



EDWARDS YMCA

CAMP & RETREAT CENTER

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January 15, 2011

Dear Friends of Edwards YMCA Camp:

Best wishes from Camp as we start preparations for our 82nd summer serving youths of all ages. We have so much to be thankful for in 2010, great campers, great experiences, and, of course, our generous supporters. Despite the "tough economic times," last year's Friends Drive campaign raised \$58,000, 66% more than originally budgeted (which does not include the much appreciated donations of material and services). Accordingly, we were able to meet our campership goal and expand the scope of the Runge Lodge renovations by re-siding the building's two larger sides (instead of only one, as planned) and painting the two smaller sides – a complete make-over and it looks terrific! Now it is time to re-energize and meet the challenges of a new year.

There are two important points that the Camp Board wishes to emphasize:

- The Camp Board has set a goal of raising \$60,000 during the first quarter of 2011 from at least 160 alumni, campers, parents and friends in connection with the annual Friends Drive and every penny of the money contributed will be restricted to be used at Camp Edwards for the following two Board and staff recommended projects:
 - ◇ *Camperships*, or scholarships — please see page 3 for further details.
 - ◇ *Upgrade of the Climbing Tower and the Addition of Challenge Course Elements and Zip-line* – further described on page 2.
- The Edwards YMCA Camp Endowment Fund ("Fund"), as reconstituted last year with a gift from the Herm Born estate, is held in a separate investment account and is managed by the Camp Board, under the umbrella of the Prairie Valley Family YMCA. All donations to the Fund, whether restricted by the donor for a specific purpose or left to the discretion of the Camp Board, can only be used for the betterment of Camp. If estate planning is on your agenda and you would like further information regarding the Fund, please contact either one of us at the e-mail addresses below.

Donors to the Friends Drive campaign can now receive a miniature Camp Edwards cabin motto sign — words of wisdom by which we can all grow into better and stronger Individuals — in recognition of your support of Camp and the children we serve, as explained further on page 4.

The Friends Drive plays a vital role in creating the Camp Edwards Experience for young campers and

guests. It is gifts from alumni, campers, parents and friends that year after year enhance the quality of Camp programs and facilities. That is what you are supporting through your generous contributions. We appreciate your help with our annual fund raising campaign and we thank you in advance for your generosity.



Tom F. Perles

Tom F. Perles
Chairman, Edwards
Camp Board
tfperles@gmail.com

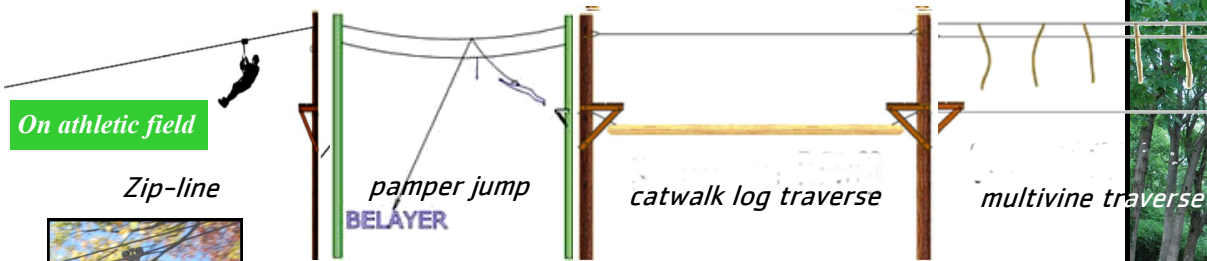
Jody Heimos

Jody Heimos
Executive Director
Edwards YMCA Camp
jheimos@campedwards.org

UPGRADE TO CLIMBING TOWER, WITH NEW CHALLENGE COURSE AND ZIP-LINE

On the occasion of Camp Edwards' 75th anniversary In 2004, a successful campaign raised the funds for Camp to acquire a 35 foot climbing wall with an attached zip-line. Unfortunately, the zip-line was discontinued several years later for safety concerns with its design. Accordingly, proceeds from the 2011 Friends Drive campaign will be used to make the following upgrades and additions to this important Camp activity that is used daily throughout Summer Camp and by groups and schools throughout the year:

- Retrofit the existing climbing tower in order to bring it up to current Association of Challenge Course Technology (ACCT) standards. All work undertaken with this project will be completed by a member of ACCT and will be certified to be in compliance.
- Additional climbing facilities to reach the top of the tower will be added



On athletic field

Zip-line

pamper jump
BELAYER

catwalk log traverse

multivine traverse



Front (south side) of Tower



on the open north and west sides, providing a cargo net, dangle duo, bead climb, and hanging tires, or a combination thereof.

