



Executive Director Report Presbytery of St. Augustine Fall 2021 Stated Meeting

Make sure that nobody pays back wrong for wrong, but always strive to do what is good for each other and for everyone else. 1 Thessalonians 5:15

September 15, 2021

This year was one of the most exciting summers at Camp Montgomery. Following the example of Biblical CHAMPIONS like Joseph, Miriam, Moses, David, John the Baptist, and Jesus, we took on the summer with a spirit of community and teamwork.

We were able to overcome all the challenges of this summer with programs, events, and guests, thanks to the teamwork of our year-round staff. All our staff poured their hearts into our summer programs, taking care of their own department, and covering for others. We all doubled ourselves to cover programming, maintenance, and even Jared Lane, the Culinary Director, helped with music for vespers.

Before deep diving into the report let me share with you how you can support the initiatives outlined therein

FUNDRAISER, PROMOTION & CAMPAIGNS:

- Thanksgiving Pie Fundraiser: \$25 for each pie this year. 2 for \$45
 - ★ Chocolate Chess Pie - dark chocolate, local coffee, touch of aged rum
 - ★ Citrus Cream Tart - homemade tart dough shell, buttery lemon curd, medley of citrus zest
 - ★ Bourbon Pecan Pie - homemade flaky pie crust, ovenproof bourbon, touch of maple syrup
 - ★ Sweet Potato Pie - fresh sweet potato puree, baking spices, cultured buttermilk
- Winter Camp is Coming Up!
EARLY BIRD REGISTRATION FOR WINTER CAMP IS NOW OPEN!
From December 20 - 22 we will host our annual Winter Camp! Send your kiddos to enjoy the fun while you "wrap up" your holiday plans.
- Christmas Cake Fundraiser

- Gala and Silent Auction, "Christmas Under the Oaks" on December 4, 2021. This fundraiser will launch our capital campaign for 2022, \$1,000,000.00
- Adopt a Cabin Campaign: We are encouraging churches, organizations, and individuals to adopt our cabins. The fantastic news is that St. Giles Presbyterian Church adopted the first cabin (Cabin Five). It was wonderfully ready for summer camp; we are blessed beyond measure!
- Montgomery Champions Membership Program. I am working closely with the marketing company (ReEnvision Harmony) to create the "Montgomery Champions Program", that would allow donors to join our Redemption plan through different tiers. I will communicate all the details of this program as soon as we finish our developing stage.
- The new Director of Maintenance, John Raimer is processing a donation request from the ministry that he worked for. The request includes a tractor and some attachments, a golf cart, and a wood chipper
- John Raimer is also processing a donation of chemicals to treat the septic tanks
- We are waiting for the Williams Lodge kitchen to be completed to write and submit the report to Clay Electric which will allow us to re-apply for this grant
- Zach Leopold, the Director of Operations requested one of the Presbytery grants to put towards our "Youth Retreat." The idea is to elevate the quality of this program while keeping the cost low.

1. SUMMER 2021 PROGRAMS

Pre-Summer Camp:

Summer 2021 was hectic, demanding, and yet successful, despite the continuing challenges of COVID-19 and variants, our limited resources, and short staffing in general.

- I planned and made the needed arrangements for summer staff training and summer camp without a Director of Maintenance and the Program Director.
- I created the theme and main ideas for our summer camp curriculum with God's direction.
- I designed and ordered the camp t-shirts in collaboration with the Director of Operation, Zach Leopold, and the ideas and input of summer staff.
- We prepared the property with fantastic help and donations from the churches in the Presbytery of St. Augustine.
- The challenge course was inspected and repaired.
- I edited and wrote policies and procedures in our training manual, emphasizing child protection.
- I interviewed and hired summer staff, initially with Cory Deemer, and the last counselors with Britney Gummerman. We followed Cory's suggested staff structure.
- I contacted and scheduled volunteer professional speakers to train our summer staff in very specialized areas.
- I coordinated training schedules and hosted speakers.
- We tried our best to be well prepared, knowing that our staff, volunteers, and campers would come to find a safe place to heal after the mental health struggles that COVID has caused.

