

BETHEL HORIZONS HIGHLIGHTS

2025



Property Notes

4 New RV sites have been added to the Tent and Trailer Campground - partially funded by the Bethel Endowment Foundation

Thanks to generous grants from the Bethel Endowment Foundation:

- PC Gables replaced with steel siding
- PC food service lines upgrades and new double gas convection oven
- Repairs were made to the BRC kitchen
- New blinds in the PC main building

Construction began on the 2 Forest Village cabins and the 5 staff cabins as part of the Embracing the Future Campaign

Purchased new duplex in Dodgeville as part of the Embracing the Future Campaign

Remodeled Adamah Kiln room adding new Bailey Gas Kiln

At Adamah Studio air filtration system installed

Epoxied the campground shower house floor

Added concrete walkways at Adamah

Repaired siding and painted exterior of PC

Staff Notes

Linda Warren is in her 7th year serving as our Office Manager

Heather Rainwater Moen completed her 3rd year as the Camp Chaplin

Jason Ketelsen has served as the Operations Director for the past 2 years.

Tia Hewuse has served as the Adamah Program Director for 2 years.

Shannon Sack completed her 2nd year as the Summer Camp Program Director.

Mitch Sack served as the Facilities Manager and moved to the part time Retreat Host.

Sara Triggs moved from a Summer Camp Coordinator into the Hospitality Manager.

Terry O'Day and Celyna Socha continue in their 2nd year serving at Adamah.

Brian began his 2nd year as the Property & Facilities Director.

Andrew Vlasak began in February 2025 as the Executive Chef

Barb Sullivan started as the Adamah Assistant in August 2025

Usage Notes

285 days of usage - 78%

Over 15,000 camper days (based on the number of people at camp each day of the year), and over 7,600 unique visitors an increase of over 10% from 2024.



Other People Notes

Elly Chybowski completed 9 years of service to the board in 2025

We welcome Kari Engelke (returning) and Jean Voelkel as new Directors on the Board.

Jack Salzwedel completed 4 years as President of the Board

Mike & Mary Lintner served as volunteers May-October

Program Notes

Adamah had over 900 people participate in workshops this past year, a 12% increase from 2024.

Thanks to a generous BEF grant, nearly 60 summer campers participated in Adamah.

Adventure and Environmental Education Programs served over 3,500 people this year

Summer Camp served 451 campers this past season or nearly 13% more than 2024

Horizons served more than 2,000 people through the retreat programs

In partnership with Capitol Off Road Pathfinders, Bethel Horizons saw 100% increase in bikers/hikers from 2024

Marketing/Development

Horizons' Annual Campaign raised \$183,000, in addition to \$170,000 from generous estate gifts

The 40th annual Bikeathon raised \$45,000

We received over \$82,000 in donations for current year Camperships

Financial

Horizons ended 2025 with operating revenue \$1,710,319 a growth of 4% from 2024

Horizons received \$130,000 of grants from Bethel Endowment Foundation

Earned revenue, money people paid for programs or services, rose by 4% in 2025

LOOKING FORWARD

CONTINUED STRATEGIC PLAN



Focus Area #1 - Enhance the Financial Health of Horizons

Adjusted staffing: Executive Director will now work 25% for Bethel Lutheran Church and Outdoor Education will be staffed by 1.5 employees for our field trip groups

Stretching to grow Adamah revenues to over \$400,000, moving toward strategic goal of \$1,000,000 earn revenue

Rebranding Pastor Duane Hanson Legacy Society as the Harmony Society for legacy gifts to Bethel Horizons

Focus Area #2 - Build a New Land Ethic Utilizing the Whole Camp

With new bike trails and reworked hiking trails just two years old, implement a more sustainable way to maintain this asset with volunteers and staff

Complete comprehensive Strategic Review of the whole property

Focus Area #3 - Engage and Energize our Volunteer Force

Continue to invest in resident volunteer program with new RV sites

Scheduling regular workdays to provide opportunities for volunteers to help maintain camp

Create an inventory of volunteer skills and abilities

Focus Area #4 - Establish Horizons as a Recognized Leader.

Adding additional programming each summer to strive toward the goal of serving 500 youth

Prepare Adamah for larger numbers this year

Working on intentional marketing strategy to boost our retreat usage

Expand the reach of the Bike-a-thon to become a destination for more traditional bikers

Focus Area #5 - Commitment to improve Bethel Horizons' Diversity, Equity, and Inclusion Efforts Across all Programs

Complete work on improving accessibility at the Prairie Center and the Adamah Retreat Center thanks to a grant from the ELCA through the Total Inclusion program