



CampTwin Lakes

growing together

TO SERVE 3,500 MORE CAMPERS



## WHERE CHALLENGES BECOME TRIUMPHS

Camp Twin Lakes powers transformative camp experiences for children and young adults with serious illnesses, disabilities, and other life challenges.

### Mission

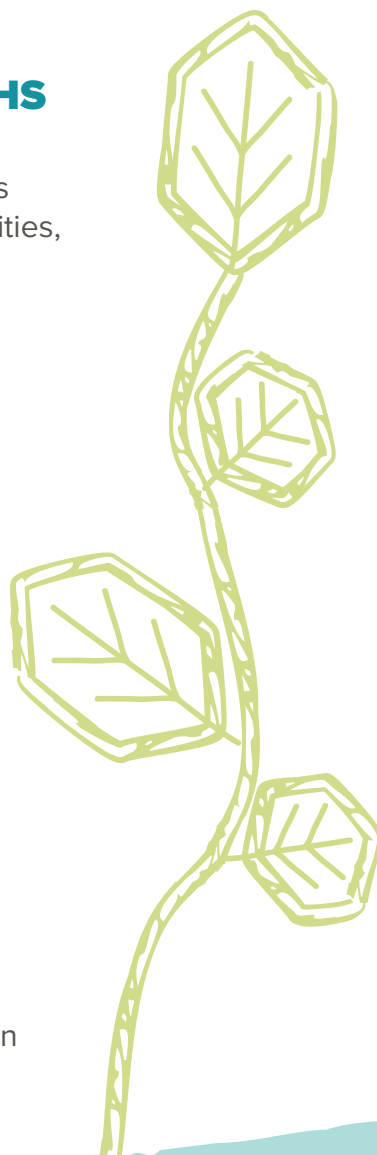
Camp Twin Lakes' mission is to provide year-round camp experiences for children with serious illnesses, disabilities, and life challenges to help each camper grow in their confidence and experience the joys of childhood.

### Vision

Camp Twin Lakes is a vital network of closely-aligned partners who collaborate to provide year-round, transformative camp experiences that deeply impact our campers and their families.

### Value Statements

We are guided by the principle that “every child deserves all we have,” ensuring that campers always come first, that safety, trust, and accountability go hand in hand with the fun of camp, and that we always celebrate the small stuff (and the big stuff, too).

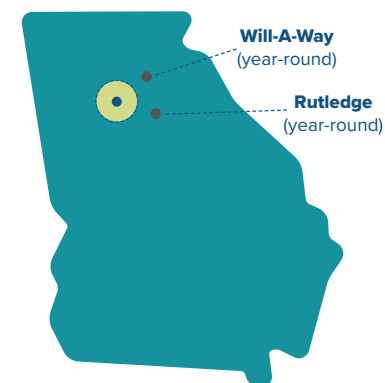


## WHO WE SERVE

**47%** of the campers we serve are from Metro Atlanta

**89%** of the campers we serve live in GA

**11%** of the campers we serve travel from out-of-state



- = current camp locations
- = the Atlanta office
- = metro Atlanta

## 2021 BOARD OF DIRECTORS

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# LET'S GROW

## WORDS FROM CAMP LEADERS

Since 1993, Camp Twin Lakes has created experiences to build confidence, create leaders, encourage dreams, and ultimately transform lives. During our three decades of providing transformative experiences, we've seen campers evolve from uncertainty to tenacity, hesitancy to confidence, and from being the patient to becoming the caregiver. Our programs impact campers and their families, becoming most evident during the time they are not at Camp: the lessons from our fully-adaptive traditional camp activities, innovative nature programs, medical engagement opportunities, and progressive youth development initiatives carry over into each camper's daily life. These skills improve their mental, physical, and social well-being long after their time at Camp.

