



GREETINGS FROM CAMP!

During 2019, NovusWay Ministries and our four sites continued a season of change that began in 2018. This report highlights many of those. During 2019, the NovusWay board of trustees voted to accept an offer to purchase three acres of land on the Lutheridge site along airport road. For more than 15 years, NovusWay fundraising has been focused on capital campaigns for restricted building projects at all four sites. These restricted funds are not available for daily operations, including summer camp and year-round programming. Revenue from program registrations accounts for only 50% of the annual fund needed. The remaining 50% is funded through retreat rentals (25%) and generous gifts to the annual fund (25%) by individuals and congregations. More than seven years of deficits in the annual fund and deferred maintenance carry a cost that limits the ministry's ability to deliver on Lutheridge's promise and great tradition of creating space for intentional community through excellent programs for children and adults. The sale of this land:

- Opens up capital from the annual budget to be used to strengthen programs and expand our reach.
- Provides upgrades to the facilities at Lutheridge to enhance guest and camper experiences.
- Serves to pay down a large percentage of annual operating and capital debt, freeing up funds for program impact.
- Increases our endowment of which the annual distribution may be used for program operations in perpetuity.

Leadership made additional decisions to continue to strengthen the ministry's financial position and our ability to impact lives. The final pieces of a new leadership team were completed with the hiring of Deacon Chandler Carriker as Vice President for Program and Engagement in March of 2019 and Deacon Mitzie Schafer as Vice President for Development in August. We welcomed Gretchen Arnes as the new Program and Equine Director at Lutheranch. Deacon Sue Mendenhall was welcomed as a full-time Program Director for Luther Springs. Jen Bacher, recent graduate of Luther Seminary, was hired as the new Program Director for Lutherock. These mission critical staffing decisions opened the doors to improved marketing strategies, program capacity and a new emphasis on annual fund support, all of which were identified as areas for improvement.

NEW THINGS HAPPENING

- A group of dedicated summer camp staff alumni have gathered to create an official Summer Camp Staff Alumni Network. The purpose and mission of this group is to keep summer staff alumni connected to the ministry and to each other. Learn more at novusway.org/summerstaffalumninetwork/

REGISTRATION UPDATES

- 2609 Summer Youth Campers in 2019 up nearly 10%
- 700 Summer Adult Campers up nearly 9%

- This is in large part due to an increased emphasis on Camp Sundays. We are stronger when we partner with our congregations. NovusWay has set a goal of 400 Camp Sundays in congregations annually by 2025. If your congregation would like to participate in a Camp Sunday to encourage registration for summer camp and programs as well as financial support of the ministry visit, novusway.org/campsunday
- NovusWay gave more than \$116,000 in camper scholarships to nearly 400 children during the summer of 2019. We continue to strengthen relationships with community partners who support low income/at risk children in our communities.

SITE UPDATES:

- Lutheridge: Pastor Tim and Pastor Mary Canniff-Kuhn retired after 25 years as Program Directors. A service was held on February 1, 2020 with nearly 500 people in attendance and more than 2000 watching live online.
- Lutherock: In July, after a significant amount of support from the community, the new Sky Park Zip Line was erected in the Saddle at Lutherock. Pastor Frank Wagner took the inaugural ride. In partnership with a major donor, 600 *laricobius nigrinus* beetles were recently released to eradicate the Hemlock Woolly Adelgid (HWA) threat to hemlock trees on Lutherock's 768 acre site, which contains a 518 acre conservation easement protected into perpetuity.
- Luther Springs: The iconic dock has been updated with environmentally friendly materials that will last for years to come.
- Lutheranch: Held it's first official summer camp program utilizing the property. A new Printz Athletic field was finished, a craft lodge was added and an archery range.

MINISTRY IMPACT:

- NovusWay is proud of the high quality of our summer staff. We are also proud that 9 of our 2019 summer staff went on to serve the ELCA as Young Adults in Global Mission (YAGM).
- Our new website is full of ministry impact stories. To read more visit novusway.org/category/impact-stories and get inspired.

Our continued gratitude for all the campers, participants, congregations, donors and guests who visit our sites and support this ministry we all share.

Respectfully submitted,



Boyd W. Harris, IV
Executive Director-CEO



Charles R. Bridgers
President, Board of Trustees