



Smith Park of New York  
2017  
ANNUAL REPORT

SMITH PARK OF NEW YORK, INC.  
Home of Camp WA WA Segowea  
P.O. BOX 4994  
POUGHKEEPSIE, NY 12602

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## Facilities Report

Submitted by: Tom Harvey

Accomplished in 2017:

- We had some significant assessment of the conditions left for us by prior tenants!
- Got a major cleanup of dumpster area done
- Got Water System Running, disinfected, lake pump system reconstructed
- Got docks and boats set up (our old way)
- Got Beacon painted and two new Toilets installed.
- Got a new camp sign!
- Got Hart Lodge Partially painted (Needs more cleaning, repairs & to complete the painting)
- Continued to assess lodge floor and outside lodge structure & performed various railing repairs
- Purchased a new lawn mower, broke it and fixed it (Should be ready for go for this year!)
- We have 6-8 new cabin shutters constructed, ready to be installed
- We cut the tree off Raymond Cabin Roof, with very little damage
- Had walk in freezer & other kitchen equipment serviced
- \*\*Passed Major Surprise MASS DOH Inspection, (with minor issues to address)\*\*
- 
- Got the water system shut down and docks in before it snowed, as well as other miscellaneous stuff.
- Already in 2018 we removed dead/damaged trees from lake side of Lodge (need to clean up the wood)
- Goals for 2018:
- Have contractor complete Page Lodge back deck
- Have contractor replace Raymond Stairs
- Have contractor repair Hart Lodge Bathroom floor
- Road Repairs & Improvements by Wilkinson
- Install new shutters for cabin Row
- Complete Hart Lodge Repairs/Painting
- Address DOH comments (Screen Doors, ect.)
- Get a new camp sign for the end of Foley Hill Road
- Get water system up and running by 4/21/18

2018 Work Weekend Dates:

May 19-20 (Docks, boats & Shutters)

June 2-3

June 30.

Fall Work Days TBD

We would like to start planning for the save the Lodge Capital Campaign for the Lodge repairs to be done by June 2021!!

## **Camp WA WA Segowea, Residential Camp Program**

### **Lily Mercogliano, Camp Director**

#### Introduction:

2017 was a historic year for Camp WA WA Segowea! We opened as an independent summer camp and offered two sessions (four weeks) of Base Camp and Teen Camp, a Labor Day Family Camp, and Fall Family Day. All of our programs kept the WA WA Magic alive and well, and successfully engaged new and returning campers, as well as alumni volunteers and donors!

#### 2017 Program Impact:

- Individual campers served: 86
- Camper weeks enrolled: 172
- “5 Year Kid” inductees: 8
- Families served through Family Camp: 13
- Camp WA WA “Campership” scholarships granted: 36 (41% of campers served)
- Total Camp WA WA “Campership” funding granted: \$27,900
- Total summer staff: 15

#### 2017 Alumni Volunteer Engagement:

- Total alumni summer volunteers: 13
- Additional volunteer engagement:
  - Camp alumni continued the longstanding tradition of volunteering at the WA WA Wally Waddle 5K Race and Walk, and Smith Park work weekends to both open and close camp.
  - Alumni across the country supported the summer launch via an “Amazon wish list” supply drive that donated over \$2,000 worth of supplies for the summer!
  - Camp WA WA Segowea continued the ongoing partnership with the Leo Club of Spackenkill High School that brought 20 youth for an overnight service project to Camp WA WA in June!
  - A partnership with the Hutterite community of Newburgh was reestablished and resulted in multiple youth group trips for large scale service projects!

#### 2018 Progress (as of March 1):

- Campers enrolled: 41
- Camper weeks enrolled: 106 (44% towards full capacity)
- Total returning summer staff: 11 (plus 4 former CITs from last year’s leadership program!)
- Program Expansion: Day Camp added for campers ages 7 to 9 & capacity for all summer programs increased to 60 campers per week a 20% increase from 2017

## **Resource Development Report**

**Lou Falk**

### **Annual Support Campaign 2017**

The year of 2017 began with the Annual Support Campaign. For the first time a new method of raising funds was added—an online Crowdrise Campaign. This was a good addition as it produced over \$11,000 including the \$5,000 matching gift which served as an impetus to giving. The total of pledges according to our Master Spreadsheet was \$25,000+, while actual recorded payments came in just over \$23,000. The good report is that we produced over \$23,000 to support our Operating Budget that we wouldn't have had if we had not conducted the Campaign. The not-so-good report is that we did not grow the number of campaigners outside our Board and therefore did not make enough calls to raise the \$100,000s that probably remains still out there on the table.

