

2012 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, 2012 and December 31, 2012. 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.

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BYNDEN WOOD DAY CAMP

For the second year in a row, Bynden Wood Day Camp experienced significant growth of more than 20%. Led by Greg Rider, with guidance from Sue Williams, Bynden Wood Day Camp swelled to 804 camper weeks in 2012 (627 in 2011). 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 6th season, Sue Williams has seen to consecutive years of double digit growth at Camp Conrad Weiser. This growth can be attributed to a good program, a new website, innovative pricing, new partnerships abroad, and new YMCA partnerships regionally. Notably, the staff at SMYMCA decided to continue the Operation Purple Camp despite the loss of funding from the National Military Families Association. Through auctions, pancake breakfasts, corporate solicitations and much more, staff raised \$40,000 to serve the children of our actively deployed military men and women.

OUTDOOR CENTER

In 2012, we hosted more than 100 different organizations, or 7000 individuals, through our Outdoor Center programs. These groups included outdoor education school trips, weddings, memorial services, strategic planning meetings, staff trainings, teambuilding and much more. Audrey Preston resigned from her position to open a business with her family in Florida, and we welcomed Mike Indorato as our new Outdoor Center Director in October.



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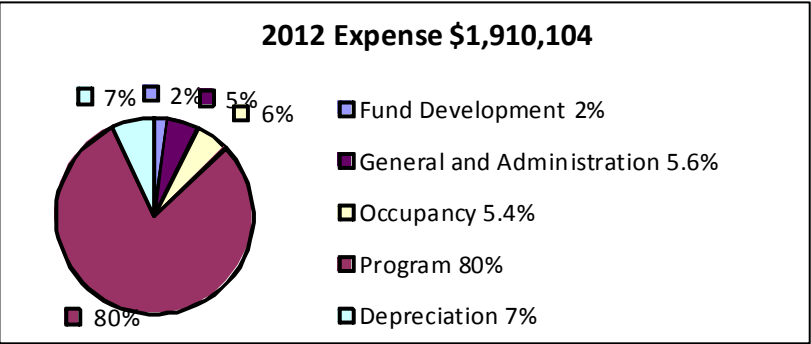
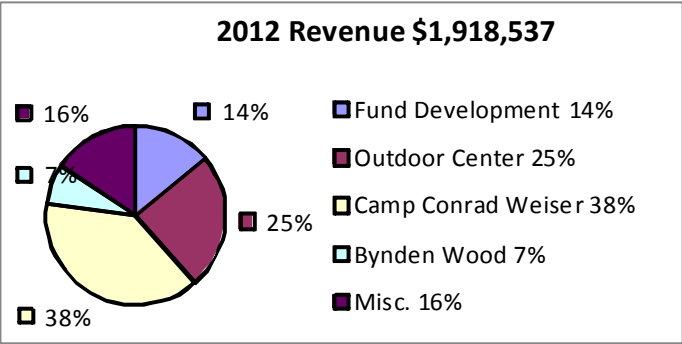
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FINANCIAL REPORT: REVENUE VS. EXPENDITURES
YEAR END, DECEMBER 31, 2012



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



The South Mountain YMCA Camps
2012 Annual Report

■ Presented on December 10th, 2013 ■



Executive's Remarks

The month of December often serves as an opportunity to reflect on the past while we look ahead to the coming year. Over the past several years we've done much as an organization to position ourselves for the future. My predecessor, Sue Edmonds, put us on firmer footing financially—cleaning up our records and transitioning our financial year to follow the calendar year. Our Board of Directors introduced term limits and began recruiting two classes of new members each year. Our staff have built relationships with 12 YMCA Associations (more than 60 locations) within 90 miles of Camp to recruit summer campers and year-round visitors. Our organization has begun offering numerous free, family events to bring Berks County to the mountain. We've hired our first Director of Development, Michele Reinert, to assist us in raising annual scholarship funds, building our presence in the community, and maintaining better contacts with alumni and donors. Volunteers and professional staff together have begun to assess our capital needs for the future, and we've engaged Rick Blain to begin a feasibility study to clarify this vision and prepare for a 2015 capital campaign effort.

All of our effort, both volunteers and professional staff, is to one end: Providing a camp experience for every child, family, school and community organization that wishes to join us on the mountain—regardless of their ability to pay our fees. I like to think of what we do as ensuring that we can provide *camp for all!*

Camp experiences for a young person encourage the development of independence, strengthen communication skills, test problem-solving abilities, and encourage collaboration with others. For families, we provide an opportunity for grandparents, parents and children to focus on one another in a beautiful natural setting. We help schools meet state requirements in environmental science while transporting their students to a novel and nurturing environment. For businesses and community organizations, we serve as a gathering place to renew, refresh, and refocus.

I am proud of what we have accomplished as an organization in 2012, and I am excited for the success we will enjoy in the future.

Keep the Fires Burning!

Nathan Brant, CEO
South Mountain YMCA Camps

