



Camp Fire USA™

Camp Fire USA

Annual Report

2009 – 2011



Goals are Fundamental & Clear:

Reach more youth and families more effectively in more places

Deepen impact among those already engaged in Camp Fire

Letter From Cathy Tisdale And Deb Curras

Friends, colleagues, and advocates for youth,

Camp Fire USA's Annual Report reflects a proud organization growing stronger every day.

We recently adopted three strategic priorities—to be implemented over three years—that are already driving change even as they facilitate greater understanding of the changes we need to make. Static organizations, resting on their history (no matter how noble) have no future in today's world. When Dr. Luther and Mrs. Charlotte Gulick founded Camp Fire Girls 100 years ago, they stepped beyond the expected. Women could not vote, yet the Gulicks declared to the world: Girls need a voice. Camp Fire gave them that voice and words to shape lives that become strong, confident, and proud. This is our legacy—one we must nurture.

Our Movement, in 2011, continues to shape lives—of girls, boys, and families, however they define themselves. We don't shy away from challenges. As one of our colleagues recently shared after viewing a video of a Camp Fire summer camp for the visually impaired, "This is why we do this, even when it's hard."

These past two years have had their share of "hard." We've learned, we've grown, and we've become the organization we are today, poised and ready to meet the challenges of the next century.

Thank you for being on this journey with us,



Deb Curras
Chair, National
Board of Trustees (2011)



Cathy Tisdale
President and CEO

Strategic Priorities

The 2015 objective will be achieved through three distinct, yet interconnected, Movement-wide strategic priorities. Pursued concurrently, they are significant steps toward building a sustainable organization that achieves its mission.

- Revitalize the Camp Fire USA brand.
- Build a business model for the 21st century.
- Build organization capacity to ensure long-term effectiveness and sustainability.



Why Our Work Matters

Gabriela is one of four children being raised by her mother—her father is seldom around. The family has been homeless for the better part of the past six years. Gabriela’s mother has occasionally found jobs that have enabled them to move to apartments, but she has never made enough money to stay very long, and they have always ended up back in the shelter.

However, even with such instability and struggles, Gabriela’s mother takes great pride in making sure her children do well in school. Her goal is to bring some normalcy to their lives. For Gabriela, a Gamma Phi Beta

campership was truly a gift, offering her a safe place to breathe, away from the struggles of her daily life.

Although she was quiet and withdrawn when she arrived, she soon began joining the activities—laughing and playing with the other girls. At the end of the week, she said “That was the most fun I’ve ever had—and I want to come back next year!” Gabriela’s mom said the words that make everyone in our Movement proud, “The camp broadened Gabriela’s life and her vision for the future—one she can now see as bright and full of possibilities.”

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Financial Highlights

Financial information is based on the audited financial statements for the years ended June 30, 2011 and 2010. The complete financial statements have been determined to present fairly, in all material respects, the financial position of Camp Fire USA National Headquarters as of June 30, 2011 and 2010 and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

The financial statements do not include the financial position or activities of the local councils or other affiliated organizations. The total revenue generated by the chartered councils aggregates approximately \$61 million.

Audited financial statements are available on the organization's website www.campfireusa.org, or by contacting Camp Fire USA National Headquarters Finance Department, 1100 Walnut Street, Suite 1900, Kansas City, Missouri 64106-2197.

Statements Of Financial Position

	June 30,	
	2011	2010
Total Current Assets	\$ 2,544,337	\$ 2,553,307
Total Long-Term Assets	2,211,276	1,308,233
Total Assets	\$ 4,755,613	\$ 3,861,540
Total Liabilities	\$ 592,955	\$ 781,596
Net Assets		
Unrestricted / Board Designated	3,185,170	2,219,887
Temporarily Restricted	221,170	197,588
Permanently Restricted	756,318	662,469
Total Net Assets	4,162,658	3,079,944
Total Liabilities and Net Assets	\$ 4,755,613	\$ 3,861,540

Statements Of Activities

	Year Ended June 30,	
	2011	2010
Total Revenues, Gains, & Other Support	\$ 4,061,302	\$ 4,129,660
Total Expenses	3,281,498	3,229,111
Unrealized Gain on Investments & Trust	302,910	114,994
Change in Net Assets	\$ 1,082,714	\$ 1,015,543



Functional Expenses for Years Ended June 30, 2011 & 2010

Programs for Youth

Research, development, and evaluation of curriculum and program materials; regional and national training in support of effective program delivery.

Services to Councils

On-site and remote services and training; e.g., new executive orientations, board development, strategic planning, financial management, resource development and risk management.

