



# 2017-2018 Annual Report

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Warm Regards,  
**Jennifer "Tarzan" Marshall**  
President ECMW



# 2017 CAMP REPORT



## 2017 was a year of “firsts” since reopening Camp Mary White for girl camping!

It was the first time we had a really large number of participants. We had 61 campers. Of those campers, 8 had been to camp before, and 53 were brand new campers!

It was the first time we offered a 2-week camp session. Most of the campers registered for 1 week, but we had 11 campers stay for the whole 2 weeks. Thus, during the entire camp session, we filled 72 camper slots!

It was the first time we had substantial donations of campership funds for girls. Through a grant from a private donor for girls in Eddy County, a grant from the Community Foundation of West Texas, and donations from several members of the FCMW and the wider community, we were able to provide financial assistance to the families of 28 campers!

It was the first time we had horseback riding on CMW property. Ms. Mary's great niece, Lorraine “Shep” Vogel provided the riding program with her son Josh “Hoss” and

horse trainer David “Cowboy” acting as riding directors.

It was the first time we had campers outpost away from camp. Our 2nd session of Adventurers (9-10 graders) camped out at Turkey Springs. They practiced their camping skills and even mastered a dutch oven cobbler!

Out of all these firsts, perhaps the best of all is that it was the first time we had campers crying and hugging each other on the last night of camp . . . at the end of both sessions. When it happened, we looked at each other and said, “That’s how we know the magic is working.”

We know that our summer of firsts is only a beginning, and we can’t wait to see the firsts that each summer brings.

**Tarzan**, Operations Director

**Kit**, Program Director





# SUMMER 2017 EVENTS

## Annual Womens Retreat.....

The theme of Camp Mary White Magic (AKA Women's Retreat) should be "Make new friends, but keep the old"!

June of 2017 brought together 14 alumni from CMW and 15 new friends, from Lubbock, Dallas, Tucson and Scotland. A large group from the Dallas branch of TOWN (Texas Outdoor Women's Network) joined us for the week. We used both canyons and cabins in Koshare, Medina, Packrat and Oaks. We utilized the Arts and Crafts building, Ladye Dee and the Lodge to their fullest, enjoying wonderful meals and visiting with each other.

An unexpected highlight was our cook-out night with foil dinners and s'mores with fires stoked at both the Koshare and Medina kitchens which had not been used in many years! Hiking on the Short Loop and riding horses to Turkey Springs, making bracelets, books and nature prints, painting wine bottle lamps and doing stick art were just a few of the activities. Spa Night was a huge hit and our feet and hands were super happy!

The event was a great success, stayed in budget and will certainly be repeated for years to come. We had fun and learned a lot. Can't wait to be back next year!

Kathy "Kit" Shepherd, Director



### Fundraising Snap Shot

2015 PY Foundation	\$35,000 .00	Matching Grant
2015 FCMW	\$35,000 .00	Match
2016 Anonymous	\$20,000.00	General Operating Grant
2016 Giving Tuesday	\$6,778.00	
2016 Anonymous	\$5,000.00	Camperships Artesia/Eddy County
2016 Community Foundation of West Texas	\$3,500.00	Camperships
2017 Anonymous	\$35,000.00	General Operating Grant
2017 Anonymous	\$5,000.00	Camperships Artesia/Eddy County
2017 Giving Tuesday	\$5,645.00	
2018 Community Foundation of West Texas	\$4,000.00	Camperships
<b>TOTAL</b>	<b>\$154,923.00</b>	
2017 Individual Donors	\$13,500.00	



# COMMUNICATIONS 2017 REPORT

Communication with our membership is a priority and we have stepped it up this past year. We have embraced publishing a quarterly newsletter that is sent out by email. If you are not receiving these newsletters we need your email address - please send it to [happycamper@campmarywhite.com](mailto:happycamper@campmarywhite.com)

In addition, we have added more pages and features to our website. Our website is updated frequently so be sure to check it often. We have had over **8,200** Visitors.

We have over **300** alumni, friends & campers in our database. We are always gathering addresses of alumni and friends. If you have a change in address, phone number or email address please be sure to include FCMW in your updates.

We value any feedback on how we can do things better!!

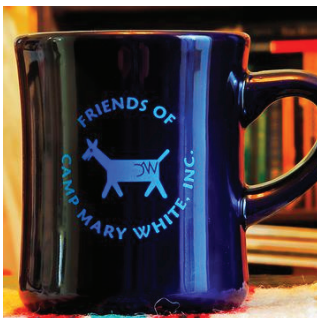


## COMMITTEES & BOARD OF TRUSTEES GOVERNANCE

This year the FCMW Board of Trustees has established three standing committees; **Nominating Committee, Finance Committee and Fundraising Committee**. If you are interested in serving on a committee please contact Lash. In addition, the BoT has adopted a new Operating Policy which includes: Confidentiality Policy, Gift Acceptance Policy, Document Retention and Destruction Policy, Social Media Policy, Vendor Review Policy, Whistle Blower Policy and Strategic Planning Policy. These policies are important as we apply for grants to private foundations and corporations. In addition, these policies define position descriptions and roles of the board and officers.



## “BEAR CANYON STORE”



Your Online Source for Camp Mary White Swag. "Bear Canyon Trading Post" is a part of our web-page offering many of your FCMW favorites year-round!

Visit us at [www.campmarywhite.com](http://www.campmarywhite.com)

"These are exciting times for FCMW and there are cool items to purchase in order to support FCMW in the Trading Post.

