



# Join us in our 'Next Chapter' of sharing the Gospel with a new generation

For more than half a century, SpringHill has helped kids grow closer to Jesus. As we are in the midst of our 55th ministry year, we remain steadfast in our mission of "Glorying God by creating life-impacting experiences that enable young people to know Jesus Christ and grow in their relationship with Him." Yet, now more than ever, we sense an urgency to uphold biblical standards amid a changing culture.

Parents tell us that they: are desperate for support in raising their children; are looking for allies to help raise their kids in the Christian faith; want their children grounded in the truth of the Gospel so they can be resilient disciples as they enter the world; are looking for wise and proven ways to teach them about the Christian faith to make it real; want positive role models for their children.

This led us to re-assess our role in supporting parents, families, and other ministries in bringing the Hope of the Gospel to young people and help them grow into resilient disciples.

God has called us to intentionally partner with parents, churches, and other ministries by creating adventurous and innovative approaches to ministry resulting in raising a new generation of resilient disciples of Jesus.

The Next Chapter is our first **comprehensive financial campaign** in 20 years. This campaign will lay the foundation for the next chapter of SpringHill and in the lives of the next generation of families and young people.

Launching the Next Chapter will, by God's grace, allow us to: develop a new approach to family camp ministry to equip and inspire parents to invest in the faith of their kids; cultivate intentional partnerships with other ministries to create life-changing and life-giving camp and retreat experiences; invest intentionally in young leaders to become resilient disciples of Jesus; enhance and improve our properties and facilities to expand and have more effective ministry.



We need your help – your prayers, influence, and financial support – to make this happen. As you review this campaign, we appreciate your prayerful consideration of how you can partner with us.

Thank you for being a part of the SpringHill family and the Next Chapter.

For the Kids, Michael Perry



President and CEO



# The spiritual needs of kids, young adults, and families are greater than ever.

Kids, young adults, families, and Ministry Partners, all face a more challenging environment in which to live out their faith.

**Families** are longing for intentional time to have fun, learn, and grow spiritually together without distractions.

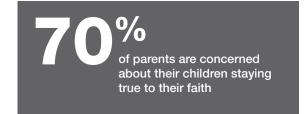
**Young Adults** are coming into adulthood facing different challenges and opportunities.

**Kids** need opportunities to experience new adventures and develop independence without the distraction of technology.

**Ministry Partners** are looking for a chance to escape from daily distractions and build a community through connections.

This is the opportunity that we believe God has uniquely positioned SpringHill to serve.

of Christians are concerned about their children's spiritual development



Statistics from https://www.barna.com/research/christian-parents-concerns/





The goal of every SpringHill experience is to connect kids, young adults, and families more deeply to Jesus and to each other.

Since 1969, bringing kids closer to God is at the center of every program SpringHill offers: Overnight Camp, Day Camp, Leadership Development, Ministry Partners and, now, Family Camp.

With your help, we will be able to invest in a foundation for the future and continue to serve...

**Families** by developing an immersive, all-inclusive experience that prioritizes connection and growing in faith as a family.

**Kids** by providing an opportunity to experience faith and fun with the guidance and safety offered by young adult leaders.

**Ministry Partners** by offering an opportunity for retreat and connection through adventure activities and individualized programming that promote thriving communities.

**Young Leaders** by discipling and training them so that they are prepared to enter into their calling equipped and ready to make disciples.

