

PROVIDING SPACE TO EXPERIENCE  
GOD IN SHAWSVILLE, VIRGINIA.

2020

# IMPACT REPORT

STILL SERVING THROUGH  
IT ALL .



**62%** INCREASE IN PUBLIC USE  
GUESTS IN 2020



CONNECTED  
ONLINE



GOING ALL  
THE WAY



OPEN FOR  
RECREATION

BILLY DUNCAN CARRIES CAMP @ HOME BOXES INTO THE SHAWSVILLE POST OFFICE.

SERVING THE ROANOKE AND NEW RIVER VALLEYS IN  
OUTDOOR MINISTRY SINCE 1957.

LAST YEAR WAS DIFFERENT THAN WE EXPECTED, BUT IT DIDN'T STOP US. HERE IS AN UPDATE DIRECTLY FROM OUR TEAM.

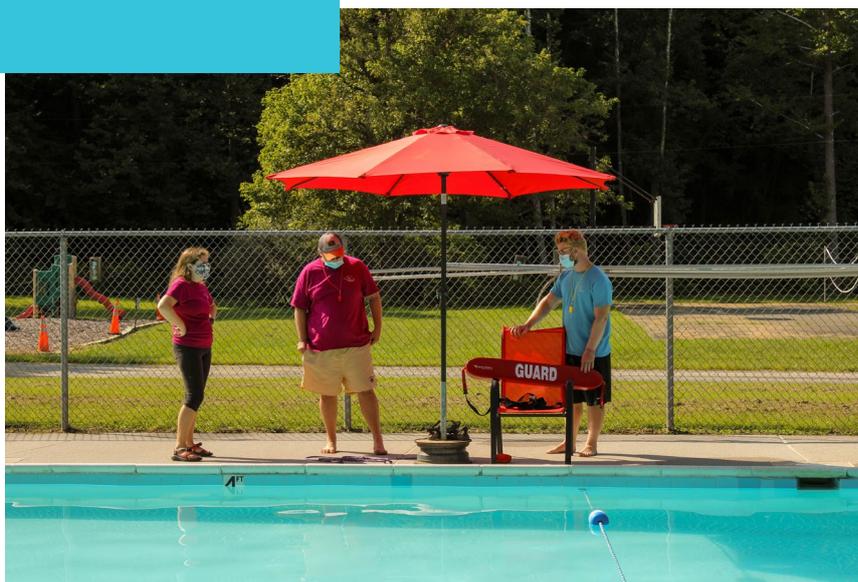


01

# FROM OUR OFFICE

STAY IN TOUCH! WE HAVE TO WORK A BIT HARDER THESE DAYS. REACH US AT [OFFICE@ALTAMONS.ORG](mailto:OFFICE@ALTAMONS.ORG)

LEFT: STAFF MEMBERS PREPARE FOR POOL GROUP IN SEPTEMBER, 2020.



## CHARTING THE WAY

### Alta Mons Staff

Ronda Wimmer  
Executive Director

Meredith Simmons  
Program Director

Ernestine Critzer  
Guest Services Coordinator

Billy Duncan  
Maintenance Coordinator

### Board of Directors

James E. Pearman  
Board Chair and President

Chuck Neely  
Vice President and Treasurer

Jennie Weeks  
Secretary

Brenda Brooks

Hannah Curtis

Todd Fitch

Reverend Doug Forrester  
Roanoke District Superintendent

Courtney Grubb

Bill Hughes

Reverend Bill Logan

Leroy Worley

### Last year was a year full of unexpected blessings at Alta Mons.

We started the year with a strong vision for what we hoped the coming months would hold, but our vision was halted by the pandemic. After several months of simply surviving, we planned, pivoted, and re-opened our gates on June 8th to serve predominantly hikers and campground guests. What a joy it was to share Alta Mons with so many first-time visitors!

Instead of our typical summer camp, we dreamed up, produced, and published 9 weeks of free online content that we called "Camp @ Home." At the end of July, we pulled off a major surprise for 300 of our past campers: a free Camp @ Home box delivered directly to their doors!

As Christmas approached, it became clear that we would not be able to host our typical Winter Camp weekend, and "Winter Camp @ Home" was born. We were able to produce 4 weeks of free

Advent themed content and deliver 350 boxes to past and new campers. A true Christmas blessing.

