

# '23 ANNUAL REPORT Heartland Camps & Retreat Center



## **Mission**

In response to the good news of Jesus Christ, Heartland Camps and Retreat Center provides hospitality and programming in a natural setting for individuals, families, churches, and the community.

## **Vision**

To be the camp and retreat center of choice in the heartland, an oasis for growth and renewal of body, heart, mind, and spirit for all people as God's children.

## A WORD FROM EXECUTIVE DIRECTOR, DAN SCHENEMAN

There is so much we want to share with you about God's ministry at Heartland Camps and Retreat Center. Through this Annual Report, you'll learn about the thousands of campers we served, the retreat groups who call Heartland home, the amazing support you provided, how we did financially, and what we have to look forward to. Above all, there is one thing we don't want you to miss in the details: it all points back to The Body of Christ.

Our camping program is about welcoming every camper as a child of God so they may know that they belong to and have purpose in the Body of Christ. Our retreat ministry exists so groups of all kinds can get away from distractions and have a space to listen to God as they renew, refresh, and prepare for their work as the hands and feet of Jesus Christ in our world. For 68 years, this understanding has and will continue to guide and direct this ministry. There is no greater calling or purpose, and I am humbled and honored to invite you to join all of us at Heartland as we do our best to answer the Holy Spirit's call to be the Body of Christ together in 2024.



**Year Round  
Staff Updates**

**Rich Swartwood**  
Director of Fund Development  
May 2023

**RJ Wheeler**  
Hospitality Associate  
September 2023

# RESPIRE FOR RETREAT GROUPS



## 2023 RETREAT GROUP STATS

**219**  
RETREAT GROUPS

**7,843**  
RETREAT GUESTS

**15,460**  
GUEST NIGHTS

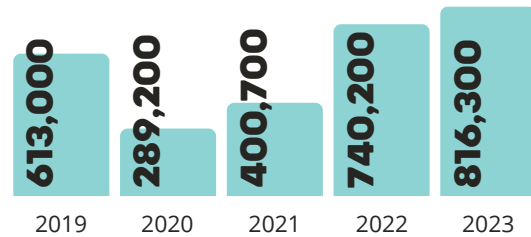
“Every member of our group expressed appreciation for the excellent accommodations, the food service, the beauty of the campus, and especially the graciousness and helpfulness of the staff.”

What a great year for the Retreat Center! We're so grateful for the retreat groups that call Heartland home and allow us to be a small part of their ministry work.

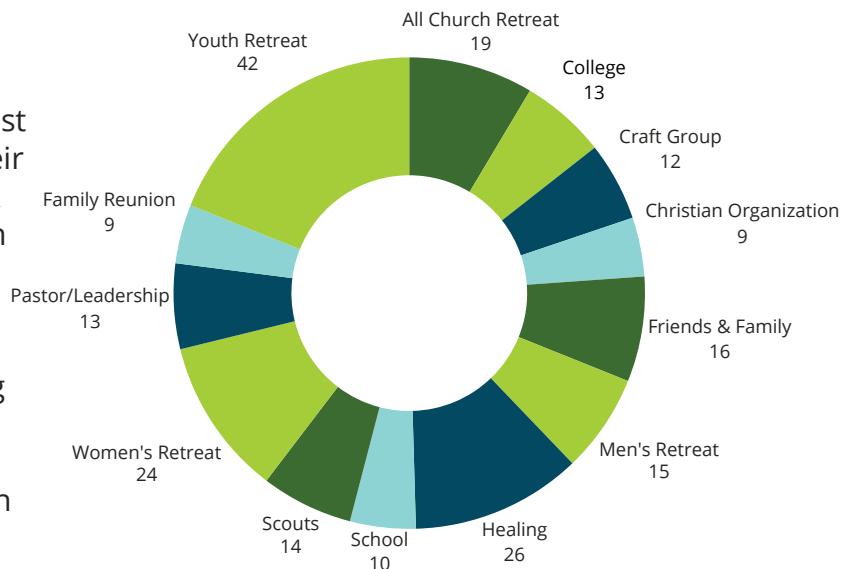
We'd like to highlight three special ministry partners. We welcomed Camp Encourage, a camp for youth with autism, for their first camp sessions at Heartland. It's been a beautiful partnership thus far and we can't wait to have them back in 2024. We also continued our partnership with The Battle Within, a group serving veterans and first responders. The Battle Within built a new labyrinth, fire ring, and leap of faith this past year, and we are in conversation about their future growth at Heartland. Lastly, we look forward to continuing our partnership with Kansas City Tres Dias as we host their first youth program this year.