# **Family Camp**

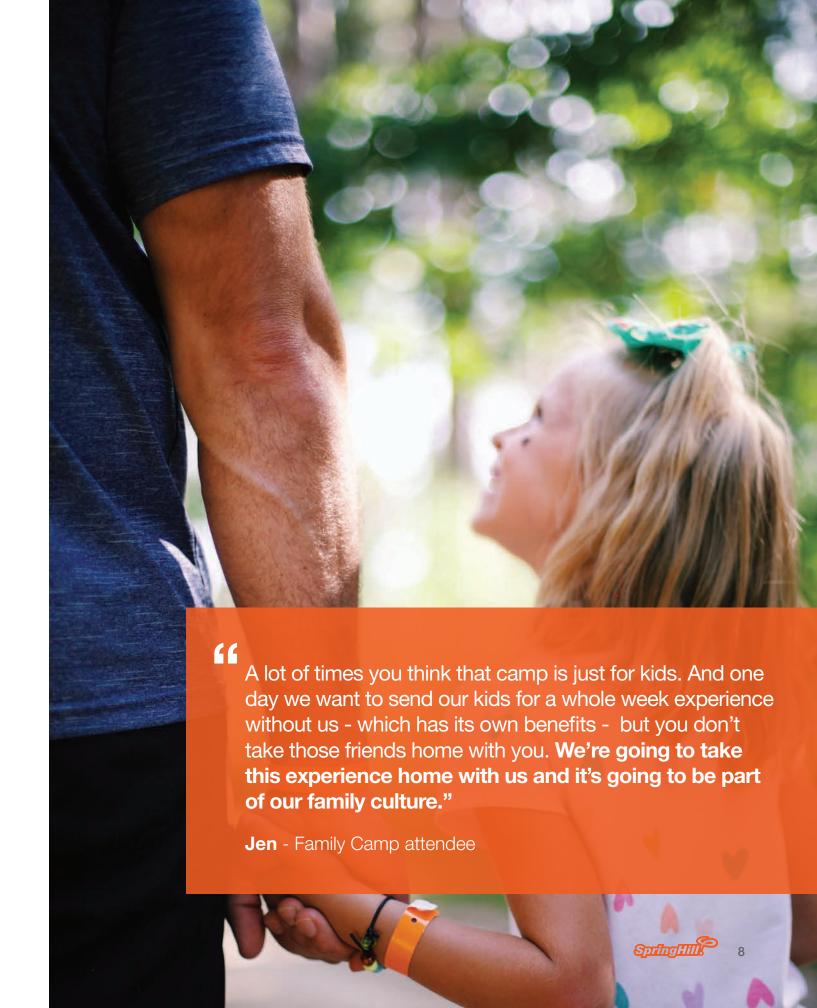
Parents are increasingly searching for ways to cultivate faith within the context of their families.

In addition to our traditional kids' camps, we have identified a need and an opportunity that allows us to partner with those raising kids, and all who love them, to support and equip them for a deeper relationship with Christ in a changing world. This expands how we are able to impact kids.

The new SpringHill Family Camp is a different, more focused experience, designed to equip and encourage parents and caregivers to lead the spiritual development of their children.

Through intentional programming, the new Family Camp experience creates an environment for families to grow in faith together.





# **Family Camp**

In Summer 2023, 16 families took part in the beta test of the New Family Camp at SpringHill Indiana. For summer 2024, 54 families attended the updated Family Camp experience.

Families will experience being a team, working together, sharing meal time chores, having fun, listening to each other, and recognizing positive traits in each family member. They will use the time and tools provided to connect, to pray, and to talk about life and faith as a family.

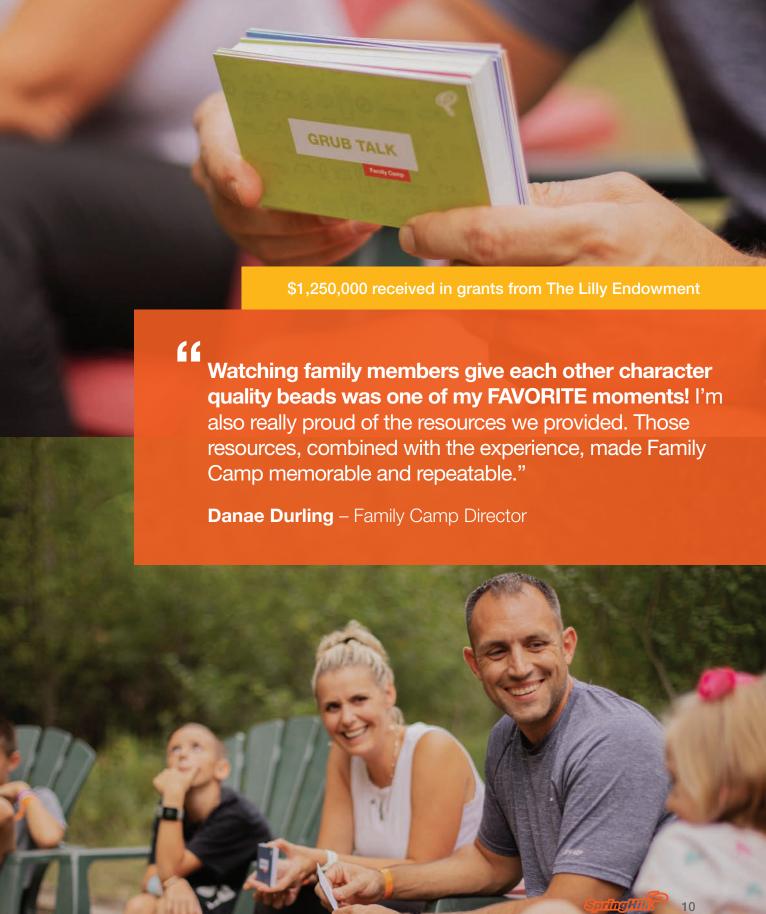
#### Family Camp Beta Test (2023)

- 16 families (1 single parent family)
- 8 families also attend SpringHill Family Retreats (Labor Day or Memorial Day)
- 49 kids ages 3 months-12 years
- Updated the RV park and renovated Railyard cabins to welcome families
- 35 Summer Leaders participated

#### To continue to expand Family Camp, we need to...

- Build and expand family-focused housing
- Build new and improved waterfront activities designed to make camp fun for the whole family
- Update High Adventure experiences to make them a family-centric experience
- Complete Dining Hall updates and renovations
- Launch in Michigan summer 2026

This will increase our capacity to serve 600 families, 2,400 people, and, eventually generate \$4,320,000 in annual revenue.