Reflecting on 2020, we are so thankful that we were able to retain all of our staff and avoid furloughs during this tough time. We are grateful for the financial support we received from many generous donors, grants, and the Roanoke District of the UMC. Looking to 2021, we are excited to be able to host more guests and to safely implement in-person summer camp. God is good and He is here at Alta Mons. We invite you to come and see for yourself.

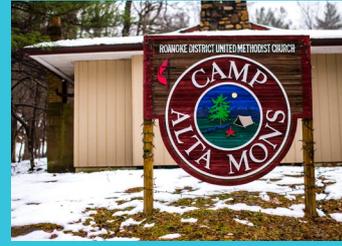
Sincerely,

*Ronda Wimmer*  
Executive Director

*Meredith Simmons*  
Program Director

# ABOUT OUR MINISTRY

**OUR MISSION IS TO PROVIDE EACH PERSON SPACE TO EXPERIENCE GOD THROUGH OUR CHRISTIAN HOSPITALITY, FACILITIES, AND PROGRAMS.**



## SINCE 1957

The Roanoke District of the United Methodist Church had a vision for how a summer camp could serve the world. Today, we continue to faithfully carry out that vision.

ALTA MONS BEGAN AS THE OUTDOOR MINISTRY OF THE ROANOKE DISTRICT OF THE UNITED METHODIST CHURCH. FOR OVER 60 YEARS, OUR SUMMER AND WINTER CAMP PROGRAMS HAVE GIVEN CHILDREN AND YOUTH THE OPPORTUNITY TO FORM RELATIONSHIPS WITH EACH OTHER, WITH NATURE, AND WITH GOD. THESE PROGRAMS ARE THE CORE OF WHO WE ARE. HOWEVER, SUMMER CAMP ISN'T ALL THAT WE DO. WE ARE OPEN YEAR ROUND TO PROVIDE HIGH QUALITY EXPERIENCES TO ALL AGE GROUPS THROUGH OUR CAMPGROUND, HIKING TRAILS, AND FACILITY RENTALS. ALTA MONS HAS SOMETHING FOR EVERYONE AND WE HOPE YOU'LL VISIT US SOON.



## FAITH FORMATION

Our campers are encouraged to wonder out loud, ask questions, and think critically as they grow and deepen their faith.

*"In sixth grade, I experienced God for the first time at Alta Mons... Now my kids get to have the same experience. Thanks for the gift of this powerful faith sharing legacy." -Camper Parent*

01



## CHRISTIAN COMMUNITY

Small group christian camping provides the framework for groups of 7-14 campers and two counselors to live out what the Bible teaches us about community in 1 Corinthians 12:12. From chores to meals to worship, this group spends their time learning, laughing, and loving together.

02



## IMMERSION IN NATURE

We want our campers to know how amazing this Earth is. We explore, play, and love on these 850 acres known as Alta Mons. We believe that the Earth is one of God's most precious gifts, and we strive to teach everyone how to best care for creation.

03



IN 2020 WE WENT ONLINE. DELIVERING 9 WEEKS OF FREE SUMMER CAMP CONTENT.



### SHARING WHAT MAKES US SPECIAL

EACH WEEK HAD A THEME BASED ON AN ASPECT OF OUR CAMP CULTURE.

03

# CAMP @ HOME PROGRAM REPORT

## 29 YOUTUBE VIDEOS TO FOLLOW AT HOME



No time was lost in 2020. Our videos served to help guide campers in learning and faith forming experiences.

## 52 HOURS OF VIDEO WATCHED ONLINE



With over **1648 views** on YouTube alone, children and families were able to create, sing, and worship with us from home.

## 45 CONTENT PIECES OVER 9 WEEKS



This content is free and archived on our website. Anyone can find it and continue to engage with Alta Mons.

## 27 DEDICATED VOLUNTEERS



We are incredibly grateful to the people who gave their time and talents to make this project happen.



PASTOR ALAN COMBS OF FIRST UNITED METHODIST CHURCH IN SALEM, VIRGINIA DELIVERS MORNING WATCH FROM THE INTERSECTION.

