



THE CAMEL PROJECT

Awareness · Confidence · Community

TheCamelProject.org



and

The Camel Caravan Be Part of the Solution!



Bullying Prevention and Intervention Program
Building Stronger Community Youth Programs
& Relationships



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I. Summary

The Camel Project was started to help anyone who has been bullied or is the bully because they need the same intervention. The program helps build confidence through self-awareness. It is an examination of your body language, words, and behaviors. It begins with the baseline “who are you?” We take that information and build a customized plan with common sense steps to follow. Most people are relieved to find that the project is easy to understand and implement. The tricky part is sticking to it. The project has techniques to identify and define a healthy community as a support system.

The Camel Project focuses on building confidence through self-awareness. The end goal is to find your authentic self, with the help of a healthy community of supportive people.

Most programs are top down, from educators to the students. The Camel Project has flipped that thinking. The students are empowered to identify, research and present solutions to issues that are affecting them, like bullying.

A retired Pennsylvania school superintendent stated,

“The Camel Project’s Stop Bullying – I Care is the only program that I ever seen that comes from the student’s vantage point.”

Child Trend #2013-39 study, initial findings:

- Programs that involve parents were generally found to be effective.
- Programs that use a whole-community year around approach to foster a safe and caring climate to model and reinforce positive behavior and supportive messages were generally found to be effective.



II. Introduction

Why the Camel Project?

“Kids tell me things and trust me because I am a peer. I’m not their parents, a teacher or counselor. They know I will not judge them, make fun of them or get them into trouble. No one can relate or understand their mindset unless you experienced being a target every day and no one stops it. They give signs, like being rude/angry, not showing up/hiding (My solution at twelve years old) and/or being violent. These are very loud and clear signs for help. We are missing them, at least 20 times. School shooters conclude that this is the solution: ‘Take a gun and shoot people that hurt me.’ It is illogical but makes perfect sense to them. Fear, anger and depression are signs and all dramatic changes in their words and behaviors. I know. I committed a felony on school property.

“Help us build awareness; educate students and communities on how to prevent the core problem of bullying. When we take ownership by beginning with, this is a “me” problem not a “their” problem. Only then will we save our kids and our communities. “

Pamela Gockley, Founder, Executive Director and President

Pam Gockley is the co-founder and CEO of a technology company, a college graduate, the author of four books and numerous national magazine articles, an internationally known speaker, and is the recipient of numerous awards for achievement and development.

Early in her life, Pam dropped out of school, experienced poverty, bullying, despair, depression, obesity, rebelliousness, lack of self-confidence, drug abuse, run-ins with the law, and worse. Now Pam wants to share her amazing, life-changing story to Inspire, Motivate, and Educate and to give hope to anyone struggling to find their path in life. Her warm and engaging, but frank, honest and down-to-earth style will make you cry, laugh, and inspire you, all at the same time. Who can benefit from Pam’s insights? All At-risk, disadvantaged adults, students of any age, young people, and others who may be questioning their present life or their prospects can benefit.

The Camel Project LLC. PO Box 4544 Reading Pa 19606

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III. Needs/Problems

Definition of Bullying:

To be considered bullying, the behavior must be aggressive and include:

1. **An Imbalance of Power:** People who bully use their power—such as physical strength, access to embarrassing information, or popularity—to control or harm others. Power imbalances can change over time and in different situations, even if they involve the same people.
2. **Repetition:** Bullying behaviors happen more than once or have the potential to occur more than once. StopBullying.gov

Types of Bullying:

1. **Verbal** bullying is saying or writing “mean” things.
2. **Social** bullying, sometimes referred to as relational bullying, involves hurting someone’s reputation or relationships.
3. **Physical** bullying involves hurting a person’s body or possessions. StopBullying.gov

Common signs and symptoms when bullying behavior is not addressed:

1. Lower education levels
2. Truancy
3. Low morale
5. Low productivity
6. Violence
7. Physical health issues
8. Increased mental health issue
9. Increased substance abuse
10. Fear and Paranoia



Bullying is a **gateway behavior** and without intervention will fester causing issues both mentality and physically.

What do the following behaviors have in common; they start with being bullying and create at-risk kids:

Effect:

- Criminality
- Abuse
- Violence
- Isolation
- Dysfunction
- Addiction
- Depression
- Suicide 2nd leading cause of death 10 to 25yos

The Bullying Cycle





IV. Goals/Objectives

Our goal is to reverse the Bullying Cycle. Our program, *Stop Bullying – I Care*, is based on our trademarked strategy The Reputation Factor® using the core model Reputation Intelligence© (RI). RI uses *Social and Emotional Learning* type exercises to help kids understand the idea of relationship building, words, behaviors and reactions. The program is a how-to by engaging students in multimodality, based on how they learn.

