

2023 Annual Meeting Agenda

President's Report

Committee Reports

Camp

Facilities

Finance

Resource Development

Governance



Land Acknowledgement

Stockbridge-Munsee Community Band of Mohican Indians



"People of the waters that are never still"

President's Report

2022 Accomplishments

- Successful run 6 weeks of youth camping plus family camp
- Capital Campaign - \$460,000
- Finance - 2023 budgets approved, 2021 financial review completed
- Facilities - Beacon Stalls, Electric service and well work
- SPONY-SPOMA Restructuring begun

In Memoriam

Jeff Raymond

Linda Maclsaac

Smith Park of New York would like to acknowledge the tremendous impact made by our former board members and dedicated volunteers, Linda Maclsaac and Jeff Raymond. Linda and Jeff were both campers and continued to support camp for decades, serving on the Camp Committee and Smith Park Boards.



Camp Director's Report

2022 Program Impact:

- Individual overnight campers served: 120
- Camper weeks enrolled: 303
- Capacity: 77% Full (2 new sessions)
- “5 Year Kid” inductees: 17
- Family Campers: 32
- “Campership” scholarships granted: 43
- Total “Campership” funding granted: \$46,655
- Total summer staff: 30



Camp Director's Report

Camp Committee Members

Beth Hodos, Chair

Cori Cowan Rodriguez

Amy McPheeters

Nella Stoltz

2022 Alumni Volunteer Engagement:

- 10 volunteer "Work Weekends"!
- These weekends have grown to over 60 people!

Fundraising support:

- Capital Campaign:
- March's Beaver Challenge raised over \$50,000!
- Challenge led by 80s, 90s, 00s alumni!
- Try-Athlon: raised over \$5,000!
- Director's Drive: raised over \$10,000!

2023 Progress (as of March 1):

- Campers enrolled: 138
- Camper weeks enrolled: 277
- Session 1 is nearly full!



Rentals Report

No weddings for 2022 (due to Renovations expected)

Board Member rentals after Camp (Revenue \$5,775)

2023 Wedding and Reunions

- **June 3-4 Booked for a Wedding!**
- **June 15-18 Booked for a 50th Wedding Anniversary!**

2024 Weddings

One in August and 1 in September!

Camp is currently open August 26 - 27th, 2023 and September 1 - 4 for a wedding, reunion, or other amazing event! Contact rentals@smithpark.org for more information.

The camp quarterly newsletter, the Firefly continues to evolve...


Winter

Spring

Summer

Fall

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The Firefly

A quarterly newsletter with news and letters all about
Camp Wawa Segowea!

By Lily Monaghan-Eaton, Camp Director

INSIDE: WORDS OF WISDOM P.7 WA WA FUNDRAISER P.8 CAPITAL CAMPAIGN UPDATE P.9 PRESIDENT PETER'S ESSAY P.10

How can we be just two months away from camp starting? Thank goodness the year goes by fast - can't wait to be back at camp! The two-week sessions for overnight camp in July have filled fast and some programs already have waiting lists, but our new one-week sessions (the last week of June and the first week of August) still have space. Families are encouraged to sign up soon and add their campers to the waiting list since sometimes plans change.

Beaver Challenge Total Nears \$50K
The Lodge Capital Campaign Close To Finish

WA WA Family Gives Big to End the Year!

Georgi LaPrest Meckes

"CAMP IS WHERE I GET TO BE WITH ALL MY VERY BEST FRIENDS."

CAMP WAWA SEGOWEA
ANNUAL CAMPAIGN 2021

Gifts can be made to the Annual Fund via the website at any time. Camp Wawa Segowea is run by Smith Park of New York, a 501(c)(3) non-profit volunteer led organization whose mission is to sustain Camp Wawa Segowea. A beautiful "Thank You," is extended to everyone who participated in this campaign!

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CAMP WAWA SEGOWEA'S QUARTERLY NEWSLETTER

INSIDE: WORDS OF WISDOM P.7 WA WA FUNDRAISER P.8 CAPITAL CAMPAIGN UPDATE P.9 PRESIDENT PETER'S ESSAY P.10

Here Comes Summer 2022!

Registration, and hosting will all be back on the schedule this summer!

Get your next-hand scholarship request available for all of our programs to apply, a family can submit a brief form while completing the registration. All registration happens at www.smithpark.org.

