

The Road Ahead

CAMPAIGN FOR TREKKERS' FUTURE

Year One Report | 2021-2022



OUR GREATEST JOURNEY YET.



Cover photo: Team Yosemite at Great Sand Dunes National Park in Colorado, Summer 2022. This page: Team Sequoia in Utah and Colorado, Summer 2022.



...ONE YEAR IN!

Year One Report | 2021-2022

CAMPAIGN CABINET

Bryson Cowan King
Campaign Chair
Trekking Alum
Roslindale, MA

Lucy and Bill Farland
Honorary Co-Chairs
Rockport and Austin, TX

Joe Higdon
Honorary Co-Chair
Tenants Harbor

Gregory and Donna Knowlton
Honorary Co-Chairs
Rockport and Atlanta, GA

Kathleen Meil
Board President
Camden

Michelle Graham
Port Clyde and Brookline, MA

Jan Letourneau
Trekking Parent
Tenants Harbor

Suzanne Luzius
Tenants Harbor

Betsy Welch
Tenants Harbor

STAFF LEADERSHIP

Amie Hutchison
Executive Director

Kate Elmes
Director of Development

Brandon Caron
Program Director

Tess Valdepeñas
Communications & Impact Manager

A LETTER FROM OUR CAMPAIGN CHAIR

In 2006, during my 10th grade cross-country trip, I wrote in my now-weathered Trekkers journal: **"I believe, right now, as I sit on this rock in the Mesa Verde Valley, that all seventeen of us were meant to be here. I believe that one road on our own personal map has become a little more walkable by being here together. I really do."**

My life was changed - my own path made significantly more walkable - by the Trekkers program. Now, as an adult, I have immense pride in seeing the scope of the program deepen and broaden, while keeping the core magic of the Trekkers experience intact. This is why we embarked on The Road Ahead Campaign. And as you read in these pages, that work is already happening because of early support.

As a Trekkers alum, this campaign is meaningful to me for many reasons: to give Trekkers a permanent home, to meet the evolving needs of young people in the Midcoast and beyond, and most importantly, to help us ensure we have the resources to provide that support down the road.

Being a part of the Trekkers family is a truly special honor. And if you're reading this, you are an important part of our family. As one of the first investors in The Road Ahead Campaign, you have set us down an exciting path.

We're thrilled with the progress we've made, which you'll read more about in the coming pages.

As always, if you have thoughts, feedback, or suggestions please be in touch.

From all of us at Trekkers, a sincere thank you, and **keep on Trekkin'!**

Bryson Cowan King
2008 Trekkers Graduate



CAMPAIGN TIMELINE

WHERE WE ARE AND WHERE WE'RE GOING

PHASE 1

Pre-Campaign Planning

December 2020

Trekkers purchased 325 Old County Road in Rockland

Spring 2021

Trekkers hired The Rolfson Group to complete an internal development audit and an external feasibility study

PHASE 2

Campaign Planning + Quiet Phase

September 1, 2021

The official start of year one of The Road Ahead Campaign

September 15, 2021

Ann and Rick Bresnahan pledge the first gift in support of The Road Ahead Campaign in honor of Don Carpenter and his vision

November 12, 2021

First Trekkers' Campaign Cabinet Meeting

November 2021

Campaign Readiness Report and Recommendations are finalized. The overall takeaways were:

1. Trekkers has all of the best-practice elements in place to conduct a successful campaign.
2. The development program is sophisticated and sound.
3. There is evidence that there is interest and philanthropic breadth to support a campaign with at least a working goal of \$1 million for capital purposes. Consideration of an increased goal depends on further study of the gift pyramid and acquiring lead gifts during the quiet phase of the campaign.

PHASE 2 continued

February 2022

The Road Ahead Campaign for Trekkers' Future is named and branded (thanks, Naretiv!)

Summer 2022

Summer of friendraising events. Thank you to Dee and Phoebe Megna, Michelle Graham and Scott Sullivan, and Gerry and Evelyn Isom, along with Greg and Donna Knowlton and Bill and Lucy Farland, for opening their homes to us!