We can't wait for groups to begin returning this spring as we continue to be a safe and welcoming place for guests to make meaningful connections with God and each other.

## Retreat Income by Year



## Types of Retreat Groups



# HEARTLAND CAMPS: WHERE KIDS BELONG

This year, I was reminded more than ever just how important God's ministry is for our campers. I can recall countless stories of God's impact in this place. A camper who came doubting their faith spent a week with a caring counselor who listened and asked them questions. By the end of the week, the camper was excited to keep learning about God as they returned home. A camper who was struggling to understand their parents' recent divorce had a place to be away, to play and be distracted, and to slow down and share with trusted counselors. A first-time camper went home after a week of camp to experience the loss of her grandfather. The lessons learned at camp helped her have hope in the grief. A camper whose family had just moved to Kansas City decided to come to camp on a whim and loved her family group and the friends she made. Even better, as she got on the bus for her first day at a new school last fall, one of her camp friends was on the bus, giving her a friend and a sense of familiarity in a new place.

What's amazing is that we didn't necessarily set out to do any of those things. We aren't experts in grief or divorce. Camp friends aren't often in the same zip code, much less on the same school bus. We certainly don't hope for our campers to be struggling with doubts in their faith.

But in all of these stories, what campers needed was the love of Christ. They needed the radical inclusion and belonging of the body of Christ. They needed the joy, play, and relationships that come from a week of camp. They needed God to move and move God did.

-Jared Briscoe, Program Coordinator



## New Last Summer

**All Summer Adventure:** a ten week camp-style childcare

**Heartland Sign Legacy:** extra large wooden letters that overnight campers sign

**All Camp Worship:** all group worship time after camp games and cheers

**Day Camp Check-In:** improved experience for campers and parents

**Drop-Off & Pick-Up:** black out times to minimize disruptions

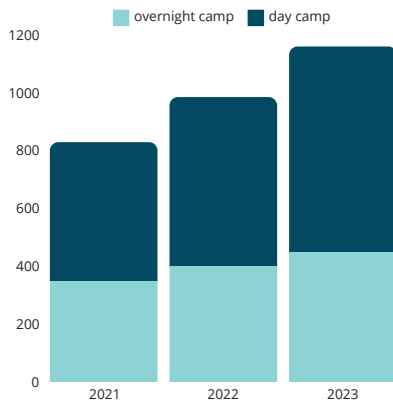
**Onsite Staff Training:** all overnight, day, and traveling camp staff trained at the same time for greater unity

