



2021 ANNUAL REPORT



CAMP
SOUTHERN
GROUND





A MESSAGE FROM OUR PRESIDENT AND CEO

*For those of you that know Camp Southern Ground,
you know we are no ordinary camp.*

There is something unique and intangible that extends beyond our buildings and grounds. It's people, it's passion, and it's mission. It's being a part of something much bigger than ourselves, something that is impacting kids and veterans in truly life altering ways.

February 2021 marked my five-year anniversary at Camp Southern Ground in a role that has been, without a doubt, the most rewarding of my career. The first five years were about growth and new beginnings, building infrastructure and architecture, and launching our summer camp and veteran transition programs.

This year, I am proud to say we served more than 650 young people for summer camp, an 88% increase over year one. We've scaled our Warrior Week and Warrior PATHH programs to a total of 15 sessions serving more than 200 veterans. We hosted our first Veteran Family Camp, opened our aquatics center, built a pump track, and continue to be grateful for our 3-acre solar farm, a 100% clean, renewable energy source. It has been a

beautiful thing to watch come together and see continue to grow.

Looking in 2022 and beyond, our goal is to scale for ever increasing impact. We will roll out more Veteran Family Camps, add day programs, and maximize current programs. We also have our sights set on the next phase of our capital campaign, a Residential Village that will allow us to scale across all activities and programs.

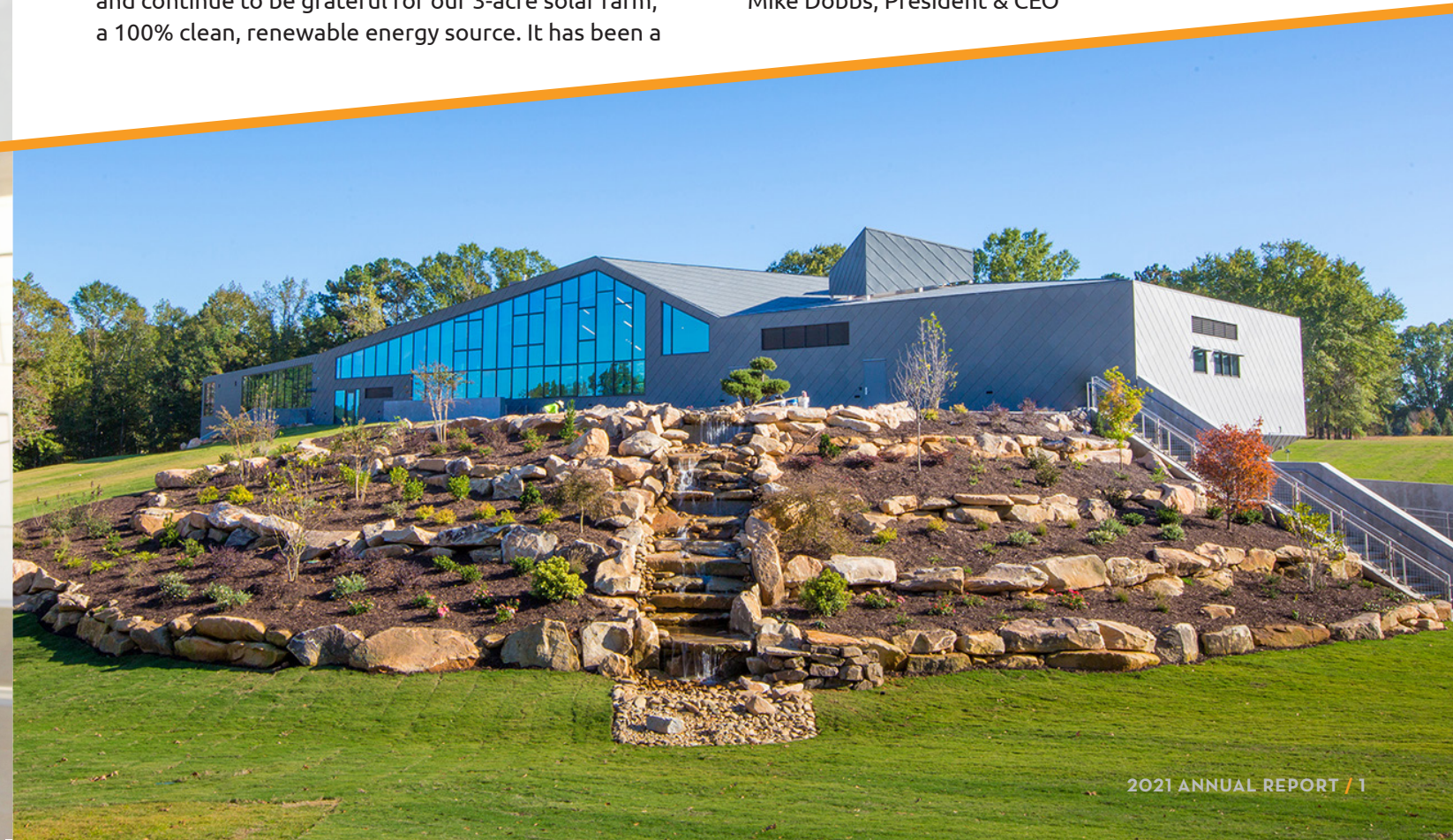
On behalf of all of us at Camp Southern Ground, thank you. None of what we've done and what's to come is possible without our loyal supporters and friends. For you, we are very grateful.