Our growth through the years has been intentional and driven by the need in our community. Our first summer camp session served 1,000 campers, and we now proudly serve nearly 10,000 campers a year through year-round camp programming. We are grateful for the community who helped us get here, and we are asking for continued support as demand for our programs steadily grows. As we face ongoing waitlists within the diagnosis groups we currently serve and see the need to reach additional underserved populations, we need you once again! There is a great need to serve more children, as well as the partners who serve with us. That is why we are embarking on Growing Together, a \$22.5 million capital campaign to build a third year-round campsite to serve 3,500 more campers every year.

The need is there. With your help, together we will power vital, life-long transformations for children and young adults with serious illnesses, disabilities, and life challenges. Together, we can grow the magical experience of Camp, a week of love, laughter, and comradery that echoes through a lifetime. We welcome you to join us on this exciting journey as we continue to grow together.



Doug Hertz  
Camp Founder & Board Chairman  
Capital Campaign Committee Co-Chair



Elizabeth Correll Richards  
Capital Campaign Committee Co-Chair

## CAMPAIGN COMMITTEE

**Doug Hertz, Founder & Chairman,  
Capital Campaign Co-Chair**

**Elizabeth Correll Richards,  
Capital Campaign Co-Chair**

**Helen Carlos, Community Volunteer**

**William Effinger, Community Volunteer**

**John Montag, Board Member**

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**Adrian Powell, Immediate Past Board  
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**Jill Morrissey, Chief Executive Officer**

**Cheryl Belair, Director of Development**







# OUR ROOTS

For nearly thirty years, Camp Twin Lakes has powered transformative camp experiences for more than 160,000 children and young adults with serious illnesses, disabilities, and life challenges.

**BEFORE CAMP TWIN LAKES:** Organizations supporting Georgia's children with special healthcare needs lacked an adequate camp location to hold coordinated and intentional camp programming. Enrollments were limited, waitlists were long, and costs to camper families were high.

**CAMP TWIN LAKES BEGAN:** Founded by community volunteers in response to this need, we began by partnering with seven nonprofit organizations to provide camping programs for children with medical diagnoses and disabilities at our flagship campsite in Rutledge during our first summer camp.

**CAMP IN RUTLEDGE:** In 1993, our flagship campsite in Rutledge served 1,000 children during our first summer camp and began providing year-round programming shortly after.

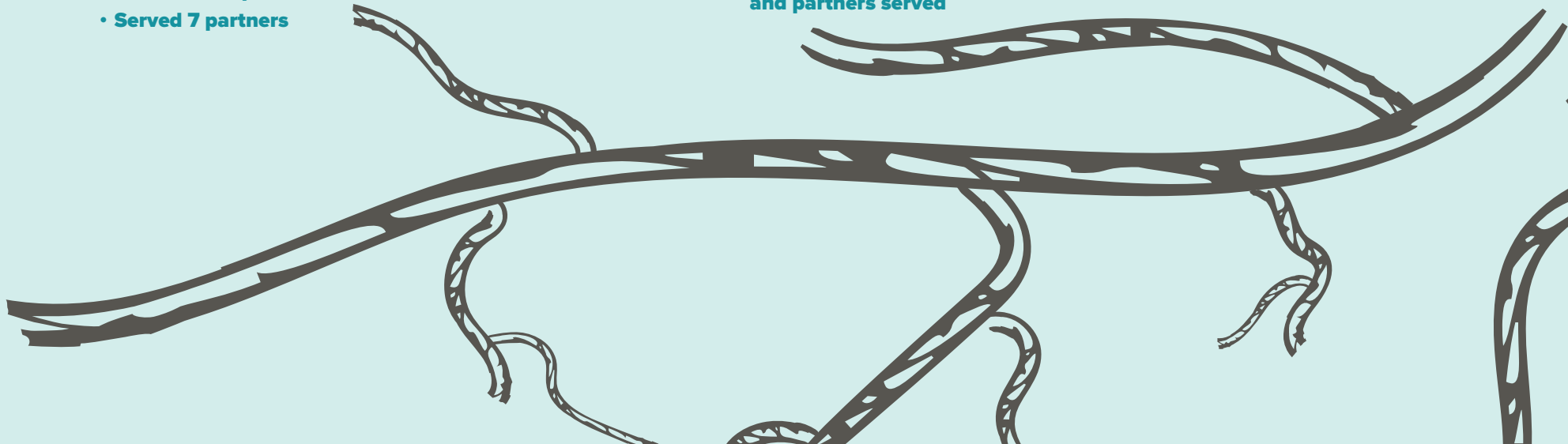
**CAMP IN WINDER:** Our programs and partnerships grew exponentially. In 2009, we launched our second year-round campsite, Camp Twin Lakes Will-A-Way, within Fort Yargo State Park in Winder, allowing us to serve 4,000 more campers each year.

