

# GREEN RIVER PRESERVE'S 2019-2020 IMPACT REPORT



*Inspiring Environmental Stewards Through a  
Joyful Connection to Nature*



[www.greenriverpreserve.org](http://www.greenriverpreserve.org)

828.698.8828



# WE NEED CONNECTION

There is a loneliness epidemic across the country. It started in 2020 and has continued to increase monthly. Children are connected through devices and less connected than ever to one another. The world is demanding that this generation be more curious, more creative and more educated. What's a parent to do?

Now more than ever, people need to be fully connected to one another. Over thirty years ago, GRP founder Sandy Schenck envisioned a place where children and adults could slow down and learn together side by side in the outdoors. It would be a place where time was not the driver but curiosity, critical thinking, collaboration, and discovery set the boundaries.

It is rare to have a place like Green River Preserve in today's world. Immersed in nature, the community of camp offers a whole other kind of education; skills that lay a foundation for respect - respect for one's self, for each other and for all living things. Author, Florence Williams says it well in her book, *Nature Fix: Why Nature Makes us Happier, Healthier, and More Creative*. "The science of nature shows that the experience of beauty makes us feel more connected to each other. Nature makes us feel part of something larger than ourselves. This is a fundamental lesson children need more than ever as they grow up today largely indoors, inundated with social media: that they're not just individuals in a cog; that they need social bonding to grow in all ways."

In a year when Green River Preserve did not operate, our administrative team focused on strategic priorities of the organization: mission, values, and the future. As part of that work, we simplified our mission statement: "to inspire environmental stewards through a joyful connection to nature." At our core, this is what GRP does best. Through our strategic planning goals, GRP is taking steps to be a forward leader in the camping industry by examining our decisions and making sure they align with our values and remain mission focused. *We believe we are the camp we need for the world we want.*

Each year our administrative team selects a theme appropriate for growth within our community. This year, our team chose belonging; an anecdote to the loneliness epidemic. This winter, our admin team read Radha Agrawal's book, *Belong: Find You People, Create Community, and Live a More Connected Life*. According to Radha, "belonging is a feeling of deep relatedness and acceptance; a feeling of I would rather be here than anywhere else." Community is defined as: a group of three or more people with whom you share similar values and interests and where you experience a sense of belonging. At GRP, these definitions ring true and are at the heart of our mission. This year, children need camp more than ever and they need to belong. We are dedicated to making that happen.

Thank you for joining us,  
Anne & Stephen Mead, Directors



***"We are full of gratitude for the GRP experience! Jack considers it another home away from home after his two summers amongst the GRP community. We appreciate the great care that goes into developing the programs and people at GRP. Thank you!"***

# Green River Preserve's 2019 Impact Highlights

**2,855**

Campers served by  
GRP mission

**13,217**

Camper days of  
Environmental Education

**\$62,403.35**

In scholarships given across all GRP  
programs

**66**

Scholarships Given

**67%**

Camper retention rate

**104**

Number of seasonal jobs  
created

## Enrollment Report 2019

Fiscal Year 18/19	Campers	Camper Days	Scholarships
<b>Summer Camp</b>			
Session 1	95	570	\$5,334.17
Session 2	94	1,222	\$9,010.42
Session 3	99	1,782	\$19,815.00
Session 4	95	1,235	\$17,173.75
Session 5	90	540	\$9,775.01
Rookie Day A	10	20	N/A
Rookie Day B	12	24	N/A
<b>Expeditions</b>			
Blue Ridge 1 & 2	24	345	\$2,175
Outer Banks 1 & 2	22	336	N/A
Trail Blazers Leadership	6	168	\$450
<b>School of Environmental Education</b>			
Students	695	2,485	\$500
Adults	143	572	\$345
KALE	375	750	Fundraise with Farm Feast
<b>Weekend Programming</b>			
Parent Child	46	138	N/A
Pursuit Series	350?	1,050	N/A
<b>Total Visitors</b>			
<b>Total Impact</b>	1,385	9,299	\$62,403.35

**"I want to sincerely thank GRP for giving us the opportunity to send our daughter. As educators, my wife and I clearly witnessed the magic, and the scholarship made this all possible for us."**



**"Dear Mom and Dad, My time here is incredible. This has changed my life and I'm not even on the third day yet. So much stuff is happening! I'm learning a lot from this camp. I've gone on two hikes and I may never refuse a hike again. The most important thing I learned so far was that humans are always thinking about what's next and all other animals always enjoy what's happening right then. Not only is this place awesome, but it's enchanted."**



