



**DREAM  
GROW  
EXPLORE**



**2018 | CAMP CORY  
IMPACT REPORT**

**YMCA OF GREATER ROCHESTER**



## Message from Michele Rowcliffe

YMCA of Greater Rochester  
Vice President – Camping Services

I began last year's Impact Report with the phrase, "Yesterday, Today, Tomorrow," and I still find it extremely fitting as the planning calendar keeps bringing us closer to celebrating our Centennial Anniversary in 2021. What an amazing story Camp Cory has to share, and I am so fortunate to have been part of this history for the last 20 years.

I am thrilled to report that 2018 was our most successful season yet. While we have entered the era of waitlists for our overnight camping program, we were able to double the capacity of our Day Camp program with the addition of our new Farmstead Day Camp property. The new space offers our young Day Campers a sense of belonging and the Overnight Camp has an additional area for evening program, all while preserving the integrity and relaxed feel of Cory. We have also utilized this fantastic property for off-season purposes. The Farmstead Day Camp property underscores the potential of Cory in youth development and community engagement. It has arrived at a time when enrollment is booming and Day Campers are beginning to transition into the overnight program.

Our Centennial Capital Campaign continues to thrive, and our goal of reaching \$5M in the next year is at our fingertips. I want to ensure Camp Cory's future, both as a top-notch facility and program, to be sustainable and successful for the next 100 years. Our master plan is coming to life, and the results are already astonishing. If you'd like to learn more, please visit [campcory.org/donate/centennial-master-plan/](http://campcory.org/donate/centennial-master-plan/)

Construction will begin this fall on our new Leadership Village, as well as the expansion of the Mangurian Dining Hall to accommodate the increase in overnight campers. CITs will have a new designated home for specialized training, group work and socialization. This construction will open-up much needed beds for campers on our waiting lists, offering the Camp Cory experience to more overnight children. The CIT program is one of Cory's most successful programs.

I am elated to announce a Cabin Rededication initiative, offering alumni and families an opportunity to leave a legacy on a place they love. This initiative will help improve camp's infrastructure and create facilities that will endure yet another 100 years. Please consider this alumni-focused initiative, as it is so very important to our progress toward our Camp Cory Centennial and beyond.

Thank you to the hundreds of alumni, families, donors, community members and friends who have shared their personal time and stories with me this past year. I encourage all to reach out, **visit camp**, stay involved and share your stories of Camp Cory memories and magic!

*Michele Rowcliffe*  
Michele

## MISSION STATEMENT

The YMCA of Greater Rochester is a charitable association of members that seeks to place Christian principles into practice through its programs for the community to build a healthy spirit, mind, and body for all.

## CENTENNIAL CAPITAL CAMPAIGN

We are incredibly grateful for the many early supporters of the Centennial Capital Campaign who have ignited our efforts and brought us to over 66% of our \$5M goal!

Visit [campcory.org/donate/centennial-master-plan/](http://campcory.org/donate/centennial-master-plan/) to see the most up-to-date list of our very generous donors.

*Don't miss this  
once-in-a-generation opportunity  
to invest in Camp Cory's future.*

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# YOUTH DEVELOPMENT

This page features actual camper and parent quotes from July – August of 2018. They speak of a strong sense of belonging, self-confidence and sense of personal independence. We ask campers to write these in anonymity. They came from children who received some degree of financial aid. Though these quotes may seem trivial, please read them with the perspective of a child whose family requires financial assistance.

## What does going to Camp Cory mean to you?

“ I really enjoyed my experience there and I do not think they have to change anything for me to feel more included. ”

“ It was the 1st time I could be on my own and experience what it means to depend on myself. For example, to take a shower when I needed and to get to my classes on time. ”

“ I like going to camp because of the confidence surrounding me. My favorite memory would be the first day I got there and Taco Night – but every day was the best memory I'd had at Camp Cory. ”

“ The thing that I like about going to Camp Cory is everything was very fun. I got to do different things and meet different people. ”

“ One thing I like about going to camp is all the activities we do and all the new friends I make. Also I like that Camp Cory lets you choose your schedule. ”

“ I liked going to camp! My favorite memory was gathering at the Thunderbird and eating together in the dining hall. ”

“ I like the activities we did—but the food was SO GREAT! The best memory was the last day, when I had given everyone my number. ”

“ Best 6 days of our lives!!! ”

## SOCIAL RESPONSIBILITY

The Camp Cory experience mobilizes and enhances the family situation, as well. The relief that a parent feels when their children have access to the tools of personal empowerment broadens the family experience significantly. Parents can see a positive difference in how their children perceive the world around them and their possibilities within it. Stronger, self-confident children return to their homes, elevating the capability of the family unit.

