

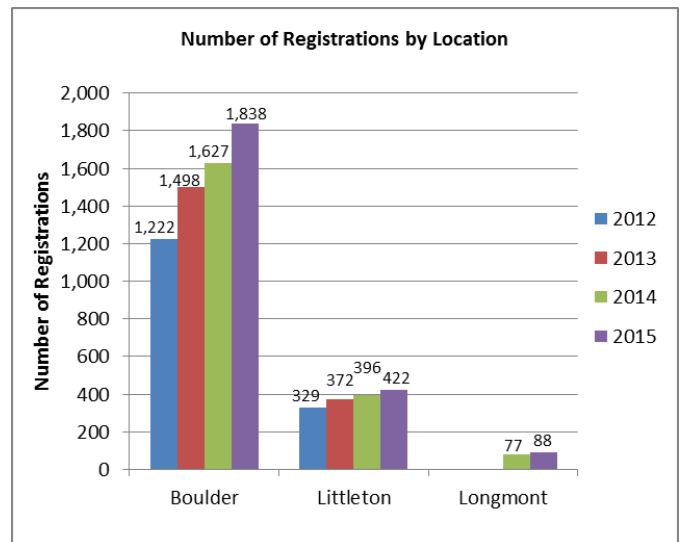
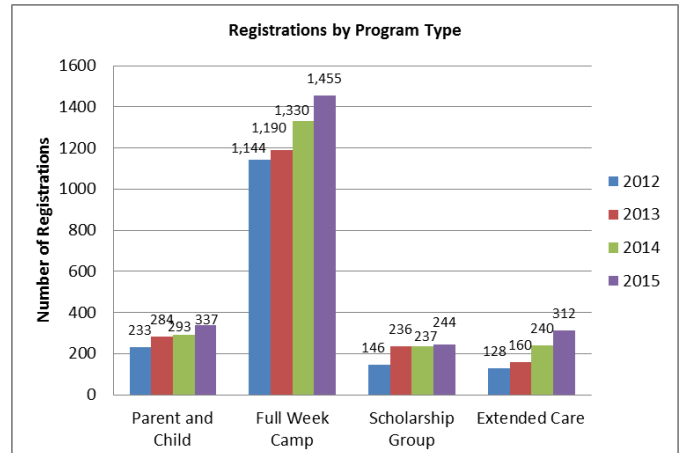


# Thorne Summer Camp 2015 Report

## Program Numbers

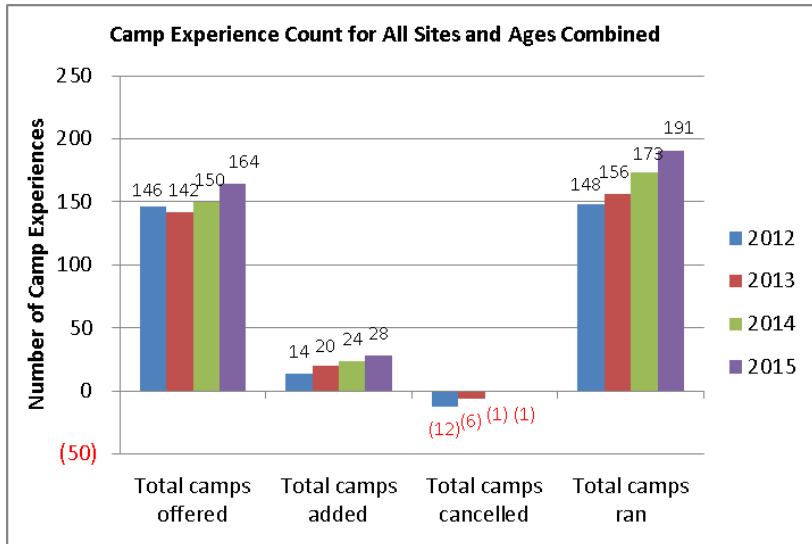
### Participants:

