

Greater Rochester Health Foundation Helps MCC Double the Size of Healthy Heroes Summer Camp to Serve More Children

\$1.3 million gift to MCC Foundation ensures future of camp through 2021

BRIGHTON, N.Y. –July 25, 2019– To provide healthy, enriching summers for more local children and youth, the Greater Rochester Health Foundation (Health Foundation) is increasing its funding support of the Be A Healthy Hero Summer Camp at Monroe Community College. Now in its sixth year and due to growing community awareness, the camp has more than doubled in size to serve the health and wellness needs of nearly 800 Rochester children.

The Health Foundation’s most recent investment of \$1.3 million with the Monroe Community College Foundation ensures the program’s future through 2021. The Health Foundation’s initial \$597,000 grant helped launch the camp in 2014.

“Children who participate in the Be A Healthy Hero Summer Camp at MCC benefit on many levels—physically, academically, socially and emotionally,” says Matthew A. Kuhlenbeck, Health Foundation president and CEO. “The camp’s impact goes beyond keeping kids active over the summer. It shows children how to lead healthy lives through exposure to a wide range of ideas and activities.”

“This camp aligns with the Health Foundation’s [Healthy Futures](#) strategy to improve the health and well-being of local children,” says Dr. Louis J. Papa, Greater Rochester Health Foundation board chair. “Our investment recognizes the proven success of the camp and reinforces the importance of summer activity and learning programs to the well-being of children.”

“Since the Health Foundation partnered with MCC to host this innovative camp five years ago, several thousand Rochester City School District students have been inspired to make healthy choices and embrace opportunities to reduce summer learning loss,” says Anne M. Kress, MCC president. “The camp delivers on its promise to produce ‘healthy heroes’ who take their learning, experiences and accomplishments back to their home schools and families.”

“More children and youth are benefiting from a healthy, well-rounded summer experience thanks to the Health Foundation’s \$1.3 million gift to the *Every Bright Future Needs a Strong Foundation* campaign,” said Gretchen Wood, chief advancement officer and executive director of the MCC Foundation. “Their investment has led to doubling the number of children served since the camp’s inception and expanding the program to include sessions in music and social skills that will benefit the campers for years to come.”

Led by MCC's Program Director Elizabeth Fell Kelly, Ed.D., the camp runs through Aug. 2 and incorporates:

- Fitness activities such as swimming, Zumba, yoga, football, basketball, volleyball and lacrosse.
- High-quality academic enrichment programs in reading and mathematics aimed at eliminating summer learning loss.
- Education in proper nutrition, character development, drug and alcohol avoidance, team-building and personal decision-making.
- Healthy breakfasts and lunches every day made possible by the U.S. Department of Agriculture's Summer Food Service Program.
- Bus transportation between several City of Rochester sites and MCC.

ESL Charitable Foundation and Glover-Crask Charitable Trust also provide philanthropic support of the camp in partnership with the MCC Foundation.

Approximately 60 junior counselors, ages 13 to 18, assist in instruction, mentoring and role modeling at the camp. The junior counselor experience is funded by the City of Rochester's Summer of Opportunity Program and RochesterWorks! Summer Youth Employment Program.

The Health Foundation grant is the latest major donation in support of the MCC Foundation's *Every Bright Future Needs a Strong Foundation* campaign. Launched in 2018 by Honorary Chairs Robin and Tim Wentworth, the campaign seeks to raise \$50 million to increase the number of scholarships available to MCC students and help grow the local economy through a well-educated and technically sophisticated workforce. Including the Health Foundation grant, the campaign has raised over \$47.5 million to date.

Individuals can support the summer camp and the campaign by visiting www.monroecc.edu or contacting the MCC Foundation at (585) 292-3680.

About Greater Rochester Health Foundation

The mission of [Greater Rochester Health Foundation](#) is to improve the health status of residents of the Greater Rochester community, including people whose unique health care needs have not been met because of race, ethnicity, or income.

About the MCC Foundation

The Monroe Community College Foundation seeks philanthropic investment to advance academic achievement, innovation, and the mission of excellence at the College. The MCC Foundation is ranked No. 1 among SUNY community colleges for total support.

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Press Contact:

ROSANNA C. YULE

Monroe Community College

585.292.3024; CELL: 585.249.0789

ryule@monroecc.edu



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