## As a parent, how did Camp Cory make you feel?

“ LOVE LOVE LOVE. They've been singing camp songs everywhere we go!!! ”

“ My two children loved their counselors, all activities and programs. They have not stopped singing and talking about camp since we left. ”

“ I'm thankful for the counselors because they make all the difference in the world. They did a great job making a connection with my son. ”

“ Wonderful and fun. She has never laughed so much. She said it was really cool that some of the counselors were from other countries. ”

“ They had so much fun and cried when we picked them up. They didn't wanna leave and that means a whole lot. ”

# HEALTHY LIVING

Self-Esteem

Teamwork

Sense of Achievement and Belonging

Lifelong Meaningful Memories

Confidence

Healthy Food Options

Friendships and Connection

No Phone in Hand  
Tech-free environment

Development of Life-Long Physical Hobbies

Quality Social Interaction

Connection to Nature

Studies show increased time in Nature may impact one's health including a healthier immune system, lower blood pressure and stress levels, increased focus and energy, and improvements in mood and sleep quality.

Increased Responsibility  
through chores and a focus on respect for the natural environment

Standing on Own Two Feet  
(Independence)

Camp Cory is an essential component to a child's physical and mental health.



## DAILY FACTS:

Tween average screen time per day

(Forbes)

6

hours per day

Parents average screen time — social and work

(Common Sense Media)

9+

hours per day

9  
hours per day

Teen average screen time per day, not including school work

(Forbes)

1  
hour per day

Minimal time that children need to spend with high-level aerobic activity

(Cleveland Clinic)



# PROGRAM PARTICIPANT INFO

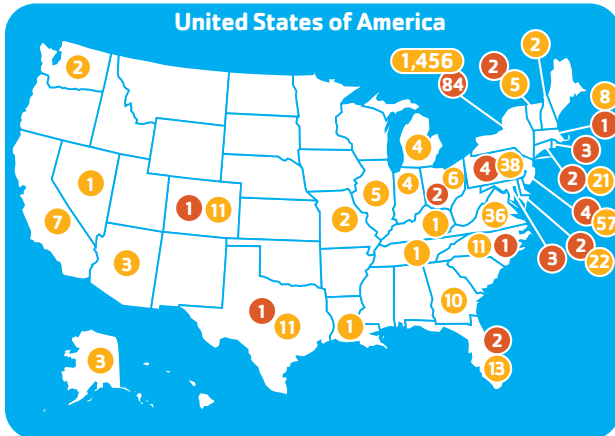
## TOTAL CAMPERS PER VILLAGE

- 83 Memorial Day Family Camp
- 76 Spring Women's Weekend
- 27 Certification Courses
- 51 End of Summer Family Camp
- 63 Labor Day Family Camp
- 66 Fall Women's Weekend
- 21 Daddy & Me Weekend
- 32 Teen Sailing Weekend



## STAFF & CAMPERS BY LOCATION

● Staff (14 States, 10 Countries) ● Campers (25 States, 9 Countries)



### Other Countries

Brazil	2	2
Canada	0	3
Colombia	6	0
Dominican Republic	1	0
Finland	0	1
France	6	0
Germany	1	1
Italy	1	0
Mexico	1	0
Paraguay	1	0
Poland	1	0
Russia	0	2
Spain	6	18
United Kingdom	10	8



# FINANCIALS



Overnight Camp	\$1,450,636
Contributions	\$192,760
Non Member Fees & Store Sales	\$87,827
Day Camp	\$155,455
Family and Adult Camps	\$59,656
Rentals	\$106,731



Market value for Camp Cory gifts to the endowment	\$968,124
Total market value of YMCA of Greater Rochester Association Endowment	\$20,176,000

\*As of March 31, 2019 (End of fiscal year 2018)

Professional Fees	\$660,088
Utilities/Occupancy	\$275,886
Promotions and Supplies/Equipment	\$321,396



Training/Travel/Meetings/other	\$21,204
Personnel	\$666,088

Overnight Camp	\$151,372
School Groups	\$3,000
Family/Adult Camp	\$1,005
Day Camp	\$13,883



Pie charts represent estimates of the major categories of revenue and expenses for Camp Cory – year end March 31, 2019 – unaudited.

**57**

Participants

**Sigma Chi & Sigma Nu**

Camp Cory hosted several events for these fraternity chapters. Sigma Chi and Sigma Nu chapters from local colleges join us in the spring and fall, for weekends of education and bonding within their groups, fostering their principle of lifelong friendships.

**70**

Participants

**Choir Camp**

For more than 30 years, a group of churches from the Rochester area have been coming to Camp Cory during one of the final weeks of August for "Sounds of Cory"—their four-day choir camp. The campers immerse themselves in music along the beautiful shores of Keuka Lake and offer their children a wonderful camp experience with the help of Camp Cory staff. Participating churches include Third Presbyterian Church, Bethlehem Lutheran Church, Christ Church Episcopal and St. Thomas Episcopal.