### **Smith Park of New York Endowment**

For a variety of reasons, the Board of Directors decided to move our Funds to a more responsive investment company, and voted to accept a proposal from Princeton Capital Management (now "Princap") of Princeton N.J. The funds were moved in October of 2017. At year-end, the value of the "Restricted Funds" (consisting of Scholarship accounts and the McComb Lodge Fund) was \$36,000 (\$34,100 at inception in October), while the Unrestricted Account had a value of \$126,600 (\$114,000 at inception).

During the year the Board of Directors of Smith Park of New York wrote and adopted their first Endowment Investment Policy with help from our new Financial Managers- Princeton Capital Management. This policy statement has been adopted by the Board of Directors to establish guidelines for the prudent investment of the Endowment Fund. This written Policy will assure potential contributors to the SPONY Endowment Fund that the funds will be wisely invested.

Later in the year, at the urging of our President, Tom Harvey, the Board of Directors wrote and adopted an Endowment Spending Policy for the Unrestricted Funds. This policy statement was adopted by the Board of Directors to establish guidelines for the prudent stewardship of the Endowment Fund. The general objective of this spending policy is to achieve a proper balance between present and future needs of SPONY. Specific objectives are to:

- Preserve the long-term purchasing power of the Endowment Fund.
- Achieve a reasonable degree of stability and predictability in income from the Endowment Fund available for current operations.
- Protect the corpus of the Endowment Fund from regular operating spending requirements.
- Insulate the investment managers from pressure to produce short-term gains rather than the best long-term total return.
- Maintain inviolably a Minimum Corpus in the Endowment Fund.

The Board of Directors recognized the need and desire to work toward a minimum corpus of \$1,000,000 in the fund over time, and voted to adopt an initial minimum of \$100,000, to be revisited (and increased) annually.

**Governance Report 2017**  
**John Fisher**

At the annual board meeting in 2017 Sara Perks was added to the board. At our next meeting officers were elected as follows: Tom Harvey-president, Wyeth Drummond-vice-president, Beth Hodos-treasurer, and Sara Perks-secretary. During the year Mark McCandlish said he would be stepping down but would stay until the 2018 annual meeting. He also said he would continue to head the major gift sub-committee for the following year. 5 new board candidates were nominated for the following year. They are as follows: Adam Hammond, Ed Harvey, Josh Perks, Lisa Perks, and Nella Stoltz. With their election and Mark's departure that will give us a 14 member board for 2018. All committees had chairs, members and functioned as planned.

## **Marketing and PR Report**

### **Mike Bruns**

Beginning of a new era at camp, started right in January. We knew we were going to run camp and had to get things going again, making sure people knew we were still open and ready for campers. We started with the newsletter, The Firefly, sending that out via our new emailing system through Mailchimp. We put the word out on Facebook, and on Twitter. We explored new ways to get the word out, using Facebook Live, Sending info out to Maggie's List, directing them all to the upgraded website, smithpark.org. Later in the year we also got the campwawasegowea.org domain back. People were seeing the website, seeing the posts on Facebook and knowing camp was open again. We also spread the word locally, with brochures and the tear off sheets being left all around the local area online. Over two thousand five hundred straight days of a picture of the day, increasing our reach with different outlets. Close to 950 followers on Facebook, 225 followers on Twitter, More and more pins on Pinterest including now a Camp Wedding Page. We got into Instagram finally after Minna asked if she could do it. We're up to 167 followers and she just started 6 months ago. The public is hearing us. The Vennells returned after being away for 12 years. The Foleys returned on Memorial Day. We had rentals in June and in August, both from Friends of Segowea. And lastly for 2017, we had weddings at Camp. 4 couples wrote to us, negotiated with us, planned it with us and lastly thoroughly enjoyed their weekends with us. I can't tell you how many times I heard (and it's no surprise to any of us here today) how beautiful a spot we have here for a wedding. Each wedding was unique, and each couple expressed their gratitude, saying it couldn't have been any better. 2018- What's coming?? We'll have the first camp reunion in 5 years will take place on July 28th. 90 Years on Harmon Pond, and the planning committee is in full swing, led by our chairperson, Cori Cowan, making sure this is a great event! We're building the beginning of the Camp Connection, and this involves finding out and documenting where every single person got their start at Camp. We'll hold the Open Houses and the Work Weekends. We'll explore more of the same connection we now have with the Leo Club, where we're anticipating having 50 kids come out to assist this spring! We'll have more rentals in the offseason, more weddings, including a camp alumni coming back to get married here. We'll continue with all of what we've been doing, creating awareness and building that connection of everyone to Smith Park and Camp WA WA Segowea.

