

Steepprock Bay Bible Camp Strategic Plan 2020

Executive Summary:

Steepprock Bay Bible Camp (SBBC) is a summer camp dedicated to sharing the Good News of Jesus Christ with Manitoba's Aboriginal children. In efforts to better pursue our Mission and Vision, the SBBC board of directors has decided that over the next three years the organization will focus on these four strategic directions:

1. Reinforcing established relationships in the communities we serve
2. Improving relationships with churches and constituents
3. Increasing the capacity and diversity of summer camp programming
4. Planning strategically for fundraising and facility development

These strategic directions are the result of a brainstorming session held in 2020 with various stakeholders (see Appendix A). This document outlines the strategic directions and corresponding objectives in further detail below.

The board of directors will review this document twice a year and update the plan as needed. The strategic planning process will be completed every three years by a board committee (see Appendix B).

Background:

Operating Name and Address	Steepprock Bay Bible Camp Box 3107 Swan River, MB R0L1Z0	Geographic Region Served	Northern Manitoba
Time Period in Existence	60 years	Target Audience	Indigenous children and youth, approximately 300 per summer
Legal Status of Organization	Charitable Organization Registered to the Province of Manitoba	Successes of Past Year	Adapted to Covid-19 restrictions by hosting day camps
Governance	Board of Directors	Anticipated Challenges	Unknown guidelines for coming summer; decreased funds 2019-20
Staff Structure	Hired Director; Volunteers		

Vision:

Knowing the love of Jesus and following Him together

Mission:

Steepprock Bay Bible Camp is an interdenominational camp that teaches the Word of God and principles of Christian life so that children in this area may know the Lord Jesus Christ- the Way, the Truth, and the Life.

Values:

- Hope in Christ
- Respect for all
- Truth of God’s Word
- Learning in community

Direction 1	Reinforcing established relationships in the communities we serve
Objectives	<ul style="list-style-type: none"> • Improving communication with community leaders. • Prioritize connection with campers through community visits, social media, etc.

Direction 2	Improving relations with churches and constituents
Objectives	<ul style="list-style-type: none"> • Establish chain of communication between board and churches • Increased communication to churches • Weekly updates throughout summer • Publicize camp stories

Direction 3	Increasing the capacity and diversity of summer camp programming
Objectives	<ul style="list-style-type: none"> • Care for staff through discipleship and creating an atmosphere for spiritual growth • Explore family camp • Continue to develop Waymaker program

Direction 4	Planning strategically for fundraising and facility development
Objectives	<ul style="list-style-type: none"> • Host facility brainstorming session Spring 2021 • Develop yearly Capital Projects plan • Partner with fund-raiser to utilize fundraising opportunities

Brainstorming Session

June 13, 2020

Steeprock Bay Bible Camp

Facilitator: Jack Dyck

Present: Ferlin & Elizabeth Abrahamson, Logan & Alicia Bueckert, Bethany Matejka, Kendra Crowley, Veronica May, Mel Plett, James Brown, Mike Plett, Ron Thiessen, Patrick Reader, Lowell & Jenny Friesen

Agenda:

1. Introduction – stories
2. Inventory
3. Stop-Keep-Start
4. Planning
5. Prayer Time

1. Introduction

Jack shared three stories – the incredibly challenging life of Clarence (a client); encountering kids singing camp songs in school at SCN; the impact of Fred Evans and evidence of that at his funeral

Mel shared a story – the concern of SCN residents around rumors of selling the camp

Lowell shared a story – connecting with people while building in SCN

Jack shared two stories – connecting with a past camper; the impact of working at camp for his daughter

2. Inventory

Facilities

- Dining Hall – 104 max capacity
- Chapel
- Girls' Cabins (5) – 45 beds
- Boys' Cabins (5) – 45 beds
- Staff Cabins
- Director's Cabin
- Playground Equipment
- Beach, floating dock, tarzan, waterslide
- Bus
- Office
- Firepit Gazebo and Firepit

Programming

- 6 weeks of camp – 1 week teen, 5 weeks community specific



- Weekly Christmas celebration – story, meal, etc.
- Relationship with SCN leadership and other communities
- Biking, canoeing, archery, zipline, crafts
- Waymakers
- Chapel and Bible Blast-Off – intentional Bible teaching
- Small group – cabin devotions, one-on-one
- Visitor’s Night – pizza and ice cream - *Importance of regularly inviting guests*
- Newsletter
- Website and social media
- Rich history

