For over 30 years, Portland-based ad agency Wieden+Kennedy has been synonymous with some of the country’s most creative, daring and memorable advertising – from NIKE’s “Just Do It” to the Old Spice Man who quickly became part of the cultural lexicon.

Dan Wieden, co-founder and Chairman, describes his secret to success as a mix of “chaos and energy and passion.”

These days, Dan’s love of creativity extends well beyond the advertising world. Along with his wife, Priscilla, the Wiedens are responsible for Caldera, an arts and environmental camp located 3,500 feet above sea level just off the Santiam Highway and snuggled up to Blue Lake, the second deepest lake in the state.

Come July, this astonishing site will again be filled with hundreds of kids from Portland’s inner city, from the small impoverished towns on the state’s eastside, and from Warm Springs reservation. This joyous migration has been going on for some 18 years now.

You can call these children impoverished, you can call them at-risk, you can call them underserved. But, at Caldera, they are called artists and naturalists in the making. And so they are.
DAN & PRISCIILLA WIEDEN CONT.

Working alongside some of this country’s finest writers, photographers, naturalists, filmmakers, painters, ceramicists and musicians, these children begin to find their “voice” and when they find that, they seem to find their place in the world.

But this is more than a summer camp. Dan and Priscilla’s long-term commitment is for Caldera to stay engaged with these children every week throughout the school year, with ongoing support from mentors and continued engagement with the camp and staff.

Students who were at risk of dropping out, have kept with the program, graduated from high school, and won college scholarships. Several have come back to work at Caldera.

Those artists who worked with the kids found the experience seemed to have made them better artists, so they were invited back during the winter to work on their own projects.

Caldera’s mission is to be a catalyst for the transformation of underserved youth through innovative, year-round art and environmental programs – a mission Dan and Priscilla (known lovingly at camp as Papa Bear and Moonflower) have taken to heart.

VIOLA DAVIS

Award-Winning Actress

From her Tony Award winning performances in King Hedley II and Fences to her Academy Award nominated performances in Doubt and The Help, Viola Davis has become one of the most accomplished actors today. She is currently starring in the new Shonda Rhimes ABC drama How to Get Away with Murder, already one of the top rated new shows of the year.

As passionate as she is about her craft, Ms. Davis is equally passionate about using her star power to raise awareness and help end childhood hunger – a cause that hits her close to home. Growing up in the “absolute epitome of poverty,” she remembers digging in trash cans as a child hoping to find something to eat, and if she found nothing, distracting a clerk at the grocery store so she could steal food.

In America, one in five children are suffering from hunger. “I was one of the nearly 17 million kids in the United States who had to worry about where their next meal would come from,” says Ms. Davis. She points out that there are children everywhere going hungry and some of them may be living near you. “Children in your neighborhood are suffering, but hunger is not always easy to see.”

In April of 2014, Ms. Davis became the ambassador for Hunger Is, a joint charitable initiative of The Safeway Foundation and the Entertainment Industry Foundation designed to fight childhood hunger in America. In the months since Hunger Is launched, more than $4.5 million has been raised. “I am so thrilled at the incredible success of this important initiative. Millions of children go to bed hungry every night and it’s time we all take action to end this nationwide problem. I’m looking forward to the continued momentum of this meaningful campaign as this is just the beginning.”