Everyone is also invited to come to camp on a volunteer weekend for our open house on Saturday, June 11 from 2-5 P.M. Please email me at Lily@smithpark.org for more information.

By Lily Monaghan-Eaton, Camp Director

Camp ends this year every session a banquet dinner and candlelight ceremony. But each session is unique, so what I say to campers at the end is unique too. This summer came with some tremendous challenges in COVID outbreak, a 2-day power outage, a hardware and a drought yet it still managed to be our best yet, so I wanted to share with our wider camp community some of what matters most at camp.

At the end of 1st session, I reminded campers to take the light that they experience at camp and share it with others. I gave them time to reflect on how special their camp experience was and invited them to let it boost them during the rest of their year.

This first, one week session had tested out what was new at camp and helped the staff acclimate to their roles and responsibilities. I acknowledged everyone at camp's ability to overcome challenges, get to know so many new people so quickly, and to regroup after set backs.

With 2nd session came a COVID outbreak and included some related ups and downs. It had taken a lot of hard work and cooperation to complete the session, and to

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What Matters Most At Camp

complete it joyfully. I told campers that they devoted all of their enjoyment and experiences at camp and that it was important for them to remember that they will always have adults in their lives who will fight for them and value who they are and what they love. I closed the ceremony reflecting on how sometimes both the good and bad parts of a session at camp can help us see more clearly what it is we need most when we aren't here, and remind us to seek out friends that support us.

3rd session marked the longest time we've been at camp since going independent six years ago. At the end of this session, campers, counselors and CITs (and me) were tired! But at the same time, we had hit our stride and completed a true WA WA session. That

single I mentioned the last sign on the camp road before the canoe gates, "Keep Going," because it had cheered me on when things felt tough, I invited campers and staff to use it as a helpful reminder that sometimes things are hard, but digging deep, getting help, and gaining momentum can have wonderful outcomes.

4th session was a time to treasure. Counselors had an entire summer of experience under their belts and the campers were always eager and enthusiastic. I encouraged them to walk in all that camp had given them and share moments for the rest of the year. And of course ended the same way I do every session: "may the light of Segowea stay with you all year long and bring you right back here next summer."

even in the Wowsy if (this is a club clinic course at camp, for those that haven't seen it or had the pleasure of riding in it).
Or can we imagine that it's our first time making a fire from wood we collected. And now imagine we

2022 Campers play "Fire Fire" On the parade field.

attended that summer. Nine was maybe the summer when our parents (finally?) thought we were ready.
Next, let's imagine as nine year olds, that it's our first time in a canoe, and we manage to get out and back on the lake in one of those metal canoes from 1954 without tipping over. Maybe we

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Contact mike@smithpark.org to make sure you get The Firefly!

Public Relations



WA WA SEGOWEA
The Camp Built on Cough Drops
By Larry B. Shapiro

Camp Wa Wa Segowea, a nearly century-old institution and one of New Marlborough's hidden gems, is about to take a step into the future. The camp will renovate its historic main lodge, infirmary, and waterfront area to make them compliant with the Americans with Disabilities Act. Having raised almost three-quarters of its \$500,000 capital campaign, the camp plans to break ground this fall and complete construction next year.

The renovation is just the latest step in a remarkable history of fortune that began early one day in 1928, when William Wallace Smith II, a thirty-year-old scion of the Smith Brothers Cough Drops family, climbed aboard a small propeller aircraft and flew over the Berkshires. His mission was simple: find a suitable site to relocate a YMCA camp, then operating in Ancram, New York. What better way to do this than from the air, even in the nascent era of air travel?

Before long, William spotted the perfect location for the camp: Foley Farm located on Foley Hill Road in Southfield. The farm, owned by (you guessed it) the Foley family, sat on approximately 500 acres and surrounded



The Wa Wa Segowea lodge, built on the banks of Harmon Pond, is slated for renovation.

Harmon Pond on all sides. It was ideal. Quickly striking a deal with the Foleys, Smith purchased the farm in the name of a nonprofit, Smith Park of Massachusetts, Inc. He then turned operation of the camp, and all financial responsibility — but not ownership — over to the Ancram camp operator, Dutchess County YMCA, which closed the Ancram camp and relocated it to Southfield.