Mike Dobbs, President & CEO



*We are way more than a camp.
We have a higher intention.
Whether through our summer
camps or our veterans' programs,
we are helping people find their
way by creating a safe place to
learn about yourself and others.
Our hope is that people take the
tools and use them as a force for
good in the world.*

ZAC BROWN
Founder & Chairman of the Board,
Camp Southern Ground

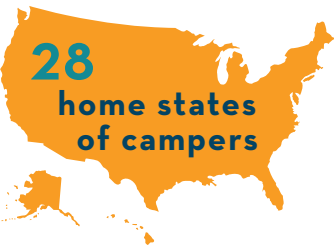


ONE CAMP, ONE MISSION, TWO CAUSES

2021 At a Glance



611
CAMPERS



89%
of campers
received tuition
assistance

421 ACRES
OF LAND



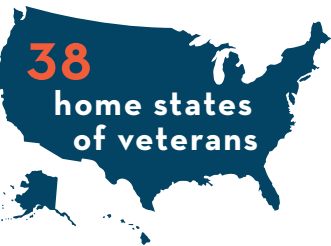
1,800 feet
of zipline



3 miles
of biking and
walking trails

7,000
pounds
of fresh produce
from our 11.5 acre
organic garden

196
VETERANS



19 sessions
WARRIOR WEEK
110 participants
WARRIOR PATHH
86 participants

INCEPTION TO DATE ACCOMPLISHMENTS

2011 - PRESENT

Core Essentials

Launched \$100M capital campaign. To date, we have raised \$49.8M and completed land acquisition, infrastructure, utilities installation, the dining hall, residential lodge one, the Space Crab Treehouse, a multi-purpose shade pavilion, a high and low ropes course and zipline, an organic garden, a pool, a bicycle pump track, and a fire pit.



CAMP
SOUTHERN
GROUND



2015 - 2017

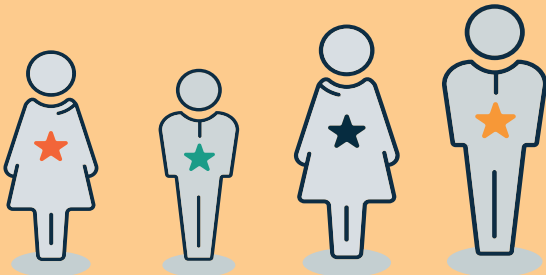
Program Design

Convened nationally recognized leaders to guide veteran and youth program design and strategic planning. Piloted fall mini-camps, hosting over 250 youth during five weekend sessions.

2018

Programmatic Launch

Hosted the first season of summer camp, serving 353 young people. Piloted Warrior Week to help 24 veterans transform the high stakes period of transition from one of struggle to one of profound growth.



2019 - 2022

Program Scaling

On track to serve more than 650 young people for 2022 summer camp, a 98% increase over year one. Scaled Warrior Week and Warrior PATHH post-traumatic growth program to a total of 15 sessions to serve more than 200 veterans. Launched first Veteran Family Camp fall 2021 with three more scheduled for 2022. Opened aquatics center and pump track, and installed a 3-acre solar farm.



