

LAKE GENEVA FRESH AIR ASSOCIATION

# 2015 Annual Report



## Directors Address: 2015 overview and growth plans for 2016

It is important for a trustworthy nonprofit association to responsibly fulfill its mission, while being transparent about the organization's overall health for its stakeholders. The Lake Geneva Fresh Air Association's (LGFAA) stakeholders are our campers, participants, alumni, partners, staff, friends, volunteers and generous donors. It is with the support of these amazing people that the LGFAA has been serving kids for over 129 years!

The overwhelming support from our Community, Volunteers and Board of Directors shows that the LGFAA is a non-profit that's making a difference! 2015 was another year full of growth and new opportunities that we are proud of! The charts below depict an active association with an operating budget of \$940,000 a high number of supporters and an equally high demand for programs and facility needs. This shows a healthy sustainable non profit - but and an organization that is ready for continued growth and reinvestment into the facility.

The LGFAA goals for 2016, addresses just that — growth!

With your support in 2015 The Lake Geneva Fresh Air Association through Holiday Home Camp and OWLS were able to celebrate a host of accomplishments that include; serving a record number of attendees, expanding our ELITE teen program, building a climbing wall, and addressing more of our aging facilities needs.

Fiscal growth and responsibility are among the forefront of our accomplishments. We are proud to list that in 2015 we were able to submit contributions to our endowment fund, which aids us in long term sustainability. In 2015 we are proud to have met and exceeded a balanced budget!

2016 will be a year full of continued positive impact for the LGFAA as we raise the bar and set heightened goals. The LGFAA is focusing on growing, learning, serving more people, and a reinvestment in our ability to bolster our missions reach! I am confident in our success as we have a strong team in place

that thrives on success and knowing that our supporters are behind us.

One of our continued goals is expanding opportunities for you, as a supporter, to get directly involved! I feel that community involvement is critical in a non-profit's success and welcome you to join us in our efforts. Boat captains, committee members, volunteer projects, and teachers are all great ways to get involved. Contact Brad at 262-245-5161 for opportunities

As we move forward I hope our supporters will continue thinking about what the LGFAA means to them, and how they would like to contribute to our mission, vision, and our goals of not only sustainability, but growth!

Together we can help provide a Fresh Air experience to under severed youth and positively change lives for generations!

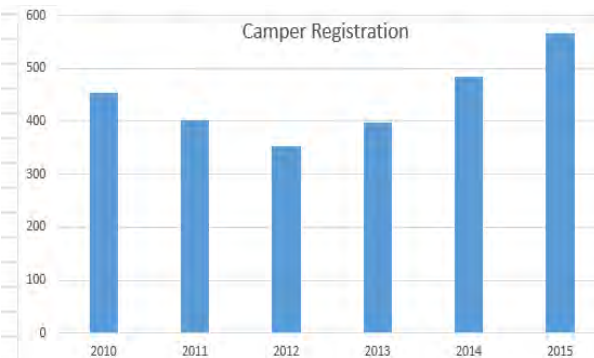
-Brad Cripe, Executive Director



### Holiday Home Highlights of 2015



- Camper attendance up by 11%
- Expanded Programming! Campers were able to choose from more activities and took a greater interest in their experience resulting in fewer behavior problems.
- Exciting multi-cultural all camp programs that promoted understanding and positive behavior!
- A newly developed calm down space to aid in campers stress relief
- Increase in ELITE Teen program participants by 45%!
- Restructured the ELITE program for optimal multi-year success.
- New Behavior Management practices and specialized staff training resulting in, minimal reports home.
- A new shorter, registration process supported by new software. The new software process is faster and makes registration easier to understand and enter, and filter for future reports.



### OWLS Highlights for 2015



- Owls increased group numbers by 6%
- Increased programming options!
- Included Campers in Experiential learning experiences with an expanded HOOTS program
- Cultivated new relationships with various new groups including Agape House, Inspiration Ministries, Montessori Schools of Chicago, Big Foot High School. And more!
- Program expansion to include environmental Education.
- Increased Adjunct staff pool through agency cooperation
- 100% Fund raised and built a new climbing tower without effecting the annual operating budget or programming
- Promoted an additional part time staff to a full time staff member
- Held 3 community events for local supporters

