



2023 Outcomes

Camper Demographics

625

camper weeks*



*a record breaker!

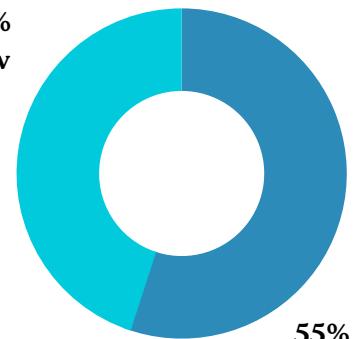
385

legible surveys



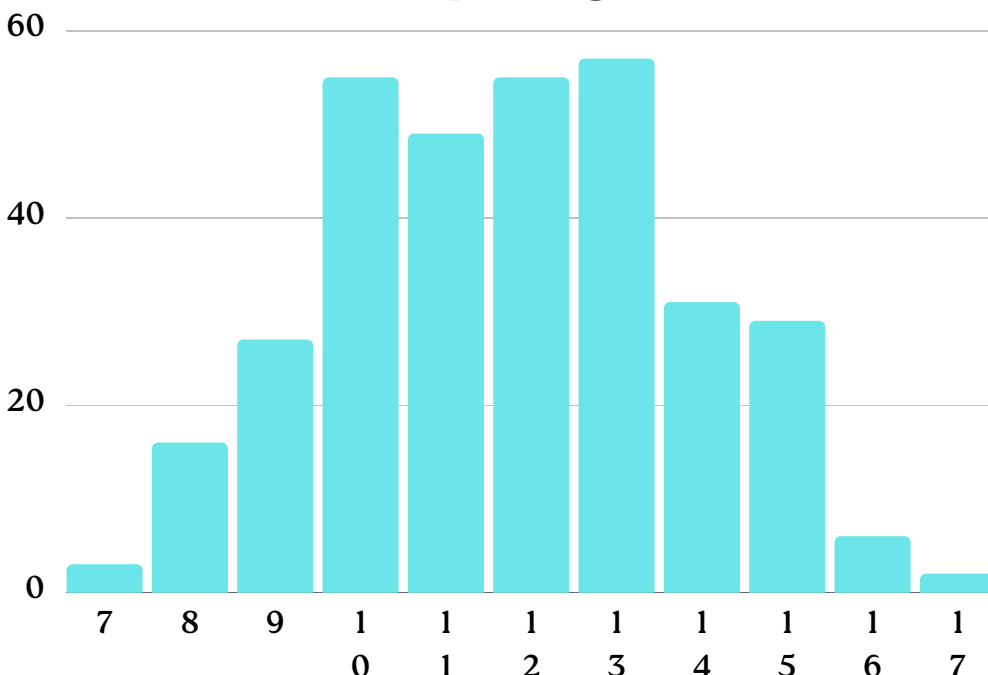
New & Returning Campers

45%
new



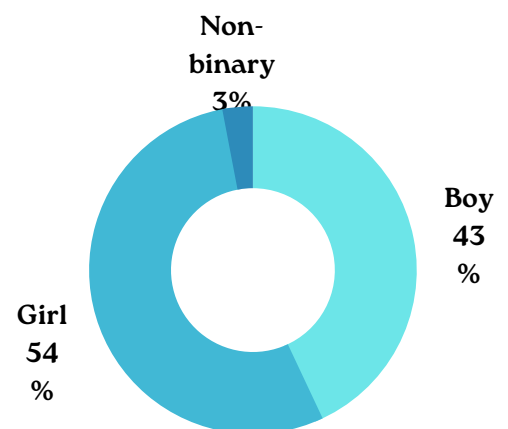
55%
returning

Camper Age



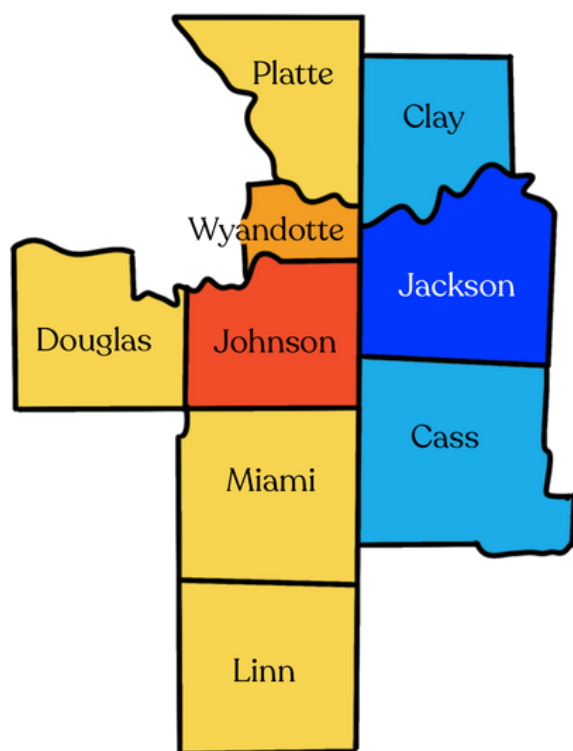
Since 2018, program improvements have retained campers an average of 3 years longer.