SUMMER CAMP



On this Southern Ground, we will live and love what we learn, and together we will become independent, confident leaders through courage, compassion, and creativity.

CAMPER MOTTO

At the core of summer camp at Camp Southern Ground is the intentional fostering of diversity among our campers to create an inclusive environment in which we teach tolerance and respect for ourselves, each other and our differences.

In 2021, we welcomed over 650 kids, ages 7 through 17, to Camp Southern Ground. Some of those campers learned to swim, so many learned to ride bikes, and, with all staff vaccinated and solid protocols in place, we are happy to report we had zero cases of COVID-19.



In 2021, we served **178 MILITARY FAMILIES** including **102 GOLD, SILVER, OR WHITE STAR FAMILIES**



and hosted one full session solely dedicated to kids from Gold, Silver, and White Star families.



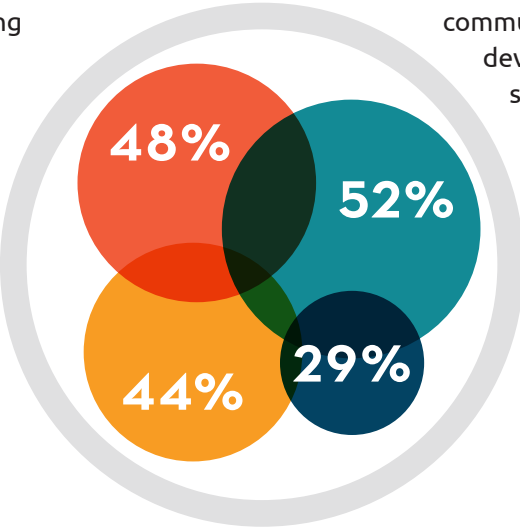
We serve four communities through our inclusive model

NEURODIVERSE CHILDREN

Accredited by the National Inclusion Project, Camp Southern Ground serves and is fully integrated for our neurodiverse campers, including those with ASD (Autism Spectrum Disorder), ADHD, dyslexia, and other social and emotional challenges. They participate in all aspects of camp, and we provide all the additional resources and support that these campers might need.

TYPICALLY DEVELOPING/MAINSTREAM CHILDREN

Camp Southern Ground values the unique contributions each camper brings to our summer camp community, and the inclusion of typically developing children is critical for all sharing the camp experience. Our inclusive programming provides a fun outdoor platform for natural engagements among children, creating greater understanding and a higher level of respect for diversity, shaping attitudes, and cultivating positive social experiences for all campers.



CHILDREN FROM UNDERSERVED AND LOW-INCOME AREAS

No child should miss out on the value of camp due to financial constraints. Not only can children from traditionally underserved areas benefit from camp, they also bring unique gifts and talents that often do not get the support needed to flourish. In 2021, we worked to build trust and meet this community's specific needs, including tuition assistance, transportation to and from camp, and the supplying of camp packing list items.

CHILDREN FROM MILITARY FAMILIES

Camp Southern Ground is deeply committed to serving military families. To honor their service and sacrifice, our programming incorporates military traditions such as a formal flag raising and lowering each day. We also talk to all campers about the importance of honoring those who have served and what it means to be a patriotic member of a community. Military youth in need receive 100% tuition assistance.

“My son has waited sixteen years to go to camp... it was absolutely worth the wait. Camp Southern Ground is a textbook example of how a camp should be run, as well as a reminder that children are capable of extraordinary things when given appropriate accommodations! Love and positivity lead the way!”

More than just a week away from home, summer camp is about trying new things, being challenged, and, ultimately, finding success; it's about growing healthy bodies and connecting to the food we eat; it's about celebrating differences and knowing we are better together; it's about growing goodness, community, confidence, and kindness. Summer camp can change a child's life.

Programs that challenge, educate and inspire as they foster cognitive, social, and emotional development create the foundation of every summer camp activity.



COGNITIVE DEVELOPMENT

the ability to focus, set goals, plan, organize, persevere, and problem solve.



SOCIAL DEVELOPMENT

the ability to read social cues, navigate social situations, communicate clearly, resolve conflict, advocate for oneself, and work effectively on a team.



EMOTIONAL DEVELOPMENT

the ability to recognize and manage emotions, understand the emotions and perspectives of others, cope with frustration, and demonstrate respect and empathy toward others.