1993

- Served 1,000 campers during first summer camp session
- Served 7 partners

1998

- Expanded to double campers and partners served





**CAMP IN WARM SPRINGS:** In 2011, we began leasing a third campsite in Warm Springs during the summer to serve even more campers during the busy camp season.

**OUR IMPACT:** Beginning in 2013, based on the belief that every child deserves all we have, we created a signature Camp experience across our campsites, developed a Partners Institute and Leadership Institute to invest in our people, grew and deepened our relationships with our community partners, and leveraged our brand to attract new donors and volunteers.

**EXPANDED PROGRAMS:** Also in 2013, we responded to partner needs by growing our programming to include year-round intentional camp activities for children AND their families, appropriate medical engagement opportunities, and progressive youth development programs.

**SUSTAINABLE FARM:** We developed a sustainable farm to provide educational programming for campers and to expand harvest production and increase fresh produce and grass-fed beef in camp meals.

**CAMP TWIN LAKES TODAY:** We now partner with more than 60 nonprofits, each serving a different population or diagnosis, to serve nearly 10,000 campers every year through year-round camp programs. We operate two year-round campsites in Rutledge and Winder, Georgia.

2009

- Camp Twin Lakes Will-A-Way opened
- Grew capacity to serve 6,500 campers and 37 partners annually

2011

- Leased 3rd summer location in Warm Springs
- Grew capacity to serve 8,800 campers and 48 partners annually

now

- Two year-round locations
- Serve nearly 10,000 campers each year
- Serve 60+ partner organizations
- At capacity, with camper waitlists
- Lack space/programming to meet needs of teens and mental health diagnoses

2023

- Opening third year-round campsite in Rutledge, GA to serve 3,500 more campers



# MAKING AN IMPACT

## MORE THAN A PLACE, MORE THAN A FUN WEEK DURING THE SUMMER

Camp Twin Lakes is a safe and supportive environment for kids and young adults to build confidence and discover hope. Camp is often the first opportunity for independence away from family, which encourages them to become their own caregiver. Our intentional programming has a real, measurable impact on each camper's life. The lessons from our fully-adaptive traditional camp activities, innovative environmental sustainability and nature programs, medical engagement opportunities, and progressive youth development initiatives carry over into each camper's daily life, improving their mental, physical, and social well-being long after their time at Camp.

### enhanced RESPONSIBILITY

83% of campers reported an increased sense of responsibility after Camp

More than 96% of campers reported that they were more independent after attending Camp

### increased INDEPENDENCE

### improved SOCIAL SKILLS

88% of campers reported that their friendship-making skills improved at Camp

87% of camper reported that they learned something new at Camp

### enriched LEARNING



**"Camp can change lives in the most positive of ways.  
My 12 years at Camp allowed me to get a different perspective and grow into the  
vibrant, spontaneous, compassionate person I am today. The opportunity to return as a counselor  
allows me to reinvest the power of my experiences as a former camper to new campers."**

*-Mikaela "KB" Beck, cancer survivor and future pediatric nurse*





**“Everyone has something in their life that they have to deal with that other people don’t get, and that’s part of your story. Meeting these campers and working with them, it is part of their story, but it’s not who they are. There’s so much more to them than this label and this medical condition that has defined them.”**  
*-Annalise Bernardino, camp counselor, older sister and fierce protector to long-time camper Ava Bernardino*



# THE NEED

Our strong roots have provided the foundation that brought us to where we are today: we are now near capacity at our existing campsites. And yet we continue to experience increased demand from existing and potential Camp Partners for more weekend programs, more campers served per session, and more diagnoses and populations served. Our partners are telling us what they need, and we are listening: our existing partners project needing additional camper beds within the next five years for populations we currently serve. Additionally, we anticipate needing space for campers from new populations, including teens and mental health diagnoses.

