



Pretty Amazing

Pretty Lake Vacation Camp
Advancement Campaign



Dear Friends:

Since **1916**, Pretty Lake Vacation Camp (PLVC) has provided a summer camp experience for at-risk children in the Kalamazoo region. From simple beginnings, we have grown to provide over **700 campers** a summer with a camp experience that is **totally free** to them and their families.

Throughout our history, PLVC has been supported by generous members of our community, one of whom is Dr. John Woollam. His passion for PLVC and preservation of land led to a \$3.3 million gift to the camp in 2009. The largest portion of the gift was to the camp's endowment fund in exchange for PLVC agreeing to permanently protect its 250 acres of land from commercial development by placing it in a conservation easement. The gift was also designated for operational support for the camp and to help build a permanent endowment for its programs.

Dr. Woollam's incredible gift came with a unique opportunity. He challenged us to raise an additional \$500,000 in community funding in order to receive the final portion of the \$3.3 million gift. Each community gift to our endowment (up to a total of \$500,000) will be matched dollar for dollar!

The PLVC Board of Directors has used this challenge as an opportunity to launch a broader campaign in support of the camp and its mission. The *Pretty Amazing* campaign is a \$2.3 million fundraising effort to improve camp facilities, continue annual operational support of the camp, and raise endowment funds to meet our challenge match.

As supporters and leaders of this effort, we can personally attest to the quality of the Pretty Lake Camp experience – for campers, retreat guests, or other visitors to the camp – and we are continually amazed at the impact a simple week of camping can have on the life of a child.

Please join us in supporting the *Pretty Amazing* campaign. Together, we can ensure that our community provides local children with a fun, enriching, once-in-a-lifetime experience and can continue to be “the community's camp” for people of all ages.

Sincerely,

Bobby J. Hopewell
Campaign Co-Chair

Jim Shinar
Campaign Co-Chair

Sue Doan
Campaign Co-Chair

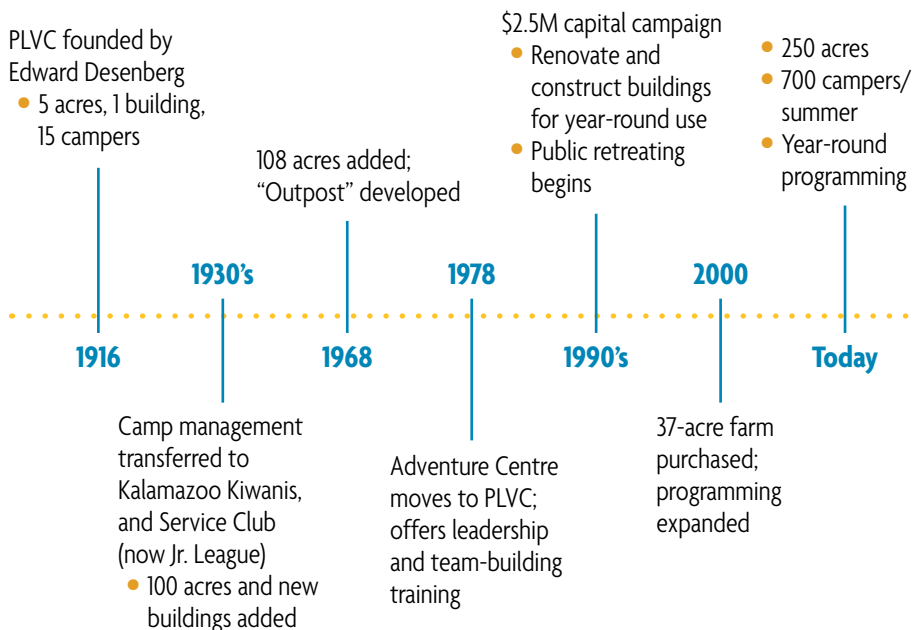


One amazing year after another.

