Camp Fire.
Another Year of Thrivin
A look at the trends.

Over the past 12 months, Camp Fire continued to listen carefully and respond thoughtfully to our councils, our investors and—most important—the youth, teens, and families we serve.

To deliver on Our Promise, we’re making the right decisions for the right reasons. Clearly, challenges remain. Today’s social and economic landscape is constantly shifting. Yet the trends over the past 12 months have been positive. Camp Fire is serving more youth, with more intensity, in more settings, with more significant outcomes achieved.

Our Promise
Young people want to shape the world. Camp Fire provides the opportunity to find their spark, lift their voice, and discover who they are. In Camp Fire, it begins now.

Light the fire within

Camp Fire’s 2013 Annual Report is both a review of our financial position and an opportunity to celebrate the impact we’re making on young lives across the country.

Trends Confirm Promise
“We know middle school years are a period of tremendous opportunity and risk.”

Forty-eight percent of Camp Fire participants fall into the middle and high school-aged group, 10–17. The changes youth experience during these years impact their entire life trajectory. Well guided, they thrive. Left to struggle on their own, they stumble and lose hope, not just in their present but—worse—in their future.

In a recent issue of Camp Fire’s national newsletter, the following story confirmed Camp Fire is listening, and through engaging and research-tested programming, changing lives.

Recently, Camp Fire Green Country’s Teens in Action led several lessons on the lasting impact of our words. During one activity, “Crinkle Man,” the youth were given pencils and instructed to write the worst thing that had ever been said to them and the worst thing they had ever said to someone. The teens then crinkled the paper over each phrase, explaining that each crinkle represented the effect those words had. The youth were instructed to erase all the words they had just written. The teens explained that erasing represented an apology, but even though they had apologized (and the hurtful words were no longer visible), the damage (the crinkle) was still there.

Since this activity, Camp Fire team leaders have seen a significant decrease in unkind words and actions. And to this day, the group continues to use the word “crinkle” when they hear another student say something harmful.

“Importance of partnerships with community is one of top three trending themes.”

Camp Fire councils were asked to reflect on the impact of their work beyond the achievement of program outcomes. Eighty percent provided input and confirmed the importance of collaborative community partnerships. Camp Fire’s relationships with the Thrive Foundation for Youth, the New York Life Foundation, and Gamma Phi Beta remain essential to its current strategy. Equally important are the alliance-building opportunities Camp Fire councils have secured within their communities.

On November 8, 2012, Camp Fire Alaska hosted its 11th Annual Champions for Children Breakfast. Attended by 500 people, the event raised $143,000, allowing the council to exceed its $1 million goal.
“Step-It-Up-2-Thrive integration achieves critical staff development outcomes.”

Camp Fire is the first national organization to implement the Thrive Foundation for Youth’s research-based methodology system-wide. We are in our second year of council integration.

Though research validates the “science of thriving,” testimony from individuals whose lives have been shaped by the Thrive framework best confirms its impact. A Camp Fire staff member offered the following:

“When I started working at Camp Fire and became aware of the value of the Thrive framework, I began reading everything I could find about the Science of Thriving. It changed—in a very fundamental way—the manner in which I talk to my grandchildren. Now, instead of just saying, “Good job!”, I say, “I can tell you worked very hard on that, and I’m so proud.” I explained to my children why I had changed the way I talk to their children. Last weekend, when my daughter came to visit, she raided my bookshelf in the middle of the night and read a book on Thrive.”

**Financial Highlights**

Financial information is based on the audited financial statements for the year ended June 30, 2013. The complete financial statements have been determined to present fairly, in all material respects, the financial position of Camp Fire National Headquarters as of June 30, 2013 and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

The financial statements do not include the financial position or activities of the local councils or other affiliated organizations. The total revenue generated by the chartered councils aggregates approximately $52 million.

Audited financial statements are available on the organization's website www.campfire.org or by contacting Camp Fire National Headquarters Finance Department, 1100 Walnut Street, Suite 1900, Kansas City, Missouri 64106-2197.

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*Term concluded December 31, 2012

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**Statement of Financial Position**

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<th>Description</th>
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<td>Total Current Assets</td>
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<tr>
<td>Total Long-Term Assets</td>
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<tr>
<td>Total Assets</td>
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<td>Total Liabilities</td>
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<td>Net Assets</td>
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<tr>
<td>Total Liabilities and Net Assets</td>
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**Statement of Activities**

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<tr>
<th>Description</th>
<th>Year Ended June 30, 2013</th>
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<tbody>
<tr>
<td>Total Revenues, Gains, and Public Support</td>
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<tr>
<td>Total Expenses</td>
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<td>Change in Net Assets</td>
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