## FREE ONLINE CONTENT FOR EVERYONE

**When we made the difficult decision to suspend our summer camp program, we knew we had to find a way to reach our campers. Our answer: 9 weeks of free online content from our website and social media.**

Camp @ Home was an extraordinary success. Not only did we engage our campers, but also their families, church members, past staff, and members of the community.

Each week had a theme focusing on an aspect of summer camp culture. Throughout the week we shared a blog, a how to video, a morning watch devotion, a tour of a campsite, and a piece of history all relating to the week's theme. Campers followed along and got ideas about how to do their favorite camp activities at home.



**DID YOU MISS IT? CHECK OUT OUR CAMP @ HOME PAGE TO JOIN THE FUN!**  
[WWW.ALTAMONS.ORG/CAMP--HOME](http://WWW.ALTAMONS.ORG/CAMP--HOME)

# A SUMMER CAMP SURPRISE



47

Hours volunteered to assemble and distribute boxes



300

Boxes delivered to campers



46

Activities to do inside a Camp @ Home box

THE FORD FAMILY POSES WITH THEIR CAMP @ HOME BOXES OUTSIDE THEIR HOME IN BLACKSBURG, VIRGINIA.

## SENDING LOVE DIRECTLY TO CAMPERS' HOMES

From the beginning we had a surprise up our sleeves. We knew our online Camp @ Home content was not enough. We needed a way to reach every camper regardless of internet access and their family's ability to help them engage with the content.

On July 31st, 2020, we began delivering Camp @ Home Boxes to 300 campers. We mailed 220 boxes at the local post office and hand-delivered another 80

boxes. This project was made possible by sneaky parents who helped all the pieces come together, hard working volunteers who packed and assembled the boxes, and a very generous donor who believes in the value of camp experiences for children and youth.

So what was inside the boxes? Each box contained a Camp @ Home shirt, a water squirter, craft supplies, a notebook, 2 stickers, colored pencils, and

an activity book.

The activity book contained instructions on how to plan the week of camp, words to camp songs, coloring pages, and activities to do at home.

We are so grateful to have been a part of God's work in this way. It is our hope that these boxes remind campers that there is a community of people who care about them and a God who loves them endlessly.

# \$11K

RAISED TO HELP SHARE  
THE JOY OF CHRISTMAS



## DID YOU KNOW CAMP KEEPS KIDS IN CHURCH?

Youth who attend camp are three times more likely to remain involved in church five years later than their peers who did not attend camp (Effective Camp Project).

LISA AND RUTH ABBOTT OF BLACKSBURG UMC VOLUNTEER TO ASSEMBLE BAGS OF CRAFT SUPPLIES FOR WINTER CAMP @ HOME.



## CAMP @ HOME SPREADS THE NEWS OF ADVENT

On December 7th, 2020, we mailed and began delivering 350 Camp @ Home boxes. Adding 50 campers to our list allowed us to engage with campers who had never been to Alta Mons before.

### OUR WINTER CAMP PROJECT

When it became clear that an in-person winter camp gathering would be not be possible, we immediately began fundraising.

We were amazed by the love and support we found in our donors and volunteers.

At the beginning of December, we launched our second Camp @ Home project. With 4 weeks of online content, we followed the themes of Advent and shared bits of winter camp.



FROM LEFT TO RIGHT: CAMPER MAKES CRAFT WITH SUPPLIES FROM HER BOX, MEREDITH SIMMONS AND TAYLOR PETTY RECORD HOT CHOCOLATE HOW TO VIDEO, CAMPER POSES WITH HER BOX AT KIDS SOAR'S LINCOLN CAMPUS.



CAMPERS AND STAFF LINE UP ON THE FOUR SQUARE COURT FOR LUNCH DURING WINTER CAMP 2019.



## REMEMBERING THE GOOD TIMES AT WINTER CAMP IN 2019

We couldn't help but share what a success winter camp was in 2019. This was the last time we hosted an in-person program, and the joy from it is still carrying us forward.

In 2019, Alta Mons hosted our largest winter camp yet with **97 campers** in attendance. We drank hot chocolate, decorated backcountry Christmas trees, and sang at the top of our lungs.

We continue to be so grateful for the support of our campership program. We were able to give **26 camperships** to children at this event. Meaning for 26 kids, finances were not a barrier to their camp experience.