In order to meet this demand to serve more campers and provide more year-round camp programming, Camp Twin Lakes launched a \$22.5 million capital campaign, Growing Together, to replace our summer-only leased site in Warm Springs with a third year-round campsite on existing Camp land in Rutledge. Currently called Rutledge II, this campsite will allow us to expand our partnerships to serve 3,500 more campers with special healthcare needs and life challenges every year and increase capacity by 33%. This campaign will allow us to grow with our current Camp Partners and serve new populations and diagnoses.

With this growth, Camp Twin Lakes will be able to continue investing in and deepening our impact on Georgia's youth in need.



Children's Healthcare of  
Atlanta  
Camp Sunshine  
Camp Kudzu  
FOCUS + Fragile Kids  
Foundation

Spectrum Clubs  
Marcus Autism Center  
Kate's Club  
Hemophilia of Georgia  
Kidz2Leaders  
Extra Special People  
Camp Corral  
T.I.C.S. of Georgia

Arthritis Foundation  
Abbey Hospice  
Crohn's & Colitis Foundation  
of America  
America Lung Association  
Visiting Nurse- Hospice  
Camp Blue Skies  
Foundation  
Georgia Firefighters Burn  
Foundation  
Georgia PKU Connect

Muscular Dystrophy  
Association  
Walton Rehabilitation Health  
System  
H.E.R.O. for Children  
The Archdiocese of Atlanta  
Developmental Disabilities  
Ministries  
The Marfan Foundation  
Camp To Belong: Georgia  
Special Touch Ministries

Fugees Family  
Camp Horizon  
Visual Effects Performing  
Arts  
New American Pathways  
Mason ARC  
Children's Center for  
Digestive Healthcare  
Suicide Prevention Action  
Network  
Just People

Soccer in the Streets  
Camp Painless but Hopeful  
BlazeSports All-Star Camp  
Camp Hope  
Brain Injury Association of  
GA Annandale Village  
The Kyle Pease Foundation  
Trach Me Away  
Families First  
Camp S.O.A.R.

## OUR PARTNERS

# THE SOLUTION

Camp Twin Lakes' mission is to transform the lives of children and young adults with serious illnesses, disabilities, and life challenges through intentional camp experiences. The generous community support we have received since inception has made it possible for us to grow and expand our impact to serve nearly 10,000 campers annually. To meet the demand for more programming, we will:

## **GROW WITH EXISTING PARTNERS**

Expanding our capacity will allow us to serve more campers from within existing partner populations and diagnoses. These partners, including Children's Healthcare of Atlanta, Camp Kudzu, Kidz2Leaders, Camp Horizon, and The Marcus Autism Center, have expressed need for increased programming based on their own growth plans. Within five years of opening, Rutledge II will be near capacity for year-round camp programs, allowing Camp to increase capacity by 33%.

## **GROW WITH NEW PARTNERS**

Expanding our capacity also will allow Camp to partner with new nonprofit organizations that provide support to underserved populations. Through these new partnerships, Camp will further diversify the populations and diagnoses we serve. In addition, by learning from and partnering with new organizations, Camp will learn how to better meet the needs of our current populations. This includes:

**FOCUS ON TEEN PROGRAMS:** Expanding teen programming through this campaign will more deeply engage teenage campers as they transition to adulthood, giving them a safe environment in which to learn and practice problem-solving and being independent.

**FOCUS ON MENTAL HEALTH:** By expanding our capacity through this campaign, we will be able to build new partnerships and serve new diagnoses and populations, including children and teens with non-acute mental health disorders. This will also benefit existing campers and partners.