I cannot explain the impact this camp had on my son. He had a hard time making friends at school and just connecting with his peers. When I picked him up he just beamed with confidence. Seeing him interact with kids that viewed him as an equal was priceless. They also taught him to ride a bike! We have tried for three years! All of the counselors knew the kids by name... just an absolutely amazing experience.



A week at Camp Southern Ground can change a child's life.

Parents reported the following results when asked how their child grew at camp



93% connected with someone who was different from them



90% tried something new



80% gained confidence in themselves



71% tasted new types of food



65% discovered something they are good at



64% built new social skills

MAKING TOMORROW BETTER

Warrior Programs at Camp Southern Ground

During non-summer months, veteran programs take center stage at Camp Southern Ground.

Founded on the premise that we have an obligation to support and serve the men and women who have fought to protect our country, our veteran programs help post-9/11 veterans find direction, purpose and healing during—and even long after—their transition back to civilian life.

Warrior Week and Warrior PATHH specifically serve post 9/11 veterans struggling with life after military service, as well as those struggling with PTSD, depression, anxiety, and/or combat stress. Veteran mental health services, already an area of concern, was further exacerbated as a result of the COVID-19 pandemic, when demand for such resources grew substantially. As the job market fluctuated and isolation mounted, Camp Southern Ground remained steadfast in our delivery of quality veteran resources and programming.

WARRIOR WEEK

Warrior Week, our signature 12-month transition and wellbeing program, reminds veterans of who and what they are once they’ve hung up their uniform.

The goal of Warrior Week, which starts with a high-touch week at Camp Southern Ground, is to help veterans thrive by identifying their unique strengths, discovering their purpose, and developing an action plan for moving forward. This holistic approach to growth and discovery happens amongst a community of peers and mentors who continue to walk with them over the next year.

In 2021, Camp Southern Ground hosted eight Warrior Week sessions serving 110 veterans. To demonstrate how Warrior Week achieved positive outcomes, our veterans completed a voluntary survey about their experience.



90% gained insights about personal strengths

95% felt confident about the ability to move forward with new purpose



96% reported increased knowledge of workforce readiness

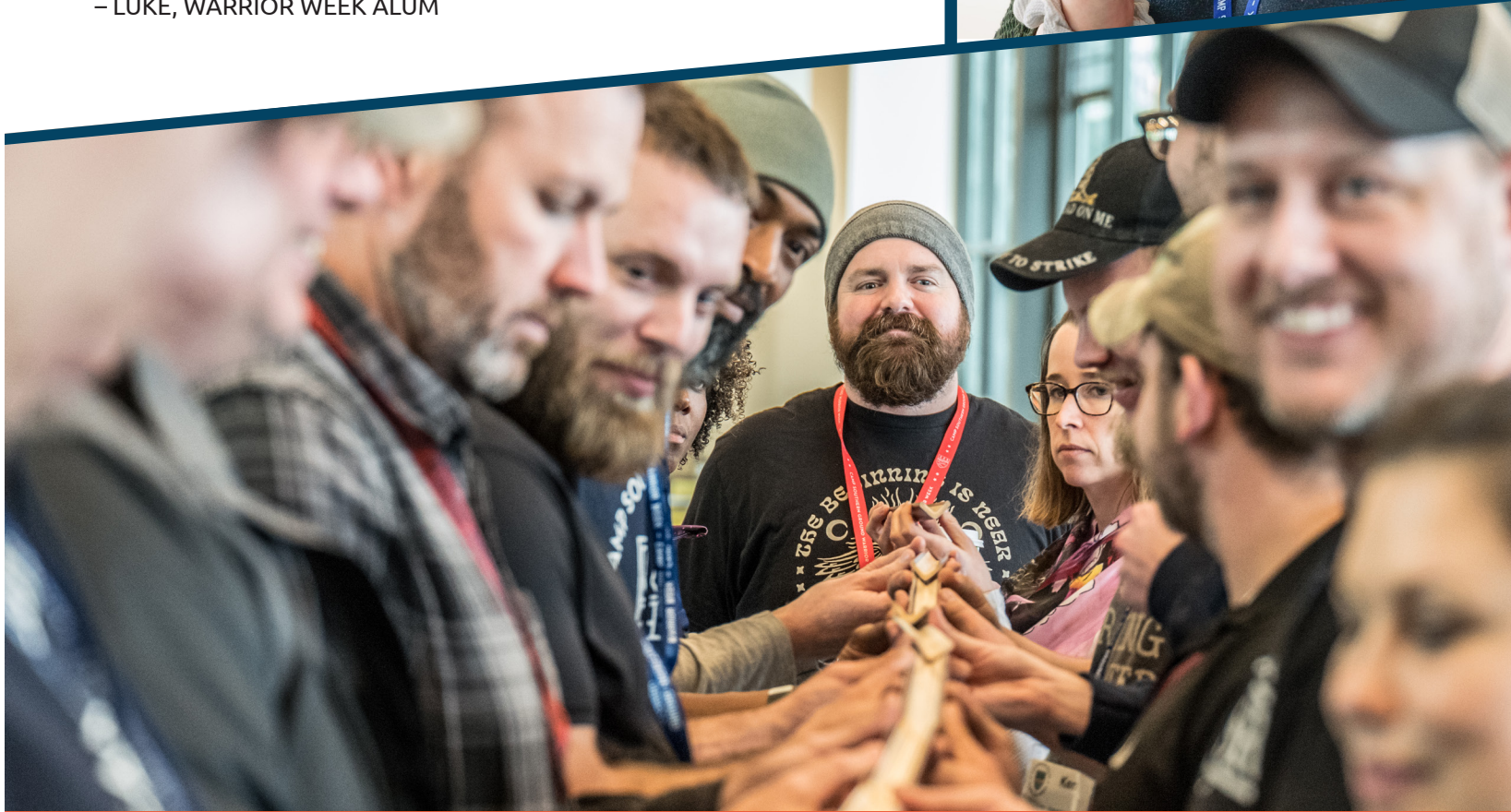
98% found an increased sense of comradery and support