This ministry would not have been possible without our **30 volunteers** who gave up their holiday weekend to share the hope of Jesus with children.



## LOOKING AHEAD TO RETURN TO IN-PERSON CAMP IN 2021

Every January, we dive deep into the summer camp planning season. This year is no different. We are running full speed ahead planning for summer camp in 2021.

This year, children will need camp more than ever. They will long to belong to a group of peers. They will yearn for connection with an adult who cares. They will thirst for time apart from their stressful lives. They will look for more meaning in

the world. Alta Mons will be there to give them what they need.

As a ministry, we must be led by and prioritize our mission. Yes, summer 2021 will be very different. We will take every precaution to ensure the health and well-being of our staff, campers, and their families. **And we will share the love of Jesus with children in the best way we know how....AT CAMP.**

## OUR CAMPERS

Campers at Alta Mons represent a diverse group of identities and experiences. We believe that we are made better when everyone is included. The following data pertains to campers who attended summer camp in 2019.

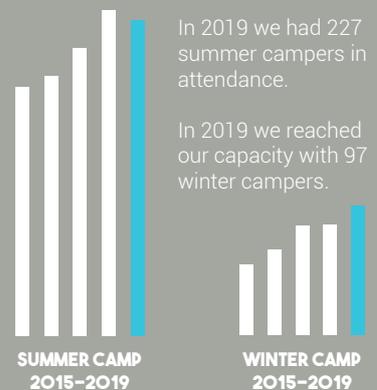
- 59%** Returning Campers
- 32%** Receive financial assistance from our campership fund
- 34%** Attend a church in the Roanoke District

**"WE ARE THANKFUL FOR THE OPPORTUNITIES FOR OUR SON TO GAIN CONFIDENCE IN ALL ASPECTS OF LIFE WHILE AT CAMP."  
-CAMPER PARENT**



## WE ARE GROWING

Below is attendance data for our summer camp and winter camp programs over a 5 year period.



**51% GROWTH**  
IN CAMP GENERATED INCOME\*

\* Over the 5 year period between 2015 and 2019

THE FINANCIAL SUPPORT OF OUR DISTRICT CHURCHES AND GENEROUS SUPPORT BY NUMEROUS DONORS CONTINUES TO BE A BLESSING.

# 04 FINANCIAL REPORT

## A WORD FROM OUR BOARD CHAIR

THIS LAST YEAR WAS CHALLENGING FOR ALTA MONS AS IT WAS FOR MANY OF YOU.

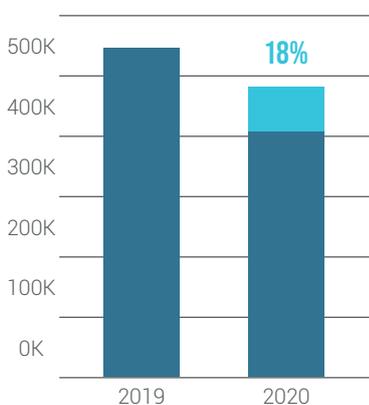


**JIM PEARMAN**  
BOARD CHAIR AND PRESIDENT

In compliance with the orders issued by Governor Northam and Bishop Lewis, Alta Mons closed its indoor facilities beginning in March. This closure meant we were not able to hold an in-person summer camp or winter camp or welcome guests to use other Alta Mons facilities. Fortunately, we had a very dedicated and inventive staff determined to provide a camp experience during 2020. The financial support of generous donors and energy of volunteers allowed Alta Mons staff to design, produce, and distribute 300 Camp @ Home boxes and supplement the boxes with a 9-week Camp @ Home virtual camping experience. While we missed having campers physically experience the beauty and community of Alta Mons, we still shared the message of love of Jesus Christ.

While Alta Mons was able to open for hikers and recreational campers for most of 2020, the impact of the closure on budgeted revenue was significant. However, the continued financial support of our District churches and generous support by numerous donors was a blessing. While the inability to hold camps allowed Alta Mons to reduce expenses in a number of areas, the reductions were not sufficient to make up for the loss of revenue from the rental of Alta Mons' facilities. Fortunately, Alta Mons qualified for a Payroll Protection Program loan and received a grant from Montgomery County from CARES Act funding. These funds allowed Alta Mons to maintain employment of its full time staff. With the reduction in guests, the staff focused its efforts on accomplishing many deferred maintenance projects.

