

Dear friends of the Bethany Birches Camp Association,



I write with joy in my heart for all that God continues to do at camp. I write with joy for all that *you* continue to do at camp! As you know, change has marked the recent years at camp. From pricing, to summer staff salary; from facility improvements to receiving hard news about facility; from few winter programs to more winter programs; yet, sometimes it feels that there hasn't been much change. Our mission remains the same and so does the support network of BBC. Each summer many campers come for fun and the low price BBC Donors provide. Each summer, some campers leave with great impact in their life.

This chart shows the amount of scholarship and subsidy provided in 2011 that allows so many campers to come who otherwise could not attend:

Year	Total Kids to Camp \$ Given	# of Campers Benefited	Price For 1 Week of Camp	Average Kids to Camp Dollars Per Camper	Tier Discounts
2009	\$6000	65	\$225	\$92	NA
2010	\$8000	63	\$250	\$127	NA
2011	\$9000	76	\$250/\$300/\$350	\$118	\$20,250 (174) <sup>1</sup>

While some things are changing at camp and some things remain the same, we continue to look forward to a bright future led by the One who sheds the light. One of my favorite parts of what seems to be in the camp's future is the integration of teen campers in program and leadership. More teens are becoming interested in the short programs we have available for them and increasingly, they are applying for the internship. This summer there will be at least 5 campers in the summer internship and a few recent teen campers on staff. Hopefully interns will rejoin the following summer as assistant counselors. And, maybe they will continue to participate in the future as donors, board members, staff and volunteers. I believe this is a key part of sustainability for BBC.

Speaking of sustainability, I see some significant challenges ahead. Simply put, they include the challenge of involving alumni, reaching out to a secular region with a relevant, spiritual message (JESUS! - which requires us to be the embodiment of Jesus) and unity in how to further our mission. I believe we are making progress in each of these areas. I believe each of these three topics, if addressed well, will greatly increase our sustainability. We must move together, led by the Spirit of God.

As we look toward the future and consider what may lie ahead, our Father's words written in Jeremiah 29: 11-12 can give us courage. In The Message (next page):

*I know what I'm doing. I have it all planned out—plans to take care of you, not abandon you, plans to give you the future you hope for. <sup>12</sup>"When you call on me, when you come and pray to me, I'll listen.*

I believe that God will not abandon us and will continue to inspire, lead and grow the camp as the leadership of Bethany Birches looks to The Initiator and Sustainer of the camp!

<sup>1</sup> Number in parenthesis was total number of campers taking lower than top tier price

There is so much that could be written each year about what transpires on this hill. At the Annual Association Gathering we will cover some of our most impacting memories. While coming to the meeting is a very good way to catch up on the happenings of the camp, you can also stay in touch all year long. We are communicating more than we used to, especially through online mediums. Here are some you may be interested in:



You can find the camp on Facebook simply by searching there for Bethany Birches Camp. You'll find our page. If you "like" the page, you'll see the camp's updates in your news feed.



Twitter – It's sort of like group texting. We often tweet short bits of news with a link to a blog post or more details. It's a simply way to hear a quick bit.



BBC TV! Seriously – there are over 80 videos on the camp's You Tube channel. Many of the videos are 1-5 minutes. You can watch camp in a short bit of time (esp. video from program)



The growing camp blog. Amber and I are learning quite a bit about blogging and how to include useful stuff on camp. You can subscribe to receive blog updates – [bethanybirches.org/blog](http://bethanybirches.org/blog)



Email. Old hat right? You should be receiving at least the monthly contact. If you aren't, sign up! You can do that here - [bethanybirches.org/twitter](http://bethanybirches.org/twitter).

There is also the website and association login. The association section of the site includes operational and governance documents from director's reports to board minutes and by-laws. If you need your login, let me know ([brandon@bethanybirches.org](mailto:brandon@bethanybirches.org)). I expect to begin using an easier to use format found here - [sites.google.com/a/bethanybirches.org/info/](http://sites.google.com/a/bethanybirches.org/info/) (you will only be able to find this page if you have the link... please be discrete about who you send it to).