Community Relations

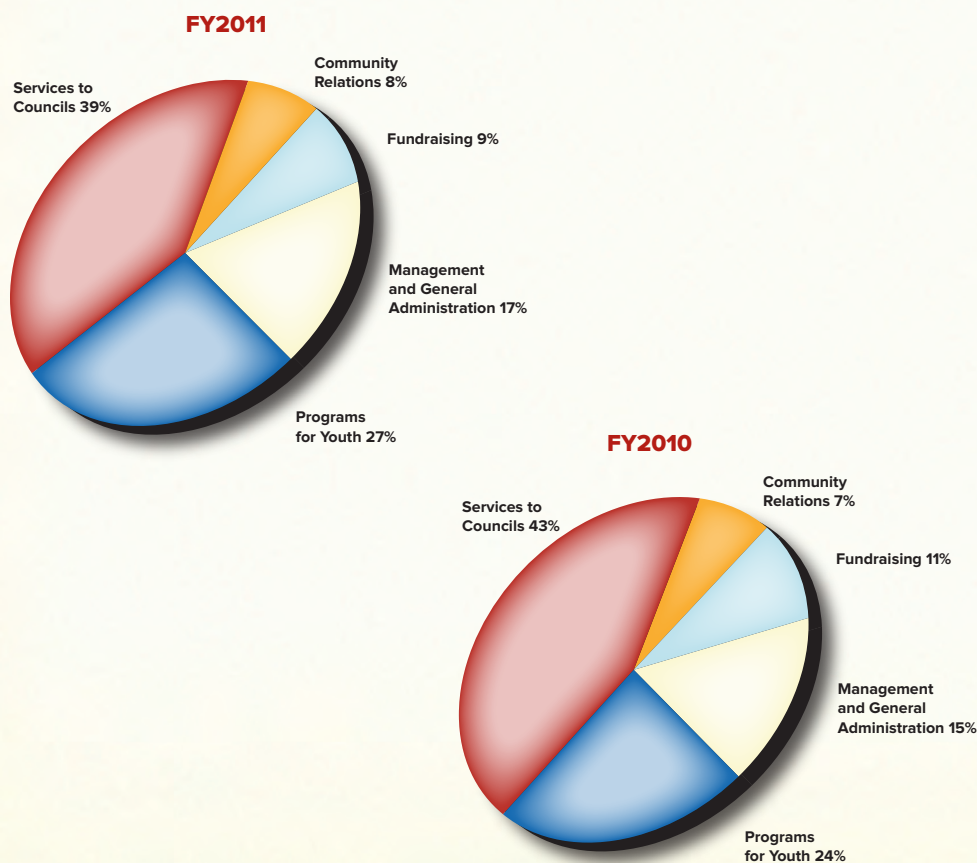
Public relations and media support to increase awareness of the organization's programs and services; development of products and materials that support programs and services.

Fundraising

Cultivation and development of resources—foundations, corporations, individuals and governmental sources—that support the organization's mission.

Management and General Administration

Expenses which benefit the entire organization and cannot be reasonably allocated to other functional classifications. This includes business functions such as: accounting, human resources, executive oversight and management; regular convening of the national board of trustees and annual meetings of the organization.



The Langdon Legacy Society

Honoring the legacy of William Chauncy Langdon, one of Camp Fire USA's founders, this society recognizes those individuals who have remembered Camp Fire USA in their will or estate plan.

We honor the memory and gratefully acknowledge the legacy of the following individuals, whose caring for Camp Fire USA survives them still today through their estate gifts received:

John P. Ayres
Edith E. Bollengier
Mary Dively
Kenneth W. Ellis Residuary Trust
Estate of Helen E. Northen
Estate of Marilyn Ott
Dr. Quincy E. Fortier
Joanna Jenny
Mabel Jensen
Mary K. Moyer
Janet L. Murray
Barbara Pendleton
Dean Elsbeth M. Percy
Herman P. Peschken
Sylvia E. Wolens

Camp Fire USA is thankful for the foresight of caring indicated by the following individuals who have shared that Camp Fire USA is included in their legacy plans:

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Gifts made July 1, 2009 – June 30, 2010

\$250,000+

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\$40,000 - \$99,999

Gamma Phi Beta Foundation
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Reo Purcell Family Trust*

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Brazelton Trust*
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Gamma Phi Beta - Zeta Sigma Chapter
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Gwen Whitson

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Glenn Cravez
Gamma Phi Beta - Beta Chi Chapter
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Time Warner Inc.
United Way of Wyandotte County