• A dynamic high ropes challenge course will be constructed from the climbing tower in the direction of the athletic field, and will include such elements as a multi-vine traverse, catwalk log traverse, cable traverse and pamper jump. The course will conclude with a 300-400 foot zip-line onto the athletic field.

- The project will include acquisition of all safety harnesses and helmets and training of Camp staff.

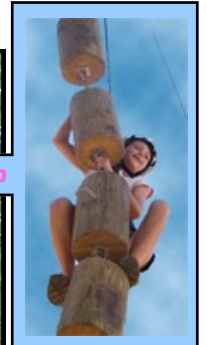
Individuals contributing \$4,000 or more to the 2011 Friends Drive will have an opportunity to place their name on one element of the new challenge course.



Cargo Net



Bead climb



Dangle Duo

West and back side of Tower

Please note: The above description of the challenge course is conceptual, and individual elements may change in the final design.

The impact of camp cannot be understated – it is a place where children learn who they are and are given the opportunity to be who they want to be.



Edwards YMCA Camp, a branch of the Prairie Valley Family YMCA (formerly the Greater Elgin Area YMCA), is a 501(c)(3) charitable organization. Thank you for your tax deductible contribution.



CAMPERSHIPS

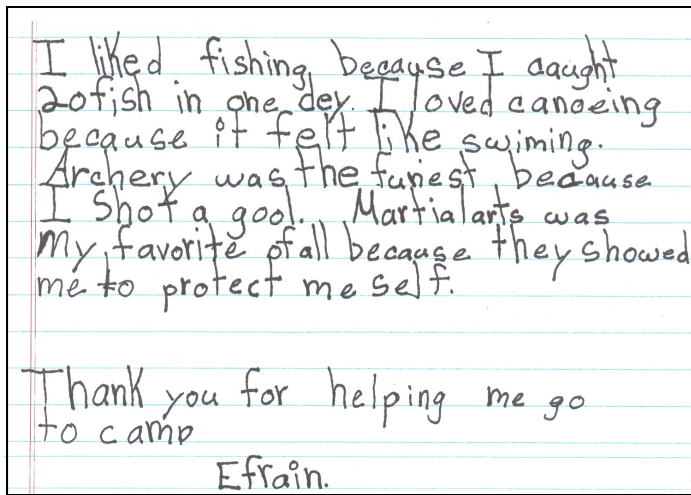
Children only get one childhood — help make it worth it.

Whether it is learning how to sail, catching a fish, or being spontaneous in the mud, camp provides all children an environment to experience something new, make friends, and live the joys of being a child. Many children miss out on this terrific opportunity because of the lack of financial means. Edwards YMCA Camp has been serving campers of all ages since 1929. It is our mission and goal to be able to provide assistance to those in need in order that everyone has an opportunity to experience the joys and wonders of these beautiful 130 acres along the shore of Lake Beulah. All children deserve the benefits of camp.



Highland Elementary School Principal Steve Johnson and Camp Edwards Executive Director Jody Heimos (second row, left side) meet with 2010 scholarship recipients to plan the Summer Camp visit.

In 2010, the Friends Drive raised \$16,000 for Summer



Camp scholarships. Eleven students from Highland Elementary School in Elgin, eight children from the Boys and Girls Club of Elgin and two children from Metrosquash in Chicago received full camperships, that, along with 39 partial financial assistance awards, totaled \$23,000 in scholarships for 2010.

Camp Edwards' 2011 budget provides for the Friends Drive to raise \$17,000 for this year's camperships, to be awarded in 20 full and 35 partial scholarships.

The letter to the left is from a Highland Elementary School student, relating his experiences at Summer Camp last year and thanking the Friends Drive for the opportunity.

- YOUR GIFT OF \$540 will allow a boy or girl to participate in the great outdoor experience for a six day session of Summer Residence Camp at Edwards YMCA Camp.
- YOUR GIFT OF \$180 will send a child to Summer Day Camp for a one week period.
- YOUR GIFT OF \$200 represents the "average" partial scholarship to a qualified recipient.