**Camp Store:** overnight campers were given \$25 to spend on sweet Heartland swag

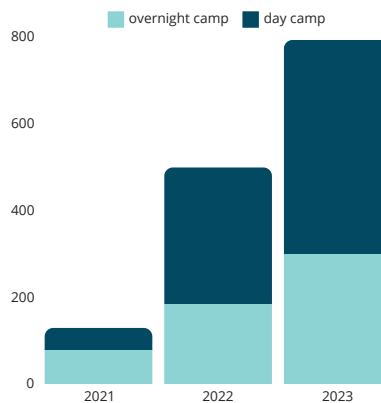


# 2023 Camp Stats

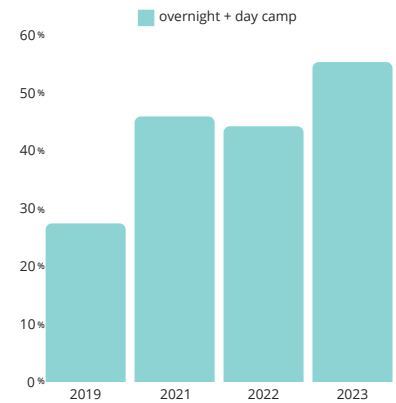
## Camper Numbers



## Early Registration



## Camper Referrals



**\$283,800** in subsidies from general donations → **to** **all overnight campers**  
**\$7,942** in additional camper scholarships → **to** **38 campers** (that's every request!)  
**66 joy-filled summer staff** → **served** **2,260 campers** (450 overnight + 710 day + 1,100 traveling!)

## Year Round Program Staff Updates

After 20 years, Debbie Raines retired as Camp Registrar. She still makes her way around the office to volunteer, though!

Christelle Porter was hired as our new Camp Registrar and Activities Director. The Program Department has enjoyed serving with her as she's made the roles her own!

Jared Briscoe was promoted to Program Coordinator to help organize and lead the Program Department.

A new seasonal position of a Summer Program Director was created, with the focus of overnight camp. Nick Elkins (a four-year summer staffer) has been hired for this new role.

Racquel Reekie was hired as the new Day Camp and Recruitment Director as Jessica Briscoe transitions to being a full-time mom. We are grateful for Jessica's two years of service in that role and are very excited for Racquel to pick up where she left off. Racquel was a two-year leadership summer staffer.

# GOALS

- Hire 71 summer staff
- Expand overnight & day camper spots by 15%
- Continue to raise the standard of our programs
- Expand All Summer Adventure by one family group



# YOUR DONATIONS MAKE A DIFFERENCE!

## 2023 Donation Stats

**267** donors

**\$283,800** donated toward the mission

**111** donors giving 3+ consecutive years

**75** new donors giving a total of \$30,000

**32** monthly & quarterly donors giving a total of \$25,000

**\$30,700** total in-kind donations

**\$89,000** increase in donations from 2022 to 2023

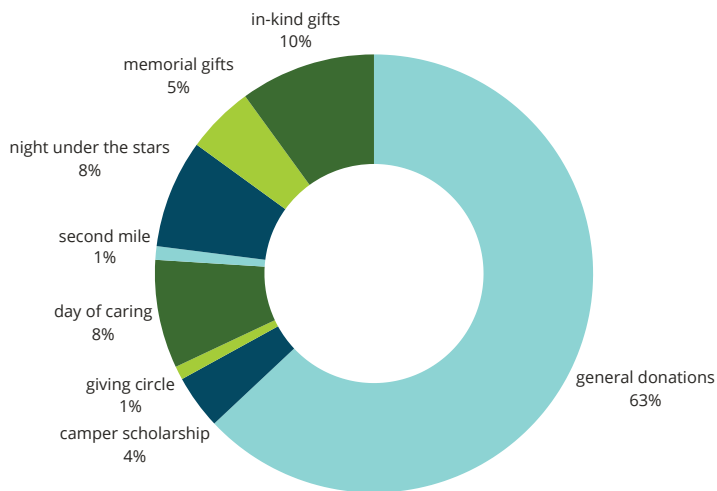


## Thank You, Presbyteries & Congregations!

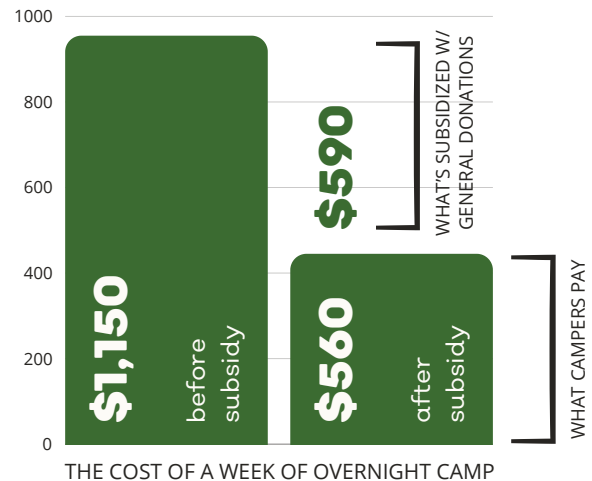
We have so much to be thankful for at Heartland Camps & Retreat Center. Heartland Presbytery and Presbytery of Northern Kansas have given to Heartland as part of their mission support. Additionally, we received almost \$9,000 from 13 congregations through our Second Mile program.

