

Camp Ondessonk

50 Years of Camp Spirit!



Winter, 2010

Dear Parents,

Camp Ondessonk launched a successful tiered pricing program prior to the summer of 2009. The following letter was sent to parents of all 2008 summer campers in November of 2008. It outlines our motivation for introducing the new pricing structure.

As promised, the first round of improvements funded by 2009 tiered pricing participation will be ready for summer camp 2010. We are updating the swimming area with a new 100 foot slide. If all goes as planned, a new zip-line will also be installed.

Thank You,

A handwritten signature in black ink that reads 'Dan King'.

Dan King
Executive Director

November 18, 2008

Camp Ondessonk is introducing a new pricing structure for the summer of 2009. Because you are the parent of a 2008 Ondessonk camper, I feel obligated to share the details and intentions of this change.

Established in 1959, Camp Ondessonk has played an important role in the emotional, physical, and spiritual development of several generations of children. As a self sufficient, non-profit entity of the Diocese of Belleville, Illinois, we rely entirely on camper fees, individual contributions, and grants to fund our operating budget.

Throughout Ondessonk's history, camper fees have remained lower than other camps offering similar programs, staffs, and facilities, but more importantly, the fees charged to Ondessonk campers did not fully cover the cost of a week of summer camp. We were able to do this by carefully scrutinizing expenses, by relying heavily on motivated volunteers for both big and small projects, and by employing talented individuals that were driven more by belief in Ondessonk's Mission than by a big paycheck. We are committed to continuing these cost controlling measures.

I began studying Ondessonk's pricing structure as summer camp 2008 came to a close. I completed an organizational income & expense analysis, researched the fees charged at other comparable camps, spoke with numerous camp directors, and spoke with parents of past, present, and future Ondessonk campers. The new pricing structure is the result of this work.

Realizing that Ondessonk serves a wide variety of families with varying abilities to pay, we have adopted a voluntary three-tiered system. The tiers are explained in our new registration materials as follows: Rate "A" is based upon the actual cost of participation. It was determined by including costs for staff, food, maintenance, program supplies, equipment, and wear and tear / depreciation. Rate "B" is our partially subsidized rate. It is for families that are willing and able to pay a fee that is closer to the true cost, but for various reasons cannot pay the full cost. Rate "C" is Ondessonk's standard subsidized fee. It does not reflect the true cost of serving each individual camper. The fee your family chooses is purely voluntary and will not directly affect the experience your child will receive. In other words, campers that pay rate "C" will be treated the same as campers that pay rates "A" or "B".

I emphasized the word "your" in the previous paragraph. My reason for doing so is simple. If enough families choose to pay rate "A" – the actual cost of providing a camping experience for a week at Camp Ondessonk - all campers will be directly affected because new revenue generated by tiered pricing will result in improved programs and facilities for every camper.

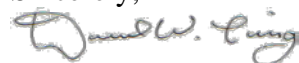
The facility improvements we are presently dreaming about include a new camper bathhouse for the east side of camp, new toilet facilities for each unit, and major upgrades at the swimming area. We have charged below market value for so many years that those simple infrastructure upgrades have not been addressed.

I am confident that the new pricing structure will help us improve our overall financial condition while allowing for improvements. This confidence is partially based upon the results other camps have achieved with tiered pricing. However, our efforts to improve our position will not be limited to pricing. I've challenged our staff to nearly double our campership fund income. This revenue will be used to help families with demonstrated financial need send their children to Ondessonk. We will also continue to aggressively seek Mission enhancing funds from individuals, grants, and foundations. Our campers deserve it. Finally, we are boosting marketing efforts, cutting energy costs, and making staffing and program improvements that campers will appreciate. These efforts will continue to result in an Ondessonk session fee that is more reasonably priced than comparable camps.

Please know that I value your opinion about these changes. Whether positive or negative in tone, I welcome your calls, letters, or emails.

Thank you for sending your child to Camp Ondessonk in 2008. We feel honored that you have chosen Ondessonk. **We hope to see you again in 2009, Ondessonk's 50th summer of camp spirit!**

Sincerely,



Dan King

Executive Director

dan.king@ondessonk.com