## **Alumni Committee Annual Report**

### **Submitted by: Georgia LoPresti Meckes**

The SPONY Alumni committee and FOS volunteers supported and executed Fundraising events for WAWA Camper scholarships, attended Family Camp Weekend, and continued in helping to support SPONY's growth of the Camp WAWA Segowea Program and Brand.

#### **FUNDRAISING EFFORTS**

- NCAA Brackets, March 2017, raising: \$567.
- 8th WAWA Wally Waddle, Mother's Day in May 14, 2017, raising: \$2,938.00. Funds raised went towards Camper Scholarships. ( a+ 240% increase from 2017)
- Volunteer Appreciation Event: 11/25/17: \$1,000 from Cake Auction.
- Giving Tuesday Social Media Campaign, November 28th, 2017, raising: \$1,695 in ONE day on the GiveGab platform. These funds were earmarked directly towards Camper Scholarship.
- WAWA Gift Wrapping event at Barnes & Noble, December 2017: We secured 2 dates this year, raising: \$200.00

*Total Money Raised by SPONY Alumni Fundraising efforts 2017: \$6,400.*

% increase from 2016: Approx + 375%

2016 SPONY Alumni Fundraising efforts: \$1,692.00

#### **FAMILY/ ALUMNI at CAMP EVENTS**

**Memorial Day Event/Coincided with Open House**, One Day event at Camp, Tours, Walk around the Lake, Open House.

**Family Camp September 2107 Weekend:** Collectively, 15 Alumni Families and Friends attending a Rainy, yet Wonderful, Family Camp programmed weekend.

**VOLUNTEER APPRECIATION EVENT:** November 25th, 2017 at the Albany Free School, the SPONY Board through an Appreciation event for Camp WAWA Staff and Volunteers to celebrate the 2017 Summer season. Fundraising Cake Auction Event.

#### **2017 Summary**

The Alumni group of SPONY was very active this year. Collective efforts included helping SPONY by attending WAWA events, fundraising and donating money for camp, and providing volunteer labor at work weekends. This support proved to be very beneficial for SPONY and Camp WAWA. Very dedicated volunteers participated and engaged in our online and social media communities, as well as helped to spread the word about camp, bringing new families into the fold.

FOS Alumni volunteered during summer camp program time, helping to provide staffing support throughout our first Summer season, as Camp WAWA operators. Alumni in 2017 also gave SPONY a new online Social One-day Fundraising campaign, "Giving Tuesday," successfully raising enough money to send one camper to one full-session of Camp and a little extra. The group is engaged and invigorated.

### **For the Upcoming Year of 2017-2018**

\*The SPONY Alumni Committee Chair will be changing hands in 2017, from Georgia L. Meckes to Amy McPheeters.

*We are looking forward to welcoming back our FOS Alumni that were active this past 2017, meeting new camp families, and welcoming additional Alumni that want to become more engaged with SPONY, FOS, and Camp WAWA.*

- 1) Annual Events will be advertised and Promoted: The 9th Annual WAWA Wally Waddle 5k Race/Walk/ Kids Run, Family Camp Weekend 2018
- 2) Continuing to develop and add to the **Alumni Life** page on the SPONY website. Add more photos, life events, Alumni stories and testimonies.
- 3) Continued efforts in finding more WAWA Alumni on Facebook and invite them to Like the FOS Alumni Page & engage in WAWA Segowea posts, events, and fundraisers.