- Reduce and eliminate bullying
- Reduce and eliminate bullying violence in and outside of school
- Reduce and eliminate suicide as the answer
- Reduce school shootings

The current state of violence in our communities:

- From 2007 to 2014, rates of deaths due to suicide among children ages 10 to 14 more than doubled - Centers for Disease Control and Prevention
- More than 215,000 students have experienced gun violence at school since the Columbine school shooting in April, 1999. Washington Post
- In 2017, the U.S. saw a total of 346 mass shootings. Gun Violence Archive

Almost all newly adopted policies are reactionary. i.e., arming teachers, metal detectors, on-site armed police, no backpacks, etc. Few to none include any new preventive proactive programs like relationship skills or social awareness building.



V. Procedures/Scope of Work

The purpose of The Camel Project *Stop Bullying - I Care* program is to help communities develop understanding of themselves and to learn alternative actions and reactions for school, work and home. The program also helps develop critical thinking skills and increases awareness, so that citizens can engage in informed decision-making and participate in activities, which improve their chances for success. With oversight, Ambassadors will facilitate *Stop Bullying - I Care*. Discussions and projects are to be driven by participants' thoughts and actions.

Topics to be addressed (generated by communities):

1. Challenges today's youth face in school, work and at home
2. What is bullying and how does it feel?
3. Are you aware of yourself?
4. How do your words and behavior affect yourself and others?
5. How to build self-confidence
6. Identifying your authentic self

Instruction includes the following teaching methods:

- Storytelling
- Direct instruction
- Brainstorming
- Problem-solving
- Lecture
- Role-playing
- Small and whole-group think tank

Modalities in use:

1. Drawing
2. Writing
3. Verbal
4. Age-appropriate games, team building, and group exercises

Activities and resources are designed to help students develop:

1. Critical analytical thinking skills
2. Manners, reactions, and responses
3. Identifying areas of improvements within one's self
4. How to be active and responsive listeners
5. Why being curious and research can be cool
6. How accountability plays a role in your life

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Community Youth Programs

The *Stop Bullying - I Care* student program:

Code –S – Self-awareness, your words and behaviors affect others
T – Think before you speak
O – Observe what is happening around you
P – Protect yourself and others who cannot protect themselves by getting the help

Core Principles – Reputation Intelligence

Pledge – My words and behaviors affect others. I will think before I speak, observe and see what is happening around me, and protect those who cannot protect themselves.

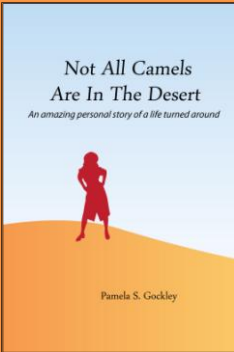
Each school will receive a certificate as a “bullying-free environment” and a banner to be displayed. The students will be able to sign the banner. Each year the school will renew the program. If the school fails to renew the program the banner and certificate will be rescinded.

The *Stop Bullying - I Care* program combined with the Reputation Intelligence® platform:

- Fosters Individual Innovation
- Leads to Freedom
- Identifies What is Essential
- Organizes efforts
- Creates a Custom Plan/Roadmap
- Nurtures Healthy, Mutually-Beneficial Relationships
- Focuses on What Matters
- Builds Confidence
- Opens Opportunities
- Disrupts Status Quo


The Camel Project:

“Not All Camels are in the Desert.”



6 – 12 grades

A Blaze of Kindness

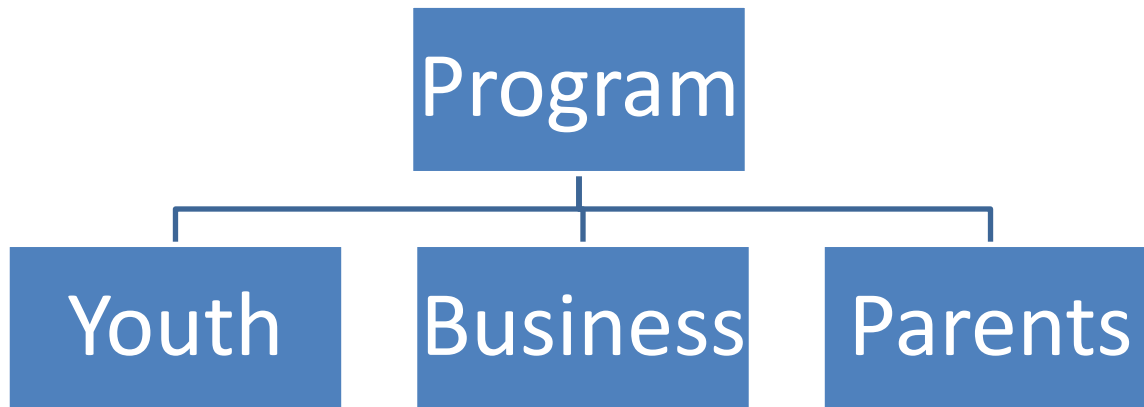


K- 5th grades



Whole Community Involvement

Each community will assign school personnel, students and business, religious, police and community leaders to be the thought leaders in their community. The Camel Project will provide the plan, the steps and support to make to turn the tide to a more positive, respectful and peace to their community.



