



The Next Chapter

For a New Generation

SpringHill!



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 Next Chapter

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.

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

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

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


“We are so busy that I crave spending time as a family. I want to focus 100% on our kids and make them feel loved.”

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

80% of Christians are concerned about their children’s spiritual development

70% of parents are concerned about their children staying true to their faith

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



By tailoring experiences to each group – families, kids, ministry partners, and young leaders – SpringHill will make a kingdom impact by meeting the spiritual needs of each of them.

The Next Chapter

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.



“

A lot of times you think that camp is just for kids. And one day we want to send our kids for a whole week experience without us - which has its own benefits - but you don't take those friends home with you. **We're going to take this experience home with us and it's going to be part of our family culture.**”

Jen - Family Camp attendee

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.



\$1,250,000 received in grants from The Lilly Endowment

“Watching family members give each other character quality beads was one of my **FAVORITE** moments! I’m also really proud of the resources we provided. Those resources, combined with the experience, made Family Camp memorable and repeatable.”

Danae Durling – Family Camp Director

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



Summer 2024

5,500 
Kids Served
Day Camp - 2,400
Michigan Overnight - 2,400
Indiana Overnight - 700

225 
Summer Leaders

95 
Extra Support Kids

“My son’s version of Heaven would be to have SpringHill Camp every single day – doesn’t get much better than that!”

Lisa - Day Camp parent

Ministry Partners

Partnerships between like-minded, 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 Christ-centered 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 our facilities make a significant impact on our ability to provide hospitality and services to both kids at camp and ministry partners at retreats.



2024 Ministry Partners

MICHIGAN

47

Ministry Partners

12,000 Guests served

INDIANA

23

Ministry Partners

3,000 Guests served



“

We thoroughly enjoyed our weekend at SpringHill!! Everything was PERFECT. This customized weekend gave us a chance to stay together as a group. We had a blast!”

- Group Leader

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 life-changing 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



“

My husband and I give faithfully to SpringHill because **we know our support helps change lives for eternity**. Because our grandchildren are SpringHill campers, they get to see the impact of our giving firsthand. Supporting SpringHill is a legacy we hope they carry on for generations.”

Darlene Van Hall - Camper grandparent

“

I think the way God made SpringHill, where we really are dependent on our partners to do what we do, is nothing short of amazing. They need us, but we definitely need them.”

Michael Perry, SpringHill President and CEO

CAMPAIGN GOALS

Family Camp	Location	\$3,000,000
Family Dining	IN	
Youth Waterfront	IN	
RV's and Family-Focused Housing	IN	
Renovate Erebor bathhouse	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
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LEGACY GOAL	\$2,000,000
Planned and Estate Giving	

Total Campaign Goal:	\$12,750,000
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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**.

GIFT LEVELS (over 3 years)

# of Partners	Gift Amount
1	\$1,000,000
3	\$500,000
7	\$250,000
17	\$100,000
24	\$75,000
30	\$50,000
41	\$25,000
Many	Various
Total \$10,750,000	

LEGACY GIFTS

# of Partners	Gift Amount
1	\$500,000
1	\$250,000
3	\$100,000
5	\$75,000
7	\$50,000
9	\$25,000
Total \$2,000,000	

Capital Projects by Location

Indiana	\$5,190,000
Michigan	\$2,975,000

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
Financial Advisor, Wiklund & Bond Financial Services

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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



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