



# THE SOUTH MOUNTAIN YMCA 2011 ANNUAL REPORT

■ Presented on December 11th, 2012 ■



## PRESIDENT'S REMARKS

*One of my favorite times at camp was campfires at the Council Ring.* Each session of the summer, the opening campfire with its songs and skits from the counselors were an opportunity to engage the new campers and introduce them to the programs, the fun, and everything that awaited them during the next 2 weeks. Then there was closing campfire when the roles were somewhat reversed. The campers showed off their new talents. They shared the excitement and appreciation for what they'd experienced that session.

The highlight of closing campfire was always the *Cedar Chip Ceremony*. Older campers, and counselors would keep the fire burning a little longer by tossing a chip of cedar wood into the fire that had begun to die down. This was done in tribute to a new friend made, a marksman award earned, a triumph on the A-field, or some other special memory from the session. *With each chip the fire burned a little brighter and a little longer.*

Our organization has kept the fires burning for nearly 65 years, and tonight I would like to offer these Cedar Chips in tribute to the past year at South Mountain YMCA Camps:

- A dedicated staff who truly believes in our mission and lives it every day
- A YMCA program that changes the lives of all who participate
- A Board of Directors committed to the future of the South Mountain YMCA Camps
- A vision to bring camp to all

It has been a pleasure to lead this Board and organization over the past two years. I am grateful for the trust placed in me and the other officers by this community of support and dedication.

*Keep the Fires Burning!*

Karin Allmendinger, President  
South Mountain YMCA Camps



## 2011 GIFTS

The South Mountain YMCA thanks you, our generous supporters, for your continued support and commitment. This listing was compiled from those gifts and grants received between January 1, 2011 and December 31, 2011. Every effort has been made to ensure that this list is complete and accurate. We apologize for any errors or omissions and would appreciate your comments or corrections at 610-670-2267 or [ceo@smymca.org](mailto:ceo@smymca.org).

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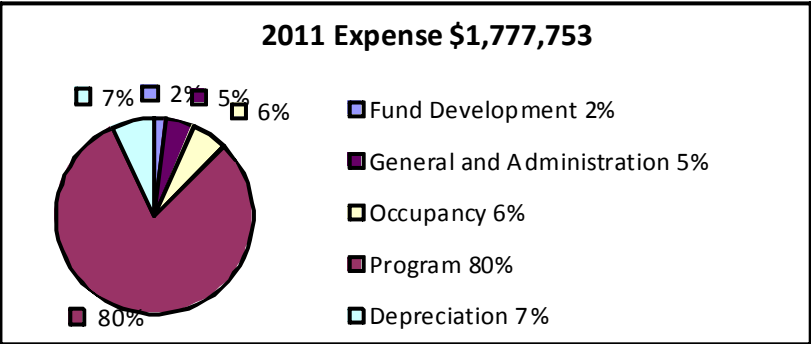
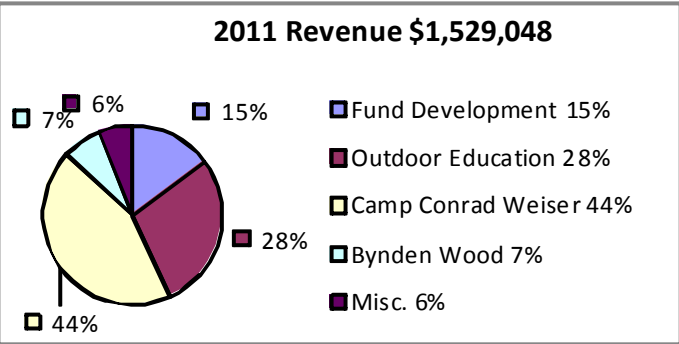
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FINANCIAL REPORT: REVENUE VS. EXPENDITURES  
YEAR END, DECEMBER 31, 2011



leadership, character, and life skills while developing caring, honesty, respect and responsibility in young people, families and communities.

BYNDEN WOOD DAY CAMP

Bynden Wood Day Camp experienced it's first season of growth in 10 years. Led by Greg Rider, with guidance from Sue Williams, Bynden Wood Day Camp swelled to 627 campers over 8 weeks. ***This is a 25% rate of growth and were our best numbers since 2008.*** In addition, the popularity of our overnight experiences has continued to grow. We believe a change in our pricing structure, as well to an increased presence in the community, has contributed to this success.



CAMP CONRAD WEISER

In her 5th season, Sue Williams made changes in the price structure of Camp Conrad Weiser that encouraged the participation of our youngest campers. ***These changes resulted in 23% growth in our traditional CCW program.*** Despite the loss of more than 100 campers from the Operation Purple Camps program sponsored by the National Military Families Association, ***overall CCW attendance grew by 9% averaging 150 campers per week.*** We believe both pricing structure and marketing changes contributed to this success.



OUTDOOR CENTER

In 2011, we hosted 99 different organizations, or 6483 individuals, through our Outdoor Center programs. These groups included outdoor education school trips, weddings, memorial services, strategic planning services, staff trainings, teambuilding and much more. Audrey Preston and her staff also recruited 32 new groups and hosted a number of new programs that included a Daddy-Daughter Dance and an Easter Egg Hunt.



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