48

Camping permits purchased for backcountry camping at GRP

293

Individual Donors

56

Rock climbers scaled Bear Rock with Mighty Boots Wilderness Project

\$603,616

In total donations, tuition donated, or tuition rolled over in 2020

48%

Camper families donated ALL or PART of their camp tuition

47%

Camper families rolled over all or part of their tuition to 2021



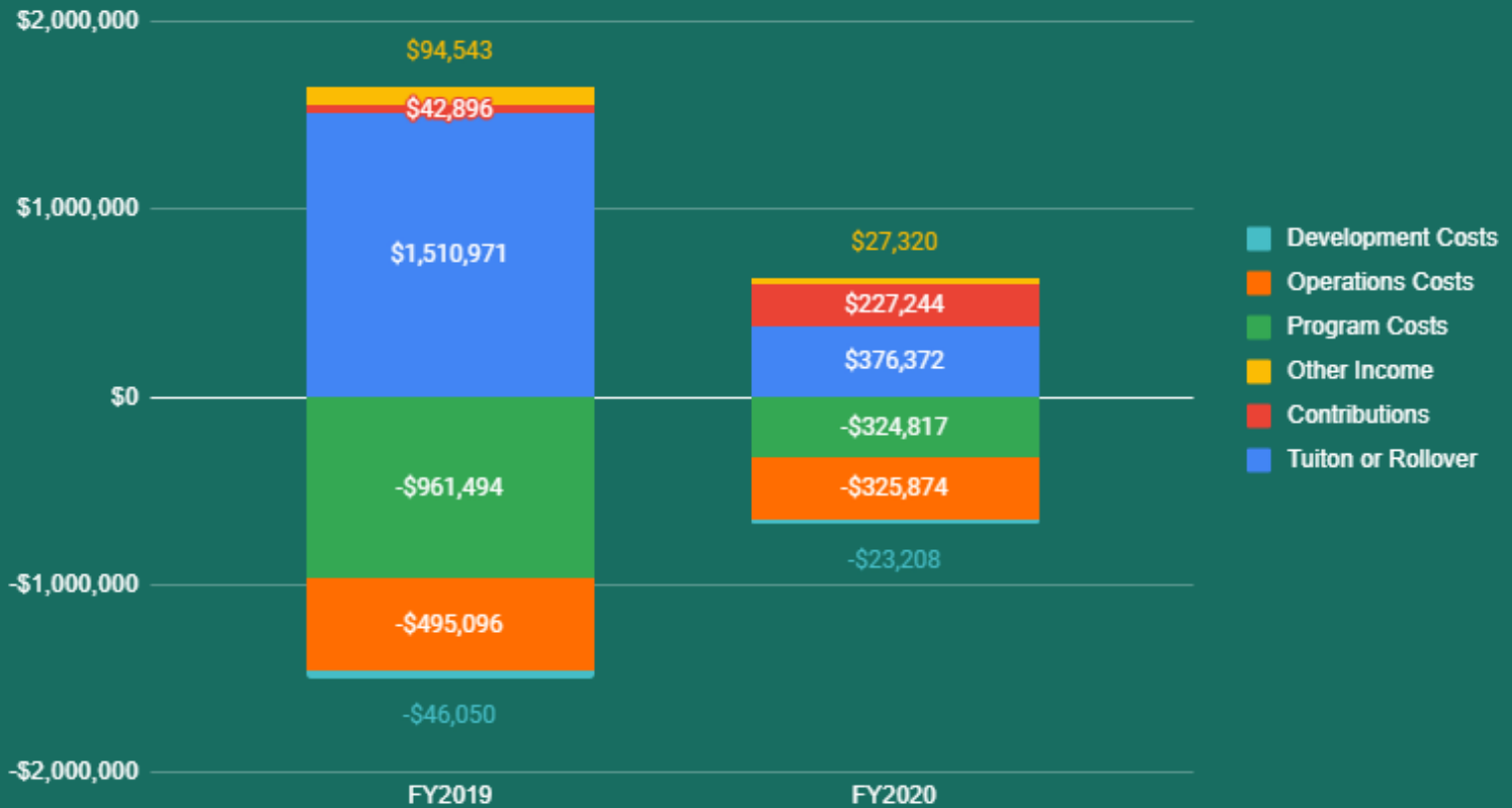
# Green River Preserve's 2020 Impact Highlights

- With passionate and purposeful input from our community, we have created a Diversity, Equity, and Inclusion Focus Group. These teachers, alumni, and stakeholders meet biweekly to review all aspects of our organization and programming through an equity lens.
- We continue to cultivate strong partnerships with organizations supporting low income campers.
- We have researched and are applying for more grant opportunities than ever before. These grants, if received, will support scholarships and site improvements.
- Our team has been working tirelessly for the past year to ensure that GRP can operate safely despite COVID. We are guided by science, the ACA, and the CDC.