99% learned wellness tools for a healthier mind, body and spirit

“I cannot thank every single person here for being so genuine, kind-hearted, compassionate, helpful, and pushing us to become better versions of ourselves. I am forever grateful for this experience and this program as it has made such an impact on my life. Each member of the staff here made me feel at home, respected, and safe. They are truly dedicated to helping us achieve our goals as we navigate our personal lives. Thank you from the bottom of my heart.”

– LUKE, WARRIOR WEEK ALUM



VIRTUAL VETERAN COMMUNITY

After quickly pivoting to a virtual platform in 2020, our Warrior Wellbeing online veteran community grew 81% in 2021 and has continued to provide an immediate peer-to-peer network to counter social isolation, create connection, foster a sense of belonging, and provide ongoing mental and emotional safety resources.

“Participating in this program allowed me to realize that I am not alone in the dark in this large vast world.”

– JESSICA, WARRIOR WEEK ALUM

WARRIOR PATHH

Warrior PATHH (Progressive and Alternative Training for Helping Heroes) is the nation’s first-ever program based on the science of Posttraumatic Growth, that ensures Warriors can make peace with their past, live in the present, and plan for a great future.

Warrior PATHH, delivered in partnership with the Boulder Crest Foundation, is a transformative, lifelong, Posttraumatic Growth-based training program that commences with an intensive, in-residence 7-day initiation followed by three months of dedicated support, training, accountability, and connection from a team of trained combat veterans and first responders. Warrior PATHH allows participants who are struggling with combat stress to transform times of deep struggle into profound strength and lifelong growth.

In 2021, we served 76 veterans over 11 sessions, two of which were dedicated to female cohorts. An 18 month evaluation evidenced unprecedented positive outcomes for those program participants.



51% saw a reduction of PTSD symptoms

41% saw a reduction in anxiety

35% felt less stress



21% felt an increase in self-compassion

56% saw an increase in post-traumatic growth

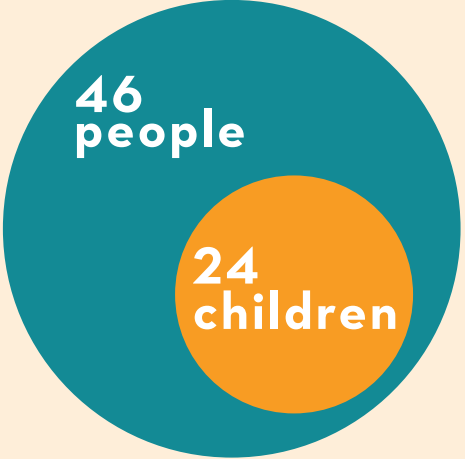
“I wouldn’t be here. I have already lived 3 weeks longer than my plan.”
– WARRIOR PATHH ALUM



