



HOMETOWN HEROES
2022 Annual Report



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Mission Statement

Hometown Heroes, Inc. provides hope and healing to children and families by way of intensive recreational camp programming at Turning Rivers Camp Facility in Campbellsport, Wisconsin. By utilizing trauma-informed care practices, the Hometown Heroes staff is using a care-based approach to wipe clean the slate of trauma that many very deserving children have faced due to their unfortunate life experiences.



Camp Hometown Heroes



Camp Hometown Heroes welcomes children, ages 7-17, who embody the statement “Freedom is not free.” They have made the ultimate sacrifice of losing a loved one who has served in the military and passed away. Serving children from all over the country, including Hawaii and Alaska, the campers are taken through a journey of healing through play, therapy and bonding. Many come back year after year, and some have transitioned from camper to counselor after much care and trauma-based recreation over the years. Hometown Heroes is American Camping Association (ACA) certified and proud to have been selected as the 2023 winner of the Eleanor Ells Award winner for Program Excellence.



Camp Reunite



Camp Reunite serves children who have an incarcerated parent in the Wisconsin Criminal System. Through trauma-based care, art therapy and meditation, the program works to curtail the cycle of incarceration, while also reuniting the children with their incarcerated parent during the camp stay. This program serves children ages 8-16.



Letter from our Executive Director

Dear Friends of Hometown Heroes,

Mental health awareness, especially in our young people, has rarely been a more pivotal issue in our world. Your generous support of Hometown Heroes has helped us to adapt, evolve and impact as an organization to make a change in the mental health space for many young people in our country. I am immensely proud of the work our team has done to stay focused on our trauma-informed care-focused mission, and to provide a space for camps that serve young people of varying needs, abilities and life circumstances.

We are grateful for the generosity of our donors, volunteers, and partners who helped advance our mission in 2022, in years past and beyond. Your critical support of Camp Hometown Heroes, Camp Reunite, Turning Rivers and our overarching organization has allowed us to provide a broad range of resources and programs, and will be necessary as our future direction takes shape.

In this annual report, you find Hometown Heroes' key accomplishments—the inspirational work implemented by our amazing staff, volunteers and board. We created and delivered programming and resources to meet the changing needs of the campers and their families. This great work provides a foundation for our growth, and our impact in the years ahead.

Our ability to remain committed to serving deserving children would not be possible without you. I thank you for your support and hope you will continue this journey with us as we strive for a better future.

