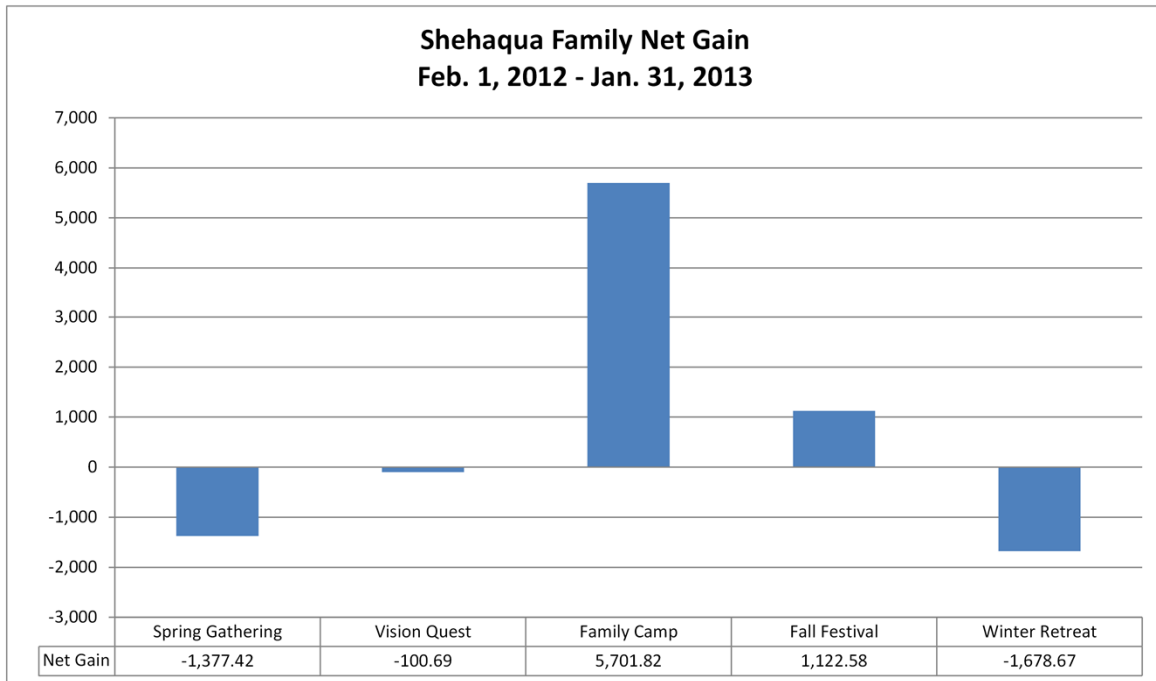


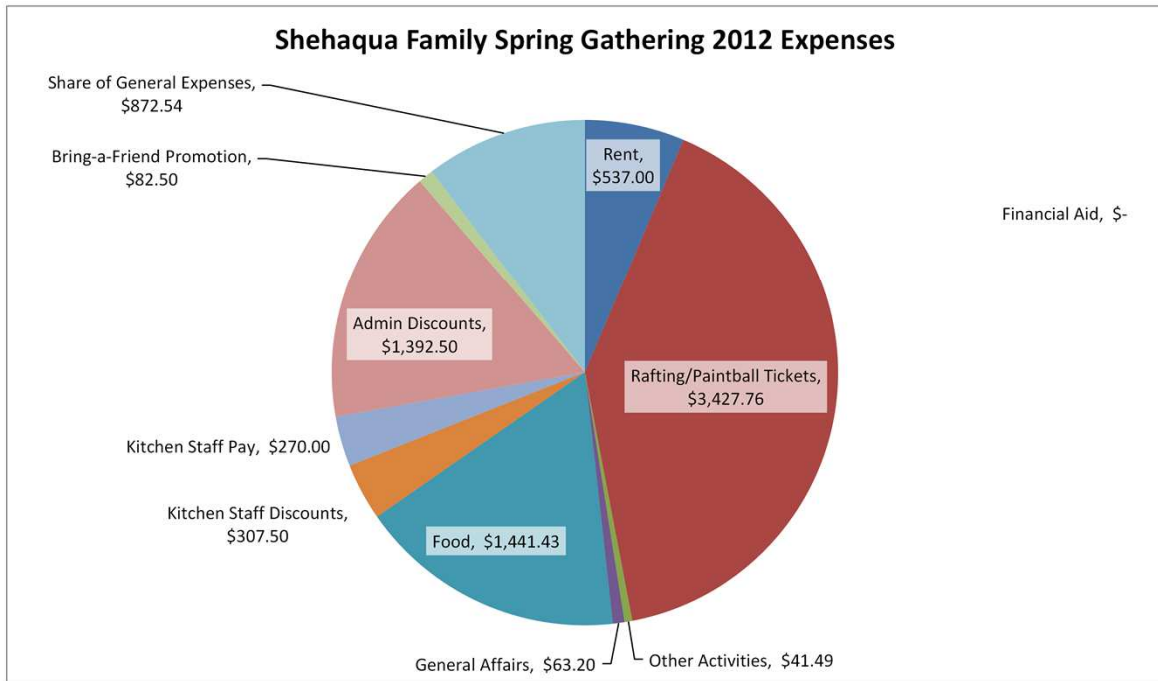
Program Performance



Shehaqua’s reputation grew out of the success of our unique “family camp” model of education and community. But we have grown and now have programs that run year-round. The programs of our non-profit organization have always been 100% self-funded. We have always been an entrepreneurial organization and yet we have always been fiscally prudent and transparent in how we spend the money to run our programs. One of the cornerstones of our success has been to create clear roles or job descriptions for all our participants. We expect that each person will have a volunteer role. This