

Executive Director Supplement Report

1. Family/Group retreat program

Since we entered our new lease agreement with the Province, we have not been able to lease the camp out to family groups as we have in the past. The Provinces' interpretation of the institutional camp lease agreement is that we can't rent to groups where it appears to be a business type venture. However, they do agree that we can run programs for families, like our family camps. Therefore, Oshkidee is trying a new program, where we provide a retreat service to a group or family. There are certain elements that the groups need to abide by, including staffing, safety, and religious teaching, not unlike our family camps. See the document, family/group retreats for more details.

2. Lease groups

We are working to increase our lease groups, and in particular church and other Christian groups, both to bring in more revenue for the camp and to help fulfill the mission of being a place for spiritual retreats. We are working at deepening connections with churches in the North Battleford, Meadow Lake and Cold Lake areas.

3. Marketing/Communications

Last summer the marketing committee dissolved and currently the marketing and communications is being led by Alison and myself. Instead of a committee, we are involving interested and capable people in the areas of clothing, communication and marketing strategy. We are focusing in on doing more church, conference and trade booth displays. We are finding that in many of these venues, most people are not aware of what Oshkidee is, so it's a good opportunity to spread the word to new people. However, the BEST marketing by far is friends bringing friends, so we are looking for ways to help this happen. Our new registration process for family camp has been helpful for that.

4. Donations

See the donation chart.

We have found getting people to donate to Oshkidee to be harder than we thought, but there has been some good trends in giving from 2015 to 2018. When we were hired, we agreed to raise support as missionaries of the Oshkidee ministry, and this also has been a harder process than we anticipated. We are encouraged with the increase in donations from 2015 to 2018, but we still have a need to raise more funds for the ministry.