- I contracted with "Common Ground" for challenge course training and ropes certification for summer staff.
- We had the last staff meeting before training weeks and Summer Camp.
- I worked with Jessie Crowley on the pet event for June 12
- I contracted with a local CPR and First AID instructor to certify new summer staff.

Summer Camp, CHAMPIONS 2021

Thanks to the strength of the partnerships I have worked so hard to secure and reaffirm, plus the dedication of our committed volunteers, counselors, and staff, we were able to host hundreds of campers from all walks of life, and it was a financially profitable summer camp program.

Montgomery has hosted a summer camp for decades, but we opened up to new community-building initiatives this year. The BOOST camp and refugee day camp were unique opportunities to serve in impactful ways. We also had the pleasure of hosting a variety of women's meetings from several churches in the Presbytery, different retreats, Buchholz High School senior trip, community event for pets, Trinity Baptist day camp (4 days), Sonshine Ministries overnight week camp, family reunions, guests at our inn, as well as local Kiwanis breakfasts and Keystone Business Association luncheons. It was a blessing to make this beautiful space available to new ministries, organizations, and parts of our community.

Numbers can never account for the human experience. Still, we are proud to report that 20 churches of the Presbytery of St. Augustine made this summer camp possible by sending groups, sponsorships, donations, and volunteers. Out of a goal-shattering 244 attendees, 80 kids and youth received partial or complete scholarships from Presbyterian churches. Several community members sponsored 19 kids for BOOST Camp, and various community organizations did the same for 25 refugee kids for their day camp. This is what we mean when we talk about building an inclusive community!

Summer Camp Tasks

- I gave additional emotional support to summer staff, campers, and parents.
- I assisted minor behaviors that were brought to my attention by Brittney Gummerman, meeting with campers and parents as needed.
- I handled all critical situations. These situations were always handled under specialized professional advice and communicated to Tommy Lane (President of the Board) and Suzi Lemen (Liaison to the Presbytery).
- I maintained enough inventory of snacks for the camp canteen.
- I picked up camp t-shirts in Gainesville to ensure distribution to staff and campers was timely.

BOOST Camp:

After a long year of planning and multiple unsuccessful attempts due to COVID19, we were finally able to host the long-awaited BOOST Camp, an initiative to give the gift of a sleep-away camp to kids in our community who wouldn't be able to otherwise.

This week was possible thanks to Montgomery's firm commitment to community, the dedication of and sponsorship provided through Tina Baker, M.Ed, Community

Partnership School™ Director, Children's Home Society of Florida | Northeast Region, by Keystone Heights Junior/Senior High School, as well as the donations from Kiwanis Clubs from the Lakeside Region and Silver Springs, Clay Electric's Round Out Grant, many community donors and partners, and as always the continued support of the Presbytery of St. Augustine.

Day-Camp for Children of Immigrant Families:

Orange Park Presbyterian Church partnered with us to host 25 kids from 6 to 17 years of age, accompanied by five volunteer chaperones. Having this group of children at Montgomery was one of the most enriching experiences and outreach ministries that we had this Summer. It was our distinct honor to host a day-camp for all of them. We witnessed how these children forgot all language and cultural barriers to have an amazing day of fun, fellowship and outdoors. We even had the chance to pray together". Providing experiences like these, especially to historically underserved and marginalized children, is what gives sense to the existence of Montgomery as a ministry of the Presbytery of St. Augustine. It was also a tremendous blessing to see our counselors learning to navigate new cultures and practicing the power of love and inclusion.

2. Connecting With The Presbytery Of St. Augustin

We are very grateful for the constant support, help, and assistance we received from the Presbytery of St. Augustine leadership, churches, and ministries. We were bonding in unity as the Montgomery Redemption plan and summer camp went on.

We are thankful for the churches that invited me to present and promote MPCC during Sunday services. As the MPCC Executive Director representing our staff and BOT, I visited the following churches before the first summer camp session.

