



# CROSSWAYS

CAMPING MINISTRIES

## 2023 CROSSWAYS ANNUAL MEETING

Saturday, March 16th, 2024

10:00AM - Noon

St. Mark's Lutheran Church, Neenah

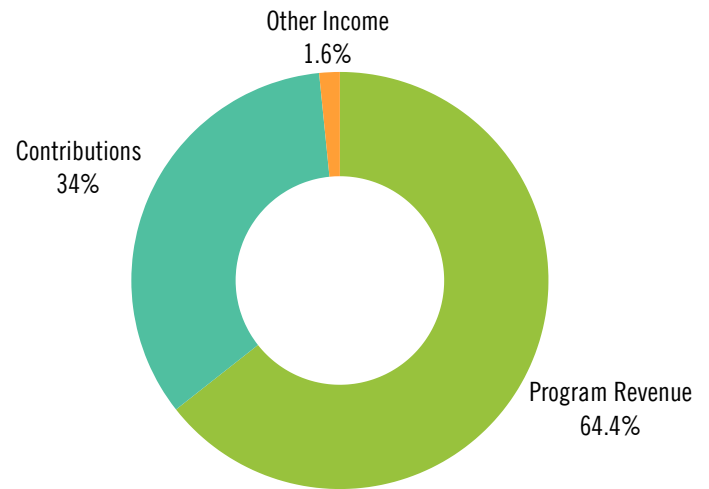
### AGENDA

- |   |                                  |
|---|----------------------------------|
| 1) Welcome  | Rev. Rich Block, Board President |
| 2) Opening Prayer   |                                  |
| 3) Approve Meeting Agenda<br>& Approve Minutes of Last Meeting* | Rev. Rich Block, Board President |
| 4) Strategic Plan Update  | Rev. Rich Block, Board President |
| 5) Crossways Ministry Update                                    | Crossways Staff                  |
| 6) Approval of 2024 Budget*                                     | Steve Denker, Board Treasurer    |
| 7) Election & Commissioning<br>of Board Members*                | Rev. Rich Block, Board President |
| 8) Invitations to Engage  | Development Committee            |
| 9) Benediction & Dismissal                                      |                                  |

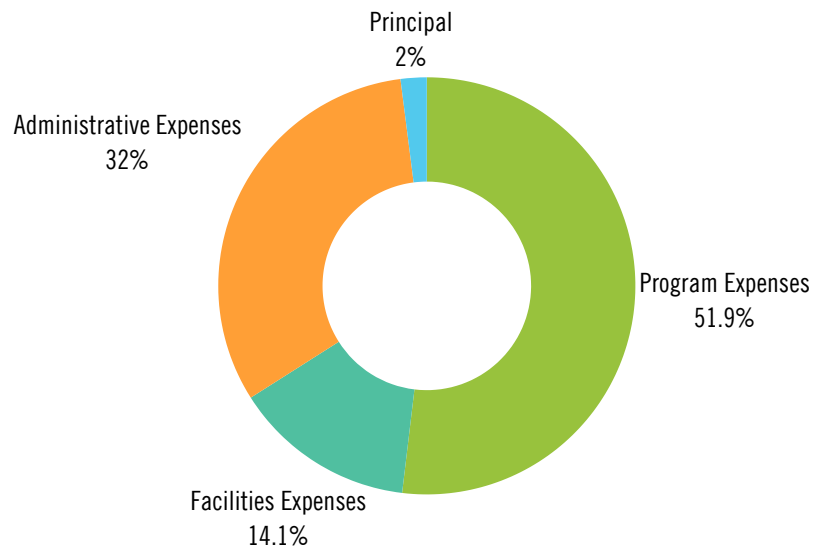


# 2024 NARRATIVE BUDGET

	2024 Budget
Program Revenue	\$578,200
Contributions	\$305,500
Other Income	\$14,300
<b>Total Revenue</b>	<b>\$898,000</b>



	2024 Budget
Program Expenses	\$469,589
Facilities Expenses	\$127,651
Administrative Expenses	\$289,454
Loan Principal	\$18,266
<b>Total Expenses</b>	<b>\$904,960</b>



<b>Net Balance</b>	<b>\$(6,960)</b>
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## Not included in the narrative budget:

- In-kind donations
- Donations for capitalized expenses
- Depreciation
- Capitalized expenses

These are all properly listed in other reports and are reported to the Board of Directors and Finance Committee regularly.