If none of this works, just call me (802-672-5220) and tell me you want me to call you each month. I'll do that. I'd also be happy to write you a letter each month or print my favorite online posts and mail to you.

***Will you please keep up with camp and stay in touch using whichever channels are easy for you? We need you!***

Please see the following pages for some of the basic statistics we keep including last year's finance. Thank you for your work, support and love of Bethany Birches Camp. May the Kingdom come!

For the board of directors and staff,

Brandon Bergey  
Executive Director

May 11, 2012



P.S. – I'm putting together the Resource Development Team for the Pavilion project between now and July. If you have interest in hearing about this or perhaps joining the team, I'd love to tell you more.

## Finance

Income	2010	2011
Contributed support		
Business Contribution	600	2,500
Church Contribution	22,600	14,500
Individual Contribution	63,000	53,000
Nonprofit Org. Grants	1,000	900
Pavilion Project	0	2,500
Earned revenues		
Program	73,000	78,300
Rental	20,000	21,700
Retail Sales	4,500	5,200
Other income <sup>2</sup>	5,500	5,100
Special Events	19,500	30,700
Total Income	209,700	214,400
Total Cost of Goods Sold	3,500	7,500
<b>Gross Revenue</b>	<b>206,200</b>	<b>206,900</b>
Expense		
Building & Renovations	10,500	8,800
Pavilion Project	0	22,100
Communications	11,000	12,400
Insurance, Staff Dev. <sup>3</sup>	10,500	8,500
Food, Supplies, Maintenance	35,000	37,700
Taxes & Utilities	18,000	18,300
Operational Expenses <sup>4</sup>	2,000	2100
Other personnel expenses	3,500	3,600
Salaries & related expenses	91,000	96,300
Special Event Costs	300	300
Travel & meetings expenses	4,500	3000
Total Expense	186,300	213,100
<b>Net Income</b>	<b>19,900</b>	<b>-6,200</b>

Cash in all accounts as of 12/31/2011: \$108,000

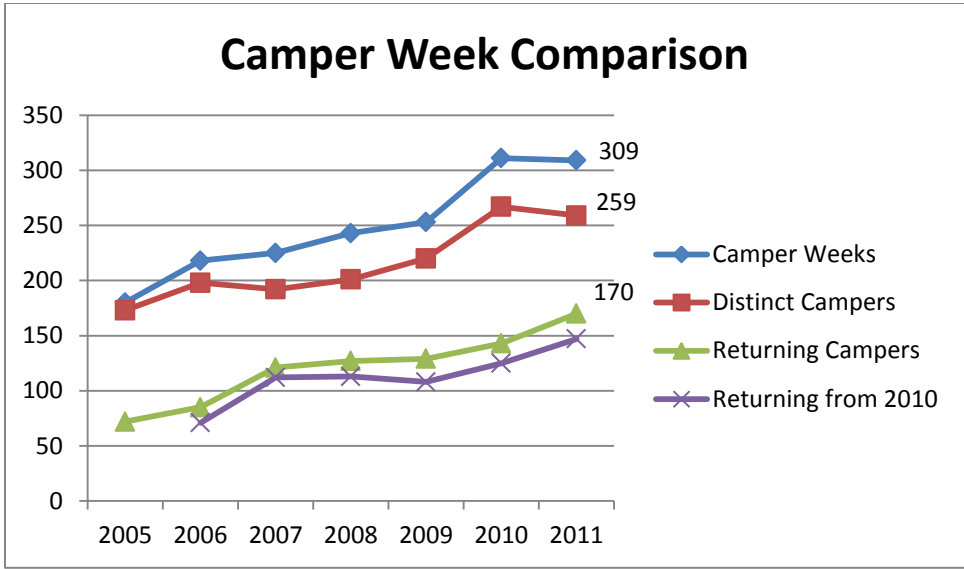
Cash & In-kind needed over the next three years: ~\$1,800,000

