

## Financial Winners and Losers

South Classroom

10:15 am Friday

Name of participants:	Ben Klasky, IslandWood, Facilitator Saul Weisberg, North Cascades Institute; Beth Crisko, Glen Helen Outdoor Education Center; Jenny Golding, Yellowstone Institute; Heather Marx, Teton Science School; April Landale, Teton Science School; Jeff Muse, Northern Cascade Institute; Glen Gilbert, Yosemite National Institute; Ken Voorhis, Smokey Mountain Institute, Judy Montgomery, Delaware Nature Society; Greg Fisher, Alabama 4-H; Jack Shea, Teton Science School
Key questions:	
Take home messages:	<ul style="list-style-type: none"><li>- Perception that Overnight programs are winners and Day programs are losers. Depends on the market you are in for day programs to be successful.</li><li>- Summer Day Camps, overall profitable for everyone</li><li>- Adult programs overall loser</li><li>- Market to groups as opposed to individuals</li><li>- Open enrolment very difficult to be a winner</li><li>- Staff that are residential and accessible lend to success of programs</li><li>- Retreats (Corporate, Non-profit)</li><li>- Graduate Programs overall loser</li><li>- Teacher Training overall loser, unless you can gather funds to supplement cost</li><li>- Volunteers base helping with administrative and educational duties (feasible for centers near urban areas)</li></ul>

### Losers:

- IW: Youth overnight programs
- NCI: Youth overnight programs
- SMI: Adult programs (canceled)
- TSS: Adult day programs (canceled)
- YI: Adult day programs
- TSS: LA gang high schools, Well-funded initially, LA teachers couldn't keep up fund raising
- SMI: Citizen service – an educational vehicle for engaging folks in SMI mission (is feasible to fund)
- TSS: Local programming

### Winners:

- IW: Auction, \$550,000/year

- YNI: Field Environmental Center (Youth programming)
- YNI: Ambassadors or outside folks coming in to do programming, Yosemite serving as hotel or a user host facility
- YI: “Lodging and Learning” Family Programs, packaged all inclusive programs
- TSS: Wildlife Expeditions, Eco-tourism
- TSS: Long-term student summer day programs
- SMI: Adult photography workshops
- TSS: 12 day, Middle School residential camp
- NCI: Raise money for free specialty camps, as opposed to normal fee camps
- YI: Catering to private group market (families, school teachers, alumni groups, groups of friends, non-profit user groups), not marketed except by word of mouth, standardized multi- day programs or menu of programs for groups to chose from
- SMI: Property Assessment or consulting service, Tremont “Stamp of Approval” for land developers to make sure that correct and environmentally friendly practices are used
- TSS: Elderhostel after 1 year, 15 weeks booked, all programming done by TSS, it works because of the “WOW” factor, 1 week sessions
- SMI: Elderhostel, predominantly hiking
- TSS: Conservation Research Center, starting to provide an ecological service or land management

High			
Mission	<p><b>Get Funds:</b>  School programs  Grant Funded  Diversity  Talks  Field Seminars  Teacher Trainings  Family  Graduate Programs</p>	<p><b>Do These:</b>  Family  Graduate Programs  “Photo”  Wildlife Expeditions  Elderhostel  All Inclusive program packages</p>	
	<p><b>Why Do IT?:</b></p>	<p><b>Funds Others:</b>  Products, services, consultations  Corporate Groups  Store  Auctions  Weddings</p>	
Low	Money		High