- Total number of registrations: **2,348 in 2015**; 2,100 in 2014; 1,870 in 2013; 1,551 in 2012 (12% increase from 2014)
- Registrations by Program Type (includes all programs, all groups):
  - Parent and Child registrations: **337**; 293; 284; 233 (15% increase)
  - Full Week Camp registrations: **1,455**; 1,330; 1,190; 1,144 (9% increase)
  - Full Week scholarship group registrations: 137 for school groups + 107 for IHAD = **244**; 237; 236; 146 (3% increase)
  - Extended Care registrations: **312**; 240; 160; 128 (30% increase)
- Registrations by location (includes all programs, all groups):
  - Boulder registrations: **1,838**; 1,627; 1,498; 1,222 (13% increase)
  - Littleton registrations: **422**; 396; 372; 329 (7% increase)
  - Longmont registrations: **88**; 77 (14% increase)



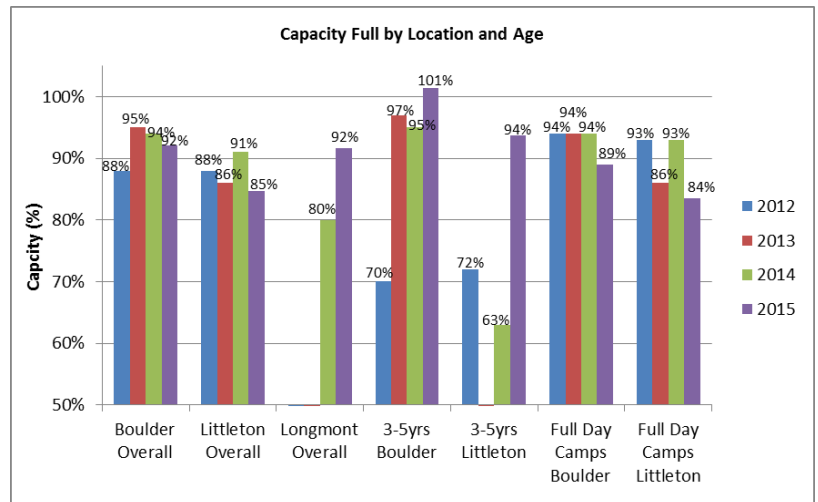
### Camp Experiences Offered:

2015	Originally Offered				Added				Cancelled				Final Offerings			
	Boulder	Littleton	Longmont	SUM	Boulder	Littleton	Longmont	SUM	Boulder	Littleton	Longmont	SUM	Boulder	Littleton	Longmont	SUM
PreK	24	4	X	28	0	0	X	0	0	0	X	0	24	4	X	28
5-6yrs	11	4	X	15	8	0	X	8	0	0	X	0	19	4	X	23
6-8yrs	44	10	X	54	12	4	X	16	1	0	X	1	55	14	X	69
9-11yrs	26	12	X	38	4	0	X	4	0	0	X	0	30	12	X	42
12-15yrs	6	2	X	8	0	0	X	0	0	0	X	0	6	2	X	8
School Groups	8	0	4	12	0	0	0	0	0	0	0	0	8	0	4	12
IHAD	5	0	4	9	0	0	0	0	0	0	0	0	5	0	4	9
<b>SUM</b>	<b>124</b>	<b>32</b>	<b>8</b>	<b>164</b>	<b>24</b>	<b>4</b>	<b>0</b>	<b>28</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>147</b>	<b>36</b>	<b>8</b>	<b>191</b>



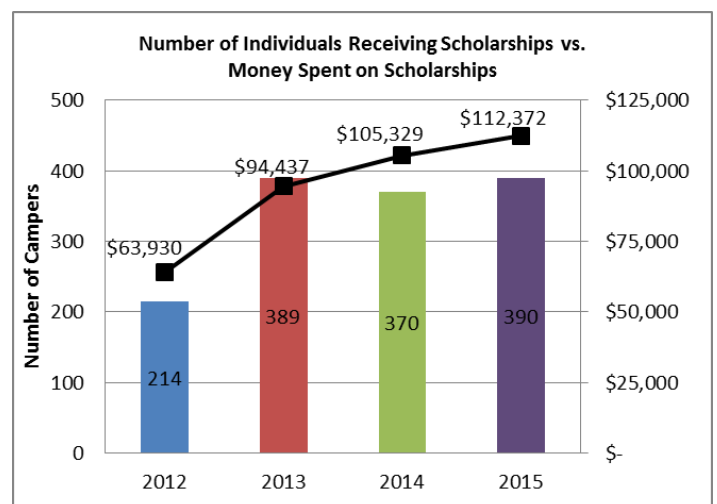
### Capacity:

