

of all new cancer cases in adults were attributable to obesity worldwide. If current trends continue, by 2040, up to

70% of adults aged 40 years and older will be either overweight or obese

Children with a history of metabolic syndrome in their families are at a higher risk of developing metabolic syndrome themselves

85%

of Canadians fall short of the current physical activity recommendations

5X the risk of diabetes

4X more likely to become obese if overweight during childhood

2X the risk of blood vessel and heart disease, which can lead to heart attacks and strokes

Only **half** of Canadians report eating the recommended servings of fruits and vegetables

WHAT IS METABOLIC SYNDROME?

Metabolic syndrome is the name for all the risk factors that include habits, traits and conditions that increase the change of developing a disease and other health problems. Metabolic syndrome is highly hereditary and therefore, youth with a history of the condition are at a higher risk of developing metabolic syndrome in the future.

An increase in youth using technology and being less active outdoors is a growing concern globally. These younger generations are growing up without the necessary skills to cook healthy lunches at home and the benefits of being physically active. It is imperative that youth learn the fundamentals to improve their physical literacy and meal preparation skills to lead a healthy and active lifestyle.

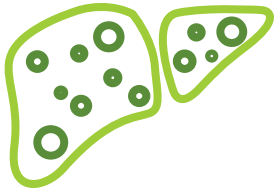
HEART DISEASE

PCOS

HYPERTENSION

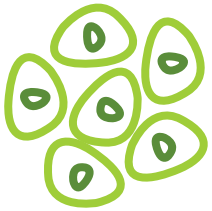
DEMENTIA

LIPID PROBLEMS



NAFLD

INSULIN RESISTANCE



CANCER

TYPE 2 DIABETES

OUR SPONSORS

CHANGE ALBERTA

MOVE

Primary Care Network EDMONTON OLIVER 10 YEARS PRIMARY CARE EXCELLENCE SINCE 2006

UNIVERSITY OF ALBERTA

MetSC METABOLIC SYNDROME CANADA

ABOUT CHANGE ADVENTURE CAMP

CHANGE Adventure Camp is focused on connecting children and families with nature, while developing their knowledge and skills. The camp will allow participants to explore nature, while teaching children and families the key principles in land use, food nutrition and meal preparation. In addition, camp participants will have the opportunity to participate in physical activities and learn the benefits of being active outdoors. The purpose of the summer camp gives the tools every person needs to maintain an active lifestyle while learning lifelong skills.

WHY CHANGE ADVENTURE CAMP?

CHANGE stands for Canadian Health Advanced by Nutrition and Graded Exercise. A key difference between the CHANGE Adventure Camp and other camp offerings is the physician leadership combined with research expertise from the University of Alberta. The CHANGE Adventure Camp builds on the work done by Metabolic Syndrome Canada and the development of the CHANGE program. CHANGE is a national collaboration, which has developed a behaviour change intervention based on scientifically validated nutritional and exercise concepts and has been implemented in three Canadian cities including Edmonton, Quebec City, and Toronto.

OUR PURPOSE OF THE SUMMER CAMP

1. To promote a healthy and active lifestyle for at risk youth and families
2. To teach fundamental skills in physical education and meal preparation for maintaining a healthy lifestyle
3. To provide an opportunity for at-risks youth to attend camp regardless of economic status
4. To bring awareness of Metabolic Syndrome and the risk factors leading to premature development.

WE NEED YOUR HELP

FIND OUT HOW YOU CAN MAKE A DIFFERENCE.

FIND OUT HOW YOU CAN PARTNER WITH US TO SUPPORT OUR ANNUAL EVENTS AND SCHOLARSHIP FUNDS!

GIVE KIDS THE CHANCE TO GO TO CAMP

THE BENEFITS OF AT-RISK CHILDREN AND YOUTH ATTENDING CAMP

DISCOVER ADVENTURE

Adventure starts outdoors, with basic fundamentals in daily physical activity made fun and easy for children and youth of any ages. Children and youth experience how to be active and have fun without a device, or phone, or game console - just pure nature!

LEARN SKILLS & KNOWLEDGE

Children, youth and families develop the basic fundamental skills and knowledge to live a healthy and active lifestyle. Activities include hiking, exploring nature, cooking classes and lunch preparation, relay races, trivia games, obstacle courses, fort building, yoga and more!

FAMILY FUN

Bring the whole family! At CHANGE Adventure Camp, families are encouraged to play, cook, and explore nature together.

Studies suggest that metabolic syndrome is preventable with the use of basic fundamental skills for healthy living, through physical activity and meal preparation skills.

THE STEPS FOR CHANGE SCHOLARSHIP FUND

Scholarships help more kids experience the joy of summer camp.

Your donations towards the scholarship fund gives CHANGE Adventure Camp the ability to break down economic, racial, geographic, religious, ethnic and social barriers.

Each year, the STEPS FOR CHANGE scholarship fund provides scholarships to campers who otherwise cannot afford the entire camp fee and whose presence at camp will lead to positive change in lifestyle.

Your support in donating to the scholarship fund will provide financial assistance to families who can't afford the full cost of giving their child a camp experience. The scholarship fund is sustained by generous donations from individuals, government agencies, businesses and community organizations. Each camper who receives the Scholarship, is confidentially matched with a donor. The camper writes a small thank you card to send to their donor, thanking them for their support in the STEPS FOR CHANGE Scholarship fund.

SPONSORSHIP

SPONSORSHIP OPPORTUNITIES

CHANGE Adventure Camp is a registered, not-for-profit charitable organization. Our mission is to promote and reduce risks of pre-mature development of metabolic syndrome in youth. We accomplish this through our unique programing of physical education, meal preparation and experiencing nature.

Our organization relies on the generosity of donors for our continuing operation throughout the summer months. Approximately 60% of the camp's operating budget comes through contributions from individuals, corporate donors, and from occasional project-specific foundation and government grants.

We are very grateful to all of our donors. Your support, at any level, will help make a difference in terms of creating innovative and effective programming for at risk youth.

BRONZE ($5,000/ANNUAL)

- Bronze logo recognition in annual report
- Acknowledgement on the website,

SILVER ($10,000/ANNUAL)

- Bronze logo recognition in annual report
- Acknowledgement on the website
- Coverage on all social media outlets

SPONSORSHIP OPPORTUNITIES

GOLD ($15,000/ANNUAL)

- On landing page of website, prominent logo coverage
- Prominent logo on merchandise
- Prominent logo on all print material
- Gold logo recognition in annual report

PLATINUM ($25,000/ANNUAL)

- Company banner at all events by CHANGE Adventure Camp
- Platinum logo recognition in annual report
- Platinum logo recognition on all print materials and merchandise

NAMING OPPORTUNITY ($50,000 / ANNUAL)

We invite you to consider the naming opportunity to showcase your commitment and leadership, create long term visibility for your organization, and make a positive impact in your community.

Your company name on:

- All promotional print, clothing and materials
- All electronic channels including website, and social media
- All media activities associated with the camp
- Recognition and involvement at events

GIFT-IN-KIND

If you would like to support CHANGE Adventure Camp in another way, gift-in-kind donations are worth considering. You can choose to donate athletic wear, camp supplies, and cooking essentials for our campers. These are all examples of ways your thoughtfulness can help us continue to send these deserving children to camp while keeping our costs down.

CONTACT INFORMATION

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