## **DEEPEN IMPACT**

Expanding our capacity to include a third year-round campsite will allow us to add more weekend camps and further build on the impact of our week-long summer programs. Camp weekend programs are near capacity as we now serve more campers during the non-summer season (6,400 campers) than during the summer season (3,600 campers). The therapeutic focus of our weekend family camps helps all members of the family learn how to cope with their unique challenges. Weekend camps are vital to:

- serving smaller groups that do not hold summer programming
- increasing our camper touchpoints and giving campers the opportunity to refine, reinforce, and use the skills they've learned during summer camp
- continuing to build and expand upon the sense of community that campers experience during the summer and include families in their children's growth and development



## EXPAND CAPACITY

We are Growing Together to build a third year-round campsite on debt-free, Camp-owned land adjacent to our current campsite in Rutledge, Georgia. Expanding our physical capacity by building a third year-round campsite will allow us to impact 3,500 more of the campers we are uniquely positioned to serve. This includes campers from existing partners and campers from new partners (strategically focused on supporting underserved populations).

Rutledge II is geographically desirable to our Camp Partners and volunteer base and will provide space for significant growth for both summer and weekend camps, optimize use of already-owned space, and facilitate systems efficiency in human and other resources. Rutledge II will run simultaneously but independently of Rutledge I for summer and year-round programs.

**RESIDENTIAL SPACE:** Where campers bond through storytelling, decorating shared space, and debriefing their days

- 20 multiuse cabins accommodating 240 individuals per session, including allowing us to serve more families during weekend programming

**PROGRAMMING SPACE:** Where campers discover new skills and interests, learn to overcome internal and external challenges, and try many outdoor activities for the first time

- All programs will continue to be fully-adaptive
- Independent program spaces include a ropes course, gym, media center, arts and crafts center, outdoor pavilion, pool, playground, archery course, rock wall, zipline, fishing dock, and canoeing/kayaking station

**OPERATIONAL SPACE:** Where staff provide meals and medical services to all campers and volunteers

- The dining hall will be able to serve all campers and volunteers at one time for three meals each day; this is where campers learn Camp songs and chants, publicly celebrate accomplishments, and practice interpersonal skills
- Onsite medical care facility where campers receive onsite treatments, learn about and take their medications, and learn and practice appropriate levels of independence within their healthcare plans
- Central administrative office for Camp staff and onsite Partner office



# GROW WITH US

## GROWING TOGETHER FUNDRAISING GOAL: \$22.5 MILLION

We began the Growing Together capital campaign in 2019 to fund the building of Rutledge II. This campaign includes Camp Twin Lakes' board giving, major individual gifts, foundation and corporate gifts, and a public campaign. Thanks to the generosity of our donors, we have raised more than 93% of our goal. Naming opportunities starting at \$25,000 are available to help create the new programs, operations, and residential spaces at our new campus.

We are proud to have received pledges from 100% of our current board of directors; they kicked off the campaign by contributing the first 10% of our goal. Our faithful donors have also expressed their commitment to support our growth. The community is proud of the transformations Camp has inspired in tens of thousands of children over the last three decades, and they are excited to help us expand to serve more children and diagnoses.