Pretty Lake Vacation Camp (PLVC) is a camp like no other. **Since 1916**, we have provided a summer camp program that is **totally cost-free to more than 50,000 at-risk children** from the Kalamazoo area. Each of our campers has the opportunity to experience our beautiful 250 acres on Pretty Lake — just 20 minutes from downtown Kalamazoo.

Our campers face many challenges in their lives and we strive to remove barriers that prevent them from being able to attend PLVC. Through generous financial support, we are able to provide our campers with **everything** they need at camp — clothes, toiletries, bedding & towels, transportation, food and activities — all at **no charge** to them, their families, or caregivers.

Today our focus is the development of children through providing opportunities, teaching life skills, and helping them cope with life's challenges. We do this on a year-round basis since we are so much more than a summer camp.



"It's the funnest place I've ever been."

Amazing things happen every day.

SUMMER CAMP

When children attend Pretty Lake Vacation Camp, they leave cell phones, computers and other electronic devices at home. We provide opportunities for them to be outside, escape the hustle and bustle of today's society, interact with each other, and just be kids.

During their stay, they'll find all the activities that make summer camp so special. Swimming and tubing in the clear blue waters of Pretty Lake are all-time favorites. But, it's just a start. Children can also enjoy boating, fishing, archery, and arts and crafts. Of course, camp wouldn't be complete without telling stories around a campfire, and we think we have some of the best around. Our campers agree.

In addition to taking part in traditional camping, we offer programming that supports the schools and community such as "No Child Left Inside" and student literacy initiatives. For instance, we provide supplies for journaling, as well as access to books at our unique library "in the woods." All of these programs help children develop skills at camp which improve their lives for years to come. Most importantly, we continually encourage our campers to explore and have fun in their surroundings, and grow in all aspects of life.

One of the things that make PLVC so special is our caring staff. Each child has adults they can talk to, confide in, and learn from in a totally safe environment. This, combined with their total experience at camp, helps children develop independence, self-confidence and leadership – all important skills that they take back to their communities when they return home from camp.

"I wish the whole world was like Pretty Lake!"

GARDENING AND OUTDOOR LEARNING

At the PLVC Outdoor Experiential Learning Center (OELC), children are more than just observers – they are active participants in gardening and the exploration of their five senses. They find the joy and pride in getting their hands dirty and watching a seedling they plant and nourish become food for the table. Since its inception in 2008, the OELC has welcomed **over 900** children including our summer campers, school classes on field trips, and children who participate in a summer garden club.

This outdoor classroom was the result of a partnership between PLVC, the W.K. Kellogg Foundation and a local, urban elementary school – Edison Environmental Science Academy. The goal of this center is to provide a year-round, outdoor extension of schools' classrooms where children and people of all ages can learn and have opportunities to explore the 250 acres of woods, wetlands, wildflowers, and gardens. All activities for children are curriculum-focused and follow the state's educational benchmarks for learning.

Of course, a farm isn't a farm without animals. So the OELC is home to laying hens, goats, miniature donkeys and other farm favorites that bring bright smiles to children of all ages!

THE ADVENTURE CENTRE

Think of the last time you accomplished or overcame something that you thought was outside of your normal "comfort zone." Was it exhilarating? Did you surprise yourself? Did it open doors for you?

The Adventure Centre challenges individuals, teams, and organizations to expand their self-confidence, trust, and leadership skills through a variety of outdoor adventure learning activities — high ropes courses, climbing walls, camping, and other experiences that can be done with both feet on the ground! Since 1978, **over 100,000** youth and adults in our community have had an Adventure Centre experience — including our own campers.

Our summer camp, the OELC, and the Adventure Centre all enhance PLVC's commitment to provide learning and skill-building to people of all ages in a fun and amazing outdoor environment!



An amazing gift.



THE GIFT

\$2,800,000 – from the John A. Woollam Foundation

Dr. Woollam is passionate about land conservation and philanthropy. He grew up on Pretty Lake, was a camp summer staffer, and he wanted to see the land and camp protected forever. In exchange for his gift, the property of PLVC was placed in a conservation easement which ensures that the land will never be commercially developed.