<sup>2</sup> Consists mainly of Summer Food Service Program & Interest earnings

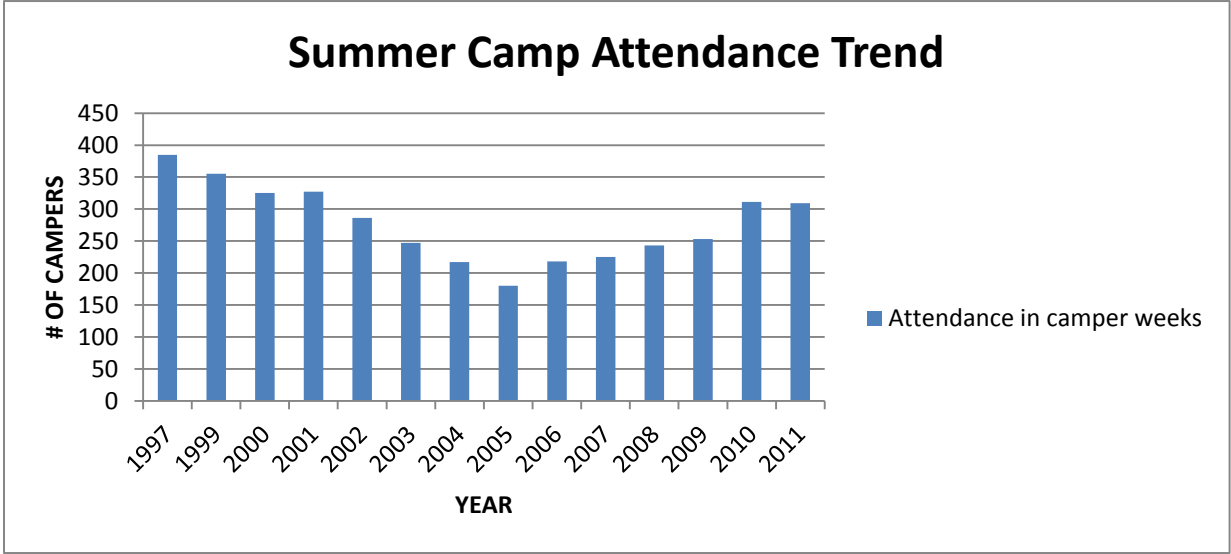
<sup>3</sup> Consists of Total Insurance, Staff Development, Membership Fees, Books/Subscriptions/Reference

<sup>4</sup> Consists of Software and credit card processing fees (also added are interest expense, gifts and educational expense)

