



Sawyerville Day Camp and the Yellowhammer Learning Program Summer Report 2017

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Sawyerville Day Camp Report

This summer saw a few changes from previous years:

- High school volunteer staff slept at Greensboro Elementary School instead of Greensboro Middle and High School. This allowed us to keep all aspects of camp on one campus which simplified transportation immensely.
- Upper Camp added a new activity - Skill Sessions. Instead of campers choosing a different activity each day, they worked on the same skill and hopefully saw improvement by the end of the camp session. Skill Sessions included arts and crafts, dance, cheer, golf, martial arts, soccer, photography, and basketball.
- Middler and Upper Camp returned to swim at Marion Military Institute for the first time in several summers. This facility offers larger locker rooms and a larger pool. Lower Camp and YLP swam at Judson College.

SDC Staff and Housing

	Session 1	Session 2	Session 3	Total
Total Staff	104	116	126	346
Male	36	37	45	118
Female	68	79	81	228
New	29	28	23	80
Returning	75	71	103	249
Adult	33	28	32	93
College	23	21	30	74
Youth	44	63	60	167
CITs	4	4	4	12
Local	33	43	37	113
Previously a Camper	22	30	27	79

Additional Information

Staff Multiple Sessions: 53

Staff All Three Sessions: 20

Summer-Long Staff: 15

Staff Housing

Thank you to all of the families and organizations who housed our staff!

- Johnston-Torbert Home
- Martin-Stewart Center
- Bo Berry's Home
- Caroline Cutler's Home
- Cornelia Kyser's Home
- Evelyn Pritchard's Home
- Georgia Rhodes' Home
- Greensboro Elementary School
- HERO Bunkhouse
- Mary Lawson's Home
- Trey Kennedy's Home

It is always extremely challenging to secure housing for all staff. It takes a great deal of time and coordination. During the summer of 2017, all high school and college aged staff stayed overnight on the campus of the Elementary School. This option was much more cost-efficient than previous summers, as transportation was not required from Greensboro High School to the Elementary School. We are continually grateful to those within the community who allow our staff to stay in their homes; however, since our program continues to grow, we are still in need of new, larger housing options. In accordance with our Strategic Plan, we will continue to search for more cost-efficient housing for our staff members.

SDC Campers

Session 1	Campers		Reg Total
	Male	Female	
Lower	35	34	77
Middler	41	39	85
Upper	37	31	73
Total	113	104	236
Gross Total	217		235

Session 2	Campers		Reg Total
	Male	Female	
Lower	51	31	83
Middler	49	45	100
Upper	46	50	99
Total	146	126	282
Gross Total	272		282

Session 3	Campers		Reg Total
	Male	Female	
Lower	34	29	69
Middler	41	35	92
Upper	28	41	80
Total	103	105	241
Gross Total	208		241

Registered Total	758
Unique Campers	458
Camper Spots Used on Repeat Campers	300

Geographical Overview (All Sessions)	
Greensboro	278
Sawyerville	75
Newbern	47
Akron	12
Moundville	14
Tuscaloosa	5
Uniontown	5
Sewanee	2

Cottondale	1
Hanceville	1
Faunsdale	3

Yellowhammer Learning Program

Academic Classes	Enrichment Offerings	Field Trips/Guest Speakers
Chess	Book Room	May Family farm
Math	Chess	McWane Science Center
Number Talks	Makers Space	Birmingham Museum of Art
Reading Intervention 1	Ninja Training	Birmingham Zoo
Reading Intervention 2		Jo Taylor - book making workshop
Science		Colonial Haven Nursing Home

- The rising third-grade students met at the SOAR Academy located on the Greensboro Elementary campus.
- Four weeks of programming (plus students attended Session 1 of SDC)
- All participants attend Greensboro Elementary School.
- Transportation was provided to and from the program via school buses.
- Breakfast, lunch, and a snack were provided to the students.
- During weeks that overlapped with SDC, YLP students and staff ate breakfast and lunch with camp, and staff ate dinner with camp staff. During the weeks that did not overlap with SDC, YLP students and staff ate cereal for breakfast and sandwiches for lunch. Generous churches/individuals provided dinner for the staff.