Of the gift, \$2,500,000 is an endowment set up for PLVC to fund campers in perpetuity. The remaining \$300,000 is for operational funds to help “Adopt-a-Camper” today.



THE CHALLENGE

\$500,000 dollar-for-dollar matching challenge to PLVC

Dr. Woollam “loves offering a grant and seeing how much the community can do to make it happen.” For every endowment dollar raised by PLVC up to \$500,000 prior to the end of 2013, the John A. Woollam Foundation will match that amount to PLVC’s endowment fund.



An amazing opportunity.

OUR RESPONSE

The \$2,300,000 *Pretty Amazing* Campaign!

This three-year (2011 – 2013) *Pretty Amazing* campaign will meet “The Challenge” and prepare Pretty Lake Vacation Camp for the next century!

- \$500,000 to meet the “Challenge” match opportunity and fund campers in perpetuity.
- \$500,000 in operational funds to meet ‘Adopt-a-Camper’ needs from 2011 – 2013.
- \$1,300,000 to improve facilities and the property not only for the benefit of our campers, but for thousands of people on a year-round basis.

What we’ll be able to do:

- Construct a 120’ x 60’ multi-purpose indoor facility to provide large activity space for inclement weather days at camp, flexibility for year-round programming, and improved facility offerings for retreat guests.
- Renovate our existing conference center to better serve the needs of the organization, staff, and community and become more energy efficient.
- Replace 60 year-old playground equipment with new, safer, fitness-oriented equipment.
- Construct a new outdoor sport court to be used by both campers and retreat guests.
- Renovate an adventure course to include high and low adventure challenges and zip lines that will increase flexibility in programming, and offer the community a new recreational family activity.
- Install a filtration system to improve the quality of our water.
- Revamp our grounds to eradicate the erosion of parts of the Pretty Lake shoreline.