Fast forward ninety-four years and the much beloved camp, Wa Wa Segowea, is still in operation. It welcomes approximately sixty to seventy campers, ages eight to fifteen, for two-week sessions every summer. Tuition for a session ranges from \$3,850 to \$1,950 depending on the camper's age, but 40 percent of campers get financial assistance through support from donors and annual fundraising events.

"We are distinguished by our small size, what we call a 'small camp, big family,' where everyone knows everyone," says Mike Bruns, who has been involved with the camp since 1981, was its head chef for a time, and now serves on the board of Smith Park of New York, Inc., the nonprofit that operates the camp (ownership of the land remains with Smith Park of Massachusetts). No longer affiliated with any Y, "the camp," says Mr. Bruns is "now an independent, non-sectarian camp, proud to be

continued



Camp Reunion July 29th, 2023!

We need assistance with marketing for Camp and Smith Park! Can you distribute brochures in your community? Contact lily@smithpark.org

Alumni and Friends read our emails!

- Spring: 38.9%
- Summer: 40.1%
- Fall: 39%
- Winter: 36.5%

Average Non-Profit Opening email % - MailChimp = 25.17%

Social Media

- Instagram and Twitter - increase in followers
- The Camp's Facebook Page - Over 1100 followers
- The Alumni Page - an increase in followers
- Pinterest has 2000+ views monthly
- YouTube - an increase in subscribers

Like, Share and Comment on all Social Media!

We were featured as a cover story in New Marlborough 5 Village News!

Facilities

Notable projects completed in 2022

- New faucets installed in Hart
- Dangerous Tree removals \$ 8,825
- New Beacon Stalls \$ 7,062
- Beacon toilet parts, epoxy floor for Hart, screening for the porch. \$ 780
- New electric transformer \$19,680
- Hart well repairs \$10,000+/-
- Pest Management \$ 1,500

Notable Priorities for 2023

- Begin Smith Lodge Restoration
- Lodge roof patching
- Cabin floor repairs
- Cabin shutters
- New Pressure Tank-lake pump
- Walkin Repairs

- Cabin Roofs Repairs
- Cabin Door Replacements
- Lodge Fire Alarm
- Chapel reconstruction
- New Windows Keller



Capital Project and Campaign

Smith Lodge Restoration, Fall 2023

Contractor Selected: Matt Sermini, Sandisfield, MA

Current Phase: Pre-construction, campaign is 92% funded.

Project Scope: Replace entire porch on Smith Lodge so that it is completely accessible to the inside lodge, and update the railings. Add a new parade field access ramp off the front of the lodge, and add an accessible bathroom to the road side porch!

A complete description of this project can be found here on YouTube: <https://www.youtube.com/watch?v=p-AaDmn9Wq8>



Capital Campaign

92% of \$500,000 goal

\$460,000 pledged

\$59,950 Board member pledges

Campaign Close Out March 21st

\$40,000 remaining



Facilities

Spring Volunteer Weekend Schedule

- April 29, 2023 (Water/Chapel set up)~ Tom
- May 6-7 (Chapel)~Georgia
- May 13-14 (Chapel/Cabin Floors)~Tom
- May 20-21 (Docks/Leo Club?)~Lily & David
- May 27-28-(Finish Chapel)~Cori

June 3-4-Wedding Chapel needs to be done

- June 10-11 (Program set up)~Lily & David
- June 17-18 Rental
- June 24-25~Lily & David, Staff Training Begins

Campers Arrive July 2, 2023



All skill levels welcome! We hope to see you at camp this spring! For specific weekend schedules, contact info@smithpark.org.