We would like to express our sincere gratitude to congregations who have closed but have thought of Heartland to leave a lasting gift in memory of their congregation. We are especially grateful to First Presbyterian of North Kansas City and First Presbyterian Church of Paola, who generously donated over \$12,000 worth of furnishings and supplies. We would also like to thank Pleasant Hill Presbyterian Church for their very generous donation of \$10,000 that will be used to finish the renovation of the stairs between the Bell Garden and Pete's Cabin.

## Donation Sources



## Cost of Camp



## A Look Ahead

As we enter our 67th year of faith formation and mission outreach at Heartland Camps and Retreat Center, we continue to grow and work with our ministry partners to improve our programs. One of the ways we do this is by intentionally keeping the cost of overnight camp low for families. A week of overnight camp at Heartland would typically cost \$1,150, but we subsidize that amount by 50% and charge \$560. Additionally, we plan to add extra staff this summer in order to make room for 250 more campers and hopefully accommodate our growing waitlist. In order to increase camp's capacity in this way, we're looking for an additional \$100,000 in funding, camper scholarships, and camp subsidies.

New in 2024 is our Legacy Program, which encourages individuals to include Heartland in their estate plans. Our website will provide access to various free online tools, such as a form for reporting a gift intention to Heartland, a free Last Will & Testament creation tool, a Charitable IRA request form for your investment broker, and other resources.

Lastly, our first micro-fundraiser, Neigh Days, will take place April 8-12. Our goal is to raise \$8,000 in order to add two horses to the herd, renovate the fences and pastures, and upgrade the coral. There will be more opportunities to support our ministry, so stay tuned!

## 2024 Heartland Events

**MARCH 30**  
TLC DAY

**MAY 11**  
6K TRAIL RUN

**JUNE 2**  
ANNUAL PICNIC

**JUNE 8-9**  
GRANDPARENT CAMP

**JUNE 21-23**  
FAMILY CAMP

**SEPTEMBER 12**  
A NIGHT UNDER THE STARS

**SEPT 27- OCT 27**  
AUTUMN ADVENTURES

**NOVEMBER 2**  
DISC GOLF TOURNAMENT

**NOVEMBER 5**  
DAY OF CARING

Below is the list of individuals and organizations that supported our ministry with financial or in-kind gifts in 2023. We are grateful for the amazing support from our greater Heartland Family. A total of 267 individuals and organizations donated toward our mission (general fund, scholarship, or Giving Circle). Additional in-kind donations enabled our ministry to serve our campers and guests better.

#### High Point

Barry Dryer  
Heartland Presbytery

#### Vesper Point

Scuola Vita Nuova  
Camp Encourage  
Bill and Shirley Tott

#### Valley View

Meredith Hartley  
Donna and Ron Patton  
Presbytery of Northern Kansas  
Scott and Lindsay Ramon  
Norm and Nancy Rasmussen  
Ultimate Athletics  
Steve and Janet Walker

#### Lone Pine

First Presbyterian Church, Paola  
KSHerzog Foundation  
Dennis and Dennis Marker  
Michael and Lisa Megraw  
James and Marilyn Pearl  
Dan and Jennifer Scheneman\*  
Mary Surber  
Suzanne Whitt\*

