



Camp Nakanawa Annual Report 2023

Mission

Camp Nakanawa provides an overnight summer camp to educate girls and young women through outdoor experiences to gain confidence and reach their full potential.

Vision

Camp Nakanawa develops the potential of girls and young women in a nurturing environment where they discover their own excellence and develop lifelong friendships. This vision is fulfilled by cultivating character, confidence, courage, kindness, and leadership.



Contents

ANNUAL REPORT 2023

Mission & Vision	02
Contents	03
Board of Directors	03
President & Director's Letter	04-05
Committee Members	06-07
Fiscal Report 2023	08-10
FY23 Revenue	09
FY23 Expenses	10
FY23 Donations	11
A Clarion Call for Nakanawa	12-13



2022-23 & 2023-24 Board of Directors

Mary Shearer Baker
Development Chair

Jeff Blake
Facilities Chair

Lyn Brantley
2023 President

Wyeth Outlan Burgess
2024 President

Ginny Bass Carl
Vice President

Amanda Forgason Dempsey
Marketing Chair

Karen Rathgeber Hale
Executive Director

Georgia Graham Mattern
Secretary

Pamela Griffith Pabian
Treasurer

Ann Mitchell Perron

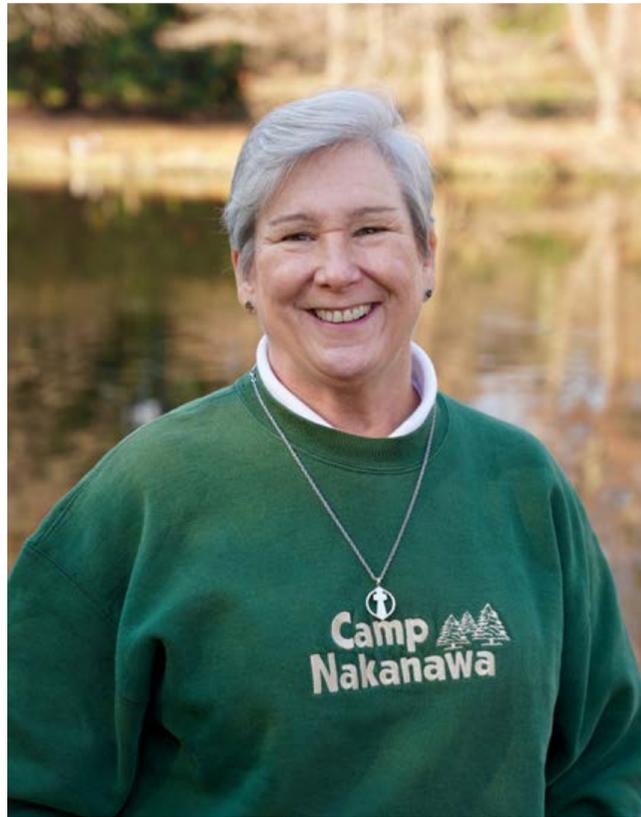
Pepe Perron

Alex Seblatnigg
Human Resources Chair

Sally Tubb Welch
Communications Chair

“Nakanawa is a place where girls are welcome and nurtured. It’s wholesome and peaceful and a place where you learn about yourself and gain confidence, self-awareness and independence.”

Dear Nakanawa Community,



Karen Rathgeber Hale just completed her second year as Executive Director of Camp Nakanawa. She has been a camper, counselor, and head counselor for 35 years.

The laughter and long good-byes of summer 2023 might seem far away as the snow crunches under our boots, but preparations for the coming Camp season keep every day busy. In 6 memorable weeks, we shared the gift of Nakanawa with 426 campers and 106 counselors, an uptick in enrollment and staff for this past year.

The challenge throughout 2023 was trees. One-hundred-foot trees fell in harrowing storms, aging trees were removed for safety, and tree experts advised us on new plantings. The rapid, generous work of our staff and the Cumberland Plateau community protected our beloved Wigwam and other structures.

Nakanawa's attendance at the American Camping Association National Conference in Orlando in February brought opportunities for Karen Hale and Corie Wilson to network and meet fellow camping professionals. Even better, the American camping world met Karen and Corie.

We continue to mature as a non-profit organization. Financial Manager, Apryll Geib, Treasurer Pamela Pabian and the Finance Committee have strengthened Camp's financial health, operational consistency and human resources compliance – vital responsibilities. The Governance Committee oversaw internal and external policies, published a staff handbook and brought new board member

Alex Seblatnigg to the table.