August 2022

Trekkers reached 100 percent board giving to the campaign

August 22, 2022

Gerald and Evelyn Isom create historic matching gift challenge (more on page 11)

August 23, 2022

First National Bank joins The Road Ahead as the first business and corporate supporter. Thank you, First National Bank and First National Wealth Management, for sponsoring our climbing wall!

September 1, 2022

Official start of year two of The Road Ahead Campaign

October 2022

Building and Grounds Committee is formed

PHASE 3

Community Phase

Late Summer / Early Fall 2023

Launch of the public phase of The Road Ahead Campaign

2024

Trekkers turns 30!



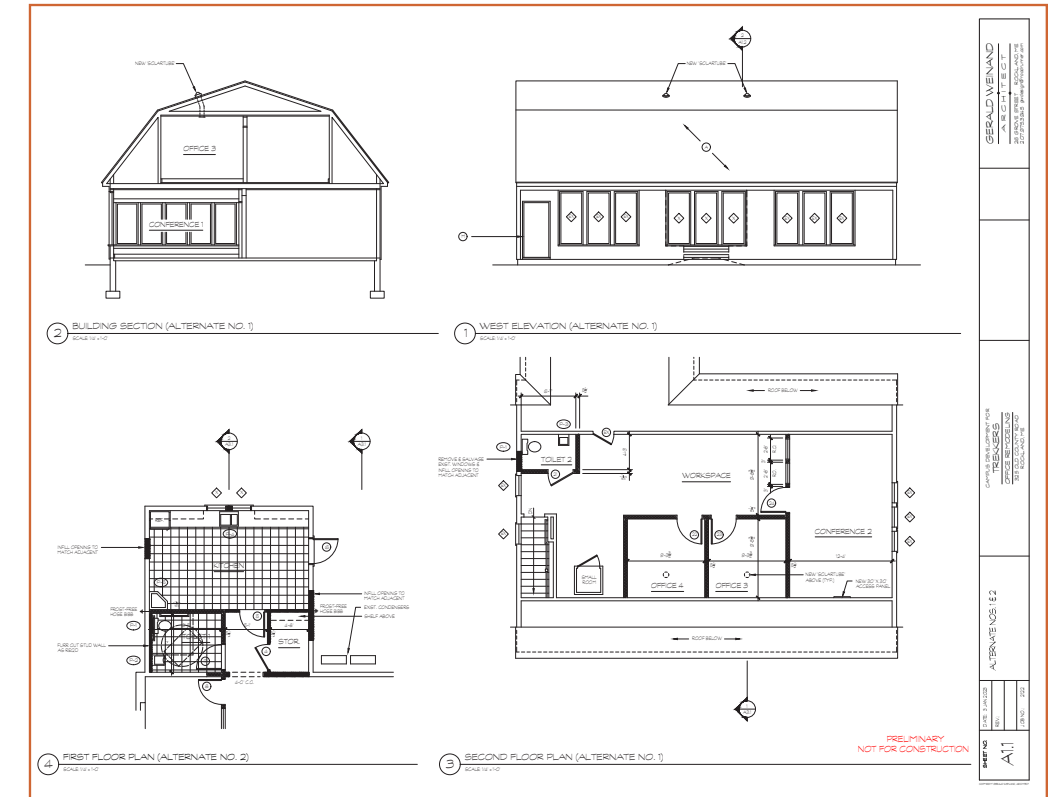
11th Grade Team Volcania at Denver International Airport, Summer 2022



Chase (left), 11th grade student, in pottery class with Mitchell, AmeriCrops member and Trekkers' alum, Winter 2023

BUILDING UPDATE

Gerald Weinand, architect and Trekkers parent, has been working closely with staff and committee members to turn needs and dreams into construction drawings. Steps for the spring include presenting to the planning board, replacing the septic system to get it ready for the renovations and expansion, and finalizing bid packages!



Trekkers Office Remodeling Plan by Gerald Weinand

CAMPAIGN PRIORITIES



A THRIVING TREKKERS CAMPUS

Renovate our new home in Rockland into an intentional gathering place.