#### Walnut Point

Annie and Lyle Alexander  
Trinity Presbyterian Church  
Saint Joesph, MO  
Jerry and Jean Bos  
Aubrey Vineyards  
Barbara Loots and Bill Dickinson  
Anne Ellis\*  
Douglas and Molly Hundley  
Katie and Clinton Narayan\*  
Bill and Sarah Parrott  
Phil and Mary Pattison  
Family Foundation  
Jon and Marcy Porter  
Donna Tilden  
Central Presbyterian Church  
Kansas City, MO  
Second Presbyterian Church  
Kansas City, MO

#### The Labyrinth

Anonymous (3)  
Lindy and Andy Acker  
Jeffrey and Brenda Alderman  
Gregory Berry  
Marcia Bowlin  
Jessica and Jared Briscoe  
Lois Cannell Ramon  
Chapel Hill Presbyterian Church  
Blue Springs, MO  
Meghan Garriott\*  
Chris Hite\*  
Dale and Bonnie Jenkins  
Vicki and Ted Kimzey  
Shelby Lawhead\*  
Clare Lozano  
Andrew and Catherine Moyes  
Gary Oberlander  
The Battle Within  
Courtney and Steve O'Neal\*  
Kathryn Peterson  
Mich and Eddie Phillips  
Debbie and Tom Raines\*  
Sandy Rawlinson\*  
David and Connie Ross  
Kenneth Scheneman  
Joseph and Jennifer Sciarra  
Nancy Tapp\*  
Benefits Group  
Steven and Natalie Tillman  
Ellen Townsend  
Robert Walters  
Nancy Whitworth and Doug Ballou  
Larry and Rita Williams  
Don and Joy Wilson

#### The Corral

Anonymous (4)  
Anthony Beyer  
Jeffrey and Laura Brame  
The Kirk of Kansas City Church  
Kansas City, MO  
Rochester Brewing  
First Presbyterian Church  
Independence, MO  
Judy and Bud Cooper  
Terri Donaldson  
Bill and Margaret Eckhardt  
David and Lesa Feess  
Darold and Melinda Frenzen  
David and Doris Fuller  
Bill and Irma Hirsch  
Angie Hoffman  
Teresa Ingle  
Kay Jackson\*  
David and Lydia Jeter  
Mike and Melissa Kruse  
Pine Ridge Presbyterian Church  
Kansas City, MO  
Kelly Lee  
Paul Wickens and Lisa Wexelman  
Keith Mandachit\*  
Mark and Angie Masloski\*  
Elizabeth Meador\*  
Susan and Phil and Susan Muncy  
City Rent a Truck  
Natalie Nimmer\*  
Amy Paul  
Karen Powell  
Kellan Restaurant Management Corp.  
Potwin Presbyterian Church  
Topeka, KS  
Rod and Sue Ann Seel\*  
Barbara Sherer  
Rich and Caroline Swartwood  
Christopher Teel\*  
William and Judy Tucker  
Garrett and A'Yanna Webster  
Katherine Williams

#### House of Faith

Anonymous  
Amigoni Winery  
Jennifer Baer  
Kathryn Barnes  
Isabel Berline  
Diane Binckley  
Carole Bloomer  
Joe Blount  
Tyler Brotton and Marissa Bowen  
Julia Briscoe  
Cathy Broockerd\*  
Joe and Becky Carle  
Belton Presbyterian Church  
Belton, MO  
Andy and Nancy Cullen  
Mr. Fred Daniels  
Bruce and Connie Lawson  
Chris Dendurent  
John Dillingham  
Gordon Dryer  
Ben Dunnam\*  
Dr. Thomas and Martha Eagle  
Hunter Edge  
Tom Edmondson  
First Presbyterian Church  
North Kansas City  
Rebecca Ford  
Paul Gault  
Rich and Winnie Gill  
Patricia (Patty) Gilmer-Saints  
Kansas City Current  
First Presbyterian Church  
Lee's Summit  
Mary Hilton  
Linwood United Church  
Kansas City, MO  
The Quilt Guild of Greater Kansas City  
David and Elaine Joslyn