### CARES ACT FUNDING HELPED FILL THE GAP



### A LOSS OF GENERATED INCOME BY

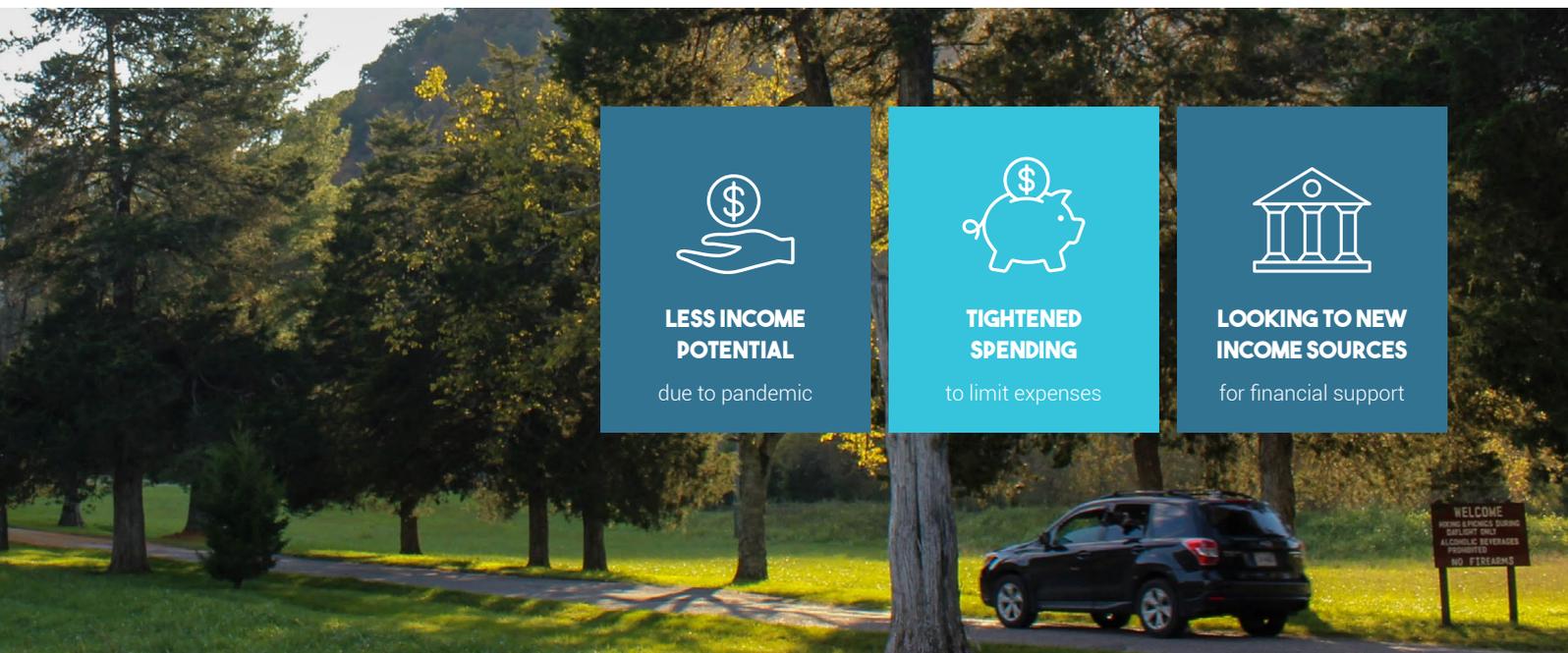
# 73%



due to our inability to host camp programs and cancellations of guest groups, a difference of \$128,846 from 2019 to 2020.

### SIGNIFICANT FIGURES IN DEVELOPMENT IN 2020

- 54% of donations came from individuals donors, attributing to \$163,231.
- We received support from 96 first time donors.
- At the beginning of the year, we installed a donation box at public use sign-in kiosk. The box generated \$992 in donations.
- Campaigns on Facebook raised \$3555 from 49 donors.