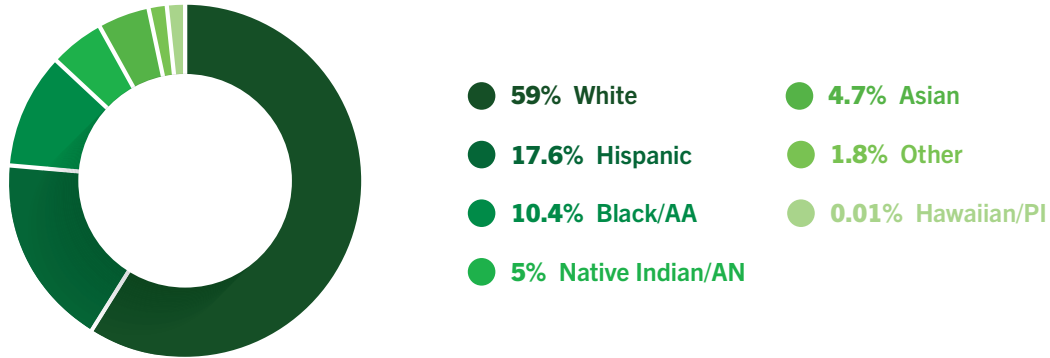


Kenzie Gonzalez

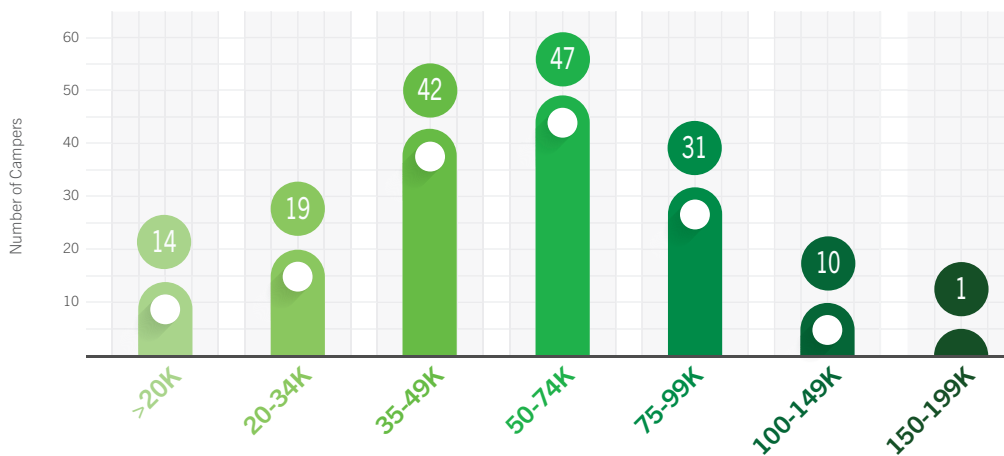
Executive Director | Hometown Heroes, Inc.