Staffing **Special note made recognizing all the people who have brought us here**

- 25-30 volunteers per week
- 3rd year director couple Logan & Alicia – very much appreciated!
- Everett & Emily – Program Director and Office Admin/First Aid
- Lifeguard – Ben
- Indigenous staff
- Waymaker graduates
- Long term staff – for ex, Neufeld family
- Free Christian Church in Morden
- Supporting volunteers

Budget

- Bursary model to pay staff
- Income – Approx. 30% from camper fees, 60% from donations, 10% from Thrift Shop
- Expenses – Budgeted 33% to staffing, 53% to general operations/maintenance, 13% to capital projects
- Expenses – Actual 32% to staffing, 61% to general operations/maintenance, 6% to capital projects
- Supporting constituency
- Strong donor base

3. Stop-Keep-Start

Stop

- Zipline (Patrick) – costs associated with keeping equipment and operators up to standards
 - Suggestions (Ron and Jenny) to seek out further funds specific to this project
 - Clarification that zipline is up to provincial health standards
- Example of swimming (Ferlin) – modifications made

Improve/Keep

- Programming, 5 community camps and 1 teen camp (Ferlin)
- Relationships with communities (Ferlin)
- Communication with supporting churches (Jenny)
 - Suggestion (Jenny) of weekly announcements throughout summer
- Consider camps by age vs. camps by community (Patrick)
- More ministry outside of 6 weeks of summer (Ferlin)

- Family Camp (Patrick)
- Facilities support the program – What is the goal of camp?

Start (See Above)

General Ideas

- Churches support camp staff members as missionaries – ‘summer missionaries’
- Fund raisers
- Publicize stories
- SBBC ‘Community’
- Capitalize on rich history
- Camp ‘cads’ – songs and Bible on a device; Youtube; downloads
- Social media
- Legal aspects – zipline
- Developing community connections
 - Suggestion (Mike) – brainstorming sessions in communities
- What if we went to stakeholders in communities and asked what we could do to be more effective?
- Prayer team
- Hiring other staff (Bethany)
- Mix communities/camps?
- Break for staff
- *Need Indigenous voices on the board*
- Upgrade facilities (Mike) – speaker’s cabin, staff housing (family-friendly), staff washrooms, chapel, dining hall
 - Hire people or donors
 - Money can do some stuff, other stuff has to be done by people
 - Redo one building per year
 - Suggestion (Jack) – plan facilities focused brainstorming session
 - Comment (Ferlin) – how to prioritize; current focus on increasing outdoor rain free space
 - Comment (Ferlin) – match spending on staff with spending on campers
 - Comment (Logan) – washroom in cooks’ cabin a priority
- Coffeeshouse with Friends (Ron) – under Steeprock name; connect with campers and staff throughout year

4. Planning

Priorities

- 1) Off-season Outreach
 - a. Connecting with community leaders
 - b. Connecting with campers
- 2) SBBC Community
 - a. Communicating
 - b. Newsletter, stories, etc.
 - c. Building relationship with churches
 - i. Co-sponsoring workers for camp
- 3) Extended Programming
 - a. More leadership staff
 - b. Weekend training – visiting profs
 - c. Family camp – mid-camp?
 - d. Fundraisers – spiritual and physical/facilities
- 4) [Extra] Legalities - zipline



- 5) [Extra] Facility Development
 - a. Cook's cabin/washroom – bathtub, kid-friendly

5. Prayer Time/Closing Remarks

Mike

- glad for opportunity to contribute ideas to the board

Jack

- this should be seen as encouragement for the board, not discouragement.

Logan

- has spent time talking to other camp directors, some year round and some seasonal
- has considered spending more time than 7 weeks
- there are positives in everything discussed and nothing he would oppose
- has been thinking about some of this
- “we’re just us, the camp is so much more than us”
- “strengthens our vision”

Ferlin

- Shared stories of trip to Norway House for funeral of past camper – powerful experience, “In God We Trust” on NHCN sign, meeting councilor, comments such as “when I see how much camp meant to Waylon,” “it would be just wrong for a little thing like a school bus to stop kids from coming”
- this has been an incredible affirmation for us as a board



Review	Updates
February 2021	
September 2021	
February 2022	
September 2022	
February 2023	
September 2023	Create board committee and complete strategic planning process