*The overall campaign will fund:*

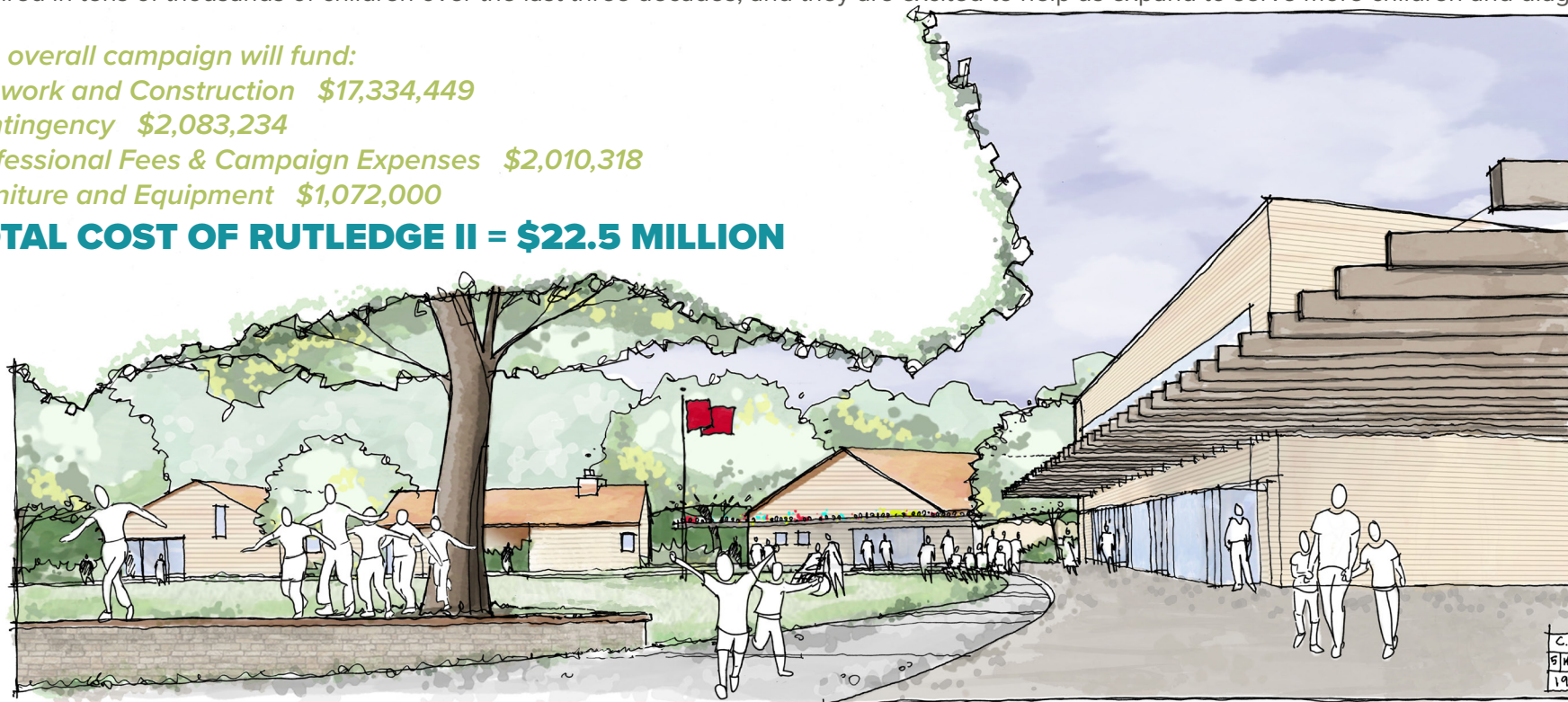
*Sitework and Construction \$17,334,449*

*Contingency \$2,083,234*

*Professional Fees & Campaign Expenses \$2,010,318*

*Furniture and Equipment \$1,072,000*

**TOTAL COST OF RUTLEDGE II = \$22.5 MILLION**



Camp Twin Lakes remains committed to fostering a strong network of community partnerships to provide these year-round experiences. Our Growing Together campaign enables us to increase collaboration among nonprofits by growing existing partnerships and building new ones as we expand access to important health-focused programming. We hope that you will grow with us as we transform the lives of more children and young adults with serious illnesses, disabilities, and other life challenges in our community with the life-changing experience of Camp!



# THE PATH FORWARD

We will be open to serve campers at our third year-round campsite in 2023.

Our path forward will be made possible only through the generous support of individuals, companies, and foundations. This community has helped create the magical place Camp Twin Lakes is today, and we are excited to harness that continued support as we expand to bring the transformative experience of Camp to more children and teens for the next 25 years and beyond!







Camp Twin Lakes is a wonderful place where children learn essential life skills that cannot be taught in a hospital setting. We are proud of our collaboration with Camp Twin Lakes and thrilled about the opportunity to serve more children in need.”

- Donna Hyland, CEO, Children's Healthcare of Atlanta





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**CampTwin Lakes**

Where Challenges Become Triumphs