



2023  
**ANNUAL REPORT**



190 Pine Meadow Road • Lebanon, PA 17046 • (717) 865-4547 • [www.kenbrook.org](http://www.kenbrook.org)



# THE MISSION OF KENBROOK

To be like Christ in all relationships to facilitate a closer connection to God, self, others, and nature.

# THE VISION OF KENBROOK

To know and be known: God, Self, Others and Nature.

# CORE VALUES OF KENBROOK

- **Worshiping God:** We are intentional in building relationships and creating a welcoming environment for all to experience God and His Creation through Kenbrook Bible Camp and its staff.
- **Others-Oriented Service:** We demonstrate Christ-like compassion and selflessness towards others and create an environment of respect and free from distraction.
- **Trustworthiness:** We build trust through dependability, responsible actions and honest relationships, doing all things as if for Christ.
- **Teamwork:** We further Kenbrook's mission by focusing on goals, collaboration and helping others joyfully.
- **Stewardship:** Through intentionally maintaining our buildings and property, we enhance a natural setting for all to experience God through His Creation.



# FROM THE DIRECTOR

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## A Strong Past, A Bright Future

As we approach our 75th Anniversary, we have been reflecting upon the many ways God has blessed Kenbrook Bible Camp over the years. From the earliest beginnings of youth camp and the vision God gave those faithful servants, to the expanded vision in the 70's to grow camp from a summer camp to a year-round camp and retreat center, Kenbrook has provided a serene place to know and be known: God, self, others and nature. This has impacted thousands of children, youth and adults over the past seventy-four years.

As I reflect upon 2023 and as we look to the future, I continue to see God at work and His hand of blessing and guidance on us. From an infrastructure perspective, we were able to install lighting and add human foosball to the game plaza. The interior insulation and wall carpeting was replaced in the gymnasium and new LED lighting was installed. We also added a generator to the Woodland kitchen to keep the walk-in freezer and refrigerator running during power outages. In looking to the future, we conducted a feasibility study which allowed us to gain great insight from our constituents and begin to discern the next steps for growth and direction for camp. Additionally, a strategic plan was developed with four overarching objectives in the areas of finances, leadership development, relationship development and marketing.

Throughout this year, we saw our summer camp programs returning almost to pre-pandemic levels and our retreat groups growing to levels not seen in many years. Almost 700 campers enjoyed the outdoors and grew in their faith during our summer camp season. In addition, we hosted 108 retreat guest groups with over 7,000 people getting to experience God's creation at camp.

One of my favorite experiences each summer and a favorite memory from 2023 is seeing our campers' understanding of who Jesus is and what He offers us through salvation as they go throughout their week at camp. This is especially evident as the week culminates with the traditional Jesus Walk and they get a chance to see the words of the Bible come to life as staff act out the life, death and resurrection of Jesus. My prayer for this year is that many more children and youth will come to a saving knowledge and faith in Jesus through Kenbrook and that we would continue to discern the Lord's will as we plan for the future.

Thank you for your continued prayers and partnership with us. May God be glorified in all that is done and planned at Kenbrook Bible Camp.

A handwritten signature in black ink, appearing to be "Joe McFarland".

Joe McFarland, Executive Director

# 2023 AT A GLANCE

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## 691 SUMMER CAMPERS

Including Day, Resident and Sports Camps



## 7,000+ LIVES IMPACTED SPIRITUALLY

Including 42 students in the KREW and CIT programs learning to be servant leaders



## 11 PROGRAMS AND EVENTS

Kenbrook events include DADCAMP, JumpStart Middle School Retreat, Mother's Day Banquet, Volunteer Work Days, and family-oriented events



almost  
**600 VOLUNTEER HOURS**



**\$37K GIVEN TO CAMPER SCHOLARSHIP FUND**



**GYM RENOVATION WAS COMPLETED**

including new insulation, wall carpeting, and lighting



**108 GROUPS SERVED**

Overnight retreat groups and day rental groups

# CAMP IMPROVEMENTS



The generosity of God's people made it possible to make some major improvements to the camp facilities. The largest project was the gym renovation. A generous donor made a donation to Kenbrook getting the whole project started and followed up the initial gift with a matching grant opportunity. They did not even know of the need when they gave the original donation. Thirty five additional donors provided the remaining funds needed and the work was completed in early fall. The timing was perfect for our community partners that use the facility during the fall and winter months. Lighting and human foosball were also added to the game plaza in time for summer camp.



BEFORE



AFTER

# PROGRAMS



**5 weeks**

of Summer Camp including day camp, resident camp and Kenbrook and beyond.