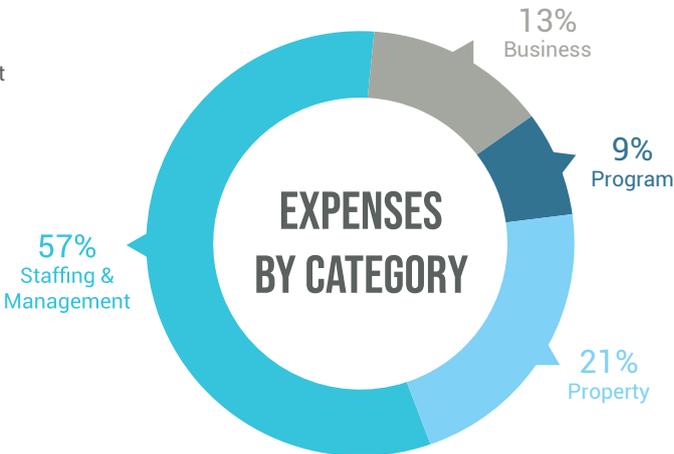
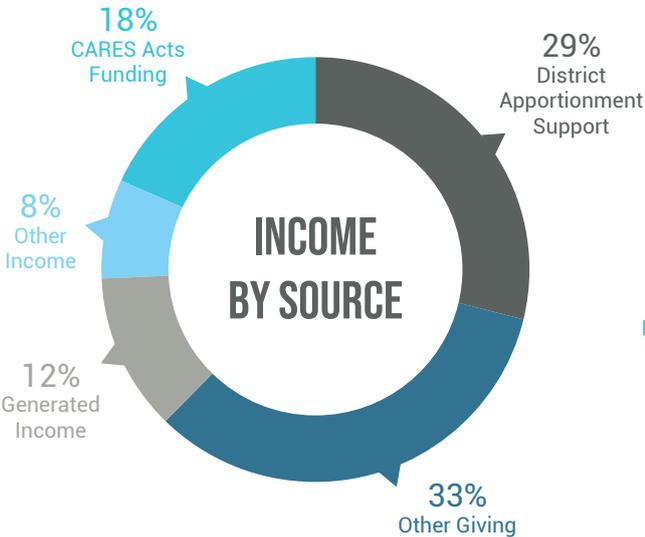


**LESS INCOME POTENTIAL**  
due to pandemic

**TIGHTENED SPENDING**  
to limit expenses

**LOOKING TO NEW INCOME SOURCES**  
for financial support

A VISITOR DRIVES DOWN THE CEDAR-LINED CAMP ENTRANCE IN OCTOBER OF 2020.



\* Continued support from the Roanoke District was vital in 2020.

\* A principle goal since the beginning of the pandemic has been to keep staff on and avoid any layoffs or reduced hours.

<b>FINANCIALS FOR ALTA MONS, INC</b>	
Jan 1, 2020 - Dec 31, 2020	
<b>Generated Income</b>	<b>\$47,780.75</b>
<b>Donations</b>	<b>\$250,112.70</b>
District Apportionment	\$116,241.87
Other Giving	\$133,870.83
<b>Other Income</b>	<b>\$102,663.54</b>
CARES Act Grants	\$25,000.00
PPP Loan Forgiveness	\$47,930.00
<b>Total Income</b>	<b>\$400,556.99</b>
<b>Total Expense</b>	<b>\$384,633.25</b>

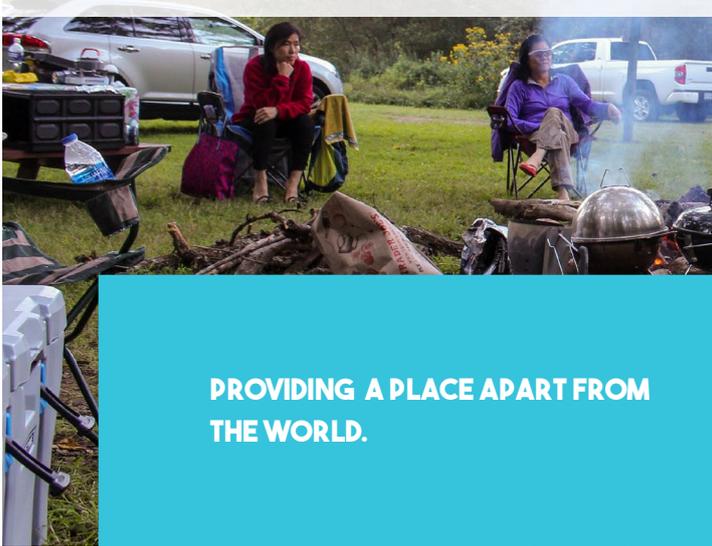
\*Decreased expenses of 16% from program costs and budget cuts helped ensure financial security.