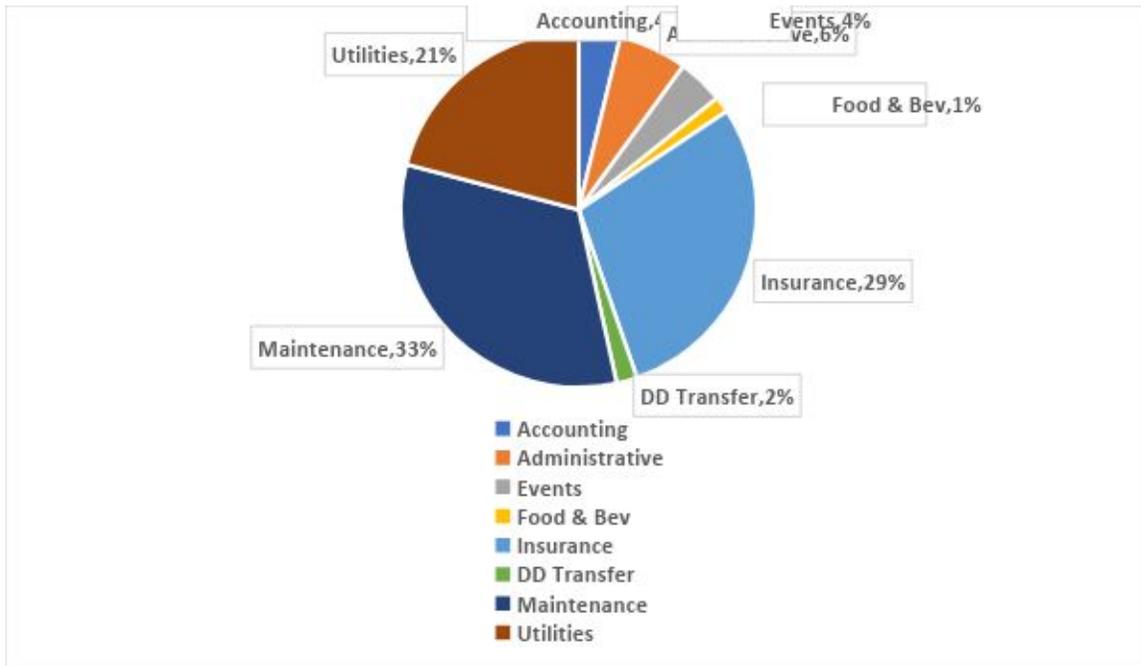
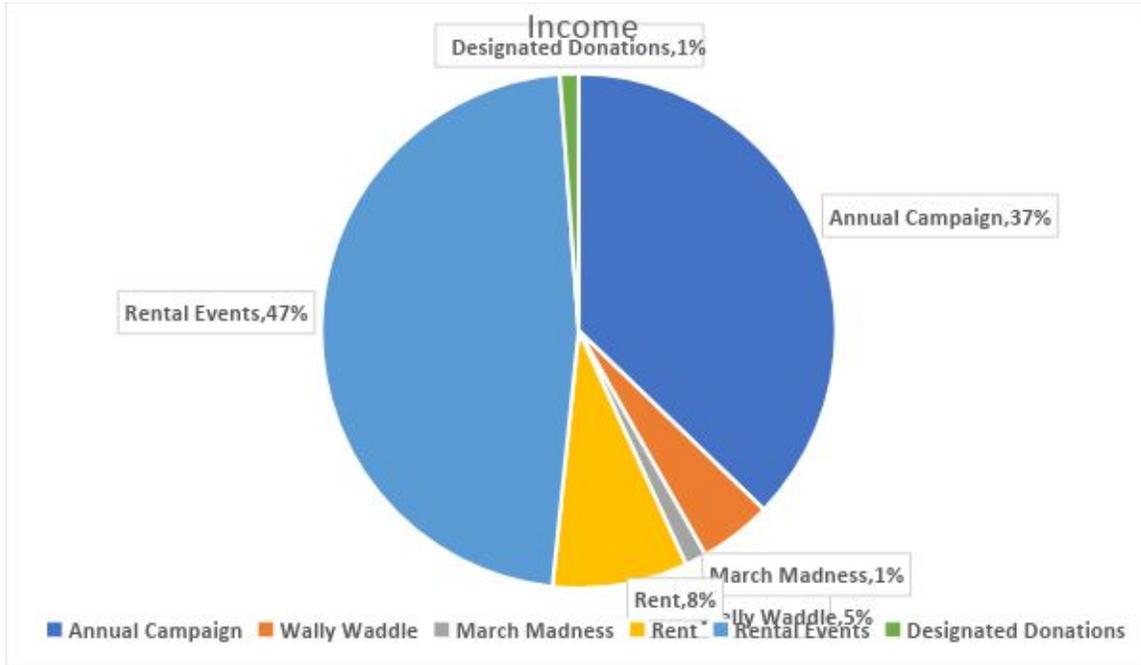
### **Goals for 2018:**