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Gamma Phi Beta - Zeta Kappa Chapter
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Linda and Doug Hamilton
Lathrop & Gage LLP
Dennis McMillian
Dian Moore
Ken and Brenda Ng
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Edward Wang
Gwen Whitson

Gifts made July 1, 2010 – June 30, 2011

\$100,000+

Alger and Ruthardt Family Living Trust[^]

\$40,000 - \$99,999

Bank of America
Bettye C. Hill Family Trust[^]
Gamma Phi Beta Foundation
Thrive Foundation for Youth

\$20,000 - \$39,999

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\$2,500 - \$4,999

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Estate of Marilyn Ott^{^^}
Gamma Phi Beta - Beta Chi Chapter
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Office Team[®]
Prime Rib Grill
The Foraker Group
Cathy Tisdale

Camp Fire USA is proud that 100% of its full-time employees are represented on this donor roster.

In addition, every member of the National Board of Trustees of Camp Fire USA is represented for gifts that they have made or for commitments they have secured in support of our work. At a minimum, Trustees each agree to secure funding totaling \$10,000 per Trustee during each three-year term of service on the Board.

Outcomes

Camp Fire USA knows that every child has inherent strengths. We help kids find them, shape them, and share them with the world.

In the 1990s, the Search Institute conducted research on the factors essential to becoming healthy, caring, principled, and productive adults. Search studied more than 500,000 young people, in grades 6 through 12, in more than 600 communities across America. From the research, Search defined 40 developmental assets (“sparks”)—essential building blocks for successful adults.

Camp Fire USA has identified 14 of the 40 assets that best measure our programs’ impact on children and youth. Achieving these outcomes is the ultimate measure of our impact on youth, families and society. Below is a sample of 2010 outcome measurement results.

OUTCOME	ASSET DEVELOPED	2010 CAMP FIRE RESULTS
Greater interpersonal confidence	Young person has empathy, sensitivity, and friendship skills.	81.4% of youth participating in Camp Fire USA programs attained this outcome.
Increased cultural competence	Young person has knowledge of, and comfort with, people of different cultural/ racial/ethnic backgrounds.	83.3% of youth participating in Camp Fire USA programs attained this outcome.
Strengthened adult relationships	Young person receives support from three or more non-parent adults.	81.3% of youth participating in Camp Fire USA programs attained this outcome.
Greater resistance skills	Young person can resist peer pressure and dangerous situations.	78.8% of youth participating in Camp Fire USA programs attained this outcome.
Increased conflict resolution skills	Young person seeks to resolve conflict nonviolently.	69.4% of youth participating in Camp Fire USA programs attained this outcome
Increased planning and decision-making skills	Young person knows how to plan ahead and make choices.	80.9% of youth participating in Camp Fire USA programs attained this outcome
Greater sense of personal power	Young person feels he or she has control over “things that happen to me.”	82.2% of youth participating in Camp Fire USA programs attained this outcome.
Increased knowledge and appreciation for the environment	Young person places a high value on helping the environment and nature.	81.9% of youth participating in Camp Fire USA programs attained this outcome.

Camp Fire USA Program Quality Assessment and Improvement

Camp Fire USA is leading the way in improving the quality of programs through a customized, research-based process: the Camp Fire USA Program Quality Intervention (CFPQI). Camp Fire is the first youth-serving organization to take this intervention to national scale. In 2009, the national headquarters committed to assuring all Camp Fire USA programs meet system-wide standards and as a result sponsored the CFPQI research and development. The methodology was developed by HighScope and the David P. Weikart Center for Youth Program Quality and is recognized as leading edge within the youth development field.

Camp Fire Program Quality Assessment Key Findings 2010

There are many things a youth development professional must do in order to build a great experience for young people. The David P. Weikart Center for Youth Program Quality assesses four major areas which define a way of working with young people that is healthy for their growth and development regardless of the specific content being delivered.

Camp Fire USA councils scored highest in the Safe Environment area which indicates that councils have a strong foundation in making youth feel both physically and emotionally safe.

Camp Fire USA councils scored high in the Supportive Environment area which includes supporting youth to engage hands-on as well as helping them set and meet high expectations.

2011 CFPQI Process Participation

- 80% of Camp Fire USA councils participated in the process.
- 140 council staff participated in CFPQI webinars/online training.
- Over 400 direct delivery council staff participated in Youth Work Methods Courses.



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Kansas City, Missouri 64106-2197

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Fax: 816-285-9444

www.campfireusa.org