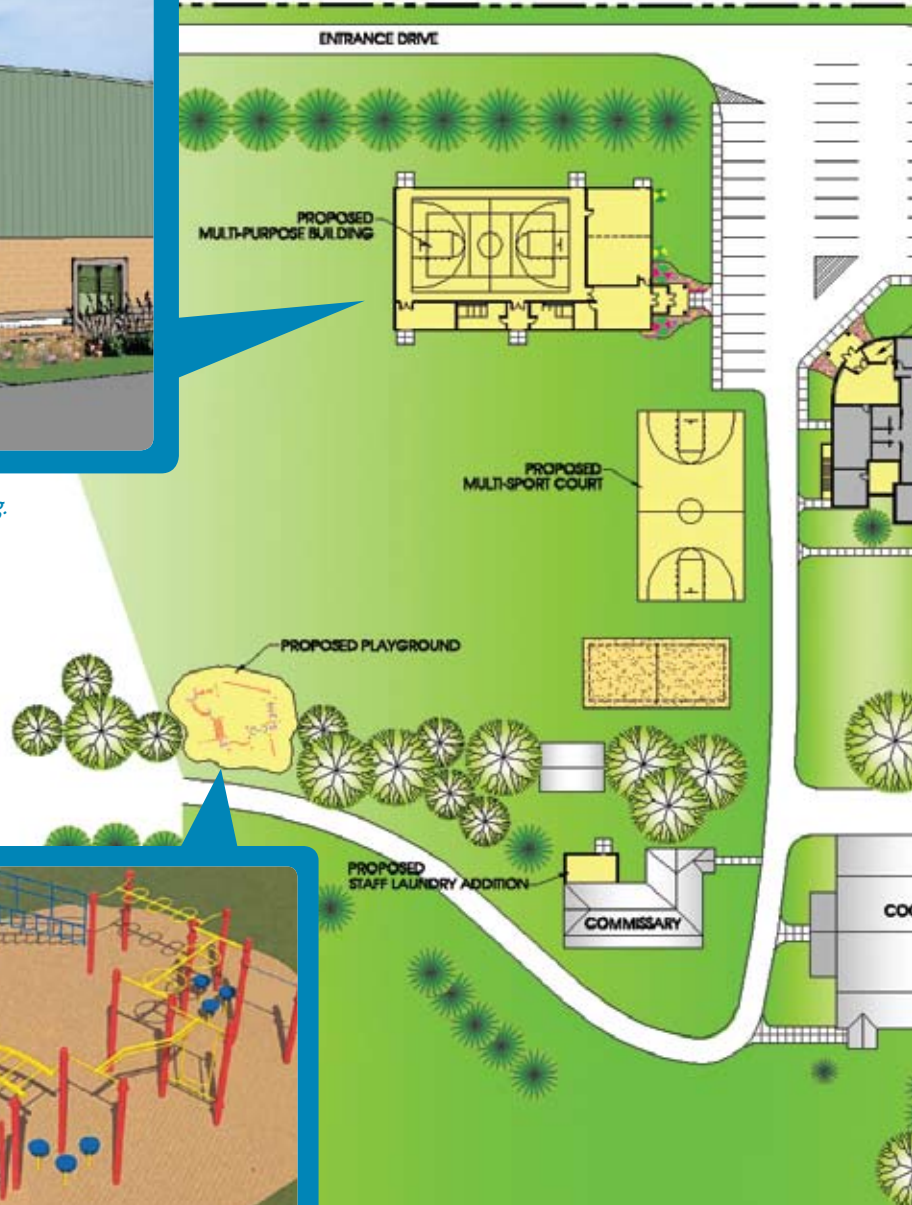


“Having fun is the only rule at Pretty Lake.”

Proposed Pretty Lake Vacation Camp site plans.



Rendering of the proposed Multi-Purpose Building.



"You'll have the time of



Rendering of the proposed Conference Center exterior.

PRETTY AMAZING CAMPAIGN BUDGET

The Challenge Match	\$500,000
“Adopt-A-Camper” funds for 2011-2013	\$500,000
Multi-purpose building	\$875,000
Conference Center Renovations	\$275,000
New playground equipment	\$30,000
Outdoor sport court	\$20,000
Adventure course	\$40,000
Water filtration system	\$25,000
Erosion improvements	\$35,000
TOTAL	\$2,300,000

your life and make friendships that'll last a lifetime..”

How you can help.



The *Pretty Amazing* fundraising initiative is seeking \$2.3 million in community philanthropy to support local children seeking an enriching summer camping experience. You can help us achieve this ambitious goal by supporting this campaign through:

- A one time cash gift
- A multiple year pledge commitment (can be paid over a three year period)
- A gift of appreciated assets
- An estate gift

Pretty Lake Vacation Camp is a qualified 501(c)(3) nonprofit organization. Accordingly, **your charitable gift is tax deductible** to the full extent of state and federal law. For questions, contact our Development Office at 269-375-1950, option 3.





Dear Friends of Pretty Lake Vacation Camp,

As a young boy, I awoke to the sound of the waves of Pretty Lake every summer morning. My days on the water instilled in me a deep connection to the outdoors and inspired my love of nature. Spending my summers on Pretty Lake as a child profoundly shaped who I am today. For me it was sheer luck, and I want to be part of creating that opportunity for others.

In 1960, I worked as the Waterfront Director at Pretty Lake Vacation Camp, seeing first-hand the impact the camp had on young people. The magnificent woods at the camp offer fresh air, open space, direct contact with wildlife, and so many opportunities for a child to take a deep breath. Today, I want to ensure that every child in the Kalamazoo area has the chance to experience the wonders of the outdoors.

I am offering a challenge match to go towards a permanent endowment for Pretty Lake Vacation Camp. For every dollar donated, I will match the amount dollar-for-dollar up to \$500,000. Funds will be held and invested by the Kalamazoo Community Foundation. Income from the investments will provide on-going support for camp programs for generations to come. I believe providing long-term financial sustainability for the camp should be the camp's highest priority.