YLP Staff and Housing

Position	Week 1	Week 2	Week 3	Week 4
Coordinator	1	1	1	1
Dean of Students	1	1	1	1
Interns	5	5	5	5
Teachers	6	6	5	5
Total	13	13	12	12

Additional Information

Taught multiple weeks: 7

Taught all three weeks: 3

Summer-long staff: 7

Staff Housing

- Johnston-Torbert Home
- Martin-Stewart Center
- Cornelia Kyser's Home
- Elebash Home
- HERO Bunkhouse
- Third Street Home

YLP Students

Students on Day 1	24
Students on Day 20	15

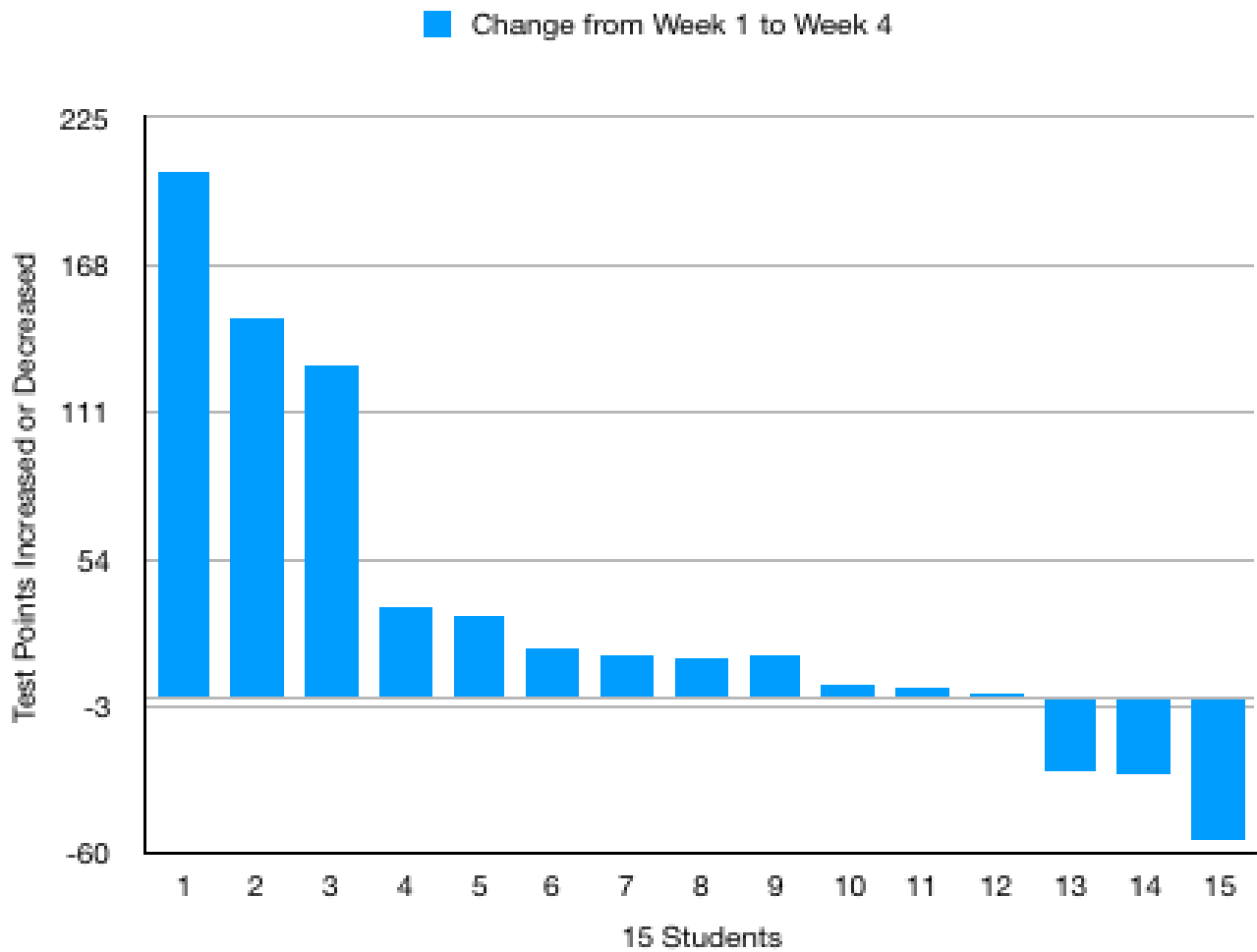
YLP has a very strict attendance policy. If a student misses more than two days, he/she is asked to leave the program. Setting a high expectation ensures that students who complete the program have strong attendance and therefore get the most out of the summer. Lack of transportation and family trips are the most common reasons for absences.

