



CAMP IMMERS²⁰²⁶ED

PILOT IMPACT REPORT

From Language Learning to Real-World Immersion

July 27–31, 2026

Hosted at Junior Achievement of Central Maryland | Baltimore, Maryland



Madame Armant's Immersion Cities, Inc.

CAMP IMMERSSED AT A GLANCE

12 Campers Enrolled

11 Campers Participated

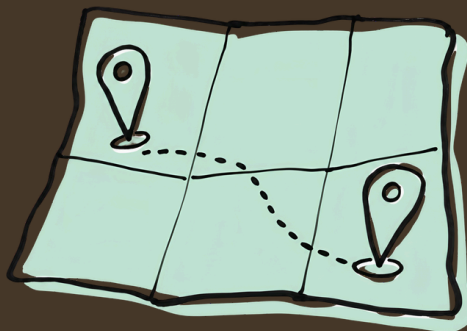
35 Hours of Immersive Programming

10 OF 11 Campers Maintained 100% Daily Attendance

~50 Family & Community Members at Our Showcase

Our Reach Extended Beyond Baltimore

Campers represented Baltimore City, Baltimore County, Anne Arundel County, Mississippi, and Illinois, bringing together children from public, private, Christian, and homeschool educational backgrounds.



In July 2026, Madame Armant's Immersion Cities launched the inaugural Camp Immersed—a five-day experiential learning program designed to move language learning beyond memorization and into real-world application.

At Junior Achievement of Central Maryland's BizTown, campers explored Spanish through everyday situations while building skills in leadership, financial literacy, culture, creativity, and career discovery.



MORE THAN A LANGUAGE CAMP

Camp Immersed was designed around a simple idea:

Children learn language differently when they have a reason to use it.

Rather than spending the week memorizing vocabulary lists, campers practiced Spanish through activities, conversations, role-play, cultural exploration, and real-world experiences.

FIVE DAYS OF DISCOVERY

SPANISH LANGUAGE INSTRUCTION

Campers practiced greetings, introductions, feelings, family vocabulary, food preferences, everyday objects, and purchasing vocabulary.

FINANCIAL LITERACY

Through the JA BizTown environment and financial literacy programming, campers explored earning, spending, saving, wants versus needs, and real-world economic decision-making.

CULTURE + THE ARTS

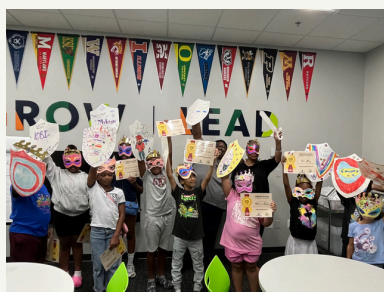
Campers explored Afro-Latino history and culture through music, movement, storytelling, Salsa, La Bomba drumming, theater, and creative expression.

CAREER + REAL-WORLD DISCOVERY

The BizTown environment helped campers connect what they were learning to jobs, businesses, money, community roles, and everyday life.

LEADERSHIP DEVELOPMENT

Campers participated in age-appropriate conversations and activities centered on identity, confidence, protecting their peace, self-advocacy, and standing up for others.



FROM EXPOSURE TO APPLICATION

Throughout the week, instructors used observation, conversation, activities, role-play, and performance-based checks to monitor campers' progress.

ALL
CAMP IMMERSED
PARTICIPANTS ENTERED
THE PROGRAM WITH LITTLE TO
NO PRIOR
SPANISH EXPOSURE

"My son normally shys away from learning activities and intense social interactions; however, with Camp Immersed he looked forward to coming to camp each and everyday!"

— Camp Immersed Parent

BY THE END OF CAMP IMMERSED, CAMPERS WERE ABLE TO:

- ✓ Greet others and introduce themselves in Spanish
- ✓ Express feelings and share basic information about themselves
- ✓ Talk about family members
- ✓ Express food preferences
- ✓ Identify everyday objects and vocabulary
- ✓ Use Spanish during simulated purchasing experiences
- ✓ Participate in introductory conversations to earn passport stamps



A formal post-camp language assessment was not administered during the inaugural pilot. Therefore, Camp Immersed does not claim a quantified increase in Spanish proficiency. These outcomes reflect demonstrated skills observed during camp activities and performance-based learning experiences.

