



August 13, 2025

Dear Supporter,

As record-breaking storms, flash flooding, and other severe weather continue to impact communities across the country, timely and reliable emergency alerts have never been more critical, especially for vulnerable populations in remote or outdoor environments.

That's why the Private Sector Emergency Management Association (PSEMA) Foundation, in partnership with the American Camp Association (ACA), the American Logistics Aid Network (ALAN), and Midland Radio is launching ***Signal & Shield Camp***, a nationwide initiative to equip camps with NOAA Weather Radios - and we are seeking your partnership to help make this lifesaving effort possible.

Each year, 26 million children plus 1 million camp staff participate in overnight and day camps, many located in remote or rural areas with limited cell coverage. In these settings, Wireless Emergency Alerts (WEA) sent to smartphones often fail to reach recipients, especially at night when phones are silenced or powered down.

NOAA Weather Radios solve that problem.

These radios activate loudly the moment a severe weather warning is issued. They receive alerts directly from the National Weather Service and provide a reliable, redundant channel for reaching camps even when power, cell towers, or the internet go down.

But *Signal & Shield Camp* is more than just hardware.

We are also launching a national education campaign to help camp leaders understand the meaning behind different National Weather Service alerts and know exactly what actions to take when those alerts sound. Camps will be invited to attend a series of free webinars hosted by the PSEMA Foundation, covering severe weather threats, early warning systems, and best practices in camp emergency response. Additional educational resources will be provided to support ongoing learning and year-round preparedness planning.

By partnering with us, you're not just helping to distribute 12,000+ NOAA Weather Radios, you're helping change the culture of preparedness in the camp community. This campaign is about building awareness, strengthening decision-making, and ensuring camps are ready when seconds matter most.

A Historic Event

In July 2025, catastrophic flash flooding struck Central Texas, affecting many nearby camps. Although the National Weather Service issued an alert at 1:44 a.m., cell service was down, and the warning did not reach all in the area. NOAA Weather Radios, which receive these alerts automatically and independently of cell networks, provide a vital layer of protection - especially in remote areas and during overnight hours when phones may be silenced or unreachable.

Signal & Shield Camp is our response - and our responsibility.

A Trusted Partnership with National Reach

Signal & Shield Camp is powered by three national nonprofits with deep expertise:

- *PSEMA Foundation*: Driven by partnerships. Focused on preparedness. Advancing private sector resilience where it matters most.
- *American Camp Association (ACA)*: Empowering camps to create quality experiences that build a world of belonging and growth.
- *American Logistics Aid Network (ALAN)*: Powered by logistics. Guided by purpose. Delivering resilient disaster relief when it's needed most.

Together, we bring the scale, trust, and operational know-how to deliver lifesaving impact.

A Clear Mission with Real Results

This campaign will place more than 12,000 NOAA Weather Radios into the hands of camp staff across the country - prioritizing rural and high-risk locations where alerts are most needed. It will also deliver training, guidance, and logistical coordination through our national network of partners.

A modest portion of campaign funds support shared program operations to ensure efficient deployment and sustainability. The vast majority directly fund radio procurement, distribution, and preparedness education.

Partnership Opportunities

Our partnership levels are designed to reflect your organization's commitment to preparedness, protection, and community resilience:

- ***Beacon of Safety Sponsor*** (\$100,000+)
- ***Guardian Sponsor*** (\$50,000 – \$99,999)
- ***Resilience Sponsor*** (\$25,000 – \$49,999)
- ***Preparedness Sponsor*** (\$10,000 – \$24,999)
- ***Camp Ally*** (\$1,000 – \$9,999)


All partners will be recognized across campaign materials, our website, social media channels, and in media outreach. Major sponsors will also be featured in campaign reports and may receive VIP invitations to participate in distribution events.

Your support can help us reach hundreds of camps nationwide with lifesaving alert technology. With your leadership, we can build a safer, more resilient environment for thousands of children and staff this summer - and for years to come.

We would be honored to speak with you about sponsorship, in-kind support, or direct contributions. Together, we can ensure that no camp is left without a warning.

Thank you for your commitment to safety, resilience, and community.

With appreciation,


Julie Kay Roberts
Founder / President
PSEMA Foundation


Henry DeHart
Interim CEO & President
American Camp Association


Kathy Fulton
Executive Director
American Logistics Aid Network



Equipping Camps with Life-Saving Weather Alerts

A National Campaign by the PSEMA Foundation in partnership with the American Camp Association and the American Logistics Aid Network

PARTNERSHIP PACKET

Why This Campaign Matters

In July 2025, catastrophic flash flooding struck Central Texas, affecting many nearby camps. Although the National Weather Service issued an alert at 1:44 a.m., cell service was down, and the warning did not reach all in the area. NOAA Weather Radios, which receive these alerts automatically and independently of cell networks, provide a vital layer of protection - especially in remote areas and during overnight hours when phones may be silenced or unreachable.