- Lake City First Presbyterian Church
- St. Andrew's Presbyterian Church
- Faith Presbyterian Church in Melrose

3. NEW COMMUNITY OUTREACH & BUSINESS

- On August 27, I started volunteering for KHHS's trading post, on behalf of Montgomery, as a continuation of the BOOST Camp program.
- Six teens from BOOST Camp Program will attend winter camp, and KHHS is sponsoring these students.
- We will host a team building day for BOOST Camp leadership and KHHS teachers.
- We are creating an after school program, once a week as part of the BOOST program.
- I am assisting Jessie Crowley with a retreat for women leaders in the community, "The B.O.S.S (Beauties' Outdoor Self-Care Sanctuary) Retreat."
- I am also assisting Jessie Crowley with a couples retreat, "Love and Respect"

4. HUMAN RESOURCES

- The Executive Committee approved the raise needed for our Director of Operations, Zach Leopold, to become an exempt employee.
- We ran pre-camp and summer camp without a Program Director or a Summer Camp Coordinator.

- Brittney Gummerman, our Programming Associates for Summer 2021, took on a significant role in leading summer camp 2021.
- We hired 12 summer staff members, including Brittney Gummerman.
- Williams Welch received his certification as Lifeguard, First Aid, CPR, and AED Instructor. He also acquired his boating license.
- A special shoutout to Brittney Gummerman and Hayley Easterday for being elected as the two recipients of the \$1,400.00 Ragsdale Scholarship for 2021. I already notified them about this scholarship.
- I hired a new Director of Maintenance, John Raimer, in collaboration with Suzi Lemen (HR Specialist) and Rebekah Rogers (MPCC Secretary of the board, and member of the property committee). Suzi's company posted the job on their platform. We received 14 resumes, and we interviewed the best two candidates.
- Dr. Jenniffer Bryan committed to volunteer as a nurse for our Winter Camp.
- The Youth Director for Lake City Presbyterian Church, Johnny Brown, committed to being the chaplain for Winter Camp.

5. FINANCES

Some of our summer financial highlights are:

- We received \$15,000 from Keystone Height High Middle and High School to sponsor BOOST Camp.
- A family from First Presbyterian Church in Ocala donated a printer after seeing our request in my report for the Spring Stated Meeting of Presbytery of St. Augustine.
- The support of 20 Churches from the Presbytery of St. Augustine, helping us get the property for Summer Camp. Volunteers and donations made it happen!
- The Summer Camp Sponsorship offered by these 20 Presbyterian Churches for campers that needed it, even if they don't attend a Presbyterian Church.
- Wrote and submitted a fund request with all the needed documents to PILP. We received the funds of \$31,656.03.
- I am working on developing different projects and programs, in order to increase revenue for the rest of this year. I am going to invest more time to create, develop and promote profitable, ministerial, and community programs. Last year's success is evidence of our capability to overcome the challenges that COVID-19 and its variations keep throwing at us, because we serve a faithful God, for a noble cause.
- I am also working with the marketing company to expand our reach to new target markets.
- I am currently reaching out to different ministries, organizations, and individuals to offer new opportunities to bring their events/retreat to us.

6. REDEEMING OUR PROPERTY

Preparing the property for summer camp to bring it back to the glory of its early days took a lot of commitment, dedication, and hard work by our partners, supporters, donations, and volunteers. A great big thank you to all of them.

Main Property Projects Accomplished This Summer:

- Woodhouse by the fire pit was repaired by McIntosh Presbyterian Church

- Front Tree-house phase two repair is completed by McIntosh Presbyterian Church
- The Inn Conference Room is painted (PILP), and the floor has been ordered, and the installation has been contracted
- Gate installation was completed. The installation was donated by Aron Vurgason, Electric and Automation
- Three benches in the Labyrinth have been replaced by Community Presbyterian Church/Jim Simmons
- Cabin Five adoption was exceptionally completed by St. Giles Presbyterian Church
- Curtains for the Inn Room have been replaced by the Presbyterian women from Orange Park Presbyterian Church
- Williams Kitchen set up by Silver Spring Shore Presbyterian Church
- A new sink installed in the main kitchen by Silver Springs Shores Presbyterian Church
- Arts and Crafts store organized and material donated by Rev. Rhonda Cummings
- High Ropes Inspected by Common Ground Adventures
- High and Low Ropes Elements replaced and repaired by Wild World
- High Ropes violations were addressed
- Woods cleared (Waterfront, high ropes, and low ropes) by All American Services
- Gutters restored in 6 cabins by our volunteers Jeanne Biers and DJ
- The giant new water inflatable "Blob" was replaced and installed on Emerald Lake by Frank Williams and Pastor Vinnie Kelso

7. MONTGOMERY STAR CHAMPIONS, SUMMER 2021

We couldn't possibly do all we do without the support and hard work of our volunteers. A great thank you to all those who assisted and volunteered this summer; training our summer staff and in general!!!