TREKKERS TRAINING INSTITUTE

Expand our impact by training other organizations.



MOBILE CLASSROOM INFRASTRUCTURE

Fuel our literal travels with a new bus and bus barn.



BOARD DESIGNATED FUND

Ensure that future generations of Trekkers start off on the right road.

We're pleased to announce the formation of Trekkers' Building and Grounds Committee. This committee will help steward the bid process and advise Trekkers' Board of Directors.

BUILDING AND GROUNDS COMMITTEE

Matt Graham
Vice Chair of Trekkers Board
Chief Operating Officer, Lyman Morse

Karen Reed
Allen Insurance and Financial

George Stone
Co-owner, Medomak Family Camp & Retreat Center

Amie Hutchison
Executive Director

Kate Elmes
Director of Development

Emma Beaudry
Administrative Coordinator

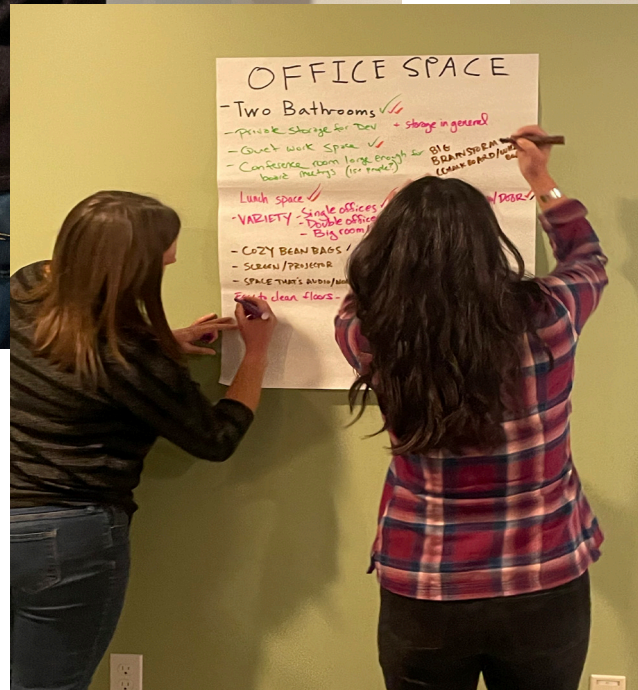
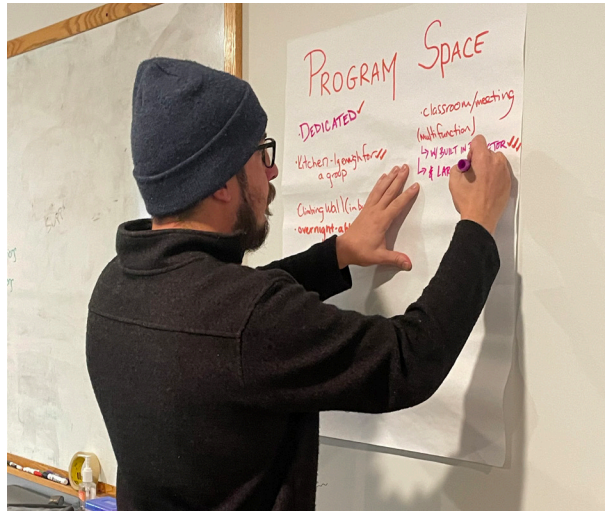
Fletcher Smith-McNaboe
Trekkers Board Member
Co-Owner, City & Harbor Real Estate

BUILDING UPDATE

At Trekkers, ongoing staff discussions and brainstorming sessions have helped us to identify programmatic and operating needs for our space. Having spent two years in our existing building, our team has great insight into the highest-priority projects, which include the creation of the bus barn as dedicated programming space, private offices for quiet work and meeting spaces, and a full kitchen.