\*Administrative cost includes various expenses for each camp including marketing, fundraising, background checks for summer staff, insurance for general liability, workers comp, auto, and umbrella, as well as salaries & benefits for the admin office staff.



# 2024 NARRATIVE BUDGET

	2021 Actual	2022 Actual	2023 Actual	2024 Budget
<b>Program Revenue</b>	\$428,382	\$520,437	\$612,785	\$578,200
<b>Contributions</b>	\$361,233	\$382,058	\$485,998	\$305,500
<b>Other Income</b>	\$24,810	\$14,332	\$170,321	\$14,300
<b>Covid Relief Funds (PPP, ARPA)</b>	\$150,831	\$50,000	\$91,708	\$0
<b>Total Revenue</b>	<b>\$965,256</b>	<b>\$966,827</b>	<b>\$1,360,812</b>	<b>\$898,000</b>

	2021 Actual	2022 Actual	2023 Actual	2024 Budget
<b>Program Expenses</b>	\$409,328	\$449,206	\$492,306	\$469,589
<b>Facilities Expenses</b>	\$188,426	\$205,711	\$160,433	\$127,651
<b>Administrative Expenses</b>	\$300,590	\$334,729	\$373,157	\$289,454
<b>Loan Principal</b>	\$15,864	\$16,645	\$17,465	\$18,266
<b>Total Expenses</b>	<b>\$965,256</b>	<b>\$1,006,292</b>	<b>\$1,043,361</b>	<b>\$904,960</b>

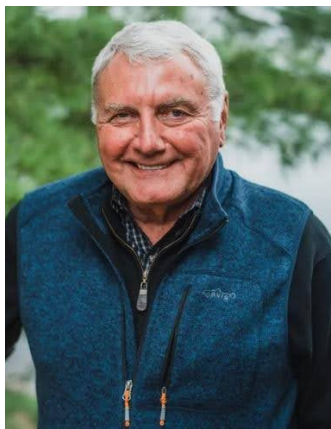
<b>Net Balance</b>	<b>\$(27,193)</b>	<b>\$51,049</b>	<b>\$317,451</b>	<b>\$(6,960)</b>
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# BOARD OF DIRECTORS NOMINEES

## **RICK OLESON** Geneva, IL

Rick expressed interest in joining the Crossways Board of Directors because he sees there is a place for the mission in society. Rick was a camper at Pine Lake Camp for 10 years and served on staff for three years. Rick identifies Crossway's mission as the kind of ministry that helped him as a child and where faith gained meaning. Over the years, Rick has remained connected to the community that he built at camp. With 32 years of leadership, sales, and business experience, Rick would like to use his skills and experience to make a difference in a fulfilling way at Crossways.



## **TOM SCHEUERMAN – CURRENT BOARD MEMBER** Appleton, WI

Tom has been on the board since 2021 and is currently chair of the Development Committee. He has an affinity to the mission, vision, and values of Crossways Camping Ministries. During his time on the board, Tom has brought skills and characteristics of leadership, team building, positivity, empathy, connecting, critical thinking, and analysis. Tom's prior positions in accounting, banking and real estate plus his other non-profit fundraising experiences provide a good foundation for involvement with the Development Committee and Finance Committee for Crossways.



## **LAURA WELDEN** Glendale, WI

Laura expressed interest in joining the Crossways Board of Directors in part to contribute as an adult to something that she so greatly enjoyed as a child. Laura attended Crossways as she was growing up and through her teenage years. Laura remembers a week at camp being so meaningful and thinks it is a beautiful idea to be able to work with a group who is committed to a powerful experience for children. Professionally, Laura has experience in retail management and ten years of experience in Human Resources. She describes believing that by making work a safe place for employees, then it can be a great place for the people using the service as well.



# BOARD OF DIRECTORS NOMINEES



## **REV. JOE WILKINSON – CURRENT BOARD MEMBER Greenfield, WI**

Joe has been on the board since 2021 and is currently the Vice President, serving on both the Executive Committee and the Personnel Committee. With prior experience on staff at Imago Dei Village, Joe and his family now enjoy being family campers with Crossways. Joe also has an affinity to the mission, vision, and values of Crossways Camping Ministries. During his time on the board, Joe has brought skills and characteristics of critical thinking, positivity, adaptability, and analysis.