- Continue to execute and grow the Annual fundraisers currently in place, for Camp WAWA community members for 2018- 2019. Exploring ways to continue event attendances, add more experience value, and increase opportunities for donations.
- Continue to build out and develop more Alumni interaction on the FOS Alumni Facebook page. More postings, more shares, and more discussion will help growth and activity on page, as well as organic reach for Camp WAWA Segowea's Facebook page and website page shares.
- Develop and execute a large-scale Special event or Alumni Banquet at Camp Wa Wa Segowea for the benefit of the General Operating Fund of Camp WAWA Segowea. Potentially, this could be integrated into the Weekend programming of Family Camp Weekend 2018.

**Finance Report, SPONY 2017**  
**Beth Hodos**

Total Income – \$64,095.10  
 Total Expense - \$38,877.63  
 Income – Expense \$25,217.47

Endowment Fund  
 Unrestricted Funds - \$126,000.00  
 Restricted Funds - \$36,000.00



	<b>SPONY INCOME</b>	<b>2017 YTD</b>	<b>2018 Proposal</b>
	<b>ANNUAL CAMPAIGN</b>	<b>23,860.74</b>	<b>25,000.00</b>
	<b>WALLY WADDLE</b>	<b>2,938.00</b>	<b>3,200.00</b>
	<b>MARCH MADNESS</b>	<b>855.00</b>	
	<b>RENTAL HART/PAGE</b>	<b>5,441.36</b>	
	<b>RENTAL PRIVATE</b>	<b>30,250.00</b>	<b>31,000.00</b>
	<b>DESIGNATED DONATIONS</b>	<b>750.00</b>	
		<b>64,095.10</b>	<b>59,200.00</b>
	<b>SPONY EXPENSES</b>	<b>YTD</b>	
	<b>INSURANCE</b>	<b>11,579.00</b>	<b>12,000.00</b>
	<b>UTILITIES</b>	<b>7,231.20</b>	<b>8,000.00</b>
	<b>PHONE</b>	<b>1,104.93</b>	<b>1,300.00</b>
	<b>MAINTENANCE</b>	<b>9,785.83</b>	<b>10,000.00</b>
	<b>CONTRACTS</b>	<b>3,683.75</b>	<b>4,000.00</b>
	<b>PROMOTION</b>	<b>1,888.40</b>	<b>2,000.00</b>
	<b>ADMINISTRATIVE</b>	<b>555.59</b>	<b>750.00</b>
	<b>EVENT EXPENSE</b>	<b>1,658.78</b>	<b>1,500.00</b>
	<b>FOOD &amp; BEVERAGE</b>	<b>590.15</b>	<b>700.00</b>
	<b>FUNDS TRANSFER</b>	<b>750.00</b>	
	<b>MISC</b>	<b>50.00</b>	
		<b>38,877.63</b>	<b>40,250.00</b>

	<b>Income - Expense</b>	<b>25,217.47</b>	<b>18,950.00</b>
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