
After the Storm: Planting Hope, Rebuilding Community

“Campamento Artigas”: From Loss to Purpose



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“Campamento Artigas”

Founded in 1941, the Camp has, for generations, been a place where nature, faith, and community come together.

A space that has shaped the lives of countless children, young people, and families — bearing witness to experiences that have inspired growth and strengthened bonds.



The Storm: A Turning Point

In a single night, nature tested everything we are and everything we stand for.

A devastating storm brought down more than six hundred trees and caused severe damage throughout the Camp.

The initial feeling was one of helplessness, sorrow, and loss.

Yet soon, that emotion turned into vital questions:
What can we build from here? How do we honour what we have lost?

In the face of extreme adversity, we found the beginning of a new story.





The Decision: the **Artigas Camp Reforestation Campaign** is launched.
A collective, meaningful, and sustainable initiative.

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Campamento Artigas Reforestation Project



LET'S PLANT FOR THE
GENERATIONS TO COME



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**After losing more
than 600 trees,
restoring the
camp's natural
environment has
become a vital
mission to bring life
and balance back
to the place.**



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You can help! 😊

Bringing life back to our environment by planting native and ornamental species, so the camp continues to be a unique place to connect with nature.



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Native and fruit-producing trees

Timbó, Anacahuita, Pitanga, Arazá, Guayabo, citrus trees, and other native species.

 60 trees **U\$S 15** each



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Palm trees and shrubs

Pindó, Real, Sabal Minor, Mimosas, amongst others.

 30 **U\$S 30** each



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Ornamental and shade-providing trees

Ciprés Calvo, Liquidambar, Magnolias, Ceibos, and more.

 60 trees **U\$S 10** each



A different kind of campaign: an emotional and symbolic movement

From real need, not from scarcity: transforming loss into opportunity.

Democratization of purpose: everyone could contribute, starting from just US\$5.

Reusing fallen wood: artisans turned it into sculptures, benches, and symbolic pieces.

Direct donation of trees: by companies, organizations, families, volunteers, and others.



Collective effort, shared purpose

Staff, volunteers, companies, organizations, and the local community immediately mobilized to help.

This collective response strengthened intergenerational bonds and deepened the sense of belonging.

With the support of a landscape designer, a new ecosystem for the Camp was created: native, fruit-bearing, and ornamental species adapted to the soil were carefully selected, and a sustainable growth process was planned.

We were not seeking to restore what once was, but to build what it can become.



Environmental and symbolic impact: the new ecosystem

- **Reforestation** became an act of emotional restoration — a process where sadness coexisted with the joy of bringing the Camp back to life.
- **A new visual horizon:** the sunlight now filters through, opening the space to spontaneous flora and the clear visibility of the stars.
- **Renewed biodiversity:** wildlife unseen for years has begun to return.
- **Finding opportunity in adversity:** the “fallen” wood was given new life through reuse. We did not shy away from what happened — we found opportunity within the challenge.



Economic and structural impact



+ US\$ 13.000 raised

(direct donations, campaign-generated contributions, supplies and materials)



+ 500 planted trees

(during a series of community reforestation events)



+ 100 volunteers committed

(in every step of the way)

Lessons learned

(1)

- **Transforming crisis into purpose:** focusing on response and action, rather than paralysis in the face of loss.
- **Designing symbolic and accessible campaigns:** fostering mobilisation and a sense of belonging that go beyond monetary fundraising.
- **Building sustainability beyond urgency:** linking immediate action with the organisation's medium- and long-term vision.