We are pleased with our fiscal progress. All employees, both year-round and summer, received pay increases. Camp enhanced benefit packages for year-round, full-time staff. With these welcomed improvements, Nakanawa also finished fiscal year 2023 with a modest surplus. Behind the magic of “doing good camp” lies the delicate balance of Camp's fixed costs with tuition from robust enrollment and effective fundraising.

Funds certainly brought fun to Nakanawa in our initial campaign over winter 2023 to update favorite Junior Camp play places. Helen and Wayne Brafford's gift of a gleaming new playground in memory of Chris Hale welcomes one and all to Junior Camp and is busy from flagraising to first blinks. Junior Camp's new docks are smooth under our feet and cool in the sun; its curvy slide for Free Swim and launching rollers for Junior canoes add flourish to the lakefront.

The vision and generosity of the Chamberlain, Smith and Bumpus families will transform the Senior dock dreams of our Fundraising and Facilities Committees into lakeside learning, competition and fun for generations of campers to come. Our crack team has only begun to address capital

improvements, as the Strategic Plan shows.

In this digital universe, Nakanawa's success requires constant promotion. The Communication Committee's lively energy connects our happy, laughing crew -- camper families, valuable staff, long-time friends and legendary alumnae. Our Marketing Committee's experts implemented a plan this year to support social media and counselor recruitment. Staff members, Ashley Forgey Stroud (Media Production) and Blair Mayfield Rissing (Counselor Recruitment) are blazing the trail toward summer with Administrative Program Coordinator, Corie Wilson.

Nakanawa's second century relies on nourishing her deep roots. From each new contribution on Giving Tuesday to our major gifts, our community's generosity of both heart and resources continues to move us forward. Our profound thanks - as deep as the lake! - to you, our donors, friends, committees, staff, and fellow board members. See you in 2024 at our fair Nakanawa!

Karen Rathgeber Hale
Executive Director

Wyeth Outlan Burgess
President, Board of Directors



Wyeth Outlan Burgess, enjoying the Hoe Down with first-year camper Anna Spalluto, is the new President of the Board of Directors. She has been a camper/counselor for 22 years.

Gratitude to all volunteers - Many hands make light work!

2022-2024 Board Committees



COMMUNICATIONS ~ Sally Tubb Welch

Mary Shearer Baker
Molly Cook
Rachel Eason
Tiny Lott McPhillips
Karen Barlow Parrish
Carol Carlock Vig

DEVELOPMENT ~ Mary Shearer Baker

Emily Richardson Blake
Margaret Leatherbury
Margaret Hawkins Matens
Lilla Bea Granger McMullan
Emily Jones Morrow
Barbara Keith Brown Payne

FACILITIES ~ Jeff Blake

BJ Jenkins
Georgia Graham Mattern
Tiny Lott McPhillips
Karen Schneider
Ashley Thomas Smith

FINANCE ~ Pamela Griffith Pabian

Jeff Blake
Heather Wilmarth Burkhart
Ginny Bass Carl
Brooke Shearer Coy
Megan Wellford Grinder
Jane Claire Choate Jacobi
Samantha Lunn
Georgia Graham Mattern

GOVERNANCE ~ Ginny Bass Carl & Wyeth Outlan Burgess

Patty Lankford Akers
Kayla Blouin
Lyn Brantley
Paige Browning
Paige Landau
Rebecca Bell McGowan
Jessie Reed
Kiersten Schnacke