Check out the great clothing, baseball caps, horse necklaces, wine glasses, purchase your membership and more!

We have wonderful Old School Camp t-shirts...a throwback to old CMW traditions...this comfy navy blue t-shirt is available in short and long sleeve!

And as always we are looking for artists who are willing to sell their items in the Trading Post! All we ask is that you donate at least 10% of your asking price to Friends of Camp Mary White, however you can feel free to contribute more to our great cause!"

Another way to contribute is to purchase gift cards that will help FCMW with many of our projects,

Friends of Camp Mary White is listed on **GoodSearch** and **Amazon Smile!**

Search the Web and Support Our Cause!





# DONOR APPRECIATION

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*Our deepest and sincerest heartfelt Thank You goes to the following for your generous donation of much needed materials and time to FCMW! Your contributions will allow FCMW to pursue our dream of achieving certification and our goal of providing youth a place to experience outdoor camping, self-discovery, and life changing experiences. We couldn't have done it without you!*

## INDIVIDUAL DONORS

### \$1 - \$99

Debra Payne  
Janeal Cabbage  
Mary Rapiere  
Alice Marshall  
Jennifer Marshall  
Sue Cardwell  
Mehgan McGrath  
William Carpenter  
Summer Young  
April Dwyer  
Linda Taratino  
Diane Strickling  
Yvonne Limon  
Jana Sauerwein  
Glenda Holmes  
LaNelle Ethridge  
Elizabeth Blaney  
Catherine Matthews

### \$100 - \$499

Amanda Amico  
Pat Coble  
Kathy Lewis  
Judith Hayes  
Michelle Hayes  
Sandra Culpepper

## Individual Donors Cont.

Diane Hogan  
Lori Miner  
Paula Evans  
Pam Homer  
Barbara Dell  
Marie Durham  
Tracy McFadden  
Kathi Schutz  
Julie Harris  
Donna Crockett  
Rosalie Berry  
Rachel Collins  
Ed & Sara Peet  
Patrick Homer  
Suzanne Hammer

### \$500 - \$1,499

Brenda Robertson  
Liz Lonngren  
Kathie Shepherd  
Linda Hockett  
Denise Wheeler  
Wayne & Carol Worley  
Carolyn Smith

## GOODS & SERVICES

Barbara Gibbons  
Art Canyon (Carolyn & Robert Rogers)  
Lee Lewis Construction, Inc.  
Fence Lubbock  
Jay's Automotive  
Jill Spamer  
Muleshoe Ranch  
Lorraine Vogel  
Josh & Rheanne Vogel

## FOUNDATIONS | ORGANIZATIONS

Anonymous \$35,0000  
Anonymous \$4,700  
Community Foundation of West Texas \$3,500  
AWBA Lubbock Area Lights Chapter  
Renaissance Charitable Foundation  
MWM Architects  
Martin Mediations

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*Please Consider Donating Time, Treasure and/or Talent!!!*

## FINANCIAL ACTIVITIES

### INCOME

Auction	\$459.00
Adventure Camp	\$14,143.00
Women's Retreat	\$7,465.00
Reunion	\$1,130.00
Contributions	\$57,480.76
Dues	\$1,663.00
Trading Post	\$5,290.22
Uncategorized	\$665.84
<b>TOTAL INCOME</b>	<b>\$88,296.82</b>

### EXPENSE

Fees	\$714.00
Education	\$525.00
Food	\$10,551.00
Equestrian Program	\$6,080.00
Insurance	\$1,996.00
Licenses & Permits	\$1,722.00
Camp Payroll	\$6,666.00
Promotion	\$1,767.05
Safety	\$17,084.20
Trading Post	\$6,429.53
Supplies	\$5,312.88
Refunds	\$750.00
Maintenance	\$681.30
Other	\$430.53
Transportation	\$341.00
Uncategorized Expense	\$434.00
<b>TOTAL EXPENSES</b>	<b>\$61,247.57</b>

### Note from Lash,

It has been an honor to serve as the Executive Director for FCMW over the past year. The fruits of everyone's hard work and commitment to this foundation are beginning to blossom. Camp Mary White is showing back up on the map and radar of young girls and women.

I am pleased to announce that we are now members of the Cloudcroft Chamber of Commerce, the Association of Fundraising Professionals and continue our membership in the American Camp Association.

Through a generous anonymous \$35,000 grant we were awarded in 2017, we have renovated the lodge showers, rebuilt camp roads, purchased a FCMW computer/printer and assisted with some upgrades with our new oven purchased by Barbara Gibbons. (Thank you Barb!!)

I have been working with our new Fundraising Committee to establish "focus areas" and to explore diversification in our fundraising efforts for 2018 and into the future.

I am proud to see where we have come in the past 3-years. Girls Adventure Camp and Womens' Retreat have been huge successes and have renewed the magic of Camp Mary White. Once a Mary White girl - always a Mary White girl!!

**Your's Truly - Liz "Lash" Lonngren**

## FCMW BOARD OF TRUSTEES

PRESIDENT	Jennifer "Tarzan" Marshall
VICE PRESIDENT	Linda "Shorty" Hockett
TREASURER	Kathy "Kit" Shepherd
SECRETARY	Jana "Roadie" Sauerwein
MEMBERS AT LARGE	Allison "Squeegee" Berry "Boy Scout" Bob Phillips Summer Young April "Gadget" Dwyer
Ex Officio Member	Lorraine "Shep" Vogel
Executive Director	Liz "Lash" Lonngren

### FCMW

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