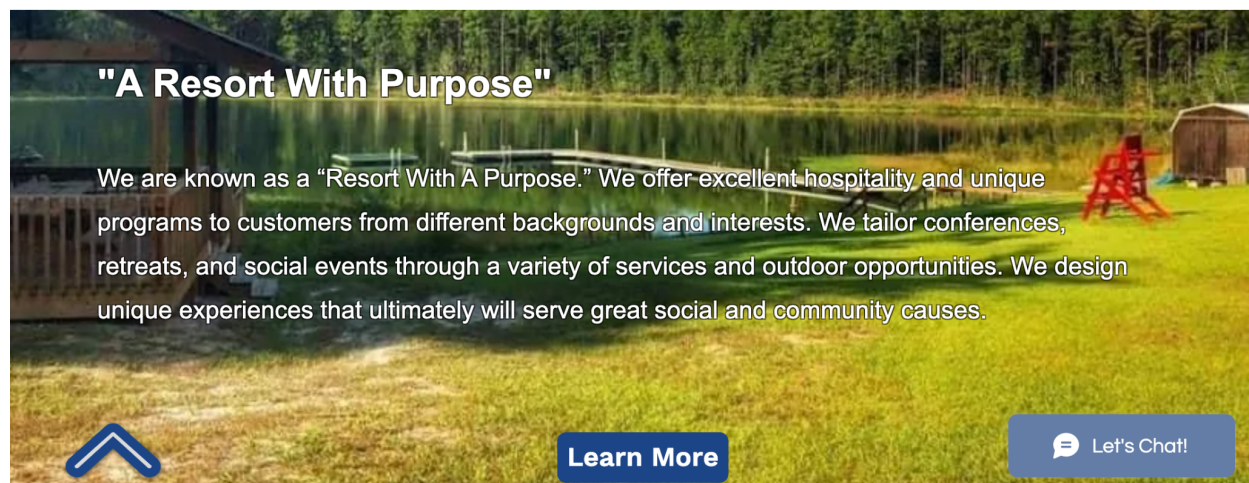
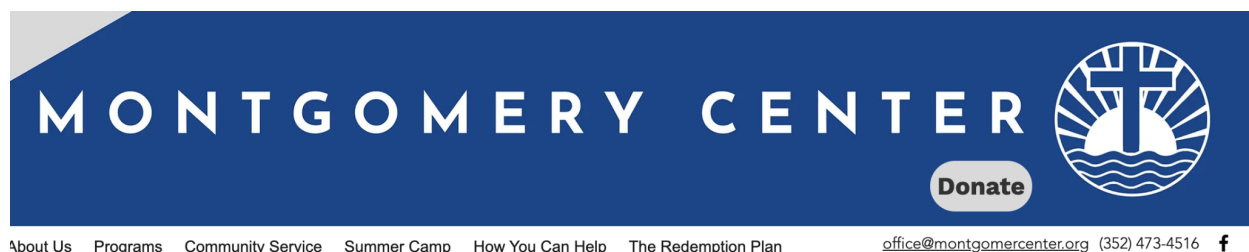
- Suzi Lemen, HR Specialist and part of the Coordinating Council for the Presbytery of St. Augustine, provided the Handbook and Sexual Harassment Training.
- Rev. Dr. Holly Dillon Inglis Ministry and Missions Coordinator at the Presbytery of St. Augustine. How to lead small groups and Bible study. She also helped with writing the Summer Camp Curriculum.
- Rev. Rhonda Cummings, Area 2 Relationships Coordinator for the Presbytery of St. Augustine, wrote the Pastor and Staff curriculum for Summer Camp 2021. She also volunteered as Camp Pastor for three weeks.
- Rev. Alan Cummings from Silver Springs Shores Presbyterian Church. Helped with the writing of the Summer Camp Curriculum.
- Johnny Brown, Youth Director - Lake City Presbyterian Church. Volunteered as a camp Chaplain for two weeks.
- Rev. Walk C Jones, Associate Pastor - First Presbyterian Church Ocala. Volunteered as a camp Pastor for one week. He also produced some fantastic promotional MPCC pictures and videos.