Camper Gender



Camper Demographics and About Surveys

Where Campers Live



The majority of campers live in **Jackson County, MO (36%)**, **Johnson County, KS (25%)**, or **Wyandotte County, KS (8%)**.

Approximately **5%** of campers live in **Clay, Douglas, and Miami/Linn counties**, respectively.

1-3% of campers live in **Platte, Clay, and other KS and MO counties**.

About Surveys

Wildwood is so grateful for the feedback and information campers provide.

In 2023, we used scannable paper surveys, and responses were validated by two year-round staff members. Surveys were given on the final day of each camp session (Friday).

Surveys asked campers to report name and birth year to track potential growth for multiyear campers, but are anonymized in the reporting process.

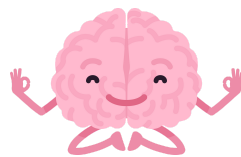
Social-Emotional and Environmental Literacy Outcomes

Program impact continues to meet and exceed goals. In 2023, campers reported improvements in the following areas:



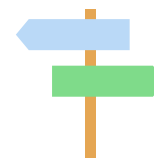
82%

Relationship Skills



81%

Self-Management



76%

Responsible Decision-Making



94%

Environmental Literacy



88%

Social Awareness



"My favorite part of camp is the fun activities and the bonded-ment with nature."