Demographics in Review – Camp Hometown Heroes

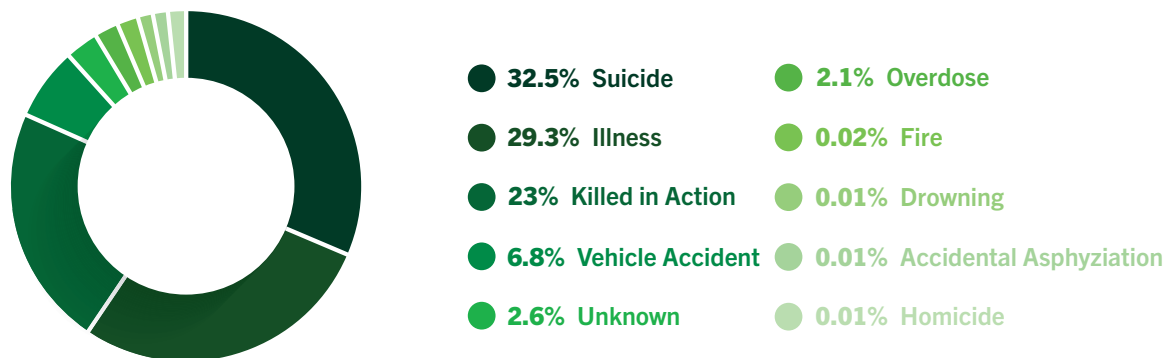
Camper Race



Family Income

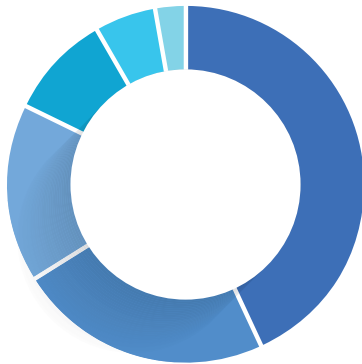


Cause of Death



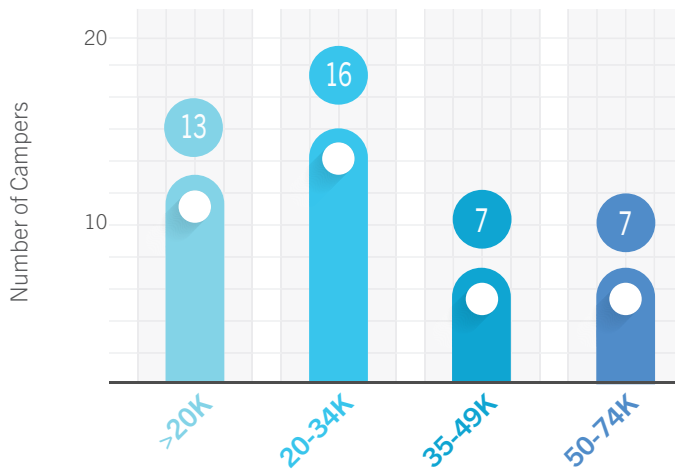
Demographics in Review – Camp Reunite

Camper Race

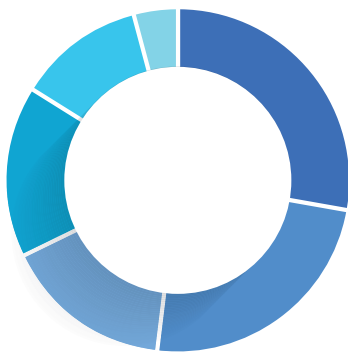


- 43.2% White
- 23% Black/AA
- 16.2% Hispanic
- 9.5% Native Indian/AN
- 5.4% Other
- 2.7% Asian

Family Income



Reason for Incarceration



- 28% Drug Related
- 24% Reckless Homicide
- 16% Revocation of Probation
- 16% OWI / DWI
- 12% Robbery
- 4% Alcohol Addition

Financials in Review

| | Programming | Turning Rivers |
|----------|--------------------|--------------------|
| Income | \$484,766.54 | \$398,421.50 |
| Expenses | \$417,440.29 | \$455,457.45 |
| | \$67,326.25 | \$57,035.95 |


| | Camp Reunite | General Programs |
|----------|--------------------|-------------------|
| Income | -\$27,968.28 | \$15,097.38 |
| Expenses | \$43,569.61 | \$10,550.00 |
| | \$71,537.89 | \$4,547.38 |

| | Camp Hometown Heroes | Fundraising |
|----------|----------------------|---------------------|
| Income | \$327,214.29 | \$236,047.31 |
| Expenses | \$205,794.70 | \$22,543.08 |
| | \$121,419.59 | \$213,504.23 |


Impact by Numbers



1,532
Kids Served



250
Boats Sailed



210
From Campers

50
From Staff

120 Gifts Sent to Campers from Their Incarcerated Parents



11,432 Meals Served At Camp



129 Acres of Camp Space Explored



6,435 Volunteer Hours Worked This Year

840 Hrs Of grief support



11 Trips To The Airport



51,517 Hours Of Joy



320 Hours Of Mental Wellness Sessions

Camp Hometown Heroes Highlights

The two weeks of Camp Hometown Heroes was tremendously supported by volunteers, veterans and alumni campers as we welcomed 200 eager campers who embarked on an adventure of healing and hope. We hosted a multitude of activities, including:

- Dancing and drama
- Climbing wall and alpine tower climbing
- Mountain biking on Mauthe Lake Trails
- Arts and crafts
- Canoeing, kayaking and paddle boarding
- Learning outdoor wilderness skills
- Fishing and cooking outdoors
- Plethora of sports
- Healing arts, meditation and therapy dogs
- Boat release and honor to loved ones



Camp Reunite Highlights

The two weeks of Camp Reunite were incredibly successful and impactful for the youth who attended. We hosted children for one week who had fathers incarcerated at the Kettle Moraine facility and one week for children who had mothers incarcerated at the Taycheedah correctional institution facility. Campers participated in traditional recreational activities as well as:

- Art therapy programming to express their emotions while not having the incarcerated parent in their lives.
- Bonding exercises to create relationships with like peers.
- Trips to the prisons to visit with and do exercises (trauma-informed and recreational) activities with their parents.