- Jennifer Clark, Board Member and Ruling Elder from First Presbyterian Church of Gainesville. Trained summer staff, "Leadership, Behaviors, Camper Conflicts and Solutions." She helped in many ways during camp sessions.
- Tommy Lane, President of MPCC Board of Trustees. "Knowledge, Wisdom, Understanding. The Same Yet Different" (Message about salvation)
- Dr. Jennifer Bryan, Lake City Presbyterian Church and former MPCC Counselor. Trained staff on RE-discovering Montgomery Treasures. She volunteered as a camp Nurse for three weeks. She also donated decor material, cleaned, and rearranged the infirmary. She helped improve our health services and records.
- Dr. Mary Kathleen Ebener from St. Giles Presbyterian Church. Trained staff on Health, Safety Standards, and COVID Guidelines. She volunteered as a camp Nurse for three weeks. Donated COVID tests and helped improve our health services.
- Marjorie Phillips, from Orange Park Presbyterian Church. Refugee day camp.
- Melanie Mitchell, Youth Champion for Partnership for Strong Families, Inc. and Nicole Ferranti, Family Services Specialist for DCF- Children and Families. Child Protection Policies and Procedures.
- Greg Armagost, Retired Police Officer and GPD School Resource Officer Commander. Certified ALICE. Emergencies Procedures and Active Shooter.
- Michela Daniel, Prevention Specialist at The Hanley Foundation.
- Pastor Vinnie Kelso & Kerry Kelso. Activities with a purpose; "Playing in Jesus Name."
- Britt Gummerman, MPCC Programming Associate: Team Building and Camp Procedures.
- William Welch: Emergency and Safety Procedures. Lifeguard Updated Procedures.
- Youth Mental Health Training: Area Health Education Center
- Common Ground, Mark Lindaay CEO: Ropes Training
- Tina Santillo, Personal Banker, Ameris Bank. Volunteered for BOOST Camp
- Peer Counselors from Keystone Heights Middle and High School: Alexia Brooke Hamm, Mallory Hollingsworth, Emma Claire Givens, Bryce Couey, and Bradley Cole Hamm.
- Frank Bondurant, who is part of the ministry, "In His Wakes". He volunteered for BOOST Camp and one other camp session, with his amazing catamaran and all his equipment for tubing and skiing.
- Chase Avery Maxey: He volunteered as a full-time co-counselor for two weeks of camp.
- Becki and Charles White. Helped with canteen, T-shirt sales, and cleaning for closing ceremonies.
- Mark White: Helped with some maintenance
- 8. Last but positively not least, Jeanne Biers and her son Devin Burrowers (DJ), our CHAMPION Volunteers! They took care of a variety of fundamental tasks. They took the initiative to help us with anything and everything we needed. They picked up garbage from all over the property, fixed gutters, mowed the lawn, picked up branches, helped in the kitchen, cleaned the dining hall, collected and disposed of our recycled waste, fixed the dumpster wheel, and much more.

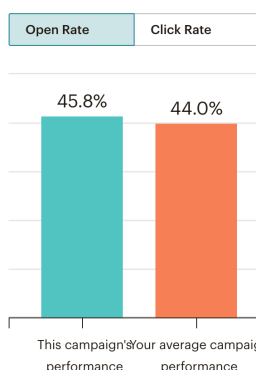
9. MARKETING AND COMMUNICATIONS:

I work with our marketing company on a regular basis, providing material and information for all our marketing projects, visual and written communications, and social media. Due to our personal work relationship and their company's support of the Fixer Upper initiative, the consultant has gone above and beyond the contracted services offering us more than the one contracted project a month donating many extra hours in kind every month. Here is a brief list of the major projects they have supported us with:

- ReEnvision Harmony met with the web designer and had a site map ready based on the Sales Deck they developed.. The website is in process of being built on Wordpress which is a more user-friendly, editable, stable platform and should be completed before the beginning of October. In the meantime they have updated our current website to reflect the updated branding strategy, deleting outdated content and adding our new positioning statement and photography.