# GRP Financials at a Glance

## Revenue & Expenses



## In a Nutshell....

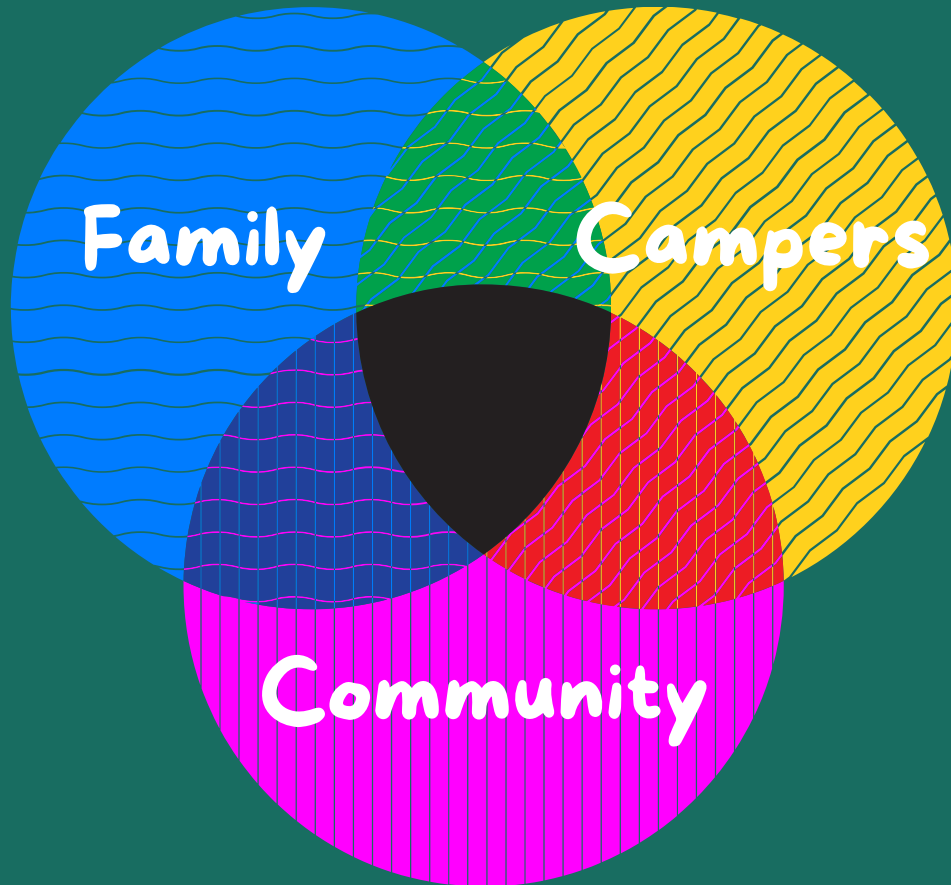
- **GRP Community sustained us in 2020 with the combination of donations and tuition rollover.**

Dr. Susan Gebhard  
 Misse Fox  
 Missy Schenck  
 Sandy Schenck

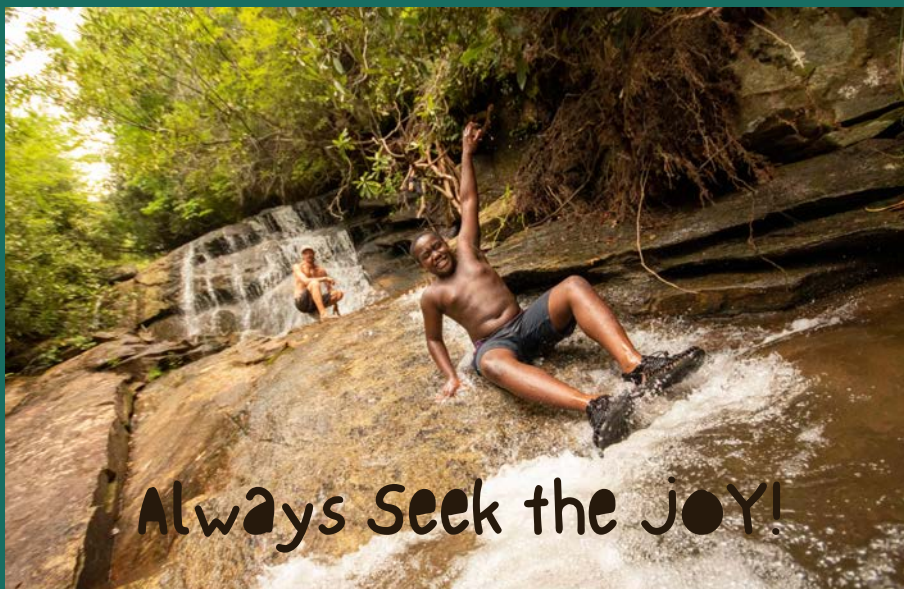
### Board Members

Nicole Mihalas  
 Dr. Chris Paul  
 West Wilmore  
 Kathy Worm

# We believe raising our future leaders is a partnership



*We believe raising our future leaders is a partnership. Were it not for the overwhelming and generous support from our GRP community, 2020 would have been a devastating year. So many of you helped to keep the campfires burning until we could gather on the Preserve safely again. It truly takes a village and we are humbly grateful. Thank you for all of your support and an especially deep thank you to those who gave financially in 2020.*



**Always Seek the JOY!**