2020 Camp Partnership Opportunities
Youth Asthma Camp | July 26-30, 2020
Camp Breathe Happy teaches asthma management skills to DC kids ages 8 to 12 who have trouble controlling their asthma. We use the evidence-based Fight Asthma Now (FAN) curriculum, and treat our campers to outdoor adventure. Our camp staff are asthma health professionals and trained camp counselors.

The 2020 Camp Breathe Happy takes place at 4-H Patuxent River Campgrounds in Maryland. Under the supervision of medical staff and trained camp counselors, our campers experience the outdoors like never before. They bunk in a rustic log cabin, enjoy nature walks, archery, water sports, arts and crafts, and other games and activities.

Our team has over 20 years of experience, serving more than 1,300 children at asthma camps.

STAFFED BY RESPIRATORY CARE PROFESSIONALS: Camp Breathe Happy is staffed by licensed respiratory therapists (RRT) and registered nurses (RN), under the supervision of a physician (MD).
A FREE life-changing resource for kids in need.

Kids attend Camp Breathe Happy FREE of charge. Your support will make summer asthma camp possible for more than 50 kids living with poorly-managed moderate to severe asthma.

In the 12 months before learning asthma control skills at Camp Breathe Happy, our campers typically experience:

- 6 or more asthma episodes
- 4 emergency department (ED) visits for asthma
- 1 to 2 hospitalizations for asthma
- A week of school days missed due to asthma

After camp, children are equipped to better manage their asthma, and experience a dramatic reduction in asthma emergencies, ED visits, hospitalizations and missed school days.

Campers learn to manage their asthma and know their triggers.

Pictured: Two campers study an asthma lesson. Over 90% of campers improve their asthma knowledge during Camp Breathe Happy.
Smart health investment.

An investment in Camp Breathe Happy is an investment in a child’s lifelong health. It’s also a partnership that delivers tremendous return for health systems and care providers, in the form of exponential cost savings.

Partnership will more than pay for itself in cost savings within 12 months. And the cost savings will extend far beyond the first year. Studies of our asthma education materials indicate that kids retain their new asthma management skills and continue to apply them long-term.

<table>
<thead>
<tr>
<th>Health Provider Cost to Treat Asthma</th>
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<tbody>
<tr>
<td><strong>ED Visit:</strong> $1,502 per visit$^1$</td>
</tr>
<tr>
<td><strong>Hospitalization:</strong> $5,900 per stay$^2$</td>
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Prior to camp, 75% of families seek ED care for their child’s asthma. After camp, the number drops to under 30%.

Sources: (1) NIH, 2015. (2) GlaxoSmithKline, 2011.
What asthma management skills do campers learn?

98% learned:
- how to identify triggers
- secondhand smoke is a trigger
- how and why to use a spacer
- how to calm down during episodes

96% learned:
- how to use an asthma pump
- how and why to use a relief inhaler
- how to use long-term control medication

Source: 2017 Camp Breathe Happy post-test results
We teach kids to save their own lives.

According to a 2017 report by the American Academy of Allergy Asthma & Immunology, black children are six times more likely than White children to die of complications from asthma.

“The communities are underserved, but Camp Breathe Happy can give [kids] full knowledge of how to manage and control their asthma.”

Michael Johnson, Camp Co-Director
We’re beating asthma with education.

Each year, Breathe DC strives to recruit and enroll more campers than the year before. Our reach and teach model is working. We aim to achieve a 100% asthma education success rate--meaning every child learns and retains the asthma lessons we teach at test for at camp.
Compass Partner | $75,000

Your support funds **50 camperships** for deserving children to attend Camp Breathe Happy.

**12-MONTH IMPACT & RESULTS**
- **200 fewer ED visits** ($80K health cost savings)
- **9 fewer hospitalizations** ($53.1K cost savings)
- **400 fewer missed school days for kids**
- **250 fewer missed work days for parents**

**PARTNER ACKNOWLEDGMENT**
Breathe DC will acknowledge your partnership with:
- Press release announcing partnership
- Logo prominently placed on:
  - camp promotional materials
  - camp t-shirts
  - camp web pages
- Speaking opportunity at camp graduation
- Photo op at camp event
- Personal thank you from campers
Lodge Partner | $30,000

Your support funds **20 camperships** for deserving children to attend Camp Breathe Happy.

**12-MONTH IMPACT & RESULTS**
- **80 fewer ED visits** ($32K health cost savings)
- **4 fewer hospitalizations** ($23.6K cost savings)
- **160 fewer missed school days for kids**
- **100 fewer missed work days for parents**

**PARTNER ACKNOWLEDGMENT**
Breathe DC will acknowledge your partnership with:
- Logo placed on:
  - camp promotional materials
  - camp t-shirts
  - camp web pages
- Inclusion in media releases
- Acknowledgment at camp graduation
- Personal thank you from campers
Cabin Partner  |  $15,000
Your support funds 10 camperships for deserving children to attend Camp Breathe Happy.

12-MONTH IMPACT & RESULTS
• 40 fewer ED visits ($16K health cost savings)
• 2 fewer hospitalizations ($11.8K cost savings)
• 80 fewer missed school days for kids
• 50 fewer missed work days for parents

PARTNER ACKNOWLEDGMENT
Breathe DC will acknowledge your partnership with:
• Logo placed on:
  camp promotional materials
camp t-shirts
camp web pages
• Inclusion in media releases
• Acknowledgment at camp graduation
• Personal thank you from campers
Tent Partner
$7,500
Your support funds 5 camperships for deserving children to attend Camp Breathe Happy.

12-MONTH IMPACT & RESULTS
- 20 fewer ED visits ($8K health cost savings)
- 1 fewer hospitalization ($5,900 cost savings)
- 40 fewer missed school days for kids
- 25 fewer missed work days for parents

PARTNER ACKNOWLEDGMENT
Breathe DC will acknowledge your partnership with:
- Name placed on camp promotional materials
- Name in media releases
- Acknowledgment on camp web pages
- Name placed on camp t-shirts
- Personal thank you from campers

—— Send ——
5 kids to camp

Starlight Partner
$1,500
Your support funds 1 campership for a deserving child to attend Camp Breathe Happy.

12-MONTH IMPACT & RESULTS
- 4 fewer ED visits ($1,600 health cost savings)
- 1 fewer hospitalization ($5,900 cost savings)
- 8 fewer missed school days
- 5 fewer missed work days

PARTNER ACKNOWLEDGMENT
Breathe DC will acknowledge your partnership with:
- Acknowledgment on camp web pages
- Name placed on camp t-shirts
- Personal thank you from campers

—— Send ——
1 kid to camp

Starlight Partner
$1,500
Send 1 kid to camp

Tent Partner
$7,500
Send 5 kids to camp

Starlight Partner
$1,500
Send 1 kid to camp

Tent Partner
$7,500
Send 5 kids to camp

Starlight Partner
$1,500
Send 1 kid to camp
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