- Summer Wrap Up Article: ReEnvision Harmony and Social Equity worked with communication at the Presbytery on writing a summer wrap-up post for the website as the special project for the month.



- Newsletter, "Gold Medal Summer at Montgomery": Additionally, they expanded the stories for a newsletter that went out to our entire mailing list including the new list of parents from

this summer. We increased our mailing list by 123 names. As seen on the graph our open rates were almost 46% which is 20% over average.

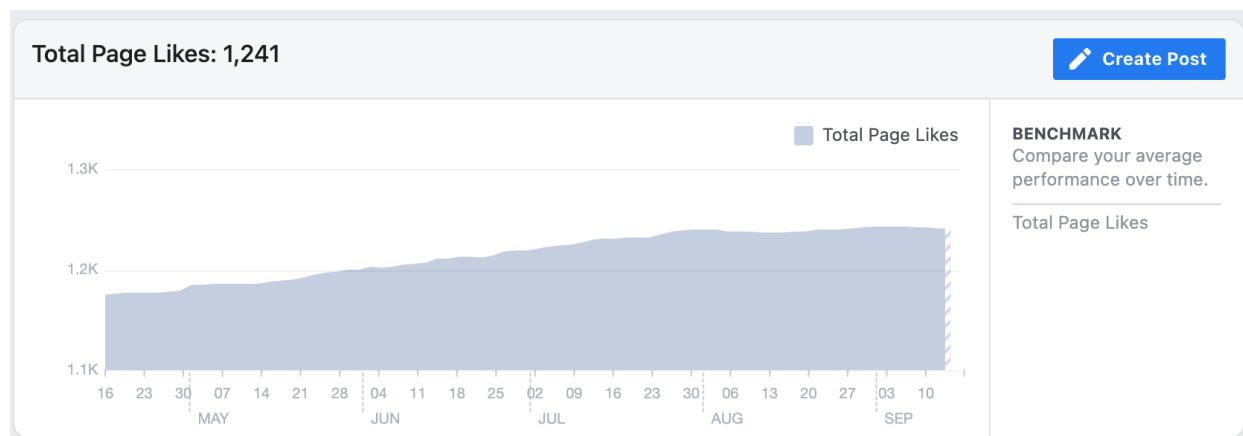
- Gala & Silent Auction, "Christmas Under the Oaks": we worked with the marketing agency to come up with an initial strategy for our Holiday Gala, they sent an initial checklist on the initial steps to ensure we launch the promotional campaign in time for maximum exposure and impressions. They also provided a concept, flyer, and some additional ideas for the event.
- Social Media:
 - Summer Camp: in collaboration with Cassidy, our camp photographer, they developed a visual strategy for summer camp. They came up with the campaign of Takeover Tuesday, where every Tuesday a different counselor takes over our stories on Facebook and Instagram. Each week we see increased engagement through this campaign. They also provided some up-to-date guidelines to ensure the images taken of the kids and youth are culturally sensitive and appropriate for a wider audience and any parents visiting SmugMug.
 - Below you can see some metrics on the successes of all the social media campaigns. ReEnvision Harmony began work on April 15th. Since then there has been an increase in Facebook page likes, Instagram and twitter followers, and increased engagement. Twitter was reactivated.

Facebook Page Likes ⓘ

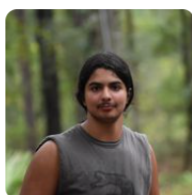
1.2K

Instagram Followers ⓘ

710



Top Performers: Reach

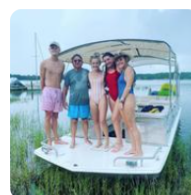


The many faces of Camp ...

Reach ⓘ

1.1K

Facebook Post













We have taught the kids ...

