

# MEDIA KIT

HELP US SPREAD THE WORD



For information on advertising and sponsorship opportunities contact:

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**You can request a Friends of the 100<sup>th</sup> Information Packet via mail by contacting our office or email [Joanna.scott@ywcavt.org](mailto:Joanna.scott@ywcavt.org) or download at [ywcavt.org](http://ywcavt.org)**



eliminating racism  
empowering women  
**ywca**  
Vermont

For Immediate Release

November 2018

Contact: Joanna Scott, YWCA VT Dir of Development

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South Hero, VT- YWCA Vermont Camp Hochelaga is turning 100, and we are planning a centennial celebration on Saturday, June, 15th 2019 at Camp Hochelaga for all friends, alums and supporters of the organization over the years. Event-goers will have the opportunity to head to camp and enjoy property tours, camp activities, BBQ Lunch, blowing out the candles and connecting with community members and friends. There will also be a ticketed evening banquet with a speaker and historic camp traditions.

Since 1919, even though addresses have changed, thousands upon thousands of girls have come and gone through the gates, initiatives and campaigns have looked different, but the mission of eliminating racism and empowering girls and woman has never wavered, and is stronger than ever! YWCA Vermont Camp Hochelaga envisions vibrant, fair and connected communities where women and girls thrive with access to opportunities for growth and leadership. We just wrapped up an amazing 99th season of camp on the beautiful shores of Lake Champlain.

[PHOTOS: 99<sup>TH</sup> CAMP SEASON](#)

[VIDEO: WHY LAGA IS SO IMPORTANT](#)

“We are the last remaining all girls residential camp that is run by a YWCA affiliate.” Joanna Scott, Director of Development for YWCA Vermont states. Scott continued, adding that “Looking ahead, YWCA Vermont Camp Hochelaga aims to maintain its role in the community as a source of hope and empowerment for generations of girls to come. We are devoted to standing tall and strong for another 100 years, changing lives one camper at a time.”

As we gear up for our 100<sup>th</sup> season, YWCA Vermont is grateful for our campers and families, our alumnae, our Board of Directors and dedicated committee members, our community of volunteers, and our summer staff, all of whom believe in one common goal, eliminating racism and empowering women and girls. Through our beloved Camp Hochelaga we are doing just that, empowering our young campers of today, and with your support for the next 100 years.

Additionally, all individuals, businesses and organizations are invited to accept the **Centennial 100 Challenge**, a fundraising campaign with a goal of sending 100 girls to camp this year through the **Circle of Girls Scholarship Fund**. This will ensure that campers, no matter of their families’ financial situation, can experience the life-changing environment that is Camp Hochelaga. YWCA Vermont is dedicated to the services and programs offered as a beacon of hope and positive change for the next 100 years.

More information about YWCA Vermont Camp Hochelaga including its Centennial celebration head over to <https://ywcavt.org/centennial-celebration/> or <https://www.facebook.com/YWCAVermont/>. Call our offices anytime at 802-862-7520 or email us [contactus@ywcavt.org](mailto:contactus@ywcavt.org)

###



**Mission:** YWCA Vermont is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all.

**Vision:** Empowering women and girls to realize a sustainable future by fostering a community of inclusivity and awareness. YWCA Vermont envisions vibrant, fair and connected communities where women and girls thrive with access to opportunities for growth and leadership.

### **Who we are....**

Established in 1919, YWCA Vermont has been a voice for change dedicated to eliminating racism, empowering women, and promoting peace, justice, and freedom for nearly 100 years. YWCA Vermont envisions vibrant, equitable and connected communities where women and girls thrive with access to opportunities for education, wellness, growth and leadership. Throughout all our programs, we ensure women and girls learn about healthy lifestyle choices, explore the intersection of race and gender, and nurture environmental stewards and life-long learners. Our work is funded by our generous supports and donors, Camp Hochelaga, our anchor program, grants, in-kind donations and amazing volunteers. We collaborate with partner organizations across Vermont to advocate for policy and systems change that will advance our mission and vision.

### **What we do...**

Our anchor program is Camp Hochelaga, one of the last remaining worldwide all girls residential YWCA affiliate camps, located on the scenic shores of Lake Champlain in South Hero, 30 minutes from Burlington, VT. Camp Hochelaga is a summer safe have to over 700 girls from all over Vermont and the world, ages 6-17. Camp provides summer residential and day camps, we are American Camp Association accredited and offer 30 acres to explore a wide range of actives intended to build character, self-esteem, self-confidences and leadership.