- Percent Full by Program Type
  - Parent and Child camp capacity: Boulder **101%**; 95%; 97%; 70% and Littleton **94%**; 63%; 0%; 72%
  - Full Day Camps: Boulder **89%**; 94%; 94% and Littleton **84%**; 93%; 86% ; 93%
- Percent Full by Location:
  - Boulder ran at a capacity of **92%**; 94%; 95%; 88%
  - Littleton ran at a capacity of **85%**; 91%; 86%; 88%;
  - Longmont ran at a capacity of **92%**; 80%

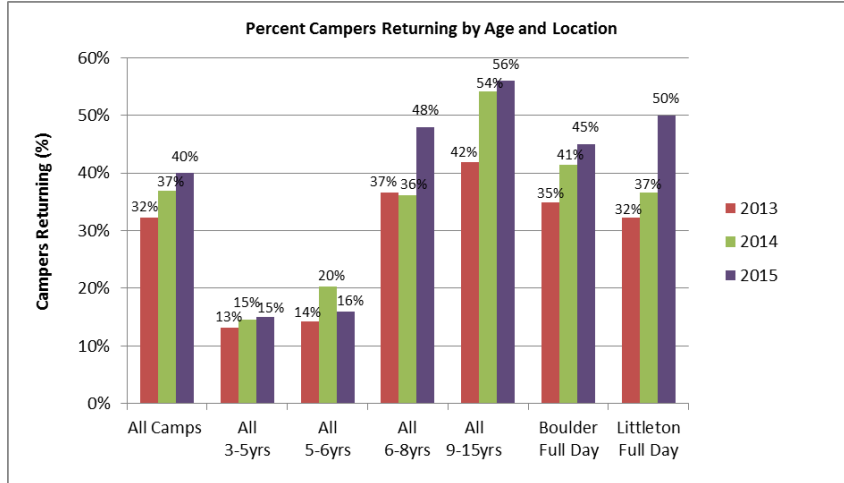


### Scholarship Giving and Revenue:

- Total number of campers receiving scholarships including individuals and schools: **390**; 370; 389; 214 (5% increase)
  - Individual campers: **146**; 133; 153
  - School group and IHAD campers: **244**; 237; 236
- Total amount awarded: **\$112,372**; \$105,329; \$94,437; \$63,930 (9% increase)
  - Individual Scholarships: **\$39,753**; \$33,813; \$29,711; \$16,090
  - School Scholarships: **\$72,619**; \$71,516; \$64,726; \$47,840
- Total Revenue (both sites): increased from \$363,701 in 2014 to **\$447,507** in 2015 (23% increase from 2014)
  - Boulder revenue increased from \$277,633 in 2014 to **\$360,988** in 2015 (30% increase from 2014)
  - Littleton revenue increased from \$84,586 in 2014 to **\$84,676** in 2015 (<1% increase from 2014)
  - Longmont revenue increased from \$1,482 in 2014 to **\$1,843** in 2015 (24% increase from 2014)