Reading Level Progress

YLP Week 2	YLP Week 3	YLP Week 4	TOTAL over 4 weeks
5 students advanced 1 reading level	8 students advanced 1 reading level	5 students advanced 1 reading level	1 student advanced 1 reading level
6 students advanced 2 reading levels	2 students advanced 2 reading levels	3 students advanced 2 reading levels	1 student advanced 2 reading levels
1 student advanced 3 reading levels		3 students advanced 3 reading levels	5 students advanced 3 reading levels
		1 student advanced 4 reading levels	3 students advanced 4 reading levels
			1 student advanced 5 reading levels
			2 students advanced 6 reading levels
			2 students advanced 7 reading levels

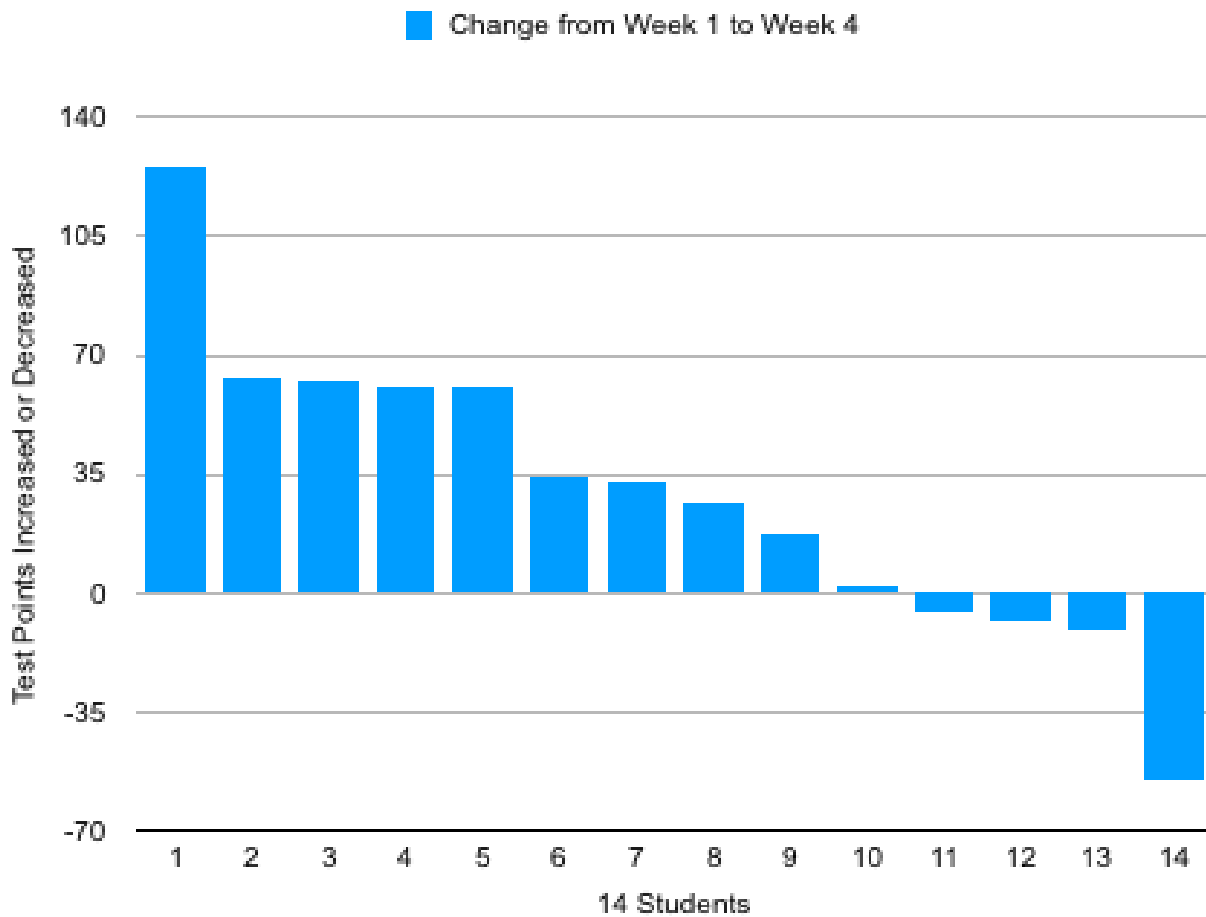
STAR Reading

	Week 1	Week 4
At/Above Benchmark	5	5
On Watch	2	3
Intervention	5	6
Urgent Intervention	3	1



STAR Math

	Week 1	Week 4
At/Above Benchmark	5	8
On Watch	5	3
Intervention	1	1
Urgent Intervention	3	2



Fundraising Report

Individual Donors

January-July	Number of Gifts from Individuals	Total Amount Received	Average Gift Amount
2016	151	\$46,299	\$306
2017	217	\$34,842	\$160

Though the number of gifts from individuals has increased during this time period, the average gift amount has decreased. To help close the gap, in November and December we will contact donors who gave last year but unfortunately not this year - a tactic we have not used previously.

Grants

All of these foundations have given before, and Nick’s Kids and The Jernigan Foundation have increased their gifts. This time last year, we had raised \$79,235.00 because of the large one-time grant of \$40,000.00 from Alabama Power. We are on par with last year minus that one-time gift.

Organization	Gift Amount
Literacy Council of West Alabama	\$300.00
Nick’s Kids Foundation	\$750.00
The Daniel Foundation	\$5,000.00