## HEADING INTO 2021

In 2021, our efforts are focused on holding an in-person summer camp and welcoming other guests back to Alta Mons. The Board and staff have developed extensive plans to safely host campers and guests. However, the implementation of these plans will largely depend on the status of the orders from Governor Northam and Bishop Lewis. The Board and staff are committed to providing a safe environment when campers and guests are permitted to use the property.

While there is still major uncertainty about 2021, we are optimistic that the continued expansion of the vaccination program will allow Alta Mons to return to some form of normalcy during 2021. We believe there will still be adverse economic impact on Alta Mons during 2021 and we are planning for that contingency. We trust in the continued faithful support of our District churches and the numerous donors who love Alta Mons. We know that God is in control and that the Board and staff are committed to sharing the beauty of His creation and the love of his son Jesus Christ.

# OPEN FOR REST & RECREATION



PROVIDING A PLACE APART FROM THE WORLD.

## OPERATIONS REPORT

05

HIKING CLUB FRIENDS GATHER AROUND A FIRE AT THEIR CAMPSITE..

In 2020, we made it a priority to stay open and continue to serve our guests and users. We were so glad to be able to offer our property and facilities for the enjoyment of our guests.

We began the year hosting several large retreat gatherings including the Roanoke District Youth Event. We were delighted to host so many local youth at Alta Mons. During Phase 1, we closed for a period of time, while we figured out what our operations would look like in a new normal. **Implementing increased sanitation practices, social distancing measures, and face covering policies, we continued to do all we could to keep our guests and staff safe.** After our reopening in June, we saw a wonderful increase in public use. It seems last year people were looking for places to hike and enjoy the outdoors, and Alta Mons was able to fill that need. In 2020, **4,517 hikers** signed in at our kiosk. Our camping season began in June, and we were pleased to serve **1,260 happy campers** at our RV and tent campground. The 4th of July and Labor Day weekend were highlights for our staff. As other pools in the area remained closed, our pool saw an increase in small group contract use with **241 swimmers**. Though public health restrictions and concerns for safety limited the retreat groups we could host, we saw an **increase in pastoral retreats**. We were able to serve 10 pastors and their families in this way.

### GUEST DAYS IN 2019 AND 2020

	2019	2020
RETREAT	6,204	1,029
POOL	249	241
ROPES	247	22
CAMPING	1,806	1,260
PUBLIC USE*	2,794	4,517
PASTORAL RETREAT	20	182
TOTAL	10,847	7,054

\* This number is based on guests who sign in. Actual public use numbers are likely much higher.

9 NEW POOL GROUPS



62% INCREASE IN PUBLIC USE GUESTS



"IT WAS MY FAMILY'S FIRST GETAWAY SINCE THE PANDEMIC. WE HAD A WONDERFUL TIME IN NATURE."

PASTOR JAE SONG  
OF THE DANVILLE DISTRICT

AS WE LOOK INTO 2021, WE HOPE TO BE A PLACE FOR SMALL GROUPS AND FAMILIES TO GATHER SAFELY. GOD CONTINUES TO SHOW UP IN THE BEAUTY OF ALTA MONS, AND WE ARE HOPEFUL THAT WE WILL GET TO SHARE IT.