Jeffrey and Margaret Killam  
Dr. Lynn and Ann Kindred  
Alice King  
Kathleen Knehans  
Sandra Knoernschild and Harry Boggs  
Jennifer Krahenbill  
Raymore Presbyterian Church  
Raymore, MO  
Mary Kuehn  
Marco Listrom  
Margaret and David Livingood  
Curtis and Mary Lowery  
Heritage Church, Olathe  
Patricia Maloney  
Palmer Maples Jr.  
Gary McEachen  
Gary and Ronda McQuerrey  
Arthur and Linda McVey  
Jeffrey Merrill\*  
Helene Miller  
Isaiah Minner\*  
Mark and Linda Moon  
W.R. and K.J. Morrow  
Trinity Presbyterian Church  
Independence  
Drs Carl and Janice Myers  
Joan Nelson  
Kyle Nelson  
John Nesbitt  
Berna Jean and Dale Norman  
Mike and Anne Norwald  
Emma Norwood\*  
Erin and Chris O'Dell\*  
Martin Orr  
Jim and Jane Owen  
Carol Park  
First Presbyterian Church, Salina  
Greg and Lori Ranal  
Kay S Rasmussen  
Jerry Rees  
S E Richards  
Barry and Carolyn Robinson  
David and Carole Roemer  
Haven and Barbara Rolander  
Scheels, Overland Park  
Paty Santos  
Jack and Joyce Schrimsher  
Dan and Stephanie Sharp  
E. Crichton Singleton  
Deena Smith  
Marty Snyder  
Wila Spencer\*  
John and Samantha Sturgeon  
John Sturm  
Ann and Tim Suarez  
Logan Swanson  
Brett Swanson  
United Christian and Presbyterian  
Church, Lawson MO  
Matt and Michelle Taylor  
Larry Tice  
Yun Yang  
Carol Viar  
Brenda Viar  
Kelly Voigt\*  
Shelby Voigt\*  
Elisa Voigt  
Alexander Wales  
Doug Walters  
Ann Wedaman  
Ashlyn Welch\*  
Julie White\*  
William and Barbara Whitt  
Stephen and Marta Williamson  
Eugene (Gene) Wilson  
Michael and Jenn Wilson\*  
Southminster Presbyterian Church  
Prairie Village KS  
Sally Wright and Karen Wagner\*

#### Genesis Hall

Ella Alexander  
Sequoia Araiz  
Nicholas Beach  
Jackie Berry  
Molly Bonnesen  
Molly Braun  
George Bures  
Karen Claycamp  
Troy and Nikki Cooley  
Lori Davis  
Nicholas Elkins  
Katelyn Gloe  
Ruth A. Godwin  
Michael and Bonnie Grabowski  
Claudia Grunewald  
Patricia and Raymond Haguewood  
Jessica Hanner  
Kevin Heaton  
Charles and Wilma Hummert  
William Hunter  
Gusto Coffee  
Liz Longley  
Tracy Maddux  
Joyce McFadden  
Heidi McFarland  
Armor Security  
Raymond McMaster  
Eric and Leah McPeak  
Ellie Megraw  
Ashlynd Merrill  
T-Shotz  
Brock Mitchell  
Jody Moss  
Brian and Deborah Norwood  
Trinady Ortiz  
Parkville Mini Golf  
Popculture Gourmet Popcorn  
Julia Poynter  
Peter Rasmussen  
Samuel Rawson  
Olivia Rubsam  
Jeff Scheneman  
Parkville Presbyterian Circle Three  
Parkville, MO  
Randall and Christine Smith  
Sally Sportsman  
Ben Steelman  
Lauren Swensson\*  
Diana Thomas  
Kim Thomas  
Herbert and Linda Tillinghast  
Catherine A. Vaughn  
Brett Wainwright\*  
John Welton  
Roy Wheeler  
Lisa Witmer  
Connie Zwego

\*Donors who include Heartland in their monthly or quarterly giving

*If we missed your name or have it listed incorrectly, please forgive us and let us know so we can update our records.*

"But seek first the kingdom of God and His righteousness,  
and all these things will be provided for you."

Matthew 6:33