Families qualify for scholarships by demonstrating need, such as:

- Limited income
- Unexpected medical or health-related expenses
- Change in employment status
- Changes in childcare arrangements

EDWARDS YMCA CAMP'S 2010 'BANNER LEVEL' DONORS

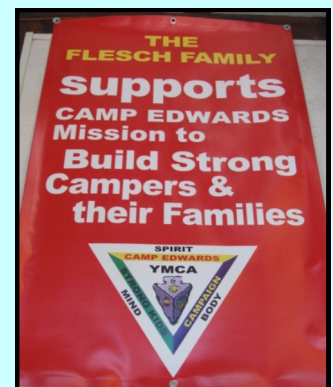
Edwards YMCA Camp is pleased to acknowledge all annual contributions of \$1,200 or more by displaying a 6 foot by 3 foot personalized banner in Micklewright Lodge. Upon receiving the pledge, the donor will be contacted by Camp to finalize the banner design. The Banner level contribution is renewable each year.

The following generous contributors were Banner Level donors in 2010:

Alben & Clara Bates Foundation
 Dierk's Waukesha Foods
 EFS Foundation
 The Flesch Family
 Lamp Construction
 Bill Hoffer
 Hoffer Foundation

Robert Hoffer, Jr.
 Klein Tools, Inc.
 The McConnell Family
 Perles Family
 ProBuild Bluelinx Nichiha USA
 Reeds Marine
 David Thompson

Frank and Brooke Transue
 Bryant & Erin VanCronkhite
 David and Irene Wedemeyer

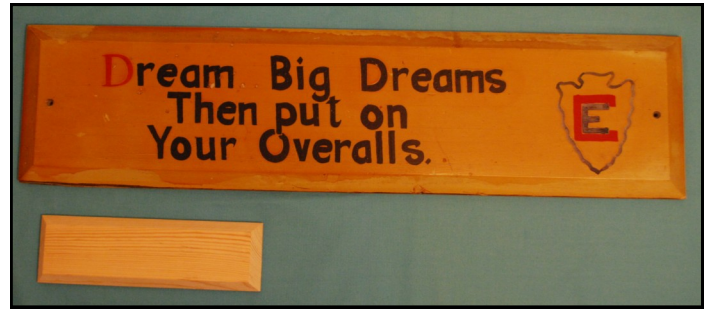


TRADITIONAL MOTTO SIGNS AVAILABLE TO DONORS

Camp mottoes have been a large part of Camp Edwards' traditions since its earliest days. For years, two different mottoes have hung on signs between the bunks in each of Camp's thirteen cabins, as well as in Micklewright Lodge.

Former campers and guests of all ages will remember versus such as the following:

- *Dream big Dreams — then put on your overalls*
- *To Live in Lives that come after us is not to die*
- *Never choose between two good things — choose them both*



The original Camp Edwards cabin motto sign and the Friends Drive memento replica, approximately one-third the size of the original — BUT perfect for home / office desk or walls!!

Now, for the first time ever, Camp Edwards' motto signs are being made available for display in homes and offices. And it is very easy to obtain one: Send a tax deductible contribution to the Camp Edwards Friends Drive in the amount of \$300 or more and this complementary inspiration from Camp will be sent by return mail. It is planned that one cabin motto sign will be replicated each year for the next several annual Friends Drive campaigns. Camp Edwards' supporters will want to collect the entire series for display on walls and/or desks.

The recognition motto sign will be an exact replica of the originals, except for the one-third reduced size of 10 X 3 inches. The 2011 motto sign will be: *Dream big Dreams — then put on your overalls.*

FRIENDS OF CAMP EDWARDS CONTRIBUTION FORM 2011 — *The Giving Spirit Is Alive and Well!!*

Following are the details of my **TAX DEDUCTIBLE** contribution to Edwards YMCA Camp (please print):

Name: _____

Address: _____

City/State/Zip: _____

Home Phone: _____ E-mail: _____

For additional copies of this form, please go to:

camped@campedwards.org

Method of Payment:

Pledge amount \$ _____

Payment amount \$ _____

Credit card paym't amount \$ _____

Check No. ___ Please make check payable to "Edwards YMCA Camp"

MasterCard / Visa / American Express / Discover:

Card No.: _____ Exp Date: _____

BALANCE DUE \$ _____

Please make final payment by September 30, 2011

Bank draft \$ _____

for ___ months using my account on file.

Debit my credit card above \$ _____

for ___ months

Invoice me in the month of _____ OR invoice me \$ _____ for ___ months, starting _____.

___ My company has a matching fund program. ___ I will submit applicable forms. ___ Contact me for further details.

___ I would like to obtain additional information regarding the **Edwards YMCA Camp Endowment Fund**.

___ Since my contribution is \$300 or more, please send me the 2011 recognition motto sign.

Signature: _____

Please return this form **BY FRIDAY, FEBRUARY 18, 2011** (with check, if applicable) to:

FRIENDS OF CAMP EDWARDS, Edwards YMCA Camp, N8901 Army Lake Road, East Troy, WI 53120