# **Kids Camp**

When young people have transformative experiences it opens them up to the movement of God in their lives.

Since 1969, we have seen God change lives in tangible ways by the transforming power of the Gospel through SpringHill experiences. We help kids connect with the message of Jesus in a way that leads to life-change and life-long commitment.

Overnight Camp cultivates an opportunity for kids to grow in independence alongside their peers as they experience faith and fun at camp.

Day Camps provide the same opportunity for kids to grow in faith and fun, brought to their community in partnership with a local church.

#### SpringHill's internal survey of our campers show:

40% of kids have made new or renewed commitments to Jesus

90% desire to grow in their relationship with Jesus

68% are more comfortable sharing their faith

84% of campers said they understand better what Jesus did for them



# **Ministry Partners**

Partnerships between likeminded, Gospel-centered groups is essential to continuing to be used by Christ today. Expanding our capability and capacity to serve Ministry Partners will extend our reach.

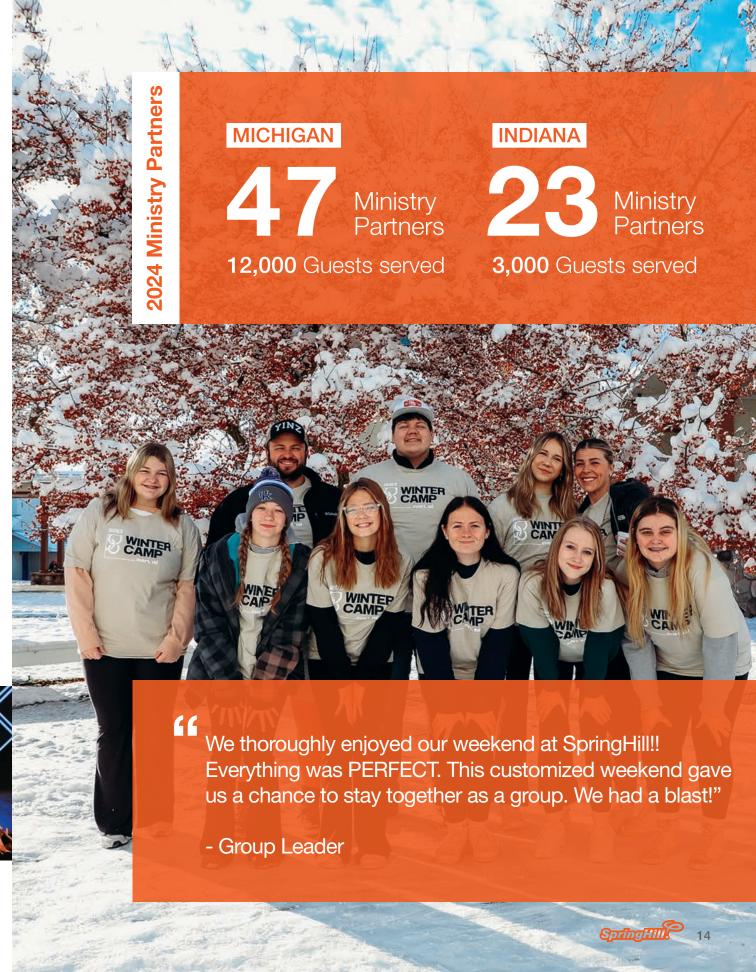
We provide an opportunity for our ministry partners to be served by our staff while resting in nature and participating in customized activities that are Christcentered and designed to open the door for life change.

Traditional kid's camp and ministry partner retreats use the same facilities during their time on our properties.

Upgrades and changes to

Upgrades and changes to our facilities make a significant impact on our ability to provide hospitality and services to both kids at camp and ministry partners at retreats.





## **Young Adult: Leadership Development**

Each generation of young people faces different challenges and opportunities. We are leaning in to cultivate and launch this next generation of young disciples for the Kingdom.

During their time at SpringHill, we will nurture them professionally, spiritually, and personally so that they are prepared to be released into whatever God has as their calling and identity.