Parent and Camper Feedback

385

campers surveyed



117

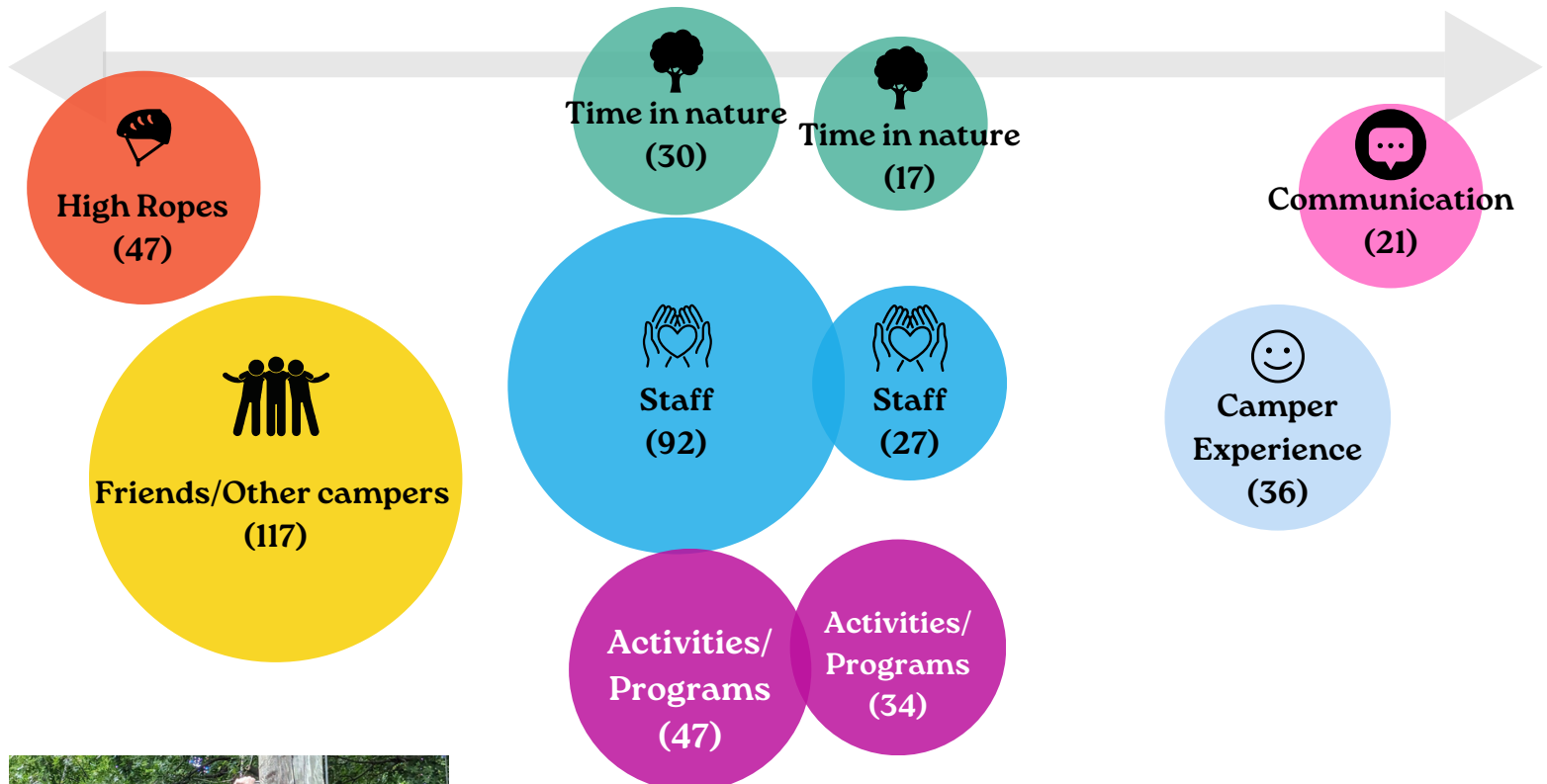
parents surveyed



Campers Liked

Both Liked

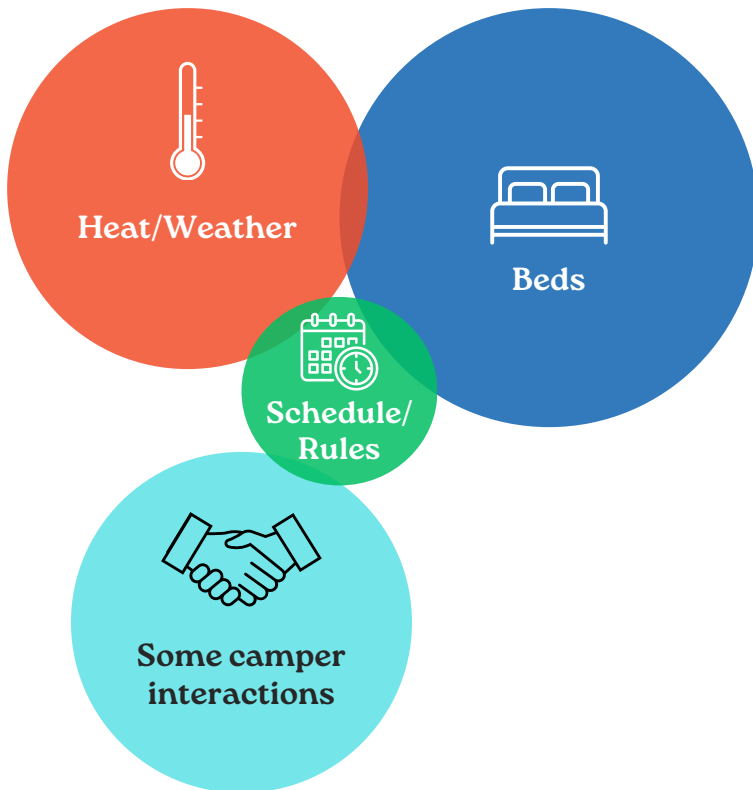
Parents Liked



"I like feeling rough and adventurous. This camp helps me do that."

Parent and Camper Feedback

What Campers Said We Can Improve



What Parents Said We Can Improve



*Specifically, parents wanted more communication before camp (particularly about transportation) and more ability to communicate with campers during camp.



"Some campers don't want to participate in all camp activities, [but] often the activities are better than what they thought."

What We're Changing

What Campers Said:

Drinks were too watered down



What We're Doing

Changing the drink mix ratio



What Parents Said:

They wanted more communication earlier about camp



What We're Doing

Adding a text message and email on the Friday before camp



What Parents and Campers Said:

They wanted more activity opportunities



What We're Doing

Expanding club subjects



“My favorite part about camp is the way you feel like a family with other campers!”

**Thank you to all of our campers and
parents who participated in surveys!**

You make Wildwood great!