In addition to camp, we are proud to join our sister YWCA's in organizing the annual Stand Against Racism and Week Without Violence campaigns, host a holistic women's retreat weekend, promote young leaders in STEAM topics with our Leaders on the Lake and Leaders on the Rise programs, attend and facilitate forums and event on race and gender discrimination.

*you're invited...*

# Camp Hochelaga's Centennial Celebration



Help us keep the  
candle burning for  
the next 100 years!

**Saturday, June 15<sup>th</sup> 2019**

*Join us for day and evening celebrations, in recognition of Hochelaga's 100 year history and accomplishments. The day events will include a open house style gathering, with a special alumnae afternoon event, to conclude the day a ticketed Senior Banquet dinner, awards ceremony, and a special Candlelight ceremony. Learn more, visit our website or call the office.*

**[ywcavt.org/centennial-celebration](http://ywcavt.org/centennial-celebration)**

**802-862-7520**

10-2pm Community Open House  
2-4pm Alumnae Afternoon  
5pm Mix and Mingle Hour  
6-8pm Dinner, Awards /Recognition  
8pm Candlelight Ceremony

Space is limited for the evening reception,  
reserve your tickets online today!

*Rent a cabin and stay overnight at camp!  
Complete with late night s'mores and a bugle  
wake up call for breakfast the next morning.*



## Testimonials

*"I have been attending Camp Hochelaga for the past 5 years as a camper and cannot wait to return in Summer 2018! Through camp I have made some of my closest friends and made connections with girls of*



*all age ranges. Hochelaga has taught me to really come out of my shell and be myself at camp, where I know others will accept me. There are so many great opportunities offered at 'Laga that vary based on interest. I myself have tried all sorts of different activities at camp such as archery and sailing for the first time. Hochelaga has become a second home to me and I hope to continue going as long as I can." – 'Laga Camper*

*"This conference / training was worthy of my time, and the opportunities for engagement and learning was more than I had hoped for. I am looking forward to next year's offering and will bring along friends of mine who are stakeholders in young Vermont children's lives. I am thankful to the YW and MCYC for allowing us this training as a no costs, as a volunteer area mentor I will be able to bring tools with me as I encounter necessary conversations and interactions with youth." -Navigating Diverse Identities Conference 2017 Participant*



*"I attended Camp Hochelaga many years ago, and when my daughter was old enough she became a Laga girl too! Camp Hochelaga is a beautiful, perhaps even magical, place where girls can explore, learn and grow in a safe environment. I can't think of any better place or any better program to have my daughter involved in. Over the past five years, she has blossomed into a Young Woman with confidence and self-worth, and I saw those traits take root while she was attending Camp Hochelaga. I would highly recommend this camp to any Mom or any Daughter looking for a camp to call "Home"." –' Board Member*



*"For the last two years I've attended the YWCA VT Stand Against Racism community events they have put on in support of YW mission work and the national SAR campaign. I cannot say enough about the heart and thoughtfulness this small YW Vermont team accomplishes in the capacity they have to work with. The SAR event was just one example of the effort and care they craft when putting on a community event and putting together groups of people for a common good. I am proud to support and give my money, time and energy to this long standing organization." – YWCA VT Supporter*



## Facebook

What's on your mind? Share a post with friends about our excitement... Share the event page.... Create a Facebook Birthday Fundraiser and raise funds for us. Stay engaged on social media and beyond.