lowers our expenses, but more importantly creates a real, living community of faith. Everyone contributes and volunteers in some way.



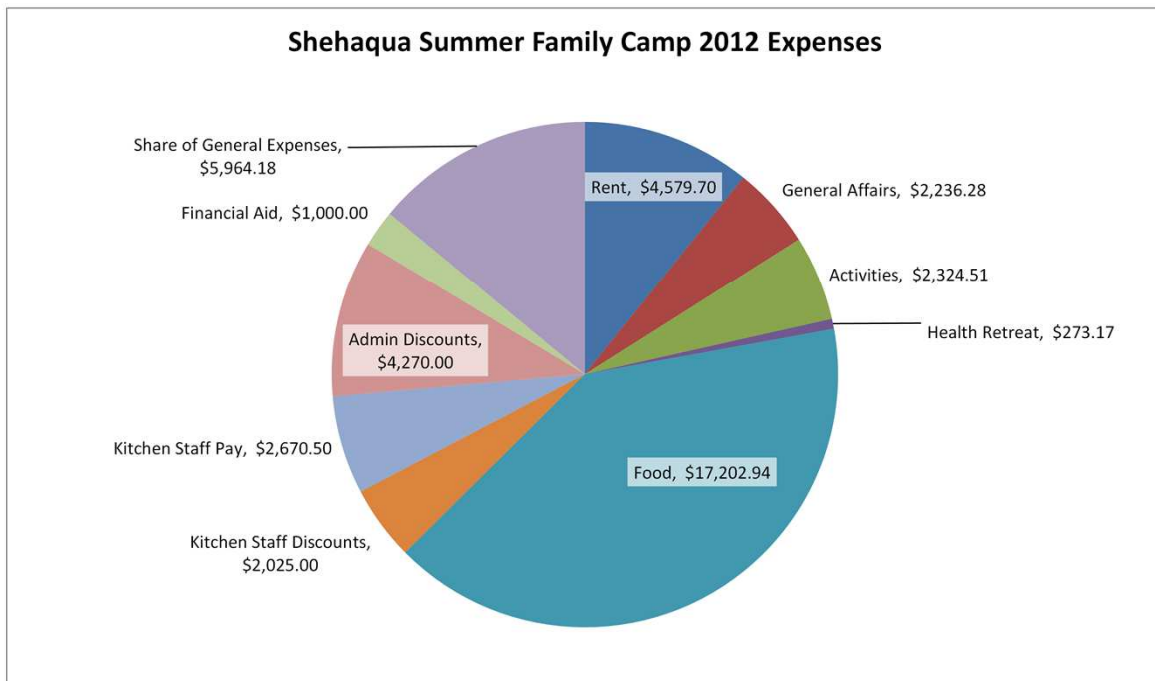
Spring Gathering



The Spring Gathering is an outdoors, adventure-oriented program that has for the past few years focused on young adults. It has involved rafting and paint-balling, but—as with all our programs—it comes with an internal or educational component. This year, the program lost some money, mostly due high costs of the programs we participated in. Luckily, we have a lean and efficient operation and so can absorb these costs. We are looking at ways to make this program pay for itself.