“CAMPUS RENOVATIONS WILL ALLOW STAFF TO HAVE A MORE FLEXIBLE AND ENGAGING SPACE THAT IS DEDICATED TO THE STUDENTS AND THE NEEDS THAT ARE SHOWING UP FOR THEM. HAVING MORE SPACE TO MOVE AROUND, AND OUR OWN DEDICATED SPACE TO PLAN EXPEDITIONS TOGETHER WILL HOPEFULLY BECOME LIKE A SECOND HOME MUCH IN THE SAME WAY OUR BUSES, DAISY AND LUCY, ARE WHEN WE ARE ON EXPEDITION. A SPACE THAT IS COMFORTABLE TO EVERYONE WHILE ALSO BEING VERSATILE FOR THE MANY WAYS WE COME TOGETHER TO SHARE TIME, PLAN EXPEDITIONS, AND TEAM BUILD TOGETHER.”

- Kaleb Robinson, Trekkers Program Manager and Alum ('15)



Photos from a staff meeting this fall, dedicated to identifying campus and building needs and desires



“THE COOLEST THING ABOUT TREKKERS IS THE SCOPE OF THE PROGRAM. OVER SIX YEARS, IT'S COMMITTED TO THE WHOLE STUDENT, INCLUDING THEIR ACADEMIC GROWTH, THEIR CONNECTIONS TO FAMILY, AND THE ENTIRE COMMUNITY. I CAN'T THINK OF ANY OTHER PROGRAM WITH A SCOPE OF COMMITMENT LIKE THAT.”

- Diane Sternberg



We are excited to share that as one of our first campaign outcomes, we have hired Diane Sternberg as Training Director. Diane began with TTI in November after two decades as an experiential educator, program director, and classroom teacher. She holds a bachelor's degree from Cornell University in anthropology and a master's degree in English from Bread Loaf School of English.

As a program director, she has developed curriculum, trained and supervised a large staff and managed international partnerships at Hurricane Island Outward Bound in Spruce Head,

Maine and Big Pine, Florida, as well as helped develop the Waterfront Program at the Sail, Power, and Steam Museum in Rockland.

Funds from The Road Ahead Campaign for Trekkers' Future will support the Director position for three-years, providing a runway for TTI to build the relationships, networks, and demonstrated impact necessary to be financially sustainable through a hybrid of philanthropy and earned revenue generated from training, coaching, workshops, and speaking engagements.

MEET DIANE STERNBERG

What drew you to Trekkers?

I was very impressed with the multi-faceted approach Trekkers uses to meet young people where they are. The depth and scope of Trekkers programming is admirable, and I am excited to join a team that facilitates such important experiences for youth and positively impacts the local community.

What are you most excited about in your new role as training director?

There are so many things to be excited about! I am looking forward to expanding our TTI curriculum, developing new training programs to address community needs, and working with passionate colleagues.

Where do you see the most potential for TTI?

I'd love to continue cultivating new relationships within the state and beyond that will allow other organizations and the young people they serve to benefit from the intentional, long-term mentoring approach that Trekkers exemplifies.

MEET THE CABINET

To our Campaign Cabinet: Your generosity and vision have helped position us for success in the years ahead. From the bottom of our hearts, thank you.

Since the earliest days of campaign planning conversations, our Campaign Cabinet has devoted countless hours to leading our efforts to ensure that whatever the future holds, Trekkers and our

students have the tools to navigate the road ahead. We asked the Campaign Cabinet WHY they remain so dedicated to Trekkers through their philanthropic leadership and volunteer service. They responded:



Jan representing Trekkers while on a family adventure in 2006

JAN LETOURNEAU, FORMER BOARD MEMBER (P '04 & '07):