Reach ⓘ

444

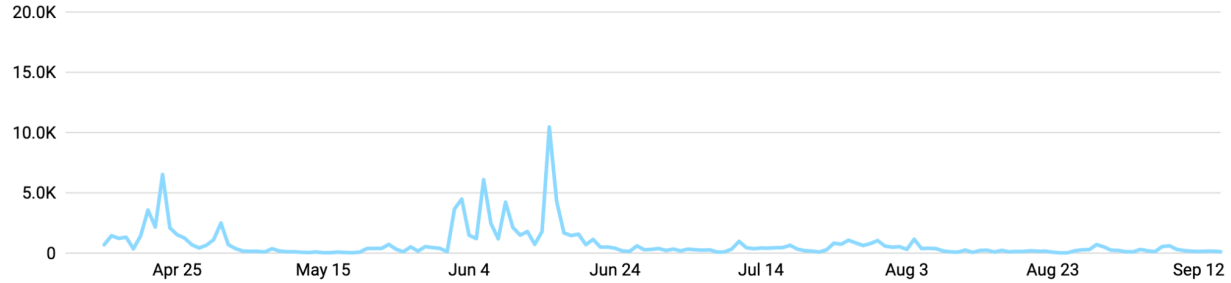
Instagram Post

Recent Content ↕	Type	↓ Reach ↕	↕ Likes and Reactions ↕	↕ Comments ↕	↕ Shares ↕	↕ Results ↕	↕ Cost Per Result ↕	↕ Link Clicks ↕
	The many fac... Wed Aug 4, 5:57...	1.1K	15	0	1	--	--	27
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	Post: "REG I ... Thu Apr 22, 7:32...	950	2	--	0	0	\$0.00	109
	🔪 🍰 CAM ... Fri Jun 11, 9:35...	898	62	5	2	--	--	56
	Buchholz Sen... Wed Jun 9, 7:34...	863	58	1	6	--	--	106

Recent Content ↕	Type	↓ Reach ↕	↕ Likes and Reactions ↕	↕ Comments ↕	↕ Shares ↕	↕ Results ↕	↕ Cost Per Result ↕	↕ Link Clicks ↕
	The many fac... Wed Aug 4, 5:57...	1.1K	15	0	1	--	--	27
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	Buchholz Sen... Wed Jun 9, 7:34...	863	58	1	6	--	--	106
	🔪 🍰 CAM ... Wed Jun 2, 10:3...	660	48	2	1	--	--	23