More than **\$23K** in financial support so that kids can come to camp

**62%** of families receive support

**691** Total Campers

**2 weeks** of sports camp through our partnership with Inspire Sports Camp

**55%** Female

**45%** Male



**Collaborative Partners**

including Jubilee Ministries, Angel Tree Camping Ministry and Inspire Sports Camp



# FINANCIALS



## Total Revenue: \$1,022,146

- **Golf Outing** (for camper scholarships): **\$36,985**
- **Other Kenbrook Programs:** **\$19,891**
- **General fund contributions** (from donors): **\$104,091**
- **Guest group rentals:** **\$665,277**
- **Summer Camp revenue** (includes store sales): **\$122,762**

## Total Expenses: \$1,049,759

- **Summer Camp expenses** (includes store expenses): **\$139,148**
- **Game Plaza lighting:** **\$3,600**

## Other revenue

(capital project funds received, annual fund drive): **\$201,528**

- **Gym repair project and lighting:** **\$156,325**
- **Capital funds** (nurturing seeds and seasons of growth campaigns): **\$45,203**

## Other Expenditures

(capital projects-gym repair and lighting, disc golf, human foosball, game plaza lighting\* see above as this was paid from general funds): **\$168,767**

- **Gym repair project and lighting:** **\$159,229**
- **Disc golf:** **\$4,702**
- **Human Foosball:** **\$4,836**



# FEASIBILITY STUDY

This past fall, we collaborated with Kirby-Smith Associates, a Christian fundraising firm, to conduct a Feasibility Study. We reached out to our camp community to share our vision for the future and to receive feedback on the elements of this plan. We are grateful to the many who participated in the study, whether by filling out surveys, conversing on the phone, visiting the camp, or joining a Zoom meeting. We were able to speak with over 200 individuals/households and received completed surveys from 91 households throughout the three month process.

There were six main components of the shared vision and we asked survey participants how supportive they were of each. More details on each of these components can be found on our website under "Make an Impact". The results are below:

## WOODLAND ADDITION AND RENOVATION

Anticipated Cost \$1,300,000

86% indicated some level of support.

11% did not answer.

3% were not supportive.



## NEW BUILDING

(in location of original youth camp lodge)

Anticipated Cost \$740,000

89% indicated some level of support.

8% did not answer.

3% were not supportive.



## MAINTENANCE MOVING & NEW BUILDING

Anticipated Cost \$150,000

86% indicated some level of support.

9% did not answer.

5% were not supportive.





The Feasibility Study showed that the Kenbrook community is very supportive of maintaining the functionality of our facilities. They are aware that this includes the timely completion of repairs and routine maintenance, as well as necessary renovations to ensure the safety, security, and comfort of our campers and visitors.

Camp leadership is further discerning the next steps for the campaign as well as gathering more details on each of the individual projects. While we are not kick starting the full campaign just yet, we are actively researching and reaching out for community support by submitting grant applications and partnering with businesses to receive tax credits. The funds from these grants will go directly towards the projects listed below. Current applications would be for the generators as well as upgrading the pavilion to make it a year-round usable space.

## GENERATORS PURCHASE & INSTALLATION

Anticipated Cost \$54,000



91% indicated some level of support.

4% did not answer.

4% were not supportive.

## NEW TABERNACLE

Anticipated Cost \$350,000



81% indicated some level of support.

11% did not answer.

8% were not supportive.

## PAVILION UPGRADE

Anticipated Cost \$116,000



77% indicated some level of support.

12% did not answer.

11% were not supportive.

# STRATEGIC GOALS



In 2022, the staff and Board began the work of planning for the future of Kenbrook Bible Camp. In order to accomplish this work, we first conducted a SWOT analysis to determine strengths, weaknesses, opportunities and threats for Kenbrook from the perspective of the staff, board and constituents. While that information was being compiled, we also reaffirmed our vision and mission and developed core values that guide all that happens at Kenbrook.

Once the data was compiled from the SWOT analysis, we looked for areas that were common across all groups in the areas of strengths, weakness and opportunities. Four broad areas arose from this work: finances, marketing, relationships and leadership. We then pulled data from our systems in each of these areas to determine baselines for each and to set goals in each area.

The Strategic Plan was then developed from this information and four broad focus areas were established that will provide organizational and operational guidance for us for the next five years. The four focus areas are: financial, marketing, relational development and leadership development. Each area has an overarching long-term goal which will guide the staff and board yearly goal development, review and budgeting over the next five years. The Board approved the strategic plan in November 2023. *More details coming in 2024!*





# Financial

Increase our annual non-programming revenue and grow our donor partnerships.



# Marketing

Develop a consistent and targeted marketing strategy and grow our website and social media engagement.



# Relationship Development

Develop a targeted, robust summer staff recruitment process; increase sponsorship of Kenbrook events, increase engagement of former campers, staff, retreat guests and churches.



# Leadership Development

Develop and enhance our leadership pathways with intentional, specific goals and plans for leadership development at all levels of summer camp.

**SAVE  
THE  
DATE**

## SPRING 2024

**APRIL 7**  
Hymn  
Song

**MAY 4**  
Spring  
Volunteer  
Work Day

**MAY 11**  
Summer  
Camp Open  
House

**MAY 12**  
Mother's  
Day Buffet

## FALL 2024

**AUG. 30-  
SEPT. 1**  
Dad Camp:  
Middle School

**SEPT. 6-8**  
Dad Camp:  
Elementary  
School

**SEPT. 26**  
48th  
Annual Golf  
Outing

**OCT. 12**  
Fall  
Volunteer  
Work Day

**OCT. 19**  
Fall Family  
Fun Day



## KENBROOK'S 75TH ANNIVERSARY CELEBRATION LABOR DAY WEEKEND 2025

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