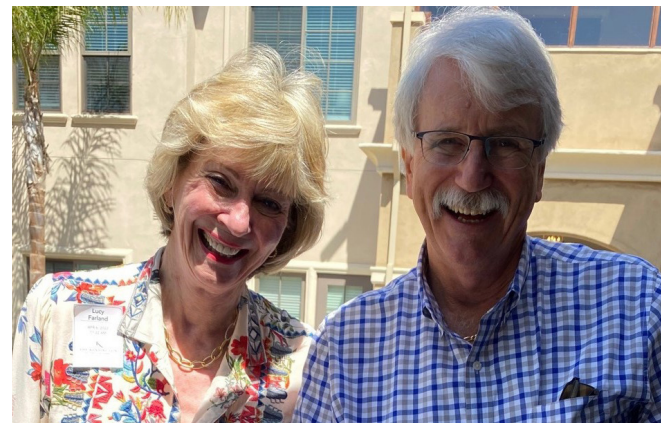
"I've seen firsthand the impact of Trekkers on my daughters as well as on dozens of young people in my community. Trekker students always share what an important role Trekkers played in their lives. Parents and volunteers are enthusiastic about the ripple effects of connection Trekkers generates. It's hard to meet someone in our community who hasn't been positively impacted by Trekkers in some way."

MICHELLE GRAHAM:

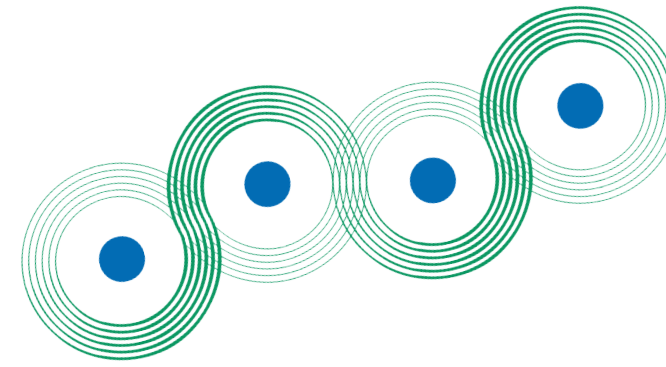
"I grew up in a small community like ours and wish I'd had the opportunity to experience the mentorship, life experiences, and confidence building Trekkers offers. Supporting Trekkers is one way I can help young people grow into well-rounded adults."

LUCY AND BILL FARLAND, HONORARY CO-CHAIRS:

"At Fired Up, we've heard what young people have said about Trekkers and the impact on their lives...After hearing from the students directly, how can we not want to be involved?"



Lucy and Bill Farland



BRYSON KING, CAMPAIGN CHAIR ('08):

"Looking back throughout my middle and high school experience, the impact Trekkers had on the most pivotal time in my life is immeasurable. I am so grateful for the opportunities I was provided as both a student and a leader; they brought me out of my comfort zone while giving me tools to grow and succeed. Additionally, on a professional level, the admiration and appreciation I have first-hand for Trekkers as a nonprofit makes it extra rewarding to be involved."



Bryson (in the red hat) as a 17-year-old Trekkers student volunteer on an 8th grade expedition in 2008

AMIE HUTCHISON, EXECUTIVE DIRECTOR:

"Growing up in rural Maine wasn't easy. I would have spared myself a lot of hardship if I had a community like Trekkers in my corner."

GREG AND DONNA KNOWLTON:

"We love our Midcoast Maine community and feel passionately about investing in the next generation through Trekkers."



Greg and Donna Knowlton with their granddaughters, Julep and Signe

SUZANNE LUZIUS:

"Every time I have the opportunity to hear directly from Trekkers students, I'm so impressed with how well-spoken and thoughtful they are about Trekkers and their experiences."

DOUBLING YOUR IMPACT

Trekkers is proud to announce a historic investment in The Road Ahead Campaign for Trekkers' Future.

The Mosi Foundation, at the direction of Board Member Evelyn Isom and her husband Gerry, has created a three-year \$600,000 matching gift challenge. This gift is the single largest received in Trekkers' history and represents the Isom family's deep commitment to our Midcoast Maine community and belief in Trekkers and The Road Ahead.

All new and increased gifts to the campaign made from August 2022 through 2024 will be matched dollar for dollar, up to \$25,000 per gift, per year and \$200,000 per year. To date, thanks to the generosity of our earliest supporters, we have unlocked over \$200,000 of the \$600,000 match.

This matching gift challenge is structured to help Trekkers grow and expand our base for support, which will directly impact the campaign and Trekkers' long-term financial sustainability. The challenge inspires us to be bold in inviting new community leaders to join us on The Road Ahead.