**32**

Participants

**Girl Scouts Troop 90 and Troop 40206**

Different troops join us annually and bi-annually providing their members opportunities to earn badges, while fostering leadership growth to lead with courage, confidence, and character to make their communities and the world a better place.

**110**

Participants

**Tourette Syndrome Association of Greater New York State**

An affiliate chapter of the national Tourette Syndrome Association, Inc. TSA, Inc. is a national voluntary health organization dedicated to identifying the cause, finding the cure and controlling the effects of TS. Camp Cory is honored to host "Tic"apalooza – a camp for children with TS every summer since 2009.

**200**

Participants

**Arc of Yates County**

Arc of Yates is a non-profit organization that serves adults, seniors, and children with disabilities throughout Yates and surrounding Counties. With a focus on key values of integrity, diversity, results, quality, and respect, Arc of Yates is poised to help individuals with developmental disabilities achieve their maximum potential for independence and inclusion in the community.

**17**

Participants

**Cornell Women's Resource Center**

Two  
New  
Non-  
Profits!

**25**

Participants

**UR Medicine OBGYN****SCHOOLS****835**

Participants

**Webster Thomas High School, Eugenio Maria de Hostos Charter School Teacher Retreat, Eugenio Maria de Hostos Charter School 7<sup>th</sup> & 8<sup>th</sup> Graders, Penn Yan Elementary School, Penn Yan Middle School, Wilson Outdoor School, and Dundee Elementary School** These schools currently provide their students a safe, fun environment for celebration their school years, participating in Camp Cory's activity areas, while enjoying the beauty of Keuka Lake.

**150**

Participants

**World of Inquiry School #58 Grades 7 and 8**

Rochester City School District's #58 school, is an expeditionary learning school that educates grades K through 12 in an Outward Bound pedagogy. The school motto is, **We are Crew, Not Passengers**, which makes it a perfect fit for a partnership with YMCA Camp Cory. Currently, seventh and eighth graders spend three days each fall at Camp Cory doing team building activities and introducing city students to camp life. Recently, families have joined in the fun in our annual Fall Family Camp. Camp Cory activities are on offer in addition to activities that bring together parents and children with staff to relax and reflect on the benefits of engaging one another in nature.

**128**

Participants

**Sports Team Retreats:**

**Webster Thomas Football, Penfield Volleyball, Penfield**

**Lacrosse** Sports teams get the opportunity to come to Camp Cory to focus on the elements of being a strong team before the beginning of their seasons.



12

Participants

**Alfred State Resident Life**

Gathering of Resident Life staff to help them focus on helping the student population of Alfred State University.

28

Participants

**Wayne Finger Lakes BOCES Vintage Cory Truck project**

Vintage 40's truck static display at Farmstead, building in original 1940's YMCA Camp Lawrence Cory colors.

61

Participants

**Yates County Chamber Business After Hours Event**

Social gathering of key business and philanthropy leadership in Yates County.

34

Participants

**Y Staff Culture Club**

New YMCA Full-Time Staff instructed by Leadership Team in what it means to work for a mission-driven organization.

120

Participants

**Association Leadership Staff Retreat**

Every Fall, the YMCA of Greater Rochester leadership staff come to camp for a day long experience to rejuvenate, learn, and have fun as a team.

115

Participants

**Barn Ribbon Cutting**

June 6 gathering of Y Association and Donors to celebrate the Farmstead Building, Outdoor Pavilion and Archery Range.

41

Participants

**Alumni Cabin Users**

Alumni are encouraged to stay spend a day and night with us to see Cory in motion.



**Community Relationships**



**RETREATS**

**FACILITY RENTALS**

**SERVICES**



Camp Cory provides groups an exciting and unique venue to hold a picnic, team building day, family reunion or banquet, on the shores of beautiful Keuka Lake!

**Participants**

**25** Father and Child Retreat

**90** World of Inquiry School Family Camp

**7** Majjgren Alumni

**2,743**

emails received

**875**

replies sent

**Bunk1**

Camp utilizes Bunk1's email services to help campers and family stay connected while at Camp. Bunk Notes and Bunk Replies allow parents and campers to send emails to each other through these services. Letters are stored on a secure server and then automatically sent to Camp daily.



# 2018 Camp Cory Donor List

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241

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PROJECT  
241

## Annual Campaign

We feel everyone deserves the opportunity to experience the magic of Cory! Project 241 is our promise to our community to ensure all the incredible experience of overnight camp, regardless of financial means. Supporting Project 241 gives every camper the opportunity to challenge themselves in a nurturing safe environment where they can reach new levels of achievement and self confidence, while fostering positive relationships and healthy lifestyles.



**YMCA OF GREATER ROCHESTER**  
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