# DONOR LISTING

## **\$10,000 and over**

A Generous Friend of Alta Mons  
A Generous Friend of Alta Mons  
Jim & Brenda Pearman  
Lorene S. Pearman  
Carol Pruner

## **\$5,000 to \$9,999**

W. Jackson Burrows

## **\$1,000 to \$4,999**

A Generous Friend of Alta Mons  
A Generous Friend of Alta Mons  
Blacksburg UMC  
Havens Chapel UMC  
Ruth Keeling  
James Leake  
Neely's Accounting Services Inc.  
Taylor Petty  
Sisson & Ryan Quarry  
UMW (Local Units & Roanoke District)  
Herbert C. Williams Jr.  
Ronda Wimmer

## **\$999 and under**

Dr. Gavin M. Aaron  
Andy Adams  
Martha S. Altizer  
Maile Armstrong  
Lisa Assad  
Louise Y. Baker  
Travis Ballie  
James Binger  
Blacksburg Chinese Church  
The Blacksburg Giving Fund  
Bonsack UMC  
British Car Club  
Ronnie & Brenda Brooks  
Jean Broyles  
Jeremy Burton  
Toby & Nici Bush  
Stanford Byrd  
Calvary UMC Christiansburg  
Lynn & Gayle Campbell  
Seth Carrick  
Carrie Carswell  
Kimberly Cash

Cave Spring UMC  
Central UMC  
James D. Cole  
Alan Combs  
Afton Conner  
Boyce Cook  
Patricia Crawford  
Ernestine Critzer  
Crockett Springs UMC  
Jeffrey & Janet Crook  
Hannah Cline Curtis  
Barry Danner  
Keith Davis  
Sherri Davis  
Dennis Dickens  
Dennis & Nancy Dickison  
Blake Dinger  
Richard Dudley  
Brad & Kim Dulaney  
Jackie & Davis Durham  
Erin Engelder  
Beth Faulk  
Todd Fitch  
Amy Frary  
Vicki Funderburk  
Ginger Furmage  
Tara Gantt  
Amanda Miller Garber  
Emily Garbera  
Phyllis & Rick Geoghegan  
Edwaed & Carolyn Glade  
Dane & Debbie Gravely  
Sarah-Kate Gravely  
Greene Memorial UMC  
Rachel Gresham  
Courtney Grubb  
Tracey Hall  
Rory Hardison  
Amy Harrison  
JoAnn Helms  
Michael Hicks  
Rachael Hodges  
Gregory & Daphne Huffman  
Eric & Felicia Huweart  
Bonnie Johnson  
Deborah Jones  
Ann Journell  
Beth Joyner

Eric Kaufman  
Frances L. Land Estate  
Melanie Laffin  
John LaPuasa  
Deborah A Lawrence  
Lawrence Memorial UMC  
Aimee Lilley  
Matthew Lipscomb  
Natasha Lowe  
Glen Lyle  
Matthew & Jennifer Martin  
John Mathews  
Meredith Mathews  
Tammy Maxey  
Barbara McClintock  
Jim McGehee  
Rebecca MacKenzie  
Liz McQueen  
Kerri Merrill  
Sherri Minnix  
Meg Moore  
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NCG  
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Michele Olivas  
Ronald & Sheila Overstreet  
Angela Petty  
Lauren Pickens  
Calvin Price  
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Katie Richardson  
Terry & Susie Ross  
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Reggie Rumburg  
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John & Joyce Smith Jr.  
Lesa Smith

Rachel Smith  
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Tom Watts  
Vivian Webb  
Jennie Weeks  
Werth Family  
Jeffrey Wilson  
Sarah Windes  
Therese & Homer Witcher  
Woodlawn UMC  
Leroy Worley  
Joseph B. Wright  
Tyler Wright  
Denton Yoder  
YourCause, LLC  
Phyllis Zorn



**A SINCERE THANKS TO ALL OF OUR DONORS WHO HAVE MADE THIS YEAR POSSIBLE. WE WOULDN'T BE ABLE TO DO MINISTRY WITHOUT YOUR SUPPORT!**



# A WELCOMING PLACE APART; NURTURING AND TRANSFORMING LIVES.

PICTURED HERE: A BUSY LABOR DAY WEEKEND AT ALTA MONS.

2842 Crockett Springs Road  
Shawsville, Virginia  
Phone: 540-268-2409  
E-mail: [office@altamons.org](mailto:office@altamons.org)



#### **Connect with us Online**

For a closer look go to  
[www.altamons.org](http://www.altamons.org)



#### **Follow us on Social Media**

Find us on Facebook  
and Instagram.



#### **Come for a Visit**

Our grounds are open  
for public use most  
days of the year.