MARKETING ~ Amanda Forgason Dempsey

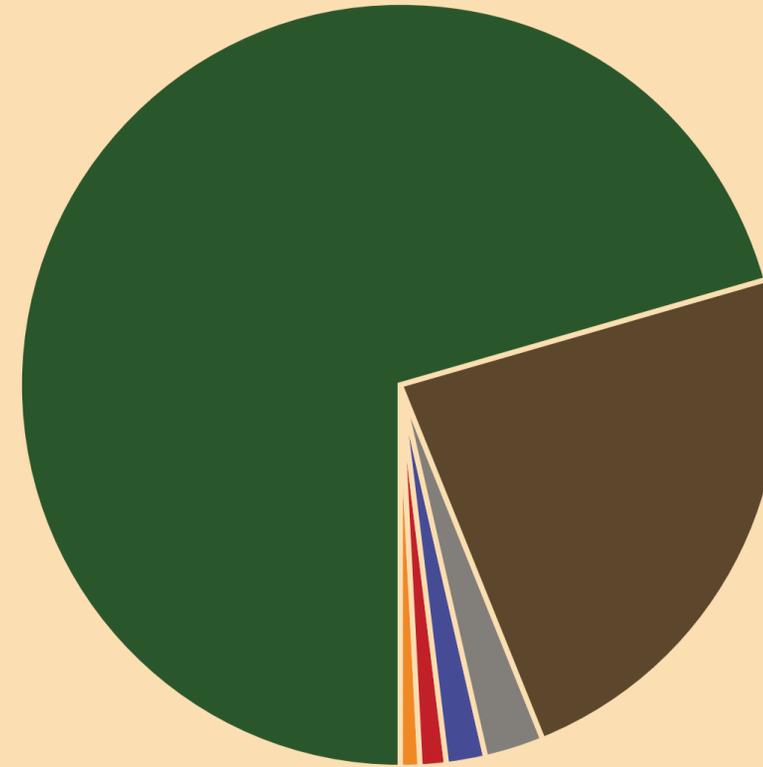
Mary Shearer Baker
Frances Fondren Bales
Hadley Parsons Belmont
Libby Beall Goff
Rachael Groves
Germaine Gioia Horner
Kate Loveless
Lucy Loveless
Aimee Walthall Michael
Pamela Griffith Pabian
Blair Mayfield Rissing
Elizabeth Seeger
Blakeley Sisk
Ashley Forgey Stroud
Miler Moate Wilson
Simonne Brown Wortham