## Returning campers vs. New campers:



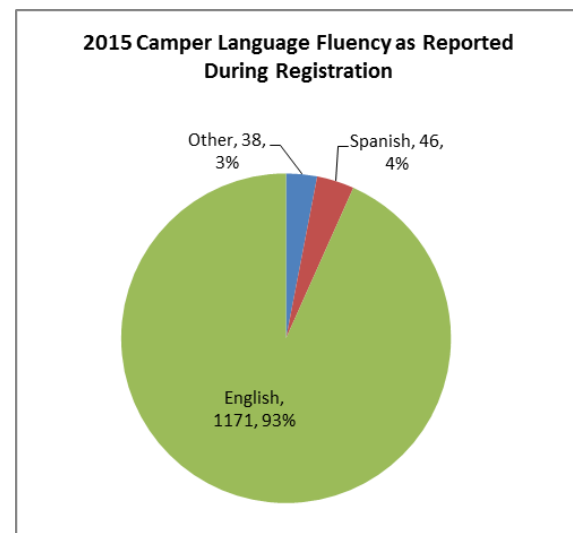
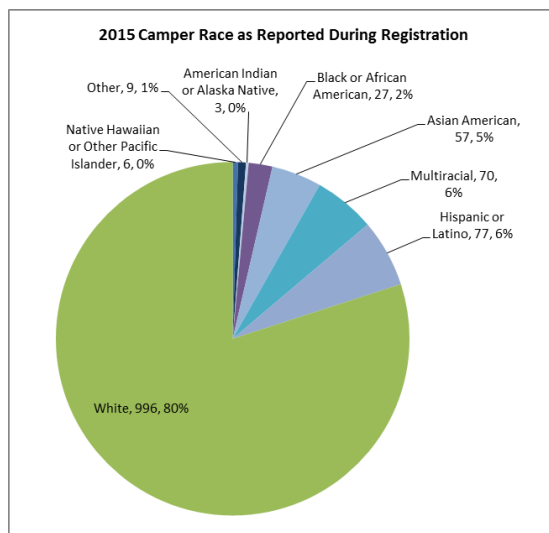
## Multiple Camp Enrollment:

- Total number of unique participants served: **1,491 in 2015**; 1,350 in 2014; 1,297 in 2013; 1,101 in 2012 (10% increase)

2015 Percent of Repeat Camp Experiences (by age group)											
	1	2	3	4	5	6	7	8	9	10	18
PreK	19%	23%	13%	20%	8%	2%	2%	5%	0%	3%	6%
5-6yrs	67%	21%	10%	2%	0%	0%	0%	0%	0%	0%	0%
6-8yrs	51%	32%	10%	4%	2%	1%	0%	0%	1%	0%	0%
9-15yrs	59%	25%	11%	3%	0%	0%	0%	2%	0%	0%	0%

2014 Percent of Repeat Camp Experiences (by age group)											
	1	2	3	4	5	6	7	8	9	10	18
PreK	18%	24%	20%	25%	8%	2%	0%	3%	0%	0%	0%
5-6 yrs	44%	34%	11%	2%	8%	0%	0%	0%	0%	0%	0%
6-8yrs	51%	28%	10%	7%	1%	0%	0%	2%	0%	0%	0%
9-15yrs	57%	25%	9%	5%	1%	0%	0%	4%	0%	0%	0%