**Crossways Lutheran Camping Ministries  
Annual Membership Meeting**

Saturday, March 11th, 2023

Check in begins and Zoom link open 9:30 am

Meeting called to order 10:00 am

St. Mark's Lutheran Church, Neenah

Virtual option available via Zoom

**Agenda**

- 1) Welcome Jake Schroeder, Board President
- 2) Opening prayer Jake Schroeder, Board President
- 3) Approve Minutes of last meetings\* Jake Schroeder  
 Motion to approve the minutes from the March 12th, 2022 Annual Meeting and the December 3rd, 2022 Special Meeting as presented: made by Lori Carlson- Peace, Amherst; 2nd by Art Loos- First English, Oshkosh; motion carries
- 4) Crossways Ministry Update Scott Merrow, Interim Executive Director, Site Directors  
 Scott Merrow shared the "Impact 2022" report (see slideshow presentation).
  - Synod match gift= \$100,000+ in support; more than 2,000 people impacted, and camp overwhelming impacted campers in a positive way.
  - Ongoing initiatives include communication through surveys and Zoom sessions, financial reporting, marketing and camp ambassadors, as well as strategic planning.
 Andrew Templeman (Waypost site director) shared about year-round retreats and rentals.  
 Ben Koehler (Pine Lake Camp co-director) shared about family camps and summer staff.  
 Jess Throlson (Imago Dei Village site director) shared about youth camps and new programs.  
 Robyn Koehler (Pine Lake Camp co-director) shared about camp volunteers and camp ambassadors-  
 action packs are available to take home.



**ADMINISTRATIVE OFFICE**  
912 N. Oneida St., Appleton, WI 54911  
920-882-0023 (phone) 920-882-9474 (fax)  
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www.crosswayscamps.org

5) Reception of gift from Grace Lutheran, Appleton Rev. Rich Block, Board President-Elect  
The congregation of Grace Lutheran in Appleton has shared a \$70,000 gift with Crossways to continue their legacy in building faith in the community.

6) Camp Support Message Scott Merrow and Chris Beloin  
Scott shared the recent gifts Crossways has received since December, as well as considering Crossways for planned giving and appeal support (Spring appeal for staff and camperships coming soon).

Chris Beloin shared about allocating Thrivent Choice Dollars and Thrivent Action Teams to Crossways. Chris can support with more information for members, and the opportunity to become an Associate Member for \$20.

7) Approval of 2023 Budget\* Rev. Jenn Pockat, Finance Committee Chair  
Jenn Pockat shared the 2023 budget report (see slideshow presentation and handouts.)

- Increased giving and decreased expenses at the end of 2022 helped reduce the projected year-end deficit.
- The 2023 budget was revised multiple times and includes a projected deficit of \$165,919.
  - Gifts from Grace Lutheran in Appleton, Incarnation in Green Bay, and an Employee Retention Credit will cover this projected deficit.
  - Continued action steps by the staff and Board of Directors will continue to control the deficit.

Motion to approve the 2023 budget as presented: comes with a first and second from the Board of Directors; motion carries.

8) Election of Board Members\* Jake Schroeder  
Outgoing board members were recognized for their service: Board Chair Jake Schroeder; Vice-Chair Jen Fite; Treasurer Jenn Pockat; Shirley Ostrem; Kristin Berglund; and Mike Papendorf.

Motion to conduct the election of board members by slate: Roni Loos- First English, Oshkosh; 2nd by Rob Clarksen- St. John, Ashwaubenon; motion carries.

Motion to elect the slate of board members as presented: made by Becca Feldhacker- Good Shepherd, Madison; 2nd by Maralee Mollendorf- First English, Wausau; motion carries.

- Rev. Rich Block - 2nd Term Board Member
- Craig Gaurke - 2nd Term Board Member
- Kim Beloin - 1st Term Board Member
- Steve Denker - 1st Term Board Member







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- Daniel Feldhacker - 1st Term Board Member
- Rev. Paul Andrew Johnson - 1st Term Board Member
- Melissa Smith - 1st Term Board Member
- Keith Sorlie - 1st Term Board Member

9) **Benediction and dismissal**

Motion to adjourn: made by Ron Hinz- First Lutheran, Manitowoc; 2nd by DJ Schroeder- St. John's, Morgan; motion carries.

\*Agenda item will include a vote.

