



EST

Camp

1963

EVERGREEN

CONNECT * EXPLORE * GROW

STRATEGIC
PLAN



2023 to 2028



2023 Camp Evergreen Board (pictured left to right)
Bob Thiessen - Clinton Toews - Don Quapp - Brendan Guenter - Cody Hoffmann - Nate Gartke
- Arno Doerksen - Julia Taylor - Kim Buller - Eric Schubert - Heather Hiebert - Marni Hatch

MESSAGE FROM THE BOARD



The Camp Evergreen Board of Directors is honoured to present the 2023-2028 Strategic Plan. As a board, we believe that we are called to plan ensuring that we are effectively stewarding the people and the land we are entrusted with. Camp Evergreen is an amazing place of restoration and adventure because those who preceded us had a vision to safeguard her lands and build her potential; our board aspires to continue this incredible legacy for the next generation of Camp Evergreen.

In sharing the strategic plan, the board would like to thank God for His faithfulness, as well as our many steadfast supporting churches, devoted volunteers and donors, gifted staff, and the incredible guests and campers who are our purpose. Camp Evergreen is a thriving family because of you all. As we engage in

strategic planning, our board is unified in our leadership commitment to: "Prepare for the Future: Strengthen our Stewardship", "Prepare People: Live Grace and Build Leaders", "Prepare to Build: Generational Readiness", and "Prepare to Reach: Renew our Programming". We hope that you are inspired by our strategic priorities which will serve as our "north star" for the next five years, and invite you to partner with us as we lead Camp Evergreen into her very promising future.

On behalf of the Board of Directors,

ERIC SCHUBERT
Board Chair



Camp Evergreen is located at the eastern gateway to the majestic Rocky Mountains, a few kilometres south of Sundre, Alberta. Camp Evergreen rests on the banks of Fallen Timber Creek and stewards 480 acres of densely forested land. Camp Evergreen is committed to its founding purpose to encourage kids and youth in faith and community through the adventure of summer camp, and has grown into a year-round, restorative retreat centre, with an emerging focus as a leadership development centre.

The Alberta Conference of Mennonite Brethren Churches officially founded Camp Evergreen in 1963. Over the past sixty years, the camp has continued to grow and develop, offering comprehensive programs and amenities to guests from across Western Canada. Camp Evergreen's statement of faith is available at www.camp-evergreen.com.

Camp Evergreen includes a base camp with modern amenities and recreational opportunities including a welcome centre, camp mercantile, multiple cabins and lodging, archery, climbing wall, camping sites, kitchen and dining hall, seasonal outdoor rink, activity centre, yurt accommodations, outdoor firepits, and groomed walking trails. The lower camp offers a ropes course, playing fields, equestrian facilities, petting zoo, canoeing, river aquatics, obstacle course, bike trails, pump track, rustic accommodations, and natural walking trails.

Just as a conifer seed becomes a forest, Camp Evergreen is the restorative and adventurous place that we are privileged to enjoy and steward today because of the vision, work ethic, and faithfulness of the few that secured this special place for generations to come; and, just as our evergreen forest naturally renews to sustain itself, Camp Evergreen is now at the threshold of our new history-in-the-making as we commit to renewing this incredible community on a mountain-side hill.

In the spirit of reconciliation, we acknowledge that Camp Evergreen is located on Treaty 6 and Treaty 7 territories which have been the traditional meeting grounds, gathering place and travelling route for the Blackfoot Confederacy, Tsuu t'ina, Stoney Nakota and Region 3 Métis peoples.



VISION



Camp Evergreen aspires to be a place of restoration and adventure where all are invited to be inspired by creation, strengthened through friendship, and transformed in faith in our evergreen gateway to the Rocky Mountains.



MISSION



Camp Evergreen is a place to connect, explore, and grow. We exist to see lives transformed by the power of Jesus.



VALUES



COMMUNITY



Our relationships reflect the nature of a loving and caring God. We are authentic with each other and demonstrate God's goodness, creating spaces to facilitate relationship and help each other grow. We build life changing relationships among our community of faith, with guests of camp, our neighbours and local community, and future camp partners.