The inaugural pilot gave us more than participation numbers. Parent and staff feedback helped us understand what resonated most—and where Camp Immersed can become even stronger.

THE EXPERIENCE BEHIND THE NUMBERS

Among parents who completed the post-camp survey:

Before Camp Immersed, my goal for my daughter was simple, exposure. Exposure to different languages, cultures, music, art, leadership, finances -and Camp Immersed exceeded my expectations!

I was impressed that it offered spanish, cultural knowledge, leadership skills and financial literacy as part of the program. I WAS EXCITED FOR HER TO GO. The camp definately met my expectations. The fundraising activities were a blessing to help offset the cost for the camp. I felt very comfortable after talking to Markeva several times and meeting her prior to the start of the camp. The entire registration and interview process was different and helped to get us motivated about attending. Her zoom meetings to interact and meet the team were nice. MARKEVA was sooo nice , always available to communicate with. I could tell she, the co-founder and the other team members were happy and committed to the camp vision for the kids. I will be a cheerleader to help spread the word to others for next year. I pray they can receive more support because it was a memorable enriching camp.

My child was excited to learn! She eagerly shared what she learned and her experience each day after camp. Throughout the week, she became more confident in saying basic conversations starters in Spanish. She looked forward to each day of Camp Immersed and it was great to see her so eager and engaged each day!

I was hoping she would learn Spanish words but she learned much more than that. She learned that there are so many amazing and unique opportunities out there and to never stop exploring the globe.

STAFF VOICES

Staff described Camp Immersed as:

"A light of hope."

and

"An exciting, educational, and immersive experience."

Their feedback also gave us clear opportunities for improvement—including more movement and recreation, additional time for leadership and financial literacy, and stronger advance communication around program schedules.

Job well done!

100%

said they would recommend
Camp Immersed to another family.

100%

indicated they would enroll their
child again.

**Parents highlighted their
children's confidence,
enthusiasm for learning,
relationships with staff and
peers, and exposure to
learning beyond Spanish
alone.**



\$15,000 RAISED

A COMMUNITY WORTH FAR MORE

Camp Immersed demonstrates what becomes possible when financial resources are paired with community relationships, professional talent, donated goods, discounted facilities, meals, and shared belief in a vision.

Approximately \$15,000 was raised through Camp Immersed fundraising efforts, including individual support, sponsorships and fundraising activities such as the Unity 5K Walk/Run. But the actual resources mobilized to deliver the pilot program extended well beyond cash raised.

13+ PROFESSIONALS MOBILIZED

Camp Immersed brought together educators, youth leaders, program staff, teaching artists, community professionals, organizational partners, and volunteers to create our inaugural experience.

COMMUNITY RESOURCES AT WORK

Junior Achievement of Central Maryland

Host facility at a discounted nonprofit rate + immersive JA BizTown environment

Wegmans

\$400 gift card supporting camp needs

Chick-fil-A

20 camper lunches for Monday

Royalty Houston Foundation

20 Chick-fil-A lunches for Friday + backpacks, school supplies, reusable water bottles, and scholarship support

Baltimore County Public Schools

Meals Tuesday–Thursday

Five Below

Camper take-home items including posters, calendars, toys, and other materials

Premium Inspired Designs

Sponsored camper T-shirts

The Home Depot

Storage bins, cleaning/sanitation supplies, first-aid, paper products, Velcro ties, rope/string, and other supplies

Future Us

Donated youth leadership development programming and facilitation

Shackleford Solutions

Donated financial literacy programming and instruction

Nine 5 Studios

Donated professional photography/videography services documenting the Camp Immersed experience

