



## MEMORANDUM

**TO:** Trustees & Other Interested Persons

**FROM:** Marcia Hayes-Harris, Program Committee Member **BOARD ACTION NEEDED**

**DATE:** April 10, 2026

**SUBJECT:** Approve Funding for Summer Camp Public Awareness Campaign and Scholarships

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### BLUEPRINT4 BACKGROUND

Blueprint4 is an initiative of the Clark-Fox Family Foundation working to make summer, after-school, and college prep programs accessible for all youth in the St. Louis area. Blueprint4 focuses on marketing camps to families, analyzing data, and big-picture strategy to get more youth engaged in out of school time programming—all things that direct service organizations don't have the capacity to do, but are beneficial in helping youth to thrive.

### SUMMER IN ST. LOUIS PARTNERSHIP WITH MHB

Blueprint4 is launching the Summer in St. Louis Campaign to increase the number of youth participating in structured summer programs and accessing resources this year. Through our joint Community Health Needs Assessment, the St. Louis County Children's Service Fund and MHB heard directly from youth, families, and educators about the importance of out of school time as a strategy to address social isolation and youth mental health concerns. The Summer in St. Louis Partnership aims to elevate the importance of social emotional development for youth and increase access to high quality summer camps for families who have traditionally had fewer options.

Key Activities would include:

1. Launch a public awareness campaign designed to educate the St. Louis community on the importance of summer programming for youth
2. Improve the Blueprint4 database and website to make it even easier for families to find information about summer camps in St. Louis
3. Hire Blueprint4 Parent Advocates in the City of St. Louis to act as champions of summer programming to their communities and lead the Summer in St. Louis Campaign implementation
4. Award summer camp scholarships to reduce the cost barrier to programming for families with a focus on the following:
  - a. Programs that focus on social/emotional learning and mental health support
  - b. Programs in priority zip codes
  - c. Free/low-cost programs with a focus on accessibility
5. Connect summer camp families to additional basic need support and social services
6. Enhance program quality and provide professional development for camp organizations

## RECOMMENDATION

The FY26 budget includes \$63,930 budgeted for public awareness. As part of Mental Health Awareness and Children's Mental Health Awareness Month in May 2026, staff are recommending that MHB provide \$35,000 of the remaining balance of \$47,245 to partner with the Clark-Fox Family Foundation through Blueprint4 for the 2026 Summer in St. Louis Campaign. The partnership would include:

- Joining as a co-sponsor of the work by placing logos on all materials and promoting the resources through our network
- Collaborating on resources listed on the Blueprint4 website, especially the section of wrap-around supports and accessible mental healthcare
- Partnering on public awareness and advertising efforts to educate families about summer resources and help them get connected
- Investing in Blueprint4's scholarship fund to help subsidize the cost for youth from low-income households to attend summer day camp opportunities

**CITY OF ST. LOUIS MENTAL HEALTH BOARD OF TRUSTEES (MHB)**

**APPROVE FUNDING FOR  
SUMMER CAMP PUBLIC AWARENESS CAMPAIGN AND SCHOLARSHIP FUND**

**RESOLUTION**

**WHEREAS**, the City of St. Louis, Missouri has levied taxes pursuant to the laws of the State of Missouri Sections 210.860 – 210.861 RSMo. (2005 and 2020) to fund the Community Children’s Services Fund (CCSF) and the Board is entrusted with administering these funds; and

**WHEREAS**, this Board desires to implement its responsibilities to ensure the provision of high-quality behavioral health, prevention, and early identification/intervention services for children and youth residing in the City of St. Louis; and

**WHEREAS**, the Board’s refreshed strategic plan and theory of change identify participation in high quality prevention and youth development programs as critical to the social emotional development of children and youth; and

**WHEREAS**, through MHB’s Community Health Needs Assessment conducted in partnership with the St. Louis County Children’s Service Fund, MHB heard directly from youth, families and educators about the importance of out of school time as a strategy to address social isolation and youth mental health concerns; and

**WHEREAS**, the Board has invested more than \$16.5 million in quality afterschool and summer programming since the first Community Children’s Services Fund grants were made in 2006; and

**WHEREAS**, the purpose of the Clark-Fox Family Foundation Blueprint4’s Summer in St. Louis Campaign shares MHB’s goal of increasing the number of youth participating in structured summer programs and accessing resources this year; and

**WHEREAS**, MHB’s FY 2026 budget has sufficient funds budgeted to provide up to \$35,000 to the Clark-Fox Family Foundation to support the key activities in Blueprint4’s Summer in St. Louis public awareness campaign and scholarship fund.

**NOW THEREFORE BE IT RESOLVED:**

The board directs the Board Chair and Executive Director to enter into a Memorandum of Agreement in an amount up to \$35,000 from the Public Awareness line item of the FY 2026 annual operating budget, to partner with the Clark-Fox Family Foundation Blueprint4 Summer in St. Louis Campaign to increase the number of city youth participating in structured summer programs and accessing resources in summer 2026.

**APPROVED THIS 16<sup>th</sup> DAY OF APRIL 2026:**

Board Chair/Officer Name (printed):	Signature:
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**ATTEST:**

Board Chair/Officer Name (printed):	Signature:
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