OUTREACH



We seek, through our actions and words, to model Jesus with everyone we encounter, on or off-site. Camp Evergreen is committed to our founding purpose to encourage kids and youth in faith and community through the adventure of summer camp, and we intentionally apply this same heart to our emerging focus as a year-round, restorative retreat, and leadership development centre.

LEADERSHIP



We intentionally create opportunities in a supportive environment for the next generation of leaders to take risks, learn, and grow. We disciple people to be leaders who are fully devoted followers of Jesus, and who leave Camp Evergreen positively changed to make a difference in our world.

STEWARDSHIP



We experience God's provision. In response, we responsibly use the significant resources we have been given to care for, cultivate and develop the people we encounter, our staff, and our guests. We purposefully steward all that we have been entrusted with, and we sustainably manage our land, nature, assets, finances, and time.

GENERATIONAL



We build on the legacy of the founders and benefactors of Camp Evergreen, the Alberta Conference of Mennonite Brethren Churches. We honour the past as we make new history with our many partners to fulfill our generational vision, mission, and identity. We have solid roots and we plant seeds today for the promise of tomorrow.

STRATEGIC THEME

DEEPEN OUR ROOTS



STRATEGIC GOAL

Prepare for the Future:
Strengthen our Stewardship

OUR LEADERSHIP INTENTION

Camp Evergreen has a strong history and commitment to stewardship that protected and built the restorative and adventurous place that we enjoy today. We purpose to fulfill our duty to the next generation to responsibly look after the land and amenities we have been entrusted with, and to complete what we have started in preparation for our shared future.

THEMATIC ACTIONS

Over the next five years, we will work intently to:

- Complete infrastructure projects we have identified as priority.
- Develop plans and pursue strategies that make our operational practices more environmentally sustainable.
- Develop plans and pursue strategies that make our operational practices financially sustainable.

STRATEGIC THEME

FEED OUR FOREST



STRATEGIC GOAL

Prepare People:
Live Grace and Build Leaders

OUR LEADERSHIP INTENTION

Camp Evergreen is a place of retreat where all are loved, people are restored, and leaders are equipped. We aspire to be a place that values relationship and focuses on personal and leadership development to ensure that all fulfill who they are purposed to become.

THEMATIC ACTIONS

Over the next five years, we will work intently to:

- Prioritize the spiritual growth, pragmatic training, and leadership development needs of our staff.
- Establish our foundation as an emerging leadership development centre of excellence.

STRATEGIC THEME

BURN BRIGHTER



STRATEGIC GOAL

Prepare to Build:
Generational Readiness

OUR LEADERSHIP INTENTION

Camp Evergreen is on the threshold of a transformative future that requires prayer, planning, and preparation to make possibilities our reality. We purpose to build on our firm foundation so that our God-inspired dreams for generational projects will be realized and become a part of Camp Evergreen's legacy.

THEMATIC ACTIONS

Over the next five years, we will work intently to:

- Update our general infrastructure plans to position camp for methodical future development.
- Prepare for specific projects to meet the needs of camp today and in the future.
- Position camp for strategic capital development that aligns with our sustainability objectives.

STRATEGIC THEME

NURTURE SEEDLINGS



STRATEGIC GOAL

Prepare to Reach:
Renew our Programming

OUR LEADERSHIP INTENTION

Camp Evergreen has meaningful camp traditions that we uphold while recognizing the necessity of new and renewed approaches to effectively reach kids and youth. We commit to renewing our programming to ensure that we are authentically connecting with campers in ways that are fun and relevant to their generational needs.

THEMATIC ACTIONS

Over the next five years, we will work intently to:

- Take inventory of all our program offerings to determine what approaches are authentic camp traditions, meeting the interests and needs of this generation of kids and youth, or in need of renewal or retirement.
- Develop strategies to renew or replace outdated programming with rejuvenated approaches to camp life.



CONNECT WITH US



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LEARN MORE AT



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