



Luther Crest Bible Camp Annual Report

Created to Be

Our theme for Summer 2024 focuses on the text in Psalm 139, "I praise you, for I am fearfully and wonderfully made. Wonderful are your works; that I know very well." Through worship, songs, spiritual practices, environmental education, and more, campers will be encouraged to reflect on who they are created to be. The deep theological wonderings of our campers and summer staff, combined with joyful embodied experiences in nature and in community, inspire faith formation that will last a lifetime!

1,658 campers participated in Summer 2023 programming
3,899 retreat guest served from September 2022-September 2023
\$560,000 raised for our 2022-2023 Annual Fund

Our growth has surprised us! Look at those numbers AND there's room for YOU too!

Year-Round Staff

There are many new faces on the leadership team at Luther Crest, but the mission to **inspire faith, community, and stewardship in God's creation** remains the same. With great thanks to the leaders who have built Luther Crest on a firm foundation, we look ahead with hope for the future!



Making an Impact

Your support is continuing to make an impact on our vision and mission every year. Through our church partnerships, individual gifts, sustained monthly givers, volunteers and in-kind donations, as well as planned legacy gifts, your generosity sustains us through the various challenges we face, and supports our mission of instilling enduring faith to all who experience our programs each year.

A vertical photograph on the left side of the page shows a person wearing a red helmet and a blue harness climbing a tall wooden wall with colorful handholds. The wall is made of vertical wooden planks. The person is positioned about halfway up the wall, reaching for a hold. The background shows a grassy field and some trees under a clear sky.

VISION 2025

- **Focus on Faith Formation and Leadership Development:** Luther Crest aims to become the go-to place in the region for faith formation and leadership development, primarily targeting youth, families, and young adults. The organization recognizes the power of direct experiences and human connections in achieving this goal.
- **Laser Focus on Ministering to Youth:** While Luther Crest currently serves various constituencies, the vision is to concentrate efforts on ministering to youth and their families during the next five years. The organization aspires to be known as a prominent place for the next generation to experience faith formation and leadership growth.
- **Year-round Programming:** Luther Crest plans to expand beyond its traditional summer camp offerings and develop year-round youth retreats during the school year. These retreats will leverage the organization's assets throughout the year, aiming to reach 1,500 youth and families during the off-season.
- **Outreach Beyond Traditional Network:** Recognizing declining church attendance trends, Luther Crest intends to expand its marketing and social media strategies to reach a broader audience, including families with no church affiliation. The goal is to reach decision-makers, particularly parents concerned about their children's faith formation.
- **Outdoor Experience and Faith Integration:** Luther Crest's programs will continue to focus on faith, leadership, and relationships in an inspiring outdoor setting. The organization emphasizes the importance of exploration and disconnecting from digital devices to foster a deeper connection with faith.
- **Efficiency and Financial Sustainability:** Luther Crest aims to evaluate and improve the efficiency, repeatability, and reusability of its programs across different camps, seasons, and locations. It plans to monetize program offerings to cover operational costs, allowing capital campaigns and planned giving donations to be used for scholarships, facility enhancements, camp expansion projects, and program development.