Each year, 26 million children plus 1 million camp staff participate in overnight and day camps, many located in remote or rural areas with limited cell coverage. In these settings, Wireless Emergency Alerts (WEA) sent to smartphones often fail to reach recipients, especially at night when phones are silenced or powered down.

We can close that gap - and change the culture of preparedness in the process.

The PSEMA Foundation, in partnership with the American Camp Association (ACA), the American Logistics Aid Network (ALAN), and Midland Radio, is launching ***Signal & Shield Camp***, a national campaign to place 12,000+ NOAA Weather Radios in camps across the United States. These devices deliver loud, automatic alerts even when the power is out or internet and cell service fail.

But this initiative goes beyond equipment. We are also leading a nationwide education campaign to help camp leaders and staff:

- Understand the different types of National Weather Service alerts
- Know what actions to take when an alert sounds
- Build long-term preparedness strategies tailored to their unique environment

All participating camps will be invited to a series of free PSEMA-hosted webinars on severe weather readiness, early warning systems, and best practices for camp emergency response.

Together, we are not only equipping camps, but we are also empowering them.

Campaign Goal: Equip 12,000+ Camps Nationwide

This campaign will:

- Distribute over 12,000 NOAA Weather Radios to camps across the country
- Support program management and logistics through a shared administrative cost
- Expand to additional camps with every dollar raised above the goal

Why Partner?

Your partnership will:

- Help camps access critical alerts during severe weather - without depending on a single system or provider.
- Support children and staff at camps nationwide
- Demonstrate your company's leadership in disaster resilience, child safety, and nonprofit collaboration
- Build community trust by investing in tangible preparedness with measurable outcomes

The Power of Partnership

This campaign brings together four nationally trusted organizations:

- **PSEMA Foundation:** Leads fundraising, oversight, and campaign coordination
- **American Camp Association (ACA):** Mobilizes camp outreach and prioritizes need
- **American Logistics Aid Network (ALAN):** Coordinates warehousing and national distribution
- **Midland Radio:** Providing NOAA Weather Radios at a discounted cost with free shipping to support this life-saving effort.

Together, we are building a more resilient future for children, staff, and families who trust that camps will keep them safe.

Partnership Opportunities

Join us in delivering peace of mind to thousands of camp communities. Your organization will be recognized for its leadership and commitment to preparedness and child safety.

Level	Contribution	Benefits
Beacon of Safety Partner	\$100,000+	Your leadership lights the way for others. Premier billing on all campaign materials, event features, and full-page recognition in the final impact report
Guardian Partner	\$50,000 – \$99,999	Recognized as a key protector of children's safety. Featured in campaign promotions, media releases, and listed prominently on all digital channels.
Resilience Partner	\$25,000 – \$49,999	Supporting long-term strength and preparedness for camps nationwide. Includes logo on website, newsletter mentions, and campaign updates.
Preparedness Partner	\$10,000 – \$24,999	Demonstrating commitment to readiness and responsibility. Named in digital materials, campaign webpage, and quarterly reports.
Camp Ally	\$1,000 – \$9,999	Helping ensure every camp is equipped for the unexpected. Listed in donor wall on psema.org/foundation and recognized in year-end impact communications

Custom partnership opportunities and co-branded distribution events are available for sponsors at the **Guardian** level and above.

How to Become a Sponsor

1. Choose a partnership level aligned with your organization's impact goals
2. Email julie@psema.org to confirm your partnership and receive your benefit package
3. Submit your tax-deductible contribution via check or secure online donation
4. Be recognized for helping protect lives before the next storm hits

Contact Us

Julie Kay Roberts
President & CEO, PSEMA Foundation
www.psema.org/foundation/signal

Contribution Disclaimer

The PSEMA Foundation deeply values the generosity of our partners and their commitment to supporting disaster response and recovery efforts. While we make every effort to direct funds and resources toward designated programs and initiatives, all contributions are ultimately used at the discretion of the Foundation's leadership to ensure the most effective and timely response to evolving needs.

This flexibility allows us to maximize impact, address urgent priorities, and adapt to changing circumstances in disaster-affected communities. By making a contribution, donors acknowledge and agree that the PSEMA Foundation retains full authority over the allocation and application of all donations received.

We appreciate your trust and support in our mission to provide critical aid where it is needed most.

Tax Exempt Status Disclosure

The PSEMA Foundation (EIN: 33-2482658) is a recognized 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for this donation.