

# 2017-2022 Camp Hermosa Strategic Plan

## Actions

- Ensure that Bible teaching continues as a core activity.
- Encourage the spiritual growth of campers, leaders, staff and volunteers.
- Continue to ensure the Leaders in Training (LIT) program is God centered.
- Develop a follow-up plan for all campers including those who have accepted Christ.

## Outcomes

Camp leadership is spiritually mature. The spiritual growth of campers is tracked.

## Actions

- Make a plan with the goal to pay off the debt in 10 years.
- Budget for 2 years at a time.
- Form a finance committee to offer advice and support to the treasurer and Board.
- Review the camp governance structure.
- Regular communication with our churches and donors.
- Coordinate fundraising activities.

## Outcomes

Camp is debt free; financially sustainable; has a strong government structure; is able to respond to financial challenges; and has strong relationships with its churches and donors.



## Actions

- Continue to expand the Camp's on-line capabilities.
- Make a plan to promote to churches outside of our denomination.
- Reach out to Camp Alumni in the promotion and marketing process.
- Continue to regularly ask for feedback from campers, parents and leaders.
- Make a strategy for retaining campers.

## Outcomes

Camp attendance increases each year. Campers and Alumni feel connected to Camp Hermosa and want to return.

## Actions

- Continue to replace camper cabins with new cabins.
- Repurpose and refresh existing buildings.
- Assess the improvements needed to the dining hall.
- Promote low maintenance solutions when repairing and constructing.
- Provide spaces for conversations.
- Continue to use volunteers for maintenance and construction projects when feasible.

## Outcomes

Buildings and facilities are safe, attractive, cost effective and easy to maintain. Volunteers are able to use their gifts and abilities in service.

## Mission Statement

### Camp Hermosa exists:

- To provide a safe and secure Christian learning environment in the midst of the beauties of nature.
- To help campers of all ages to come to know God, themselves, and others in meaningful ways.
- To provide opportunities for campers to make decisions for Jesus Christ and to grow in their faith.
- To recognize, use, and develop the gifts of believers.
- To show that the Christian life relates to the whole person – body, mind, emotions, and spirit.
- To extend the life of the local Christian church in an out-door setting.
- To bring individuals together to be part of an environment of Christian love.
- To challenge individuals to become involved in missions in the world.

## Core values

- We value excellence in all aspects of our camping ministry.
- Every camper is given the chance to learn new skills and develop their abilities in an environment of encouragement and acceptance.
- Campers from a variety of denominations and non-church backgrounds are welcomed.
- Staff and volunteer leaders view their time at Camp as a way to serve God through serving others.

### Key Verse: Luke 10:27

*“Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind”; and, Love your neighbour as yourself.”*