Facebook Page Reach ⓘ

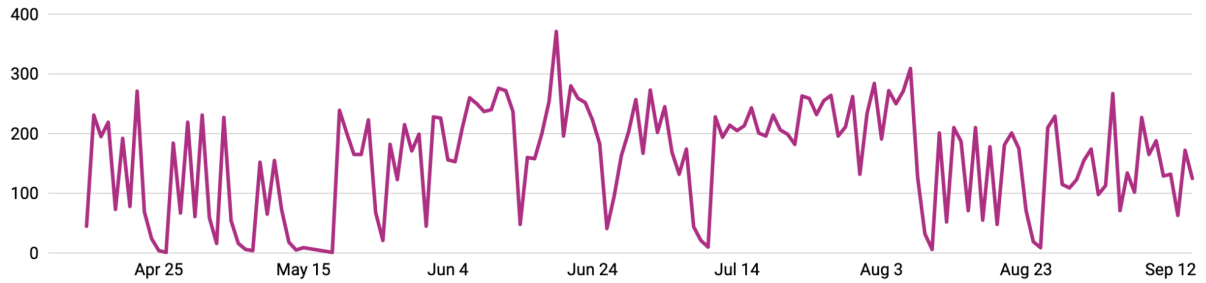
51,517 ↑ 439.1%



Facebook Page Reach ⓘ

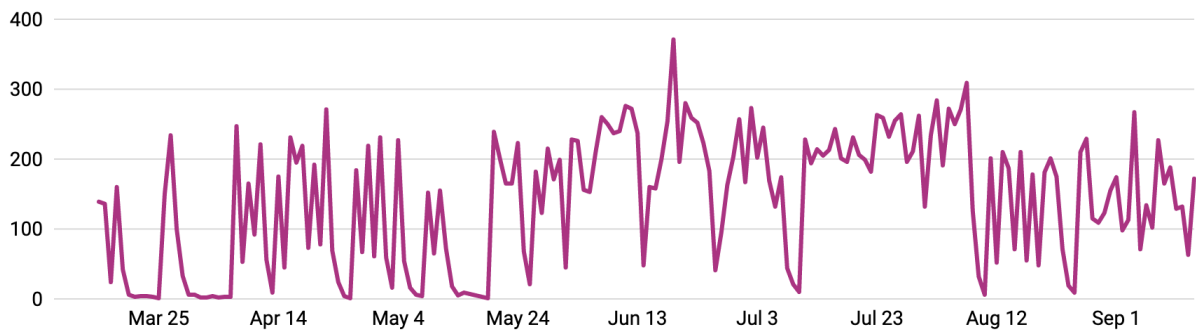
Instagram Reach ⓘ

1,556 ↑ 74.8%



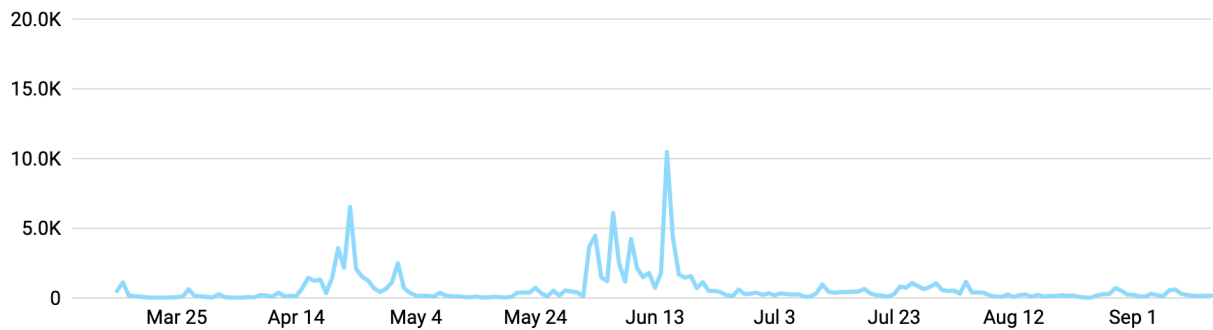
Instagram Reach ⓘ

1,599 ↑ 78.1%



Facebook Page Reach ⓘ

52,690 ↑ 326.2%



Results

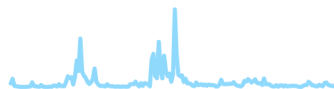
Paid Reach ⓘ

4,311 ↑ 19.1%



Facebook Page Reach ⓘ

52,690 ↑ 326.2%

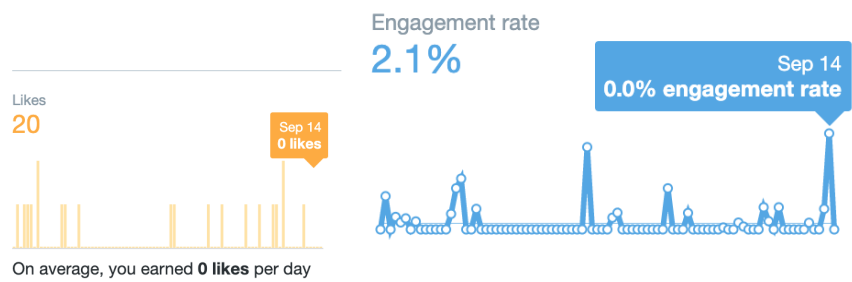


Instagram Reach ⓘ

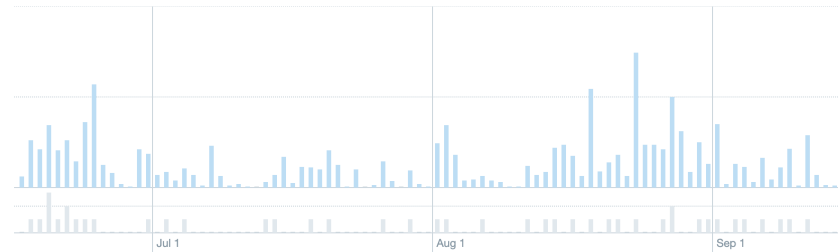
1,599 ↑ 78.1%



[See Results Report](#)



Your Tweets earned **2.5K impressions** over this **91 day** period



Blessings!

Monica Williams

Executive Director