Family Camp

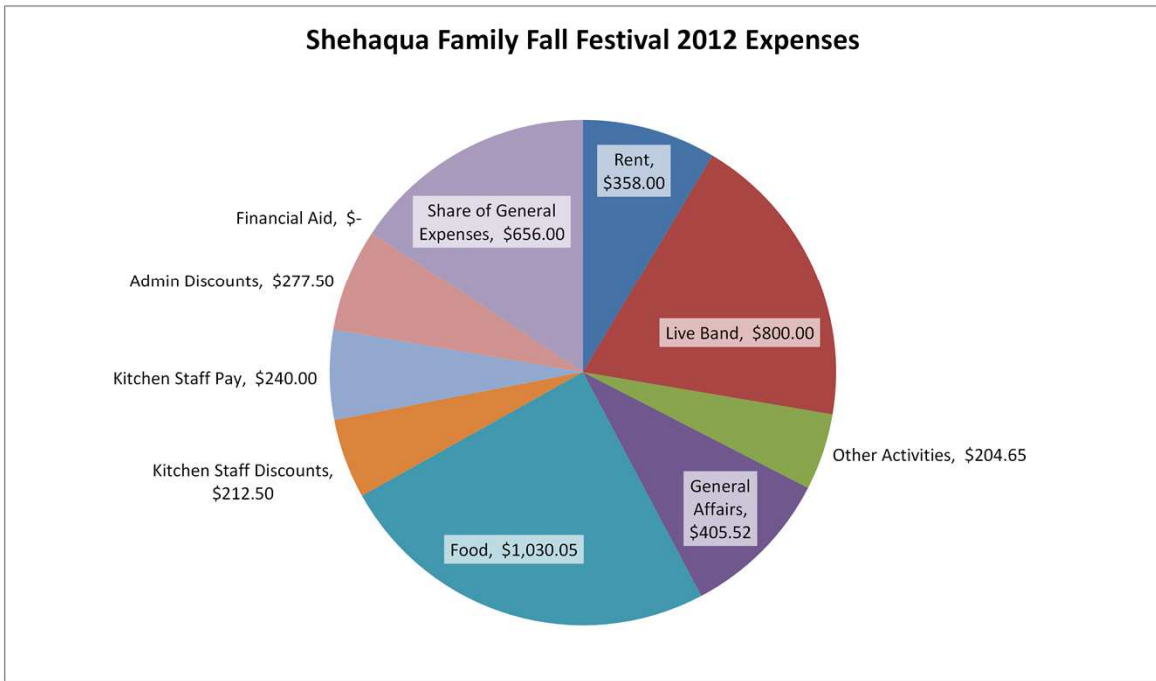


Families are at the center of our ministry. Our camp has always been unique in that the expectation is for the entire family to attend. This program—now going into its 19th year—is in the midst of a revival and re-start in many ways. Many of the founding families’ children are now grown up, and some have families of their own. They are now returning to camp, and, like other young families, are finding out about the unique vision and experience of “family camp.”

Because the rent of our facilities from the State of Pennsylvania are so inexpensive, we are able to keep our costs low. The only paid staff we have is out kitchen staff. We do provide administrative discounts to people who take roles and positions that involve significant time investments before and/or after camp. A kind of “sweat equity” for all practical purposes, and it means that those with the greatest investment in time and involvement pay a little less. This builds community as well, and since we are not paying salaries and high facility costs, we can pass the savings onto the participants. We also provide financial aid to families who cannot pay the full camp fees. We have always been able to help those in financially difficult circumstances.



Fall Festival



The Fall Festival has grown rapidly in the last 3 years, due in large part to the fun, live music and square dancing combined with stellar food. Participants experience a wonderful time in the beautiful Pocono mountains with fun outdoor activities like candle making and log tossing. This program has the ability to grow and to increase in profitability.



Winter Retreat



This program has grown from a traditional God’s Day program with a small workshop for kids to a large annual retreat for all ages and a huge New Year’s Day celebration. We rent a camp from the United Methodist church which has all the facilities we need. We are looking at ways to make this program break even.



General Expenses Feb. 1, 2012 - Jan. 31, 2013

Description	Expenses	Revenues	Net Gain
Meetings – Food, rooms, student travel expenses	1,546.34		
Rental of year-round storage for equipment	1,080.00		
Website			
Web hosting (4 quarters: 3/1/2012 - 2/28/2013)	239.40		
Domain name registration for 9 years	711.00		
Professional accountant's fee for filing taxes	241.44		
Merchant account for credit card processing & bank service charges	1,708.03		
Advertising – Net advertising expenses: 820.25			
Video contest prizes	350.00		
Promotional card handouts (2,500 + 1,000)	350.57		
T-shirt contest prizes	200.00		
T-shirts (83)	601.40		
T-shirt sales (72)		720.00	
Quiz prize (How Well Do You Know Shehaqua - on Facebook)	20.00		
Poster printing (4 posters)	18.28		
Capital Improvements – Total capital improvement expenses: 1,405.24			
Used sound system	250.00		
Projector	481.49		
Used wireless microphone system	150.00		
Freezer & fridge for Camp Shehaqua	523.75		
Miscellaneous – Total miscellaneous expenses: 524.64			
Mugs (400)	465.00		
Paper & Postage	59.64		
Donation for PA youth ministry	1,200.00		
Total	8,650.00	720.00	-7,930.00

The general expenses are costs that are not specific to one program, but support all programs. They include items like mugs, website and advertising. Capital improvements are for items that will last for several years or more. Meeting expenses enable face-to-face planning sessions. We have found that holding two face-to-face meetings a year allows for more direct discussion among the main staff and improves communication.

Note that the domain name registration will not be needed for another 8 years. Also, we have not bought songbooks this year, but we will need to print new ones in 2 years at the latest. The songbooks, printed at a large quantity to make them more economical, typically cost \$2,800.

