



Who are we?

Camp Health, Hope & Happiness (Camp He Ho Ha) advances the cause of independence and inclusion for children and adults living with physical and mental disabilities. We provide adapted recreational summer camp programs designed to meet their special needs and interests. Through our summer camps and programs, people of all ages with varying types and degrees of disabilities accomplish things that they never thought possible. For over 60 years, our counselors and staff have adapted activities and empowered thousands of individuals! At Camp He Ho Ha, campers increase their sense of independence and belonging, build friendships, and experience a fun and active lifestyle in a safe environment.

Move, Groove & Improve Challenge

We have challenged our supporters to take care of their mental and physical health through a virtual exercise challenge. The Move, Groove & Improve for Health and Happiness Challenge is a 20-week team or individual fitness challenge from **March 28th, 2021- August 14th, 2021**.



During this time, teams and individuals will be working to walk, run, roll, dance, stretch, exercise and otherwise “Move, Groove and Improve” their physical and mental health! Each participant is encouraged to be active, moving, grooving, and improving 150 minutes per week.

Each minute of exercise counts towards your personal and the team goals. Easily track progress and update exercise activity on your personal and team fundraising page.

Move, Groove & Improve Virtual Event

Save the date for **Thursday, August 19th, 2021** for the Move, Groove & Improve Virtual Event. This free online event will provide an opportunity for the community to come together to move, learn, have fun and celebrate accomplishments! We will have guided movement breaks, special messages from camp leaders and staff, and a celebration to wrap-up the Move, Groove & Improve Challenge. More details coming soon!

Are you in? Here's how to get involved.

1. Join the campaign by clicking on the “Join the Campaign” button on our page at <https://movegrooveimprove.camphehoha.com/>
2. Create an account and a personal fundraising page. Use the provided appeal or share your personal story and connection to disability or Camp He Ho Ha. Storytelling is a very powerful tool!
3. Either “Create a Team” and share the page directly with team members or “Join a Team” and search for your team name. (If you do not know the team name, contact the team leader.)
4. Share your personal and team fundraising pages with friends, family, and coworkers to raise money and awareness for the kids and adults living with disabilities to attend Camp He Ho Ha.

5. Exercise, walk, run, roll, dance, stretch, and otherwise “Move, Groove and Improve” for minutes towards your personal and team goal. Track your progress and post updates on your personal and team fundraising pages.

Why Exercise?

For some, exercise is part of an active lifestyle or a healthy way to blow off steam. But for people living with a disability, exercise is a crucial part of managing their mental health and living well. Did you know that according to a study in the [Behavioural Brain Research Journal](#), moderate self-selected exercise for 30 min, enhances self-esteem, and increased activity in the sensory, motor, and association areas of the brain?



Exercise increases neuroplasticity (the brain’s ability to create new pathways) and helps the brain build new pathways to replace the damaged ones. Exercise has also been clinically shown to help manage the effects of different disabilities and even delay the progression of some degenerative diseases.

According to the Canadian physical activity guidelines, adults aged 18-64 should engage in 150 minutes of moderate to vigorous intensity physical activity per week. Being active for 150 minutes a week can help reduce the risks of premature death, heart disease, stroke, high blood pressure, Type 2 diabetes, osteoporosis, and obesity. Exercise can also improve fitness, strength, and mental health.

The purpose of the Move, Groove & Improve Challenge is not only to raise money for Camp He Ho Ha but to also raise awareness about the enormous benefits of exercise for people of all abilities.

What will your campaign support?

The money raised by your campaign will support adapted recreational opportunities for kids and adults with disabilities in Alberta.

With your support, we will be able to:

- Increase access to specialized programs and support for people with disabilities, caregivers, and Families in the Edmonton area and across Alberta.
- Develop and deliver adaptive programming to serve Albertans with disabilities
- Connect and strengthen the community of individuals with disabilities
- Provide respite to families and caregivers of individuals with disabilities

Track your Progress

You can track your minutes the old school way and update them on your personal fundraising page, or if you have a smartphone or smart device we have some other options. If you are an android user check out [Google Fit](#) for a free fitness tracking app. If you have restricted mobility or are in a wheelchair check out [Strong Arms](#) for excellent wheelchair workouts. If you are a runner or cyclist check out [Strava](#) to track distances. Use each of these tools to track your progress and post directly to your fundraising page.

Prizes

Not only does this challenge come with the benefits of improving your physical and mental well-being, and raising important funds for Camp He Ho Ha, but it also offers fundraising prizes and incentives. If you raise a minimum of \$300 in donations you will receive an exclusive 'Move, Groove & Improve Sweatshirt' and will be entered in a draw to win a 'SmartWatch Fitness Tracker!' For each additional \$50 over \$300 you raise you will receive additional entries in the prize draw. So get started with your campaign today to have your best shot at earning your sweater and entries into the SmartWatch Fitness Tracker prize draw!

Campaign Support

We want you to be successful! Please contact Greg if you have any questions about the Move, Groove & Improve Challenge, forming a team, creating a fundraising page, or any other questions by emailing Greg@camphehoha.com or calling 780-429-3277 ext 222.