Evelyn and Gerry Isom in Maine

"WE CANNOT THANK EVELYN AND GERRY ENOUGH FOR THIS INCREDIBLE GIFT, WHICH REFLECTS THEIR DEDICATION TO TREKKERS, OUR STUDENTS, AND OUR ENTIRE MIDCOAST MAINE COMMUNITY. OUR HOPE IS THAT THE ISOMS' LEADERSHIP INSPIRES OTHERS TO JOIN THEM BY TAKING ADVANTAGE OF THIS SPECIAL OPPORTUNITY TO HAVE DOUBLE THE IMPACT."

- Amie Hutchison, Executive Director

If you're thinking about making a first or second investment in The Road Ahead, the timing has never been better. Click here for a pledge form or contact us at kate@trekkers.org or (207) 594-5095.

THANK YOU.

It is with heartfelt gratitude that we recognize our earliest campaign supporters and the transformative impact their gifts will have on Trekkers.

This list reflects Campaign gifts and pledges received September 1, 2021 - January 23, 2023.

OVER \$100,000

Anonymous
Ann and Rick Bresnahan
Lucy and Bill Farland
Donna and Gregory Knowlton
The MOSI Foundation, Gerry and Evelyn Isom

\$99,000 - \$50,000

First National Bank
Dee and Phoebe Megna
NorthLight Foundation

\$49,000 - \$3,000

Anonymous
Michelle Graham and Scott Sullivan
Alyssa ('08) and Dale Landrith
Jan and Alan Letourneau (P '04, 07)
Suzanne S. Luzius
Kathleen and Ari Meil
Melanie Nelson
Tina and Joe Pyne
Grant and Karen Simpson
Kate and Brad Vogt
Ron Stern and Elisse Walters
Eric and Clair Waters (P '16)
Elizabeth Welch

UP TO \$3,000

Anonymous
Barbara Aras
Ann Susan and Nevins Baxter
Rick and Lucy Belding
Theodora T. Butts
Leah and Patrick Chamberlin
Kate Elmes and Andrew Dorr
Matthew B. Graham
Gerald and Suzanne Hall
Makaila Hickey ('19)
Elizabeth Hilpman
Ross Hinton
Amie Hutchison and Jason Buck
Bryson ('08) and George King
Fletcher Smith-McNaboe and Michael McNaboe
Cynthia and Lipscomb Norvell
The Teal Foundation

ROAD TRIPS ARE BETTER WITH FRIENDS.

Please consider helping us grow our network of support by hosting a cocktail party for Trekkers or by putting together a table at Fired Up. Reach out to Kate at kate@trekkers.org or (207) 594-5095 to discuss further. Thank you.



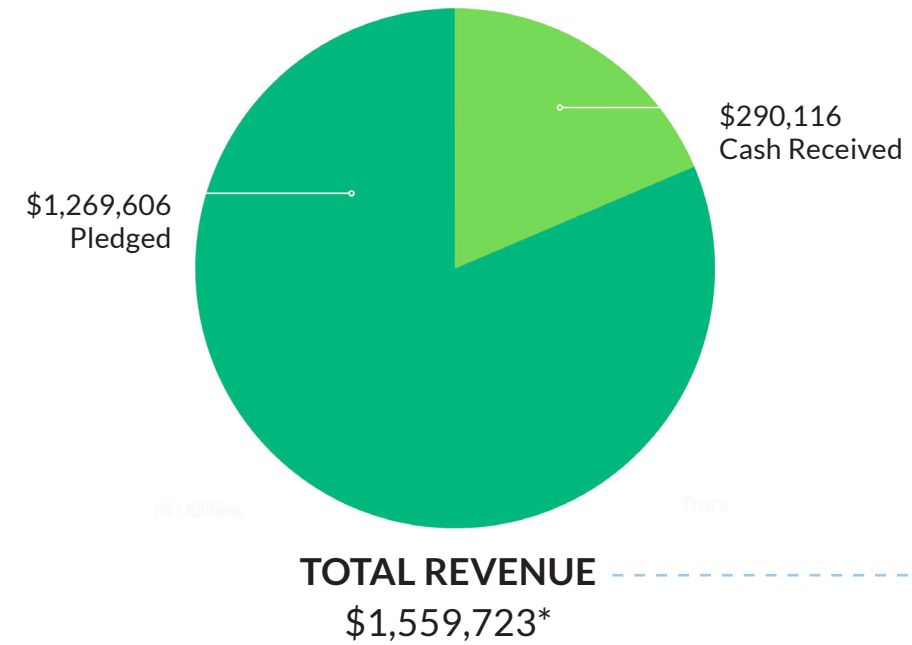
Top: Team Crux on the bus, Summer 2022. Bottom left: Team Crux visits Boston, Fall 2022. Bottom right: Team Volcania at the Canyonlands in Utah, Summer 2022.



