

# CAMP ODAYIN

## 2020 ANNUAL IMPACT REPORT



### REIMAGINING CAMP

We unknowingly gave our last hugs and high-fives of the year to 85 campers during an amazing weekend of Winter Camp in February. The COVID-19 pandemic amplified the need for a sense of community and genuine connection among children with heart disease and their families. Uncertain of how to do so, we committed to continue to engage our campers and reduce their degree of isolation. With lots of creativity,

incredible volunteers, and faithful funders, our Summer Camps and Family Camps were adapted to virtual gatherings. Loaned iPads were mailed free of charge to campers and volunteers in need. We debuted Ticker Talk, a virtual mini camp experience with a wellness focus. We laughed, encouraged, listened, and cried. During a year of uncertainty, we're confident we improved the well-being of our campers.

### OUR CAMPERS

From virtual Family Camp to Ticker Talk to the Moms Retreat... 696 heart warriors and family members participated in a Camp Odayin activity in 2020. Campers spanned the map, representing 17 states and Canada. 421 packages of 'camp-in-a-box' supplies were mailed to virtual camp participants!



#### FOLLOWING HEARTS@HOME VIRTUAL CAMP, CAMPERS SHARED:

96%

thought more positively about their heart condition after attending Camp Odayin.

99%

feel accepted at Camp Odayin.

100%

feel supported and encouraged by the Camp Odayin staff.

98%

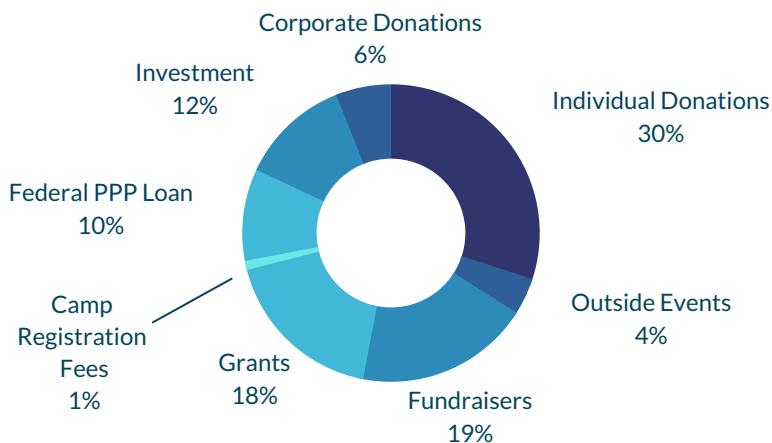
Hearts@Home was a fun, supportive and inclusive camp experience.

*"I know so many are sad that there isn't in-person camp this year, but for my little girl who is very shy and scared to leave home, this is the perfect way to get her excited and test the waters. She is so excited and counting down the days."*

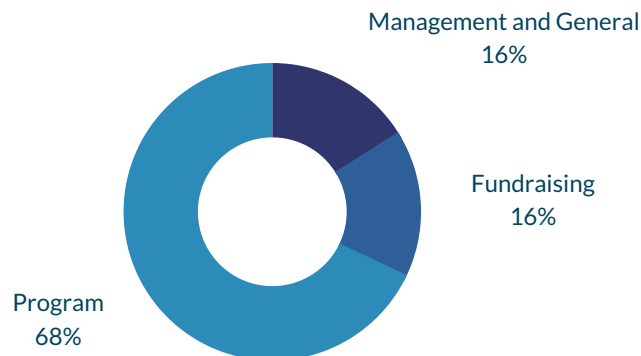
# FINANCES



## TOTAL INCOME - \$791,014



## TOTAL EXPENSE - \$702,122



Due to the COVID-19 pandemic, we adapted our programming to keep those we serve as safe as possible. Our camp programs were modified or held virtually, and thus considerably less expensive than our traditional in person model. While fundraising and management costs remained consistent with previous years, this decrease in program expense shifted the overall percentages in 2020.

### ALLOCATION OF PROGRAM EXPENSES

MN VIRTUAL CAMP - 25%  
 WI VIRTUAL CAMP - 21%  
 WINTER CAMP - 20%  
 VIRTUAL FAMILY CAMPS - 15%  
 MOMS RETREAT - 10%  
 TICKER TALK - 8%  
 OTHER - 1%

## BALANCE SHEET AS OF DEC. 31, 2020

### ASSETS

Cash – non-interest-bearing	287,526
Savings and temporary cash investments	227,681
Pledges receivable – current, net	45,576
Inventories for sale or use	5,314
Prepaid expenses	41,883
Property and equipment	154,502
Accumulated depreciation	(140,559)
Fixed assets, net	13,943

Pledges receivable – noncurrent, net	0
Investments – publicly traded securities	932,302
<b>TOTAL ASSETS</b>	<b>1,554,225</b>

### LIABILITIES

Deferred revenue	29,500
Accounts payable and accrued expenses	21,827
<b>TOTAL LIABILITIES</b>	<b>51,327</b>

### EQUITY

With donor restrictions	85,699
Without donor restrictions	1,417,199

<b>TOTAL LIABILITIES AND EQUITY</b>	<b>1,554,225</b>
-------------------------------------	------------------



## OUR DONORS

Camp Odayin would not be possible without generous gifts from individuals, companies, and foundations. 2020 donors are recognized on our website at: <https://campodayin.org/donors>

# OUR MISSION

Camp Odayin provides fun, safe and supportive camp experiences and community building opportunities for young people with heart disease and their families.

# STAFF

Sara Meslow, Executive Director  
Alison Boerner, Assistant Director  
Matt Olson, Finance Director  
Kris Lukkarila, Office Manager  
Brooke Byrd, Program Director

# BOARD OF DIRECTORS

- Dr. Becky Ameduri - The University of Minnesota Masonic Children's Hospital
- Matt Graham, Chair - Ecolab
- Fred Hoiberg\* - University of Nebraska
- Dr. Jonathan Johnson - Mayo Clinic
- John Mack - Medtronic
- Sara Meslow - Camp Odayin
- Brian O'Meara - Mend a Heart Foundation / Parent of a camper
- Bridget O'Meara - Mend a Heart Foundation / Parent of a camper
- Monique Rochard-Marine - Cardiovascular Systems, Inc. (CSI)
- Leah Saarela, Secretary - Medtronic
- Dr. Andy Schneider - The Children's Heart Clinic
- Erik Schuck, Vice Chair - Dem-Con Companies / Parent of a camper
- Amy Theuninck, Treasurer - Advantus Capital Management
- Jeff Weness - Savvysherpa, Inc. / Parent of a Camper
- Tom Williams - Boston Scientific

\*Honorary Board Member



*"Family Camp exceeded every expectation and hope. It brought joy and reminded us we are not alone and that during this time of quarantine there is much fun to be found with each other and (virtual) friends."*