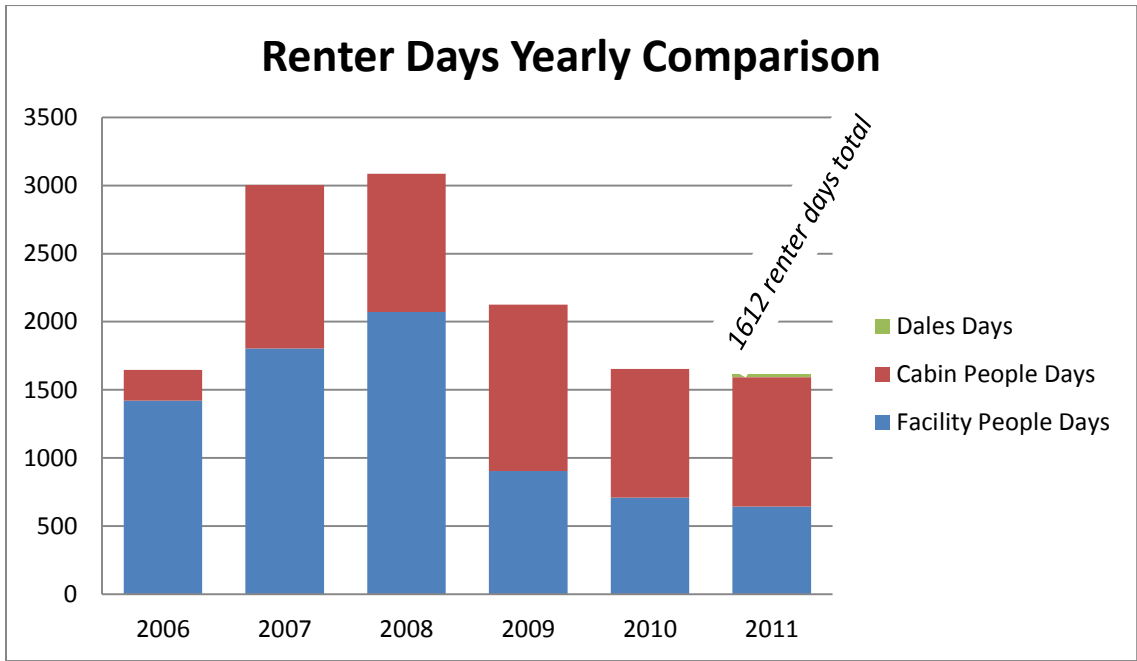
### Camper Week Comparison



### Summer Camp Attendance Trend



### Renter Days Yearly Comparison



## Board Member Listing 2011

Board Member	Title and Appointment/Election	Term <sup>5</sup>
<b>Dave Ross</b>	Director – Elected	Began 1 <sup>st</sup> term 2011
<b>Sandy Soho</b>	Director – Elected	Began 1 <sup>st</sup> term 2011
<b>Matt Maxham</b>	Director – Bethany Appointed	Began 1 <sup>st</sup> term 2011
<b>Scott Hepler</b>	Director – Elected	Began 2 <sup>nd</sup> term 2011
<b>Kevin Cox</b>	President – Taftsville Appointed	Began 1 <sup>st</sup> term 2009
<b>Naomi Moyer</b>	Secretary – Bethany Appointed	Began 3 <sup>rd</sup> term 2009
<b>Jeff Rosenberger</b>	Director – Elected	Began 2 <sup>nd</sup> term 2009
<b>Philip Lapp</b>	Treasurer – Elected	Began 2 <sup>nd</sup> term 2010
<b>Tom Emery</b>	Director – Elected	Began 2 <sup>nd</sup> term 2010
<b>Andover Representative</b>	Director – Andover Appointed	Remains open

## Staff Listing 2011

Name		Position
Gregory	Bishop	<i>Seasonal Maintenance Manager</i>
Bailey	Bontrager	<i>Counselor</i>
Bethany	Bowman	<i>Counselor</i>
Alyssa	Coffin	<i>Asst. Counselor &amp; Social Media Videographer</i>
Chelsea	Cox	<i>Video Producer</i>
Kasey	Donna	<i>Cook</i>
Ben	Doria	<i>Counselor</i>
Jenna	Eshleman	<i>Counselor</i>
Katelyn	Golding	<i>Program Extraordinaire</i>
Rebecca	Golding	<i>Head Cook</i>
Max	Halik	<i>Asst. Counselor</i>
Sarah	Kussman	<i>Asst. Counselor</i>
Kaela	Landis	<i>Counselor</i>
Kimberly	Lane	<i>Program Extraordinaire</i>
Brandon	Longacre	<i>Counselor</i>
Hugh	Randall	<i>Counselor</i>
Hannah	Shelly	<i>Counselor</i>
Amber	Bergey	<i>Program Director</i>
Brandon	Bergey	<i>Executive Director</i>
Margaret	Campbell	<i>Office Volunteer</i>
Rebecca	Havard	<i>Cleaning Extraordinaire</i>

<sup>5</sup> Our by-laws allow three consecutive three-year terms. That would be a total of 9 years if a member served all three terms in a row. After three terms, a board member is required to step down for at least one year before starting another term.