Balance Sheet Comparison 2022 to 2021

	TOTAL		
	AS OF DEC 31, 2022	AS OF DEC 31, 2021 (PP)	CHANGE
ASSETS			
Current Assets			
Bank Accounts			
Capital Campaign 4258	213,126.12	135,249.00	77,877.12
Cash Paypal	0.00	0.00	0.00
Maintenance Savings 1130	2,911.43	6,225.05	-3,313.62
Segowea (3453)	30,634.82	4,726.20	25,908.62
Smith Park (9950)	15,961.03	10,053.36	5,907.67
Total Bank Accounts	\$262,633.40	\$156,253.61	\$106,379.79
Other Current Assets			
Charles Schwab Spony Acct 2240	67,912.58	86,816.26	-18,903.68
Charles Schwab Spony Acct 9244	271,283.75	345,129.80	-73,846.05
Undeposited Funds	0.00	0.00	0.00
Total Other Current Assets	\$339,196.33	\$431,946.06	\$ -92,749.73
Total Current Assets	\$601,829.73	\$588,199.67	\$13,630.06
TOTAL ASSETS	\$601,829.73	\$588,199.67	\$13,630.06
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
Deferred Revenue	0.00	0.00	0.00
PPP Loan	0.00	0.00	0.00
Uncashed Check Liability	0.00	-5,200.00	5,200.00
Total Other Current Liabilities	\$0.00	\$ -5,200.00	\$5,200.00
Total Current Liabilities	\$0.00	\$ -5,200.00	\$5,200.00
Total Liabilities	\$0.00	\$ -5,200.00	\$5,200.00
Equity			
Retained Earnings	462,519.79	462,519.79	0.00
Unrealized (Gain)/Loss	38,130.15	130,879.88	-92,749.73
Net Income	101,179.79		101,179.79

Finance - Profit and Loss by Class January - December 2022

	CAPITAL	NOT SPECIFIED	TOTAL
Income			
*FUND RAISING			\$0.00
Amazon Smile		102.00	\$102.00
Annual Campaign		44,661.92	\$44,661.92
Capital Campaign Income	168,112.77		\$168,112.77
June Director's Drive		10,211.33	\$10,211.33
Scholarship Donation		12,135.00	\$12,135.00
Wally Waddle		6,200.00	\$6,200.00
Total *FUND RAISING	168,112.77	73,310.25	\$241,423.02
Camper Tuition		188,656.24	\$188,656.24
Canteen Income		175.00	\$175.00
Rentals		11,376.00	\$11,376.00
Total Income	\$168,112.77	\$273,517.49	\$441,630.26
GROSS PROFIT	\$168,112.77	\$273,517.49	\$441,630.26

	CAPITAL	NOT SPECIFIED	TOTAL
Expenses			
ADMINISTRATION			\$0.00
Bank Charges		20.85	\$20.85
Bookkeeping		2,330.00	\$2,330.00
Camper Recruitment		650.00	\$650.00
Fees		1,651.00	\$1,651.00
Fundraising Expenses		1,512.64	\$1,512.64
Insurance		4,316.00	\$4,316.00
Legal & Professional Services		15,263.26	\$15,263.26
Office Supplies & Software		1,179.37	\$1,179.37
Post Office Fees		830.73	\$830.73
Staff Recruitment		3,620.83	\$3,620.83
Total ADMINISTRATION		31,374.68	\$31,374.68
FACILITIES			\$0.00
Capital Campaign Expenses	1,500.00		\$1,500.00
Contracts		9,953.20	\$9,953.20
Phone		1,857.17	\$1,857.17
Repairs & Maintenance		54,802.43	\$54,802.43
Utilities		8,018.36	\$8,018.36
Total FACILITIES	1,500.00	74,631.16	\$76,131.16

	CAPITAL	NOT SPECIFIED	TOTAL
PAYROLL		0.00	\$0.00
Assistant Wages		3,185.15	\$3,185.15
Director's Wages		40,741.70	\$40,741.70
Facilities Director		12,744.00	\$12,744.00
Payroll Services		970.00	\$970.00
Payroll Tax		11,888.19	\$11,888.19
Seasonal Wages		89,516.64	\$89,516.64
Workers Comp and Disability		1,565.97	\$1,565.97
Total PAYROLL		160,611.65	\$160,611.65
PROGRAM			\$0.00
Camp Store Supplies		2,070.21	\$2,070.21
Food and Beverage		38,486.86	\$38,486.86
Program Supplies		12,358.02	\$12,358.02
Training Expense		1,068.81	\$1,068.81
Transportation Expense		13,158.08	\$13,158.08
Total PROGRAM		67,141.98	\$67,141.98
REGISTRATION			\$0.00
Payment Processing		5,192.17	\$5,192.17
Total REGISTRATION		5,192.17	\$5,192.17
Total Expenses	\$1,500.00	\$338,951.64	\$340,451.64
NET OPERATING INCOME	\$166,612.77	\$ -65,434.15	\$101,178.62
Other Income			
Interest Income		1.17	\$1.17
Total Other Income	\$0.00	\$1.17	\$1.17
NET OTHER INCOME	\$0.00	\$1.17	\$1.17
NET INCOME	\$166,612.77	\$ -65,432.98	\$101,179.79

