



2023 Annual Report Amnicon Adventures & Retreats

2023 was a year of Transformational Lessons

As we close out 2023 and begin 2024, we wanted to share some noteworthy highlights from the year that would not have been possible without your support. Most importantly, you made it possible for people like Campbell, Jack, and Rocky learn some profound life lessons.

"My guides treated me so well it made me want to be a better person." - Rocky

At Amnicon, campers are truly loved and accepted for who they are — something some campers have never experienced before. This authentic, deep, acceptance is healing, uplifting, and transformative.

"I learned that it's still a challenge to deal with change and hard situations, but I am fully capable of it." - Jack

You make it possible for campers to overcome fear as they're paddling down the rapids. In that moment, you give them the gift of realizing they can do hard things. This unlocks confidence in the rest of their lives.

"I felt God's presence the second I put my phone away." - Campbell

Without technology, undistracted campers and guests are able to more fully release the stressors of life, and to reflect, grow, and engage with each other and nature.

THANK YOU for making all this possible!

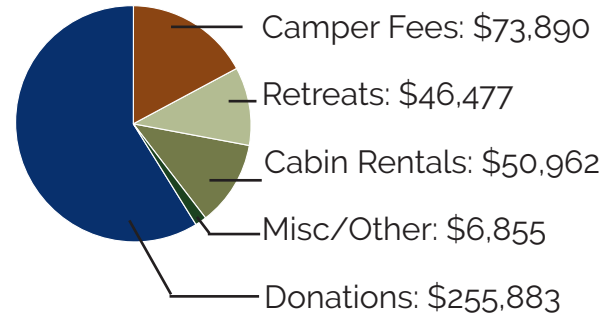


Financial Summary:

Year-to-Year Comparison:

INCOME	2021	2022	2023
Program/Rental	\$189,247	\$224,094	\$171,329
Donations	\$165,558	\$173,228	\$247,839
TOTAL INCOME	\$354,805	\$398,018	\$426,024
EXPENSE	2021	2022	2023
Staffing	\$221,204	\$241,436	\$254,413
Operational	\$199,196	\$205,498	\$197,055
TOTAL EXPENSE	\$429,965	\$446,934	\$424,605
PROFIT (LOSS)	(\$74,890)	(\$48,916)	\$2,218

2023 Income Sources:



Financial Breakthrough!

Your generous gifts enabled us to finish 2023 in the black! As we continue making strides towards true financial sustainability, this important milestone is worth celebrating. Not having to worry about our financial allows our staff to be more present serving campers and guests. Thank you!



Program Summary:



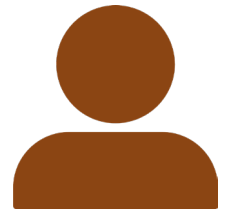
19 Canoe Trips
168 Campers



288 Cabin Rentals



33 Retreats



19 Staff
45 Volunteers



"You feel a unique kind of power, under a blanket of stars next to the biggest lake in the world. It's hard to describe, but it's real." - Will

"People grow more in nature because they are outside of their comfort zone so they have to try new things and rise to the challenge." - Christopher

Dear fellow Amnicon supporters and friends,

16 years ago I served on Amnicon summer staff as Chaplain and Guide. Today, I am grateful and honored to announce that I am returning to the Amnicon staff as the part time Interim Executive Director. Stepping into this role officially has come after something of a three month long voluntary on-the-job interview, during which the board and I worked closely together to discern Amnicon's interim staffing needs and whether having me continue to carry a number of the Executive Director responsibilities was the best fit for both Amnicon and my family.

In light of this announcement, I wanted to share an important aspect of our short-term plan as we navigate the vacancy of our Executive Director position.

We have already started working with two separate part time consultants, one who is coordinating some of the fundraising work that has historically been done by the Executive Director. The other is focusing on business development, such as expense reduction and creating strategies to increase rental and program income.

The board is in consensus that we are still in need of some part-time staffed leadership to cover roles that are articulated in our Executive Director job description. As such, the board has voted to hire a quarter-time Interim Executive Director. They have asked me to take on that role, and I have agreed.

We — the staff, volunteers, board, and I — are working together to establish a long-term vision for Amnicon. Over the last months, we have been actively revisiting our strategic plan, refining our mission and core values, and reworking our 2024 budget in light of these new strategies and goals.

You make it possible for us to create a vision and action plan for greater impact over the next five years! Thank you for faithfully supporting Amnicon on this journey.

In service,

A handwritten signature in black ink, appearing to read "Jason Lukis". The signature is fluid and cursive, with a large loop at the end.

Rev. Jason Lukis ELCA
Interim Executive Director



Looking Ahead:

A New Mission Statement!

Your faithful support through this year's leadership transition and financial breakthrough put us in a unique position to reevaluate our mission, vision, and five-year strategic plan. We are excited to share Amnicon's new mission statement:

*“to guide people to experience
Grace & Growth in the
wild places of God's creation”*

You can learn more about Amnicon's mission at www.amnicon.org/about

A New Logo!

We are so excited to share our newly updated logo with you all! We all loved our previous logo, but even when we first approved it, many wondered “where's the water?” Water (whether Lake Superior, or one of the many rivers we journey along) is such a powerful and central image for Amnicon. As such, we decided on something of an evolution to our logo and branding, rather than a revolution. First and foremost, we wanted our new logo visually to convey our updated mission, and we believe that this updated logo does just that. After dozens upon dozens of new logo design ideas, and reflecting on our new strategic plan which hinges on sharing (and marketing) all that Amnicon has to offer with a broader community, we ultimately decided, with great consideration, to remove our Chi-Rho from our logo. To the uninitiated, we believe that the journey/river/lake trail/swoosh that is now central to our logo best visually represents our mission to the broader world.



Taking in years of feedback received around initial impressions, confusions, and misconceptions of the meaning of the Chi-Rho, we simply felt that it was no longer providing the best first impression for Amnicon. We have found that the Chi-Rho requires some explanation to the unfamiliar. As such we believe that the Chi-Rho serves best as a beloved symbol shared with the Amnicon initiated, rather than providing the right first impression to visually represent Amnicon to the world. We will definitely continue to share the Chi-Rho with intention and blessings to all who partake in Amnicon programming, as we have for generations behind us, and generations to come!



THANK YOU to everyone who made this all possible!

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