

Wildwood: An (Improved) Place to Watch the Sunrise

In 2018, we **raised \$532,857 for property improvements** currently underway.

We've improved the **dining hall**, made **infrastructure upgrades**, and are adding a **new bathroom and kitchen to the pavilion**.

To continue these improvements and expand programming, Wildwood also engaged in a 5-year contract to host music festivals with a local company in 2018. The festivals have resulted in a **20% growth in program revenue**.



The Wildwood property spreads across 150 beautiful acres of forests, meadows, and ponds just south of Louisburg, Kansas.

2018 IMPACT REPORT



Kids grow better outside.

Impact You Can Count On

More than **4,000 area youth** visited Wildwood to learn and grow outside in 2018.

We hosted **8,059 total camper days** (participants/days of stay), and increased **camper retention to 38%** as part of a goal to provide a long-term program KC kids can grow up with.

80% of our 2018 campers' families experienced **economic hardship**, and **20%** were youth in **foster care**.

Our network of **17 community partners** helps us reach families throughout the city.

Finances

Wildwood has a positive financial position and no debt. **Revenues have exceeded expenses for the past two years**, and reserve funds have been growing since 2015.

40% of revenue comes from **program fees** and facility rental, and **60%** comes from **foundations, corporations, and individual donors**. Fundraising revenue and program revenue have increased every year since 2014.

Our annual fundraising event, Take a Wild Guess, has **doubled income and attendance since 2016**.



Camper Outcomes: Stats That Make a Difference

Participation **accelerates camper growth and development in academic and youth development outcomes**.

In 2018,

80% campers reported increased **independence**

79% increased **teamwork**

76% increased **problem-solving confidence**

77% reported increased **affinity for nature**

86% increased **interest in exploration**

97% reported an improved feeling of **connectedness**

86% improved **friendship skills**

86% improved **family citizenship**

82% reported improved attitudes about **reading**

88% improved attitudes about **healthy living**

65% improved attitudes about **grade-level STEM competency**