- Share the Event
  - <https://www.facebook.com/events/1927491967492407/>
- Hashtags to Use
  - #ywcavt #camphochelaga #hochelaga100years #100years #since1919 #empowerment #lagalove #onamission
- Sharing your Memories
  - Please Join our FB Group: <https://www.facebook.com/groups/hochelaga100/>
  - Contact our offices at: 802-862-7520 or Email us at: [hochelagahistory@ywcavt.org](mailto:hochelagahistory@ywcavt.org)
- How to Create a Facebook Fundraiser
  - [https://www.facebook.com/fundraisers?create&source=help\\_center\\_how\\_to\\_create\\_fundraiser](https://www.facebook.com/fundraisers?create&source=help_center_how_to_create_fundraiser)
    - ✓ Click Fundraisers in the left menu of your News Feed.
    - ✓ Click Raise Money.
    - ✓ Select Nonprofit/Charity.
    - ✓ Select a charitable organization, choose a cover photo and fill in the fundraiser details.
    - ✓ Click Create.
- Sample Posts
  - Have you heard? Camp Hochelaga's Centennial Celebration Planning Committee is hard at work ensuring that the events of June 15, 2019 go above and beyond in recognizing the incredible milestone for the 'Laga community. Since 1919, YWCA Vermont Camp Hochelaga envisions vibrant, fair and connected communities where women and girls thrive with access to opportunities for growth and leadership. They just wrapped up an amazing 99th season of camp on the beautiful shores of Lake Champlain, and are now anticipating the 100th celebration! They'd love to hear from you! Head over to the Hochelaga 100 Group at <https://www.facebook.com/groups/hochelaga100/> This group is a place to reconnect, laugh over shared memories, reminisce about long sunny days on the shores of Lake Champlain, learn about how you can be involved in Camp Hochelaga's Centennial Celebration, and stay up to date on new growth and developments both for camp and YWCA Vermont as a whole.
  - I am so excited... Have you heard about the Centennial Celebration for Camp Hochelaga?
    - I am going to do my best to attend... I am looking forward to details about the day of event. In the meantime, I urge you to get in touch with YWCA Vermont to make sure they have the most up-to-date information. Check them out on-line: <https://ywcavt.org/centennial-celebration/> or join the conversations on Facebook: <https://www.facebook.com/groups/hochelaga100/>
    - I am so excited to attend... please head to the website for the updated information regarding the event on Saturday, June 15<sup>th</sup> 2019 and join the conversations on social media. Check them out on-line: <https://ywcavt.org/centennial-celebration/> or join the conversations on Facebook: <https://www.facebook.com/groups/hochelaga100/>
    - Sadly, I can't attend but I intend to... accept the Centennial 100 Challenge, a fundraising campaign with a goal of sending 100 girls to camp this year through the Circle of Girls Scholarship Fund. This will ensure that campers, no matter of their families' financial situation, can experience the life-changing environment that is Camp Hochelaga. YWCA Vermont is dedicated to the services and programs offered as a beacon of hope and positive change for the next 100 years. Will you join me? <https://ywcavt.org/mission-supporter/>

## Spreading the Word using Front Porch Forum in Vermont *or other public forum*

Create an Account or Log into Front Porch Forum

Compose Posting

Select posting category that best applies: **Event (will also post to calendar)**

Posting subject: **YWCA VT Camp Hochelaga 100<sup>th</sup> Celebration**

Event date info: (No date applies? Then please select a different posting category)

**Sat. June 15<sup>th</sup> 2019**

Posting body: YWCA Vermont is turning 100, and we are planning a centennial celebration on Saturday, June, 15th 2019 at camp property. Camp Hochelaga's Centennial Celebration Planning Committee is hard at work ensuring that the events of June 15, 2019 go above and beyond in recognizing the incredible milestone for the 'Laga community. Since 1919, YWCA Vermont Camp Hochelaga envisions vibrant, fair and connected communities where women and girls thrive with access to opportunities for growth and leadership. At 'Laga, our core values of collaboration, kindness, leadership, and empowerment live at the center of all that we do. We just wrapped up an amazing 99th season of camp on the beautiful shores of Lake Champlain, and are anticipating the 100<sup>th</sup> as we engage the community and friends new and old! We'd love to hear from you!

Like us on FB to stay up to date <https://www.facebook.com/YWCAVermont/>

Call our offices: 802-862-7520

Find us on-line: <https://ywcavt.org/centennial-celebration/>



## Third Party Fundraising

### Every donation BIG or small makes a difference in a child's life!

Hosting an independent third-party fundraising event to benefit the organization and its mission. Events such as yours are important to our efforts to raise funds and awareness of the YWCA Vermont Camp Hochelaga programs and services and the 100<sup>th</sup> year. Please fill out the [form on our website](#) adhering to all terms. Will you help us?

The Centennial 100 Challenge, a fundraising campaign with a goal of sending 100 girls to camp this year through the Circle of Girls Scholarship Fund. This will ensure that campers, no matter of their families' financial situation, can experience the life-changing environment that is Camp Hochelaga. YWCA Vermont is dedicated to the services and programs offered as a beacon of hope and positive change for the next 100 years. This is a great time to get your friends, family and community involved.



**YWCA VERMONT**  
**CAMP**  
**HOCHELAGA**  
*Celebrating*  
**100 YEARS**

**Empowering Girls and Women Since 1919**



**Come  
 celebrate our  
 Centennial Year!  
 June 15th, 2019  
 Camp Hochelega  
 South Hero, VT**

YWCA Vermont envisions vibrant, fair and connected communities where women and girls thrive with access to opportunities for growth and leadership.

**Day & Residential Summer Camp for Girls 6-17**

**[www.ywcavt.org](http://www.ywcavt.org)**



**eliminating racism  
 empowering women**

**ywca**

**Vermont**