Trauma-Informed Care

Trauma-Informed Care Practices and Techniques are unique to the Hometown Heroes, Inc. offerings and what our organization is most proud of in being able to provide. We work diligently to train our staff in the most effective means of caring for and working with children who have suffered extreme loss and trauma at young ages so that they can best grow and heal during their week with us. Some of our practices include:

- Creating safe spaces for campers to express themselves and feel at ease;
- Conducting grief therapy in an open and honest way with an active listening style;
- Employing curriculum that is based around positivity;
- Eating family-style;
- Hosting activities that promote positive memories of loved ones lost, including:
 - Honor Ceremony (CHH)
 - Boat Release (CHH)
 - Art Therapy (CR)
 - Reuniting with the Parent (CR)



Parent Feedback

Camp Hometown Heroes Parent Feedback:

“Just picked up the girls from the airport! They have not stopped talking about camp! I am so excited to hear all about it and sit here in tears because right now they are truly happy children. They are even fighting about letting each other talk. I cannot thank you and everyone who was there this week for giving my girls this gift. My once quiet and reserved teenager is beaming with this happiness that I have not seen in years. You have restored her happy spirit. She’s made lifetime friends and memories she says she will never forget. My little one is telling me all about her activities and the wonderful people (Naima and Chellsie) she had the opportunity to meet. She loved choir! We are so truly grateful for this experience and I cannot thank you enough.”

“I am sure I speak for every child, parent, and grandparent who trusted you for an entire week with our children. You promised them one of the best weeks of their entire life, and you surely delivered. The memories made will never be forgotten. The friendships formed will be carried into the future. We have all participated in the national programs which require us to hunt out our friends in a sea of many, many people. This setting was ideal in helping many of the kids start on that path to healing and acceptance. And knowing that they are not alone in this journey surely makes them feel more comfortable about talking to others about their feelings. Once again thank you, your volunteers and all the surprise guests for keeping our children entertained for an entire week. Hopefully you will see many of them again next year.”

“Faith is home and all snuggled up fast asleep in her bed, she spent the whole evening telling us all about the fun and exciting things she did at camp... I think she got bigger while she was gone it happens way too fast! But one thing I am sure of she made some life long memories this week and I would like to thank all of the staff and volunteers at Camp Hometown Heroes for all of the hard work that went in to making this week unforgettable for Faith and all of her new friends!”

Camp Reunite Parent Feedback:

“You guys have changed my grandson’s life, thank you for allowing him to camp with you guys for a week. He enjoyed his time there and I can’t wait for him to come to camp again.”

“I loved seeing my granddaughter so happy. Thank you for giving her a happy memory she won’t forget. You guys rock! Great job well done.”

“Thank you so much. People like you make good things happen.”

Turning Rivers Facility Updates

Turning Rivers is a beautiful facility that holds a special place in our hearts. In an effort to provide the best experience for our campers, we are continually making structural and operational improvements to the site. In 2022, we made the following improvements:

- **Barn Concrete:**
 - Poured concrete on the large side of the barn to create more program and activity space.
- **Barn Path:**
 - Created a gravel path connecting the barn to the camp drive to make for easier access to the barn activity area.
- **Main Well and Controller:**
 - Replaced the main well and controlled after a failure.
- **Dining Hall Double Freezer:**
 - Purchased a new double door freezer that is more efficient.
- **Dining Hall Cooler Compressor:**
 - Replaced the cooler compressor after a failure.



Thank You to Our Volunteers!

Camp Hometown Heroes, Camp Reunite and the Turning Rivers facility are heavily reliant on the wonderful people who donate their time and talents to ensuring that our programming and site are perfect. From corporate-sponsored clean-up days, to corporate veteran groups coming to mentor campers, we are so fortunate to have volunteers choose our organization to donate their time.

- Kohler Corporation
- Kapco
- Rockwell Automation
- Field Fastener
- LubeTech
- Kohl's Corporation
- Direct Supply
- Kiwanis Groups

Thank You to Our User Groups!

Turning Rivers is also host to many user groups who wish to host camps of their own (some with use of our trained counselors and some without). Many user groups will also volunteer their time to clean the grounds and do other tasks to ensure that our camp is ready for our campers.