The Caring Foundation	\$5,000.00
Protective Life Foundation	\$5,000.00
Altec/Styslinger Foundation	\$10,000.00
The Jernigan Foundation	\$15,000.00
Total from January - June 2017	\$41,050.00

Parish Giving

Financial Donors

Time Frame	Total Gift Amount	# of Parish Donors
July 2016 - July 2017	\$97,183.00	38
July 2015 - July 2016	\$93,865.91	35

Together, 38 parishes raised a total of \$97,183, an increase of \$3,318. This year, we asked parishes to sponsor one day of camp by combining their gifts with that of other churches. Each day we thanked the parishes who donated by posting photos on social media and incorporating them into our daily prayers. Parishes were also encouraged to give a meal and take a tour on their sponsorship day. This model worked very well!

Advent, Birmingham	St. Matthew's, Seale*
All Saints', Birmingham	St. Matthew's, Madison
Canterbury, Tuscaloosa	St. Michael's, Anniston
Christ Church, Tuscaloosa	St. Michael's, Millbrook*
Epiphany, Guntersville	St. Michael's/Holy Cross, Union Town*
Epiphany, Leeds*	St. Michael's, Fayette
Grace, Pike Road	St. Paul's, Selma*
Holy Trinity, Auburn	St. Paul's, Greensboro
St. Luke's, Birmingham	St. Peter's, Talladega*
St. Bartholomew's, Florence	St. Philip's, Fort Payne
St. Catherine's, Chelsea*	St. Simon Peter, Pell City
St. James, Alexander City	St. Stephen's, Birmingham
St. James, Livingston	St. Stephen's, Eutaw*
St. John's, Decatur	St. Stephen's, Huntsville
St. John's, Montgomery	St. Thomas, Birmingham
St. Joseph's, Mentone*	St. Wilfrid's, Marion
St. Mark's, Prattville*	Resurrection, Rainbow City*
St. Mary's, Childersburg*	Trinity, Demopolis*
St. Mary's, Birmingham	Trinity, Clanton*

**Parishes who gave a monetary gift this year but not last year.*

Supply Donors

27 parishes donated supplies like bathing suits, pool towels, pool noodles, staff snacks, and books.