Camp Nakanawa Fiscal Report



FY23 Revenue Total **\$1,845,105**



71%
CAMP TUITION
& FEES
\$1,304,054



23%
DONATIONS
\$429,450



3%
OFF SEASON RENTALS
\$46,519



1.6%
SPECIAL WEEKENDS
\$29,664



1%
IN KIND DONATIONS
\$21,000

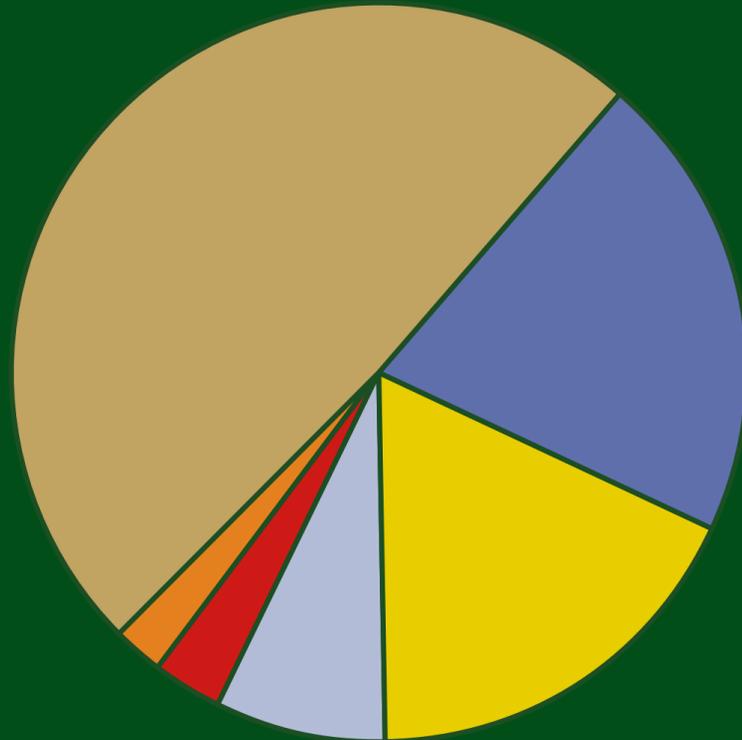


<1%
MISCELLANEOUS
\$14,418



**All fiscal reports based on UNAUDITED FINANCIALS*

FY23 Expenses Total \$1,498,621



49%
PERSONNEL
\$732,721



21%
SUMMER CAMP
EXPENSES
\$310,240



18%
FACILITIES
\$265,370



8%
PROFESSIONAL
SERVICES &
CONTRACTORS
\$114,032



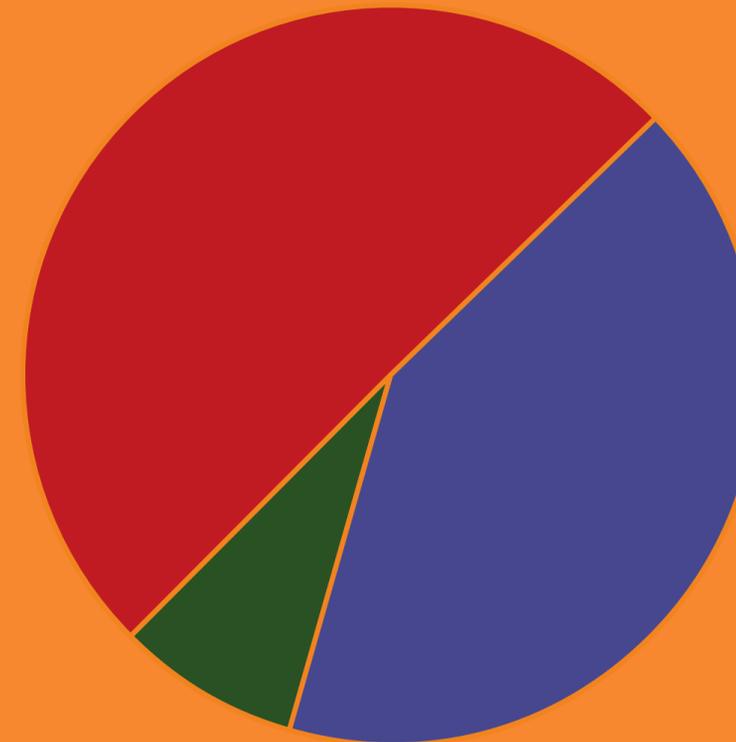
3%
MARKETING &
RECRUITMENT
\$46,169



<1%
OFFICE &
ADMINISTRATION
\$14,418



FY23 Donations Total \$429,450



50.5%
ANNUAL FUND
\$216,665



41.5%
CAPITAL PROJECTS
\$178,410



8%
TUITION WAIVERS
\$34,375





Donate to Nakanawa Fund Today!

Every dollar makes a difference and supports our programming goals and dreams.



A CLARION CALL for NAKANAWA



The Clarion Call for Nakanawa is written by lifelong Nakanawa campers, parents, grandparents, and counselors Casey, Tiny, Margaret, Mop and Shelly. They ask for all who hold Nakanawa dear to take this unique opportunity as a 501c3 to contribute to the future legacy of Camp.

The five of us are honored to participate in the first ever Camp Nakanawa Annual Report for you. Nakanawa played such a pivotal role in our “growing up” years. Now, it’s all about sharing our friendships, sharing our favorite camp stories, and making sure Camp is there for future generations.

This past year in 2-week Junior Camp there were 70 NEW campers, many of them legacies!

Nakanawa is a gift to us all and now our community is in a position to continue its legacy as participating stewards. We want our children, grandchildren and great grandchildren to have the summer camp experience that continues to change lives. The last summer of 2020 put Nakanawa in a position of rebuilding. The last few summers have been spent filling Camp again with children and staff.

During this process Camp became a 501c3 and work has begun for maintaining and upgrading the facilities.

CAMP NAKANAWA'S MOST IMMEDIATE NEED IS ANNUAL GIFTS TO THE NAKANAWA FUND.

These gifts will ensure funding to do the extra things that tuition does not cover. For example, offering competitive salaries to counselors and office staff, maintaining, repairing and upgrading current structures, which has included resurfacing the tennis courts, getting new docks, a new boathouse and now seeking major renovations to dear Egypt. The Nakanawa Fund can help Camp hire a full time Assistant Director as outlined in the Strategic Plan.

Our proposal to you: Nakanawa now belongs to all of us - all former campers and counselors! We

challenge each of you to give something whether it be small or large. Every donation to the Nakanawa Fund is appreciated and valued, no matter the size. We are asking that you give what you are able, from \$25 a month or \$50,000 a year and EVERYTHING in between! We need ALL our Nakanawa girls to join us.

Our love for Nakanawa runs deep! Together the five of us have created a legacy that spans from 1950 through the summer of 2023 and a total of 200+ years!

So come on and join our fun in giving to the Nakanawa Fund!

FROM:

- CASEY COLWICK FISHER
47 summers
- MARGARET HAWKINS MATENS
44 summers
- TINY LOTT McPHILLIPS
44 summers
- MARGARET “MOP” QUEEN
36 summers
- SHELLY DUER LANDAU
35 summers





Camp Nakanawa

1084 Camp Nakanawa Rd.

Crossville, TN. 38571

campnakanawa.org

campnak@campnakanawa.org

(931) 277-3711