Strategic learnings about essence and purpose



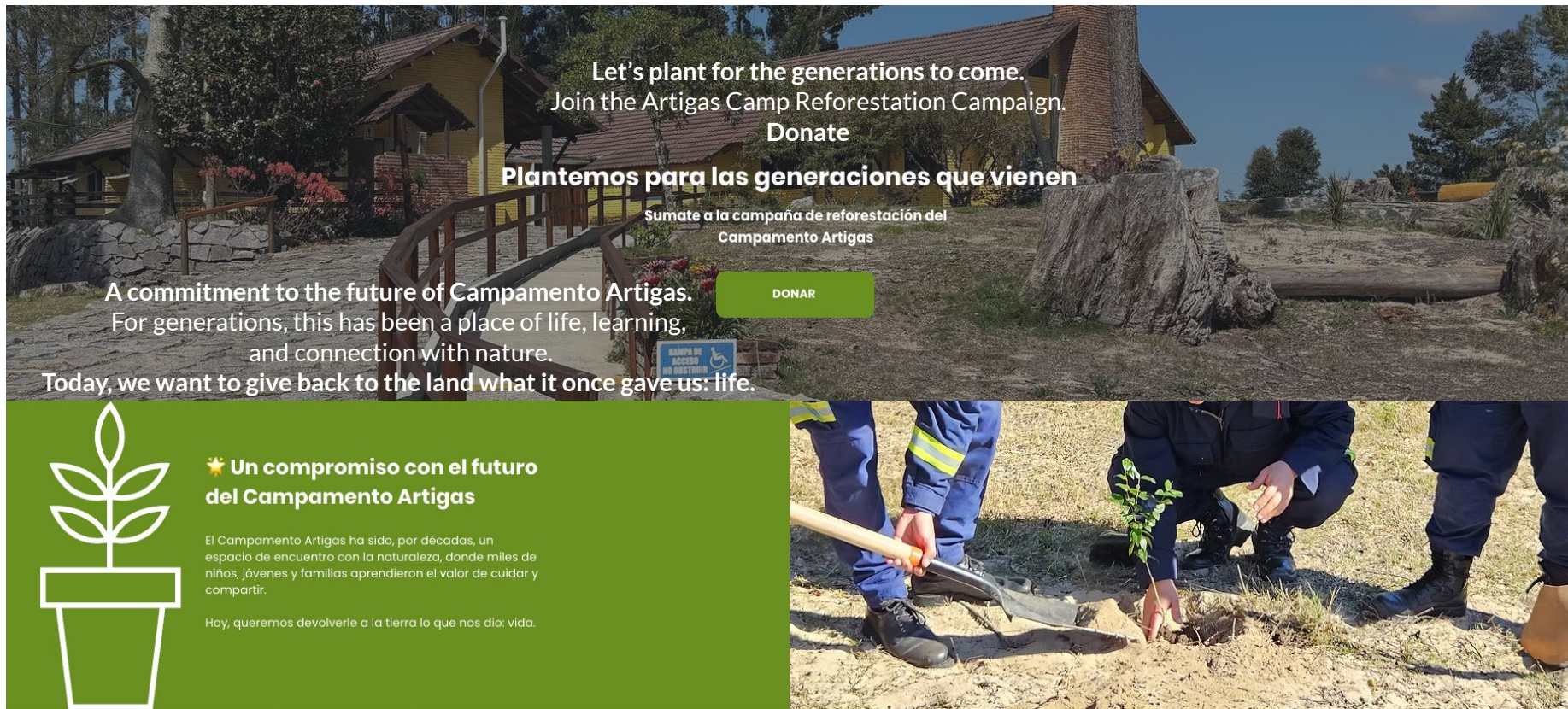
Lessons learned (2)

- **Redarchical approach:** harnessing the power of the network to foster motivation across groups horizontally.
- **Non-linear objectives:** being precise about needs while remaining flexible in how the ultimate goal is achieved.
- **Openness to multiple forms of contribution:** not limiting participation to a single type of support, but valuing time, talent, and financial resources alike.

**Learnings from the campaign process
and structure**



Development of a dedicated landing page for the campaign



Reforestation was more than rebuilding trees — it was rebuilding hope.

In adversity, we found our greatest source of strength. We learned that when our community moves together, our power is endless — and that true success is planting today what future generations will one day call home.

Questions?

With all our
gratitude!



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