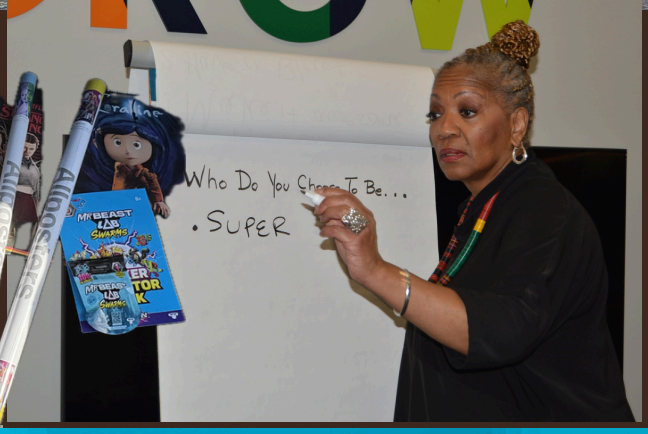
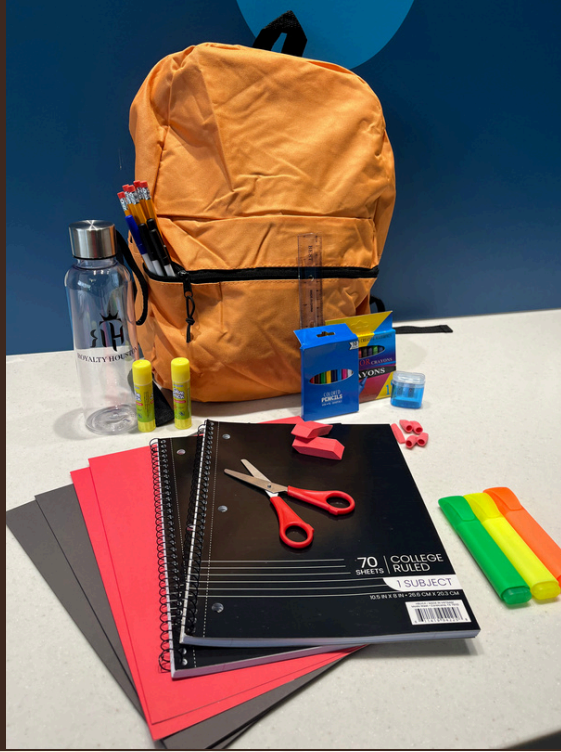
Creative Impact Group

Provided discounted professional development and 1.5 hours of pre-camp staff training

By combining financial support with donated goods, services, facilities, meals, talent, and community partnerships, Camp Immersed was able to provide a richer experience than cash raised alone would suggest.

RESOURCEFULNESS...

was part of our impact.



2026 CAMP IMMERSED PARTNERS & SUPPORTERS



Junior
Achievement™
of Central Maryland

five BELOW



Wegmans



NINE 5 STUDIOS



WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS

WHAT'S NEXT?

FROM CAMP TO IMMERSION CITIES

The inaugural Camp Immersed was never intended to be the final destination.

**LOOKING
TOWARD
2027**
**WE ARE EXPLORING
OPPORTUNITIES TO:**

IT WAS PROOF OF POSSIBILITY

EXPAND THE EXPERIENCE

Move from a one-week pilot toward a multi-week Camp Immersed experience.

INTRODUCE MULTILINGUAL TRACKS

Explore simultaneous Spanish and French immersion experiences within the same Camp Immersed ecosystem.

SERVE MORE CHILDREN

Increase capacity while preserving the hands-on, relationship-centered environment that made the inaugural program special.

STRENGTHEN ACCESS

Address transportation barriers and continue expanding scholarship opportunities.

MEASURE MORE INTENTIONALLY

Implement stronger pre- and post-program assessments to measure language growth, confidence, financial literacy, and other learning outcomes.



Our long-term vision is to build immersive environments where children don't simply study another language—they use it to navigate a world.

The lessons from our first pilot are helping us take the next step.

THIS WAS YEAR ONE. AND WE'RE JUST GETTING STARTED!

Camp Immersed 2026 showed us what can happen when language, culture, leadership, creativity, and community come together in one place.

Thank you to every family, camper, staff member, volunteer, sponsor, donor, teaching artist, and community partner who helped bring our inaugural Immersion City to life.



Madame Armant's Immersion Cities | 501(c)(3) Nonprofit Organization | EIN: 92-3175441



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