## Demographics:

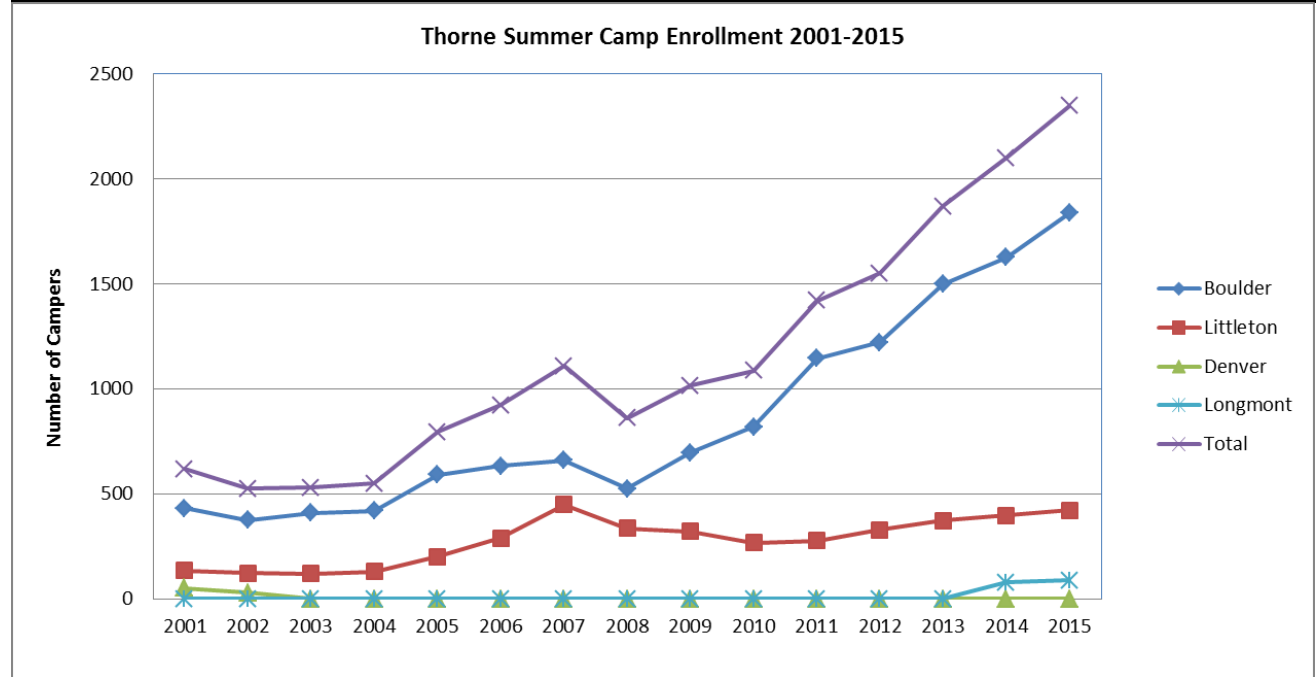


**Volunteer Support:**

- We had 25 Teaching Assistant Volunteers providing 1,965 volunteer hours (1,665 hours in 2014 – 18% increase)

**Summer Camp Participation History:**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>Boulder</b>	432	374	410	419	592	633	659	525	696	820	1145	1222	1498	1627	1838
<b>Littleton</b>	135	122	120	130	202	290	449	335	320	266	276	329	372	396	422
<b>Denver</b>	51	29	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Longmont</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	77	88
<b>Total</b>	<b>618</b>	<b>525</b>	<b>530</b>	<b>549</b>	<b>794</b>	<b>923</b>	<b>1108</b>	<b>860</b>	<b>1016</b>	<b>1086</b>	<b>1421</b>	<b>1551</b>	<b>1870</b>	<b>2100</b>	<b>2348</b>



**Major Changes for 2015:**

- Thorne changed our meeting location for most full day camps in Boulder to Mapleton Early Childhood Center and ran more camps from Chautauqua Park.
- Thorne added two extra weeks of camp in Boulder and ran 18 additional camps.
- Thorne added three new camp offerings- Nature’s Fortress, MineCraft Unplugged, and Yoga in Nature.
- Thorne extended the hours for Eco-Explorers camps for 5-6 year olds, from 9am-2pm (from 9am-1pm in 2014), and added the option of Extended Care.
- All of Thorne’s Boulder goals for 2015 were met or exceeded
- All of Thorne’s Littleton’s goals for 2015 were met or exceeded



**Evaluation Results:**

- 343 families filled out the survey out of 928 families (includes Full Day and PreK) that participated in Thorne camps (37%)

**Overall program metrics:**

- When asked where they heard about Thorne Summer Camp, 57% stated from word of mouth, 19% from Thorne’s website or online, and 9% from print advertisement.



- 96% of parents felt their child learned something new from their Thorne Summer Camp experience (96% in 2014)
- 93% of parents felt their child is more connected with nature after the Thorne Summer Camp experience (93% in 2014)
- 93% of parents will send their child to Thorne Summer Camp in the future (95% in 2014)

**Rating the Thorne Summer Camp experience:**  
(not at all, somewhat, mostly, completely)

- 86% of parents felt that the content was completely appropriate for the age group (86% in 2014); 13% felt it mostly was (11% in 2014)
- 88% of parents completely felt that the instructor was a good role model for their child (89% in 2014); 10% mostly did (7% in 2014)
- 85% of parents completely felt that the course was well managed and well organized (82% in 2014); 13% mostly did (13% in 2014)
- 83% of parents felt their child completely enjoyed the class (86% in 2014); 13% mostly did (11% in 2014)

**Rating Thorne Summer Camp as a whole:** (poor, okay, good, fantastic)

- 80% of parents felt that their child’s Summer Camp instructor was fantastic (83% in 2014); 16% felt they were good (12% in 2014)
- 80% of parents felt the quality of the Summer Camp experience was fantastic (80% in 2014); 17% felt it was good (17% in 2014)
- 35% of parents felt the cost of Thorne’s Summer Camp was fantastic (31% in 2014); 47% felt it was good (54% in 2014)
- 53% of parents felt the registration process was fantastic (48% in 2014); 40% felt it was good (34% in 2014)
- 65% of parents felt the pick up/drop off process was fantastic (62% in 2014); 31% felt it was good (31% in 2014)

