



HALE

**2013
ANNUAL
REPORT**



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2013 WAS A FANTASTIC YEAR BY MANY METRICS.

As a non-profit organization, we regularly measure our success by our ability to fulfill our mission and we did that in many, many ways. We also we need to measure our financial performance, to ensure we can continue to fulfill our mission. Happily, 2013 was also a good financial year for Hale.

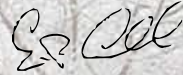
Hale Day Camp, our "flagship" program on the property, reached registration numbers never before seen. The diverse offerings and traditional camp experiences resulted in great demand for camper slots and allowed us to hire well-qualified staff. The spring and fall "shoulder seasons" are slowly becoming busier, with over 7,000 children visiting during these periods. In addition, the number of programs with urban school systems continues to grow. Efforts are underway to create a fund to help schools serving low income populations to supplement their academic curriculum through experiences at Hale. The HOLA program (Hale Outdoor Learning Adventures) began its first year of data collection for a national research study aimed at reducing summer learning loss in urban youth. Over 65 campers from six Boston Public Schools enjoyed an exciting and educational summer in the woods.

On the financial side of Hale, good enrollment and program participation led to a modest surplus at the end of the year. The funds help with our ongoing facility needs and a variety of initiatives. In addition, Hale added new land to our overall footprint through a land swap with a developer who owned property next to Hale. An additional 9 acres became a part of Hale Reservation. Finally, Hale was able to repay some debt resulting in reduced costs, and a strong balance sheet.

Programs and finances were great in 2013 and we need to thank those who join the beach, sign up for the programs, attend camp and take advantage of Hale. YOU are the ones we aim to serve. Of course, it is the donors who make it all happen. Hale gave out almost \$150,000 in financial aid and subsidies in 2013 – we couldn't do it without our donors. THANK YOU!



Chris McKeown
President, Board of Directors



Eric Arnold
Executive Director



FULFILLING OUR MISSION

SUMMER CAMP

Over 4,400 children attend summer camp at Hale each year. Along with our own day camp, Hale “partners” with many other organizations to offer children from over 70 communities an exceptional summer experience.

Our agency partners include:

Aspire
Charlestown

Bird Street Community Center
Dorchester

Boston Public Schools
Boston

Jewish Community Centers
Newton

South Shore Stars
East Weymouth

Waltham Boys and Girls Club
Waltham

Watertown Boys and Girls Club
Watertown

YMCA of Greater Boston
Boston

On any given day there are 2,000 children enjoying Hale’s 1,137 acres; miles and miles of trails and beautiful ponds. And when campers aren’t swimming, boating and hiking, they are likely enjoying our ropes course, environmental programs or our Floating Classroom.

Over half the children who come to Hale receive some sort of financial aid.

FAMILY & COMMUNITY PROGRAMS

Hale is proud to offer a variety of programs for individuals and families. Membership Beach is a unique opportunity for 420 families to take part in activities such as swimming, boating, arts and crafts and environmental education.

Summer isn’t the only season that people enjoy Hale. From special events to a fun and exciting Race Series, the calendar is filled year-round with opportunities to discover. The trails are open 365 days per year for hiking, mountain biking, cross-country skiing (weather permitting) and general exploration.

EDUCATION, ADVENTURE & EVENTS

Offering educational opportunities is at the core of Hale’s mission. Thousands of students from kindergarten to college participate in one or more programs. Our ropes course, Map and Compass Adventures, and Floating Classroom continue to be among our most popular programs. Hale also hosts weddings, reunions and corporate events.

ENVIRONMENTAL RESOURCE MANAGEMENT

Hale Reservation invests substantial time, energy and resources to improve the protection and management of our natural resources. This includes comprehensive management of our ponds and streams, waste management systems and drinking water wells.

PARTNERS

Fulfilling the mission of Hale Reservation requires partnerships beyond our Agency Camps. Hale collaborates with the following organizations to enhance our programs:

- Summer Fund
- Boston Athletic Association
- Boston After School and Beyond
- Dedham Medical Associates
- Rodman Ride for Kids

“MY SON’S TEACHERS SAW A REMARKABLE IMPROVEMENT IN HIS SOCIAL SKILLS AFTER SPENDING A SUMMER AT HALE.”
— PARENT OF AN HOLA CAMPER

**HALE GAVE OUT ALMOST
\$150,000 IN FINANCIAL AID
AND SUBSIDIES IN 2013**

FINANCIAL SUMMARY



**“FLOATING ON MY BACK
LOOKING UP AT THE BLUE
SKY AND THE BIRDS
FLYING BY – A LITTLE BIT
OF HEAVEN.”**
— MEMBER, FAMILY BEACH

2013 WAS, IN NO UNCERTAIN TERMS, a financial success for Hale Reservation. After a leveling of program revenue in 2012, efforts led to record success at both Hale Day Camp and in our Education and Adventure programming during the fall, winter and spring. Overall, the operations, in large part due to growth in Annual Appeal support generated a small surplus to be put into our Initiatives and Reserves Fund.