VETERAN FAMILY CAMP

In November 2021, we piloted our first Veteran Family Camp to address the challenges veterans face and how they affect the entire family unit. This three-day experience over Veterans Day weekend offered families fun, engaging activities designed to provide each family member the tools and training to learn more about themselves and their family; connect with each other; and determine their own family values, communication rules, and mission.

12 FAMILIES



“When I thought there was no hope left, PATHH opened doors and opportunities, and transformed my life forever. I now have the tools to keep me on the right path. Thank you for giving me my life back.”
– WARRIOR PATHH ALUM



2021 FINANCIAL REPORT

SOURCE OF FUNDS

Through the incredible support of our friends, corporate and foundation partners, and the community at large, Camp Southern Ground raised close to \$5 million in 2021 in support of our mission.



EVENTS & CHARITABLE CONTRIBUTIONS
\$3,873,598



PROGRAM FEES
\$326,776



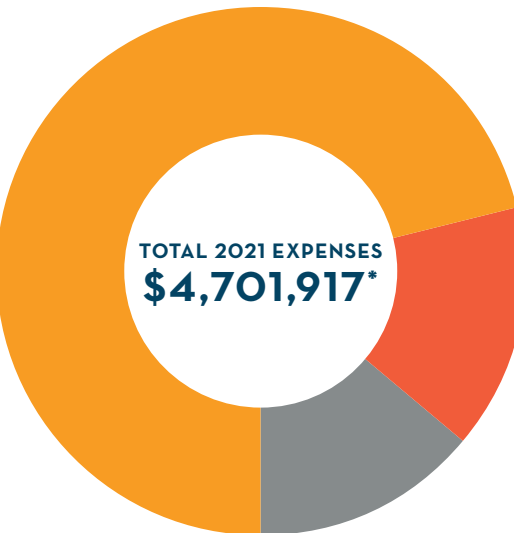
CORPORATE EVENTS
\$64,468



INVESTMENT/OTHER INCOME
\$674,468

USE OF FUNDS

We greatly value every investment the community entrusts to us, and we strive to be good stewards of every donor dollar we receive. Thanks to the generosity of our amazing community, we were able to continue campus development, offer full scholarships to every Warrior Week, Warrior PATHH and Veteran Family Camp participant, and provide both full and partial scholarships for 89% of our summer campers.



CAMP PROGRAMS & ACTIVITIES
\$3,351,965



FUNDRAISING & PROMOTIONS
\$698,271



GENERAL & ADMINISTRATIVE
\$651,681

*Note: Depreciation not included.



“CSG has truly become a second home for all of the members of my family. The grounds are absolutely stunning and continue to get better every time we arrive. The food, the activities, the atmosphere: *I sincerely doubt there’s a better place on earth to entrust my family’s growth.*”



THANK YOU TO OUR SUPPORTERS

2021 Donor Honor Roll

\$100,000+

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Laurice and Douglas Haynes
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Johnny Mac Soldiers Fund
The Menear Foundation
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Doubletree Wood Dale
John Fisher
Rapid Track Service Inc
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We are thankful for the ongoing support of Zac Brown Band and Zamily, the Zac Brown Band Fan Club. Our work would not be possible without you!



BOOK YOUR NEXT EVENT TODAY



At Camp Southern Ground, our #1 goal is to create a truly transformational experience for everyone that visits our campus.

Our guests have access to over 400 acres of rolling hills, beautiful greenery, unique facilities and awesome team-building activities for all your event needs. Whether you're hosting an intimate corporate strategy session in our Pete Nelson Treehouse Masters designed treehouse, team-building on our Chris Kyle Frog Foundation & Boot Campaign Confidence Course, or sitting down for an amazing dinner in our state-of-the-art dining hall, we will work to make it special.



For more information,
contact *Jessica Kilgallen*
678-561-9609
booking@campsouthernground.org
campsouthernground.org/booking

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**CAMP
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