



Annual Report 2019

October 1, 2018 - September 30, 2019





One Heartland isn't just a physical place. It is a memory, and a feeling of utter acceptance that lives in the minds of thousands of young people who have had the opportunity to step foot onto our camp facility.

During the summer of 2019 we welcomed hundreds of young people to our site and provided them with memories and life skills to last a lifetime. Because of people like you some of them were able to experience total acceptance for the first time ever. Imagine never feeling completely accepted by your community. These youth left with a gift that you can't put a price tag on. They left with self-worth and increased self-esteem in themselves and for their futures. What a great gift to give a young person. Every day I feel blessed to be a small part in providing these experiences to these amazingly gifted young people.

We believe that all youth deserve to feel completely accepted for who they are, and, in the Spring of 2019, we started the strategic planning process. We identified several strategic directions including increasing our earned revenue from rental groups, expanding our Camp True Colors programming, investing in the One Heartland Center, and growing our community of supporters and participants. We started implementing our Strategic Plan in the fall of 2019 and we look forward to sharing our progress with you in the months and years to come.

Thank you for continuing to support **One Heartland** and our youth.

Best,

Patrick Kindler
Executive Director

A CAMP EXPERIENCE OF A LIFETIME...

*for kids who
need it most.*





OUR PARTICIPANTS

One Heartland's mission is to improve the lives of children, youth, and families facing significant health challenges or social isolation.

To do this, we welcome you who are:

- living with or affected by HIV/AIDS
- experiencing homelessness
- in the LGBTQ+ community
- working towards a healthier lifestyle

All of our participants are 7-20 years old. About 74% are living at or below federal poverty level. Around 66% are youth of color. 69% of our campers are Minnesota natives, with most of those coming from the Twin Cities metro area. The rest travel from other states to attend.



OUR PROGRAMS

Camp Heartland, our flagship program, began in 1993 to give youth living with HIV the summer adventure of a lifetime. **Camp Hollywood HEART** began shortly thereafter in California, as an arts-based camp for older youth. Both of these programs still exist today and continue to adapt to the changing landscape of HIV/AIDS.

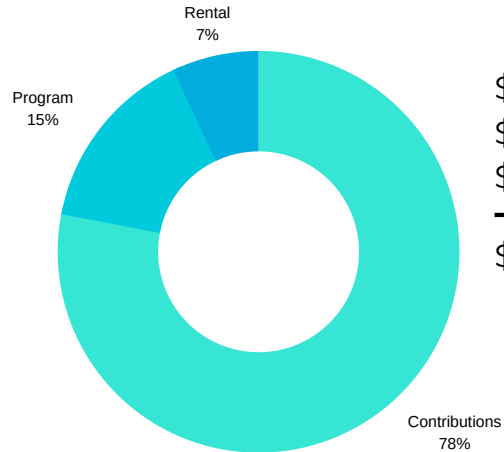
Camp Northstar is a respite for children experiencing homelessness or housing instability. We welcome about 120 youth annually.

Camp True Colors for LGBTQ+ youth is now our fastest growing program. We added a second session in 2018 and a third in 2019. In 2020, we are planning for 6 sessions.

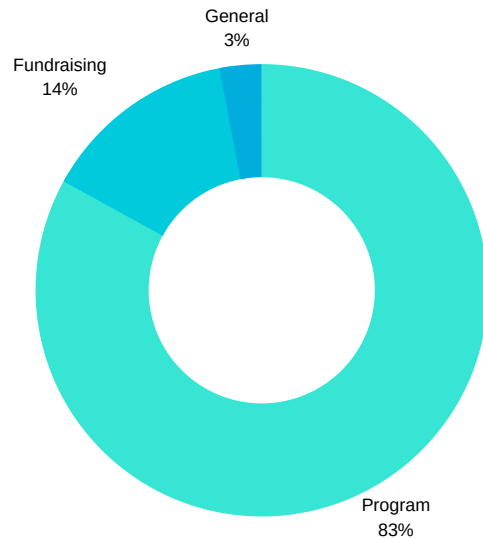
Camp 5210 helps youth on their journey towards a healthier lifestyle. This program welcomes about 80 youth each year. This program will be paused for the foreseeable future.



FINANCIALS



Revenue	
\$1,099,503	Contributions(78%)
\$213,803	Program (15%)
\$88,255	Rental (7%)
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\$1,401,561	Total (100%)



Expenses	
\$1,292,132	Program (83%)
\$217,130	Fundraising (14%)
\$56,969	General (3%)
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\$1,566,231	Total (100%)

Assets

\$83,893	Total current assets
\$26,863	Total other assets
\$1,536,746	Net property and equipment

\$1,647,502 TOTAL ASSETS

Liabilities

\$583,632	Total current liabilities
\$447,368	Long-term liabilities

\$1,031,000 TOTAL LIABILITIES

Net Assets

\$520,402	Unrestricted net assets
\$96,100	Temporarily restricted net assets

\$612,502 TOTAL NET ASSETS

\$1,647,502 TOTAL LIABILITIES AND NET ASSETS



CAMPS & PROGRAMS

Camp True Colors

For youth identifying as LGBTQ+

Camp 5210

For youth striving for a healthy lifestyle

Camp Heartland

For youth living with or affected by HIV/AIDS

Camp Hollywood HEART

An Arts camp for youth living with or affected by HIV/AIDS

Camp Northstar

For youth experiencing housing instability



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JOIN OUR COMMUNITY

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