Advent, Birmingham	St. Francis, Indian Springs
All Saints', Birmingham	St. James', Alexander City
Ascension, Vestavia	St. John's, Montgomery
Canterbury, Tuscaloosa	St. Luke's, Birmingham
Christ Church, Albertville	St. Mark's, Prattville
Christ Church, Fairfield	St. Mary's, Birmingham
Christ Church, Tuscaloosa	St. Michael's, Anniston
Good Shepherd, Montgomery	St. Michael's, Fayette
Grace, Sheffield	St. Michael's, Millbrook
Holy Apostles, Hoover	St. Paul's, Selma
Holy Cross, Trussville*	St. Paul's, Fairhope
Holy Trinity, Auburn	St. Philip's, Fort Payne
Nativity, Huntsville	St. Stephen's, Birmingham
Resurrection, Rainbow City	St. Timothy's, Athens
St. Andrew's, Birmingham	Trinity, Florence

**Parishes who gave supplies this year but not last year.*

Meal Providers

20 churches provided meals for SDC staff or YLP Parent Night events. This is an increase of 2 churches from 2016.

Advent, Birmingham	St. Mark's, Prattville
All Saints', Birmingham	St. Mary's, Birmingham
Ascension, Birmingham	St. Michael's, Millbrook*
Christ Church, Fairfield	St. Paul's, Greensboro
Christ Church, Tuscaloosa	St. Paul's, Selma
Grace, Cullman*	St. Stephen's, Birmingham
Holy Spirit, Alabaster*	St. Thomas, Birmingham
St. Catherine's, Chelsea*	St. Thomas, Huntsville
St. Francis, Indian Springs	Trinity, Demopolis
St. Luke's, Birmingham	Trinity, Wetumpka*

**Parishes who provided a meal this year but not last year.*

We also had 10 individuals or groups not connected to one single parish who provided meals this summer.

Amy Reeves	Caroline Cutler and Gilbert Wright
Larkin and John Thornton	Linda Klopach
Patty and Bill Ringland	Rebecca Williams
Susan Oakes	Wilson Chapel
Wilson Chapel Methodist Church	SDC Junior Board

Communications Report

BLOG

This summer we posted 9 blog entries. We averaged 46 views per post. For our blog, a “view” is counted when the permalink URL is visited for that post. So, if a visitor clicks on our homepage and then goes on to read twenty posts, those additional views will not be counted in the view total.

Summer	Average Views	Most Views for One Post
2017	46	134
2016	76	290
2015	20	162

INSTAGRAM

Summer	# of Photos	Total Photo Likes	Avg Likes/Photo	# of Videos	Avg Likes/Video	Total Video Views
SDC 2017	30	3,969	132	4	2,405	601
SDC 2016	23	1,618	70	13	5,306	408
YLP 2017	32	2,288	71	3	484	161
YLP 2016	15	565	37	0	0	0

FACEBOOK

*Even though our Facebook post announcing the Summer Challenge received roughly 4,000 fewer views than our post announcing the Summer Send-Off last year, we still raised more money and received more individual gifts.

Timeframe	Best Post Reach
SDC 2017	12,584*
SDC 2016	16,300
SDC 2015	3,900
YLP 2017	10,400
YLP 2016	5,000

GROWTH

Platform	May 2016	July 2016	Growth	May 2017	July 2017	Growth
SDC Facebook	1,662 page likes	1,840 page likes	10.70%	1,898 page likes	1,986 page likes	4.63%
SDC Twitter	460 followers	490 followers	6.52%	525 followers	540 followers	2.85%
SDC Instagram	708 followers	868 followers	22.59%	952 followers	1,021 followers	7.24%
YLP Facebook	316 pages likes	404 page likes	27.84%	428 page likes	483 page likes	12.85%
YLP Twitter	109 followers	128 followers	17.43%	151 followers	158 followers	4.63%
YLP Instagram	367 followers	397 followers	8.17%	433 followers	464 followers	7.15%