Impact Steps

1. Recruit and engage members from the community for the Prevention committee. Members must represent a cross blend of citizens.
2. Surveys: will be given to the students, including participates, non-participate, teachers, teacher aide, administrators, counselors, business and community leaders and parents. The entire population, in and outside of the school, will be invited to take part in the survey process before the program begins. Two additional surveys will be given during and after the program.
3. Feedback forms will be available 24/7 online
4. Ability to report bullying incidents online and anonymously
5. Gather in one location center, all feedback, reports and surveys for evaluations.
6. Set standards and codes of conduct for your community.
7. Focus on prevention and intervention



VI. The Camel Caravan Community Bullying Intervention

The Camel Project is very proud to add a new champion to the mission of bullying elimination. The goal is to increase awareness and educate communities to end this gateway preventable behavior. We, partner, to implement bullying interventions plans for whole communities wellness.

The Camel Caravan (TCC, aka a 40ft community advocacy bus) will travel around the country to further The Camel Project mission: *dedicated to assisting communities, including schools, organizations, and individuals to change the culture of violent and unacceptable behaviors that result in trauma and abuse.* It will create visibility and attention on a community seeking a “go big or go home” statement for a healthy environment. TCC will create a huge impact, momentum and build awareness about bullying and other unwanted behaviors and activities. The community as a whole will take control and develop a consistency of vision for the community.

Why a 40ft Motor Home?

Why not? The impact and optics of a 40ft rolling billboard will capture the curiosity of the community. A TCC appearance causes a buzz and becomes a catalyst for a community outreach event to engage at-risk youth in under-served communities.

During on-site visits, The Camel Caravan is self-contained and carries its own 120 volt electrical generator and does not need to be tethered to outside power. It carries an exterior HD television or it can use its modern HDMI data projector and screen for outside presentations. There also is a 25 ft long retractable awning mounted on the vehicle to provide shade or in case of inclement weather.

Who will benefit from a visit by the TCC?

The overall community benefits from a visit: organizations, businesses, schools, religious centers, and residents. Does your company engage in corporate social responsibility (CSR) and corporate giving?

In today's marketing customers are aware of corporations that actively participate in causes that further social good. This pursuit of high ethical standards drives good public relations for the business. Corporate giving generally involves a specific donation that is tax-deductible.

A company is judged on its activities locally. In a global study, 91% of consumers said they were likely to switch to a brand that supports a good cause, given similar price and quality.

If your company is looking make a huge impact that makes a social statement look no further, it is a large vehicle with a Detroit diesel engine and an air horn to make sure everyone knows it has arrived. Your company

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can host the Caravan and include a book give away. Current and soon to be customers will gather at your location host a book signing for the youth. The media and other community leaders will be invited to participate. The company will increase its reputation as a supportive leader in the community. We become the spotlight on the issues and are the common thread everyone can have a fun day.

Some ways to begin a bullying intervention for your community are on the next page. We can create a plan to fit your needs and budget.



VII. The Camel Caravan 2019

The Camel Project is looking for corporate donations to help defray costs and fund community youth and adult programs.

Community Sponsorship Package includes:

- Your color logo/motto on the side of The Camel Caravan. (Options below. Production costs included.)
- Your color logo on The Camel Project website, plus prominent banner on the site advertising your Caravan site visit.
- Your company mentions on social and broadcast media.
- One - 2hr on-site visit by The Camel Caravan to location of your choice (where parking permits), within 20-mile radius from Reading, Pa (\$6 per mile after 20 miles - Not included with 12X12 option)
- We supply you with The Camel Project logos and graphics to add to your website and materials to show your support for “Stop Bullying! I Care!”

SIZE	6 mo. Sponsorship	12mo. Sponsorship
12x12	600.00	1,200.00
30x30	1,350.00	2,700.00
60x40	1,818.00	3,636.00
96x20	2,508.00	5,016.00
120x20		5,532.00
40x20	1350.00	2,700.00
24x20	1050.00	2,100.00

Sizes are shown in inches and are estimated. Availability is limited.

Additional sponsored events or materials options:

- School or corporate presentation or classroom reading \$295.00 @ 45 minutes, within Berks County, including visit by The Camel Caravan. (+ travel or \$6 per mile with the Caravan outside Berks County)
- Books: Discounted to \$8 each, no minimum
--Upgrade: add your logo to the book for additional \$2 (\$10 each). 100 minimum order
- Additional or stand alone on-site 2-hr visit \$100.00 + \$6 per mile + \$50.00 for each additional hr
- Logo on printed materials/programs. Sponsorship costs vary.

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VII. Contact The Camel Project

Call Pam Gockley at 610.763.2283
or email: pamgockley@thecamelpoint.org for more details.

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