



hills^{to}
climb



2022

ANNUAL
REFLECTION

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Message from our Board Chair

Many years ago, two longtime friends shared a belief and a dream that low-income, at-risk, and more often than not, minority inner city youth could and would benefit by having the same access to high quality outdoor experiences and summer camps as so many others. That dream, more than a decade in the making, became a reality in 2022, and Hills to Climb is now a non-profit committed to making that happen, and at no cost to those we serve.

Nelson Mandela, the South African visionary and leader responsible for the quote from which our Hills to Climb name derives, also once said this: "What counts in life is not the mere fact that we have lived. It is what difference we have made in the lives of others." As we reflect upon this, our founding year, we humbly acknowledge that it is our hope to do just that. And to all of those who have already chosen to stand with and alongside us as we seek to make a difference in the lives of others, thank you for your prayers, your shares, and your support.

"I have discovered the secret that after climbing a great hill, one only finds that there are many more hills to climb. I have taken a moment here to rest, to steal a view of the glorious vista that surrounds me, to look back on the distance I have come. But I can only rest for a moment...for my long walk is not ended."

- Nelson Mandela

Milestones

July 1, 2022

- Beginning of organization development
- Formation of Board of Directors
- Research of camp models and properties

August

- Organization incorporation
- Development of organization policies
- Creation of website and social media accounts

September

- 501(c)3 charitable organization status approved
- Design of organization logo and brand

October

- Bank Account Established - first donation!
- Outline of programming and staffing structure

November

- Donor management process established
- Creation of marketing materials and social media content
- First sales pitch completed

December

- Execution of fundraising campaign
- Approval of 2023 fiscal year budget
- Commitment to property for summer 2023

Finances

Starting Balance	\$0
Income	\$108,270
Expenses	\$3,524.85
Ending Balance	\$104,745.15



Engagement

37

**Social Media
Posts**

295

**Social Media
Engagements**

18

Donations

22

**Collaboration
Conversations**

181

**Unique
Website Visits**

Behind the Scenes

While major milestones are important, it is often the smaller work behind the scenes that gets overlooked as the key to achieving those larger goals. Hills to Climb executive staff and Directors spent significant time seeking out, researching, and learning from experts in the field of youth development, outdoor recreation and summer camps:

- Observation of programming and significant strategic discussions with leadership of Next One Up.
- Conversations with leadership and visit to the Wyman Center in St. Louis, MO.
- Completion of several training opportunities offered by the American Camping Association, including New Director's Certification.
- Attendance at Camp Grier's 2nd annual Outdoors for All conference, connecting with mission-driven organizations promoting diversity in the outdoors.
- Multiple conversations and property site visits throughout NC, WV, VA and PA, in search of the perfect summer camp location for summer 2023.
- Connection with like-minded potential partners through social media and network introductions, including multiple webinars and speaker series.



Thank You

Board of Directors

Donald Hauprich
Board Chair

Jeanette Dixon
Vice Chair

Robert Smith
Finance Committee Chair

Dorinda Tucker
Secretary

Christina Lamour
Ex Officio
Executive Director

Donors

Robert and Teresa Smith
Don and Anne Hauprich
Lori Anderson
Marie Newman
Dorinda Tucker
Larry and Darlene Newman
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