



## \$10,000,000 PHASE ONE GOAL CAMPAIGN OBJECTIVES

<b>Endowment</b>	<b>\$ 7,000,000</b>
<i>While endowment corpus will never be spent, earned dividends and interest from the investment portfolio may be spent to supplement operating expenses, fund new and innovative programs, and any unforeseen needed capital improvements.</i>	
<b>Capital Improvements *</b>	<b>\$ 2,300,000</b>
<b>Physical Plant</b>	<b>\$ 2,135,000</b>
• Mass Transportation System	\$ 1,200,000
• Program Office/Camp Store Renovations and Additions	\$ 275,000
• Playground Equipment	\$ 165,000
• Infirmary Alterations and Additions	\$ 150,000
• Lake Gazebo	\$ 25,000
• Landscape Work	\$ 12,500
• Shades for Dining Hall	\$ 7,500
• Frontier Village Campsite	\$ 300,000
<b>Technology Infrastructure</b>	<b>\$ 165,000</b>
• Website enhancements	\$45,000
• Interactive Visitor Kiosk	\$40,000
• CRM (Donor Management Software)	\$30,000
• Conversion Costs & Training	\$30,000
• Annual Data Hosting & Prospecting	\$20,000
<b>Contingency (4%)</b>	<b>\$ 280,000</b>
<b>Campaign Operating Costs (6%)</b>	<b>\$ 420,000</b>
<i>Printed Materials, Cultivation Events, Donor Recognition, Counsel</i>	
<b>TOTAL – Phase I Campaign</b>	<b>\$ 10,000,000</b>