- Goodman Center
- Carmen School
- Great Lakes Hemophilia
- Camp Side by Side
- Kettle Moraine YMCA
- Management by Morgan
- Camp Hope Wisconsin
- Camp Klotty Pine
- Camp Kindred Family Camp
- 4-H Extension “YPCL”
- Homestead High School Hockey
- Homestead High School Basketball

Grand Slam Charity Jam

The 12th Annual Kapco's Grand Slam Charity Jam was held October 15, 2022 and was a smashing success. Through the generosity of dozens of sponsors, table hosts, ticket buyers, auction donors and volunteers, \$250,000 in net income was generated for Camp Hometown Heroes and Camp Reunite. The fun evening featured a silent auction with more than 200 items, cocktail reception, delicious dinner, charity presentation and performances by comedy legend Jim Belushi and his Board of Comedy as well as a concert by America's Favorite Yacht Rock Band, The Docksidiers.

We are grateful to the 600 guests who attended as well as our dedicated volunteers for making this event possible.

Special thanks to the following Grand Slam Charity Jam Sponsors:

- Presented by Kapco
- Presented by Medix
- Cocktail Party Sponsor: BMO Harris Bank
- Raise the Paddle Sponsor: Heiser Automotive Group
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- Gold Sponsor: Hani and Julie Malek
- Live and Silent Auction Sponsor: Milwaukee Admirals
- Photo Wall Sponsor: Direct Supply
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- Camp Photography Sponsor: VIP Photography



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WE Energies Foundation
WE Werner Electric Supply Company
West bend Burgers Inc. Culver's
White, J M
Whitnall Park Lutheran
WI Upper MI Kiwanis
Willenson Kenneth
William and Cindy Wilson
William Dempster
WIPFLi
Wisconsin Center District
Wisconsin Cheese Worldwide Inc.
Wisconsin Vietnam Veterans Chapter 1.
Yontz Valor Foundation
YourCause
Zone Mechanical

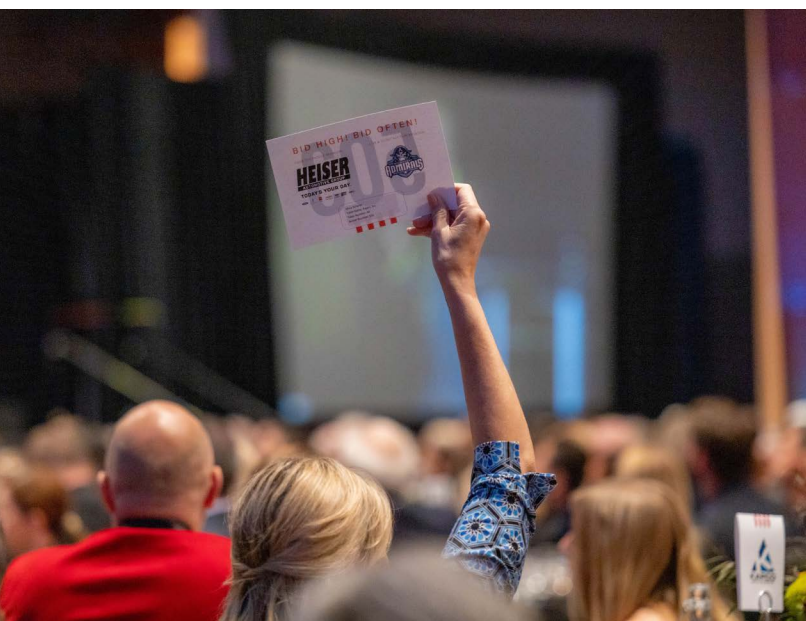
Ways to Give

Mail payments to: Hometown Heroes, Inc., Attn: Development, PO Box 227, Grafton, WI 53024

Online: www.donatenow.networkforgood.org/hometownheroes

Corporate Match: Inquire with your employer about their corporate matching program. Donate to our organization and seek a match for your good deed!

Please note: We can help you set up recurring gifts and help you include Hometown Heroes into your estate plans.



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Liz Braatz

Director of Development | Camp Hometown Heroes

braatz@hometownheroes.org

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