I invite you to join me in supporting the *Pretty Amazing* campaign. Together, we can positively impact the lives of children in our community.

Sincerely,

John A. Woollam

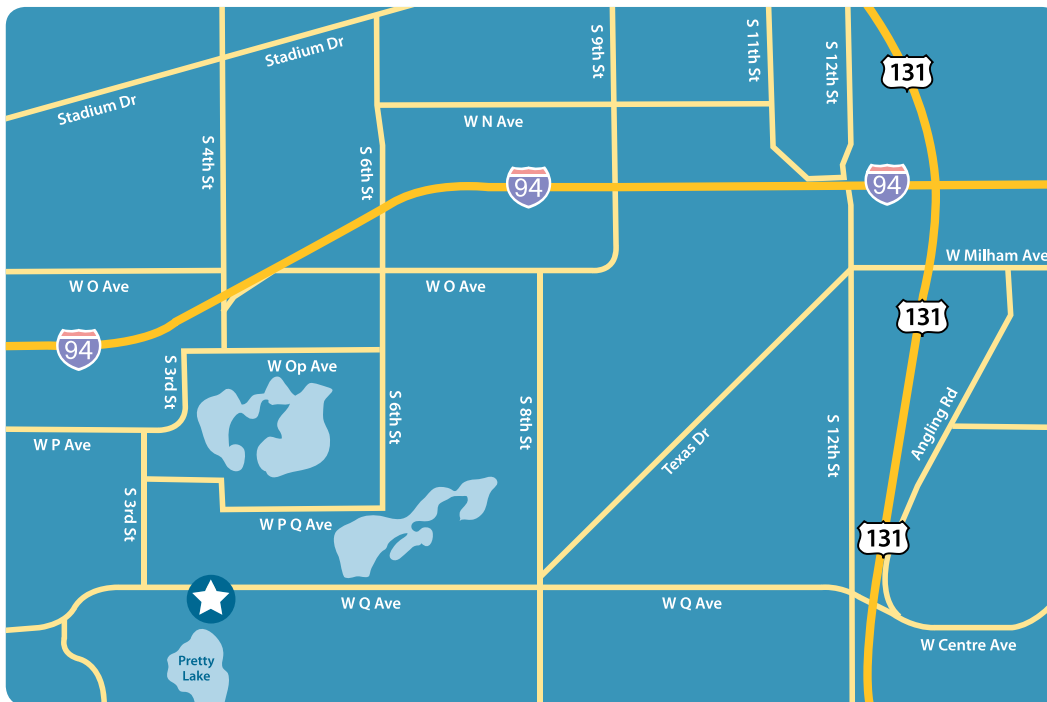
OUR CAMPAIGN CABINET – THANK YOU!

Chairs: Susan L. Doan, Bobby J. Hopewell, James R. Shinar

Cabinet Members:

Robert L. Atkins	Bruce R. Grubb	Jeff Matson	William J. Venema
Daniel L. Baker	Jeanne Grubb	Traver McLaughlin	Moses L. Walker
Edward L. Birch	Jeanne L. Hess	Bill McNulty	Dr. Charles C. Warfield
Janice M. Brown	David R. Johnson D.D.S	Gordon C. Miller	Von Washington, Jr.
Linda B. Brown	M. Kathy Johnson	Barbara Hamilton Miller	Steve Woollam
Jeff Daane	Debra P. Johnson	Donald Nitz	Richard W. Wordell
Shelly Shepherd Denny	Jud Knapper	Ryan Reedy	
Erwin H. Doerschler	Sara Morley LaCroix	William M. Selkirk	

Staff: Sue Jones, Carrie Vanderbush, Mitch Wilson



Pretty Lake Vacation Camp is located in Mattawan, Michigan, southwest of the I-94/US-131 interchange.



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Thank you: Maxwell + Miller Marketing Communications, Kingscott, Kalleward Group, Jim Powell Photography, Marshall Selkirk