

# JESSIE HAS little dreams

PLEASE HELP THEM TO COME TRUE

Research confirms what we've always known to be true: physical activity is critically important for a child's health and well-being, ensuring that he or she grows and develops into a strong, healthy, well-rounded adult. If you also believe this, please give generously in order that kids' dreams of recreational opportunities and summer camp experiences can come true.

**LITTLE DREAMS** What child doesn't look forward to summer with excited anticipation? Swimming in a sparkling lake on a hot day; canoeing down a lazy river; hiking along nature trails; learning new skills; laughing with new friends; or sitting around a campfire at night under a canopy of twinkling stars. Unfortunately, for many kids in our communities summer camp is only a dream, a wish that cannot be fulfilled. It may seem like a little dream to you, but to a child who hasn't ever been to camp it's a pretty big deal. And the fact that many of our local children will never have a chance to attend camp or even take part in beneficial recreational programs is especially sad given that we live in a region known for its abundant natural beauty, with parks and conservation areas on our doorstep and the shores of one of the world's great lakes in our backyard.

**BACKGROUND** It's because we believe that every child deserves the chance to take part in summer camp and recreational experiences, that the Fresh Air Fund was started in 1976. Since then, thousands of children have enjoyed the thrill of attending summer camp or participating in recreational activities.

## HOW YOU CAN HELP

With more and more families in the area facing financial insecurity, and as the list of deserving kids who want camps or recreation is getting longer, to ensure this program enjoys continued success, we need your support.

Playing sports, social interactions in groups and teams, challenges that promote problem-solving skills – all offer extraordinary benefits to developing young minds. Summer camp experiences and recreational activities that the "Little Dreams, Big Dreams" Fund supports provide kids with more than just wonderful memories. Because of you, children will also gain skills, knowledge and experiences that will serve them well for life.

Let's not waste an opportunity to help a child grow strong and independent! "Little dreams" depend on big-hearted people who love children. It's true: we can't do it without you.



I DREAM OF GOING  
TO SUMMER CAMP  
LIKE ALL MY OTHER FRIENDS



The Children's Aid Society  
of Haldimand & Norfolk

With your support, their dreams will come true!



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