**68% of Thorne Summer Camp students attend other summer camps in the area (70% in 2013). These parents were then asked to rate Thorne based on other local camps:** (poor, okay, good, fantastic)

- In comparison, 73% felt the quality of the Thorne instructor is fantastic (77% in 2014); 22% felt it is good (17% in 2014)
- In comparison, 74% felt the quality of the classes offered is fantastic (77% in 2014); 21% felt it is good (19% in 2014)
- In comparison, 28% of parents felt the cost of classes is fantastic (28% in 2014); 46% felt it is good (54% in 2014)
- In comparison, 49% of parents felt the registration process is fantastic (50% in 2014); 42% felt it was good (33% in 2014)
- In comparison, 60% of parents felt the pick up/drop off process is fantastic (59% in 2014); 32% felt it was good (31% in 2014)



**Instructor Rating Thorne Summer Camp:** (poor, okay, good, fantastic)

- 14 out of 39 Thorne Summer Camp Instructors filled out the survey in 2015 (36%)

- 79% of Instructors felt the overall experience with Thorne Summer Camp was fantastic; 21% felt it was good
- 85% of Instructors' enjoyment level of their teaching experience was fantastic; 14% felt it was good
- 71% of Instructors stated they would apply for a position with Thorne Summer Camp again; 29% said maybe

### **Constructive Criticism for Thorne Summer Camp:**

- In the future, it would be great to have more diversity in camp.
- I understand the rationale behind the registration process, but it is a bit tedious
- Having an early drop off option (for a fee) would be wonderful. We would be able to attend many more weeks at Thorne
- Not crazy about the parent driven carpool for the Thursday overnight. Most other camps provide a shuttle for off-site events (especially for the price of this camp).
- The Thorne website is a bit clunky and a little confusing to navigate. The registration portal was good but just finding the right camp and camp description required clicking on two PDF's.
- Thorne is definitely one of the higher priced camps but I believe the quality of the instructors and staff, as well as the ease of the registration process and seamless organization of all the activities, bus rides, Friday parent day, and aftercare make it worth the price.

### **Praise for Thorne Summer Camp:**

- Both my boys had an incredible time at both the camps they attended. They came home dirty, hungry, happy and they will definitely be back next year!
- What can we say! Thorne has been such an integral part of our family for four years now. Our kids love every minute and we love knowing they are in good hands, learning about and enjoying the natural world. Thank you for helping us raise them straight and strong.
- This was the most wonderful experience ever for our family! We were overwhelmed by our scholarship, we are so grateful, and appreciative for our chance to be involved in this camp. We cannot thank you enough!
- Unbelievably cool! Seriously, best camp Ollie has ever attended. He LOVED getting dirty, wet & tired each day and loved the learning aspects from the teacher!
- I am so thankful. Thorne has cultivated love for nature and thirst for knowledge in Sam. Thanks for that and your scholarship support!
- All of your staff is so well trained! I felt the instructors did a great job of interacting with the kids - and the adults. I love the protocols that you have in place - I feel safe dropping my kids off and allowing them to venture out.
- I love that my son is coming home covered in mud and talking about pollinators. :)
- Our daughter had an incredible experience with camp - I cannot think of anything else she has done that made her so excited and happy. She told me the first day, "Mom, I am a nature girl. I am meant to be outside." Aren't we all?! What a gift for her to find that in herself at age 6.
- Always feel good about drop off - very safe. Some camps seem very disorganized, but not Thorne.
- The level of organization at Thorne is really impressive.
- Every single person we met was incredible! They were professional, personable, friendly and organized. It was so amazing to be welcomed with such open arms. Our daughter felt comfortable right from the start and so did we.
- Our daughter came home every day talking about everything that they had learned; I feel like the values that Thorne helps kids learn--self-reliance, creativity, teamwork, being open to new experiences--are important for an entire lifetime!
- "This was the best camp of my life. I wish I could have this camp every day for the rest of my life."