FUNDRAISING AND EXPENSE UPDATE

Trekkers is grateful for the leadership of our Finance Committee in ensuring all campaign funds are properly stewarded and deployed. Our Finance Committee, with the consultation of our Campaign Cabinet, has established new systems and protocols necessary to carry out Trekkers' first Capital Campaign.

Platinum Transparency 2023
Candid.



ALLOCATION OF GIFTS
Unrestricted \$1,547,223
Kitchen Fund \$10,000
TTI Fund \$2,500

*includes \$600,000 Mosi Foundation matching gift challenge, which is contingent on receiving eligible matching funds

FINANCE COMMITTEE

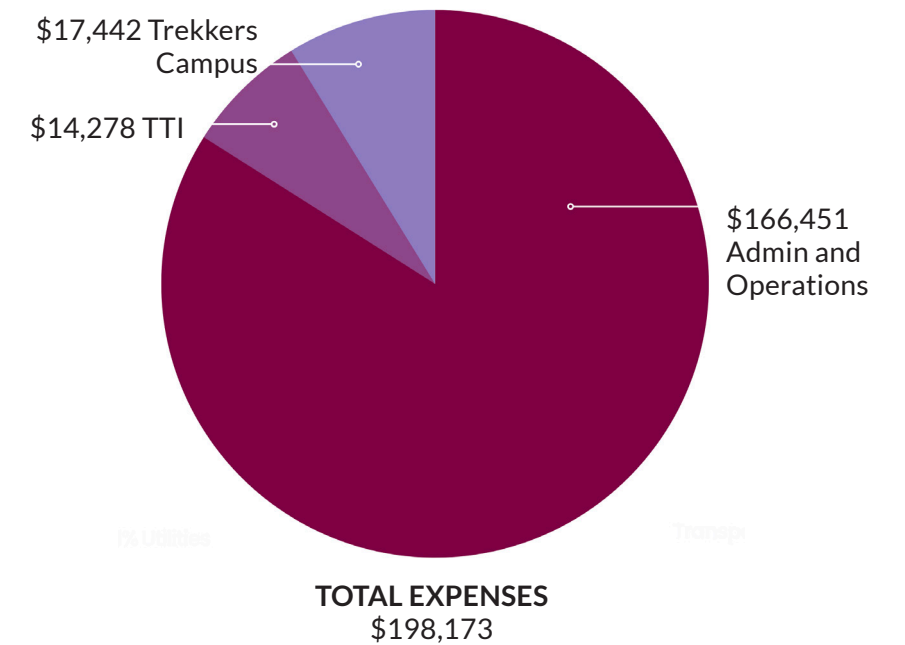
Eric Waters, Chair
Trekking Board Treasurer and Parent

Susy Ellis
Community Member, Spruce Head

Douglas Erickson
Former Board Member, Thomaston

Ken Oelberger
Former Board Member, Saint George

Visit trekkers.org/financials for our FY22 operating financials.



Please Save the Date!
FIRED UP

July 18, 2023 · South Thomaston, Maine



TREKKERS · 325 OLD COUNTY ROAD · ROCKLAND, ME 04841

[TREKKERS.ORG/THEROADAH](https://www.trekkers.org/theroadahead)