#### **Emerging Leader Program**

The Emerging Leader Program is built specifically for young adults who have graduated from college and desire to serve at SpringHill while pursuing a Master of Arts degree in Global Leadership from Wheaton College.

This three-year program focuses on Academics, Spiritual Formation, and Practical Experience. ELP participants live on property, receive a stipend, and work for SpringHill while pursuing their MA.

Goal of expanding capacity to 12 students by 2026

#### **Apprentice Program**

Launched in 2022, SpringHill's Apprentice Program is a year-long investment in young adults who are seeking to expand their practical work experience and explore their vocational calling.

Apprentices live at a SpringHill property and receive a stipend.

Goal of expanding capacity to 2 in Indiana and 4 in Michigan

My time in the ELP has refined my character, built resiliency, and deepened my faith. It has given me a clearer yet broader picture of the Lord's desire to use my leadership in ways I would never have considered previously. The skills and knowledge I have developed in this program have taught me the power and value of learning for the sake of stewardship and faithfulness. Getting to live, work, and study alongside other resilient disciples has provided lifechanging friendships that bring accountability, challenge, and encouragement." Makala – Emerging Leader Program participant

# SpringHill relies on the generosity of donors for ongoing support and growth.

#### **Annual Fund**

This annual support from donors and friends typically raises about \$1.5 million per year for general fund purposes. This annual support provides funding for scholarships for kids and families, expanded programming, housing updates and maintenance, and leadership development for our young adult and seasonal staff.

#### Total Annual Fund goal over the next 3 years: \$5M

#### Annual Fund giving covers:

- Scholarships
- Facilities and Property Maintenance and Repurposing
- Programming Costs
- General Needs

#### **Legacy Commitments**

Leave a Legacy by making SpringHill experiences possible for generations to come. Your legacy giving shows the value you place on the mission of SpringHill in changing lives for eternity. As you review the resources God has entrusted to you and explore different opportunities to give, prayerfully consider including SpringHill in your estate plans.

#### Total Legacy Gifts goal over the next 3 years: \$2M in commitments

#### Legacy Gifts are used for:

- General Needs unique to the season
- Scholarships
- Capital Projects



#### **CAMPAIGN GOALS**

Family Camp	Location	\$3,000,000
Family Dining	IN	
Youth Waterfront	IN	
RV's and Family-Focused Housing	IN	
Renovate Erebor bathouse	IN	
Convert Erebor housing to suites	IN	
Prepping RV sites	MI	
Cabin Conversion	MI	
Renovate Cabooses	MI	
Programming Cost (Funded by the Lilly Foundation)	ALL	
Kids & Ministry Partners	Location	\$7,000,000
Activities	IN	
Phase 1 Meeting Space	IN	
Upgrade Wigwams	IN	
Multipurpose Gym/Meeting	IN	
Auditorium Renovation	MI	
Peaks Renovation	MI	
CoCo Bathroom/shower	MI	
DC Activity Center	DC	
Web, Registration, Technology	ALL	
Scholarships	ALL	
Deferred Maintenance	ALL	
Outdoor Gathering Spaces	IN	
Game Room	IN	
CoCo Dining Hall Renovation	MI	
Fort Renovation	MI	
Leadership Development	Location	\$ 750,000
Staff Housing	MI	
Emerging Leader Program	ALL	
Summer Staff and Guest Lounge	IN	
Staff Fitness Center	ALL	
Total Cost of Projects:		\$10,750,000
LEGACY GOAL		\$2,000,000
Planned and Estate Giving		
Total Campaign Goal:		\$12,750,000

### The Next Chapter

Your gifts to The Next Chapter campaign will enable us to invest in building **new experiences** to impact more kids, young leaders, and families **for generations to come**.



### Leadership

We are blessed to be led by a leadership team and board of directors who are committed to the mission and vision of SpringHill, as well as faithful stewardship of this campaign.

#### **SpringHill Board of Directors**

Scott Whitlock - Chair President & CEO Flexware Innovation

Mike Smith – Vice Chair

Creative Director, Baas Creative

#### **Chad Dupin**

Managing Partner, StudioGrey Creative Studio

#### **David Bond**

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#### **Brian McAuliffe**

#### **Aaron Winkle**

Superintendent - Grand Rapids Christian Schools

#### **Eric Russ**

Pastor, Christ Covenant Church PCA

#### **Gary Wu**

Founding Partner, Light 2 Path LLC

#### **SpringHill Leadership**

**Michael Perry** – President and CEO **Brian Johnson** – Vice President of Operations **Molly Ramseyer** – Vice President of Advancement **Kevin Simon** - Vice President of Finance **Trixie Dobney** – Campaign Manager



#### For more information, contact:

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