2022 DEFICIT RESPONSE

IDENTIFY FACTORS

- TRANSITION TO SIX WEEKS OF SUMMER CAMP
- UNFORESEEN INFRASTRUCTURE REPAIRS & UPGRADES
- INCREASED COST OF GOODS AND SERVICES

RESPONSE

- CASH RESERVES
- MAINTENANCE RESERVE FUND
- CASH MANAGEMENT
- ANNUAL CAMPAIGN PUSH

RESULT

- PAID ALL BILLS AND PAYROLL
- START UP FUNDS FOR 2023
- SENIOR VILLAGE EXPANSION PROJECT
- OPERATIONAL 2023 PROGRAM & FACILITY DEFICIT OF 65,432.98
- 2023 CASH DEFICIT OF 37,000- The SPONY Finance Committee is currently developing a plan to replace this cash deficit.

Resource Development

Committee members

Isaac Graves

Rob and Michelle Quinn

Lou Falk

Mike Bruns

Georgia LoPresti

Sarah Perks

2022 Accomplishments

**\$73,310
raised**

9

Grew monthly donors

19

60+
Unique Camp Supporters !

2023 Goals

\$72,675 Fundraising
Operating and Scholarship

11 Legacy Legends
Contact Lou@smithpark.org to join

30 Monthly Donors

Expand Business Support
Contact Lily@smithpark.org for info



Become a
monthly donor!

Governance

Current Committee Members:

Georgia LoPresti, Darlene Ward, Liz Gavin, Tom Harvey

2022 Highlights

1) Appointed Monique Sims as a new member of the Board of Directors.

2) Over the course of 2022, the Governance committee, along with the Executive committee and all board members, facilitated the exploration of and process of restructuring the Board of Directors. The vision is that by bringing together the Smith Park of NY and Smith Park of MA, as one governing board, we can insure and best maintain the vision and integrity of Camp WA WA's Programs and facilities for future generations.

The SPONY Board held a Workshop Retreat at Camp, led by an objective third-party consultant, to help collaborate and explore this process.

We continue this negotiation and process, as we move into 2023, and are enthusiastic about the progress and collaboration moving forward.

Governance

2023 Goals

- Finalizing the SPONY/SPOMA Board of Directors' Restructuring
- Complete the Board Member Conduct Policy and Guidelines
- Continue active Recruitment for three new Board members, to fill open positions.
 - Seeking Volunteers with Professional specialties in: Finance, Legal, and Fundraising
- Focused work on systemizing Human Resource Policies and procedures for Staff and Board relations.

Onward and Gratitude:

The Governance Committee, on behalf of the Smith Park Board of Directors and Camp WA WA Segowea, would like to recognize and appreciate the incredible amount of energy and dedication that *Sarah Perks*, has made during her three terms on the SPONY Board. Her endless dedication to Camp has resulted in much success for Camp over the past 9 years, and her presence will truly be missed. Thank you, Sarah!



Governance: 2023 VOTE

Meet our New Board Candidates:



Louise VanAlstyne, Kinderhook, NY

"My feelings about Wa Wa may be indescribable. It is where I first felt I belonged in any meaningful way. I consider it my home and my family. I will work and fight to keep it thriving as long as I have breath in my body."

-Louise

Relevant Skills: Administration, Board Participation, Information Systems, Marketing, Social Networking, Volunteer, Websites

"I'd like to help with nonprofit fundamentals, and leverage my experience to offer best practices, tips, etc. that I've learned over the years...Camp is great, and should be accessible and create a sense of belonging for all." -Isaac

Relevant Skills: Administration, Board Participation, Business Growth and Development, Finance, Fundraising, Government, Grant Writing, Non-Profit



Isaac Graves, Canaan CT

Mission Statement

Smith Park of New York is devoted to the preservation and operation of Camp WA WA Segowea, the protection of its natural surroundings and historical integrity, and the continuation of traditional resident camping that improves the spiritual, mental, social, and physical attributes of young people in a supportive community.