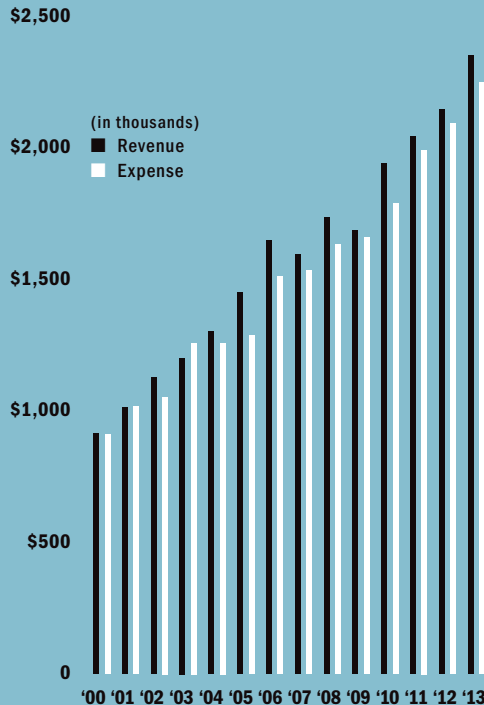
Donations in 2013 soared thanks to local support during our Annual Appeal campaigns and participation in the Boston Marathon Charity Program and the Rodman Ride. There were over 300 new donors this past year.

At the end of 2013 Hale was also able to decrease its overall debt. Debt is frequently used to allow for special projects and investments. In recent years, this has included new buildings, the purchase of property, and investments in staff. Thanks to careful management, debt was lowered by just over \$250,000 and is now at its lowest level in the past four years.

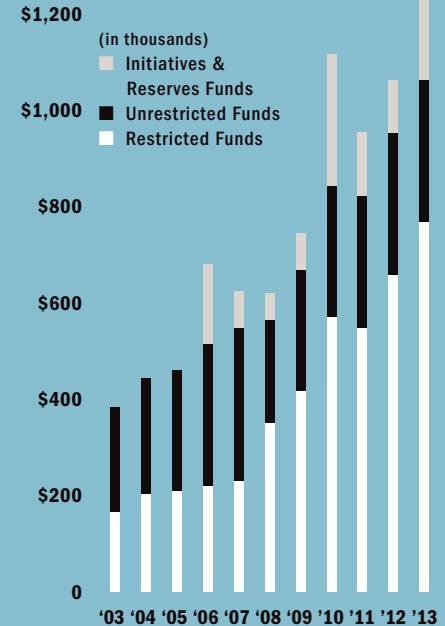
In addition, Hale reached a significant milestone in overall investments. For the first time, accounts exceeded \$1,000,000. While long range plans, camper-ship programs and facility upkeep will require a substantially larger endowment in the future, the current steady growth of Hale’s endowments and reserve funds bode well for future program and facility development.

For years, one of Hale’s primary objectives has been increased financial stability. While the successes of 2013 are all steps in that direction, there is a lot of work still to do. An organization that hosts over 12,000 children annually for programs, manages over 1,137 acres, and provides upkeep for 60 buildings and structures will need many years like 2013 and continued donor support to achieve the financial stability needed for guaranteed success into the future.

OPERATING REVENUE/EXPENSE



INVESTMENTS & INITIATIVES/RESERVES FUND





FOSTERING APPRECIATION OF NATURE

**“YOUR PATIENCE,
GUIDANCE, AND
PROFESSIONAL STAFF
MADE IT A WONDERFUL
EXPERIENCE FROM THE
PLANNING STAGES TO
THE DAY ITSELF. BOTH
KIDS AND ADULTS HAD
A GREAT EXPERIENCE
AND RETURNED HOME
HAPPY AND FULL OF
STORIES TO SHARE.”**

**— TEACHER FROM
NATICK PUBLIC SCHOOLS**



2013 DONORS

LEADERSHIP GIFTS

\$100,000 +

The Highland Street Foundation
PI Garden Fund
Yawkey Foundations

\$10,000-\$99,000

Boston After School & Beyond
The Bromley Charitable Trust
Dedham Institution for Savings Foundation

Hunt Street Fund
Joanna Cook Kjellman
Massachusetts Charitable Society
Needham Bank
Raytheon

The Rhode Island Foundation
Richard Saltonstall Charitable Foundation
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John Stanton
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POWISSETT PEAK CLUB \$2,500 – \$4,999

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SPLIT ROCK CLUB \$100 – \$249

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Julia Bruné
Roy Corson
Jim Elcock
Lois Johnson
Suzanne Wall
Jay Walsh

VOLUNTEERS

Volunteers are instrumental to
the success of Hale Reservation.
Many thanks to following people
and organizations who helped
Hale thrive in 2013:

Susan Almeida
Analog Devices
Cam Arnold
Hildi Arnold
Kylie Arnold
Aspire Summer Explorations
Boston College High School
Boston Cares
Deb Brennan
Haley Brown
Jenna Brown
Leah Brown
Susan Brown
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Matt Collins
Dedham Country Day School
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Roxbury Latin Students
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Spectra Energy
Iris Tomlak
Ursuline Academy Students
Vertex
Tom Waitikus
Teena Wajsgras
Kristen Wajsgras
Westwood High School Athletic
Teams
Myles Collins, Maureen Erickson
and the many volunteers
for the Triathlon



Hale Reservation
80 Carby Street
Westwood, MA 02090
tel (781)326-1770
fax (781)326-0676
info@HaleReservation.org
www.HaleReservation.org

HALE RESERVATION is a private, non-profit educational organization that manages over 1,137 acres of woodlands, including four ponds and over twenty miles of trails in Westwood and Dover, Massachusetts. Hale is most widely recognized for its summer day camp programs which annually serve over 4,400 children from 70 communities in the Greater Boston area. Hale also offers a family program, outdoor and environmental education experiences for children and adults, and open space for casual recreational use.

The essence of Hale Reservation can be found in Robert Sever Hale's original desire for the organization he founded in 1918. The current programs and land management practices are the legacy of his wish "to provide education which will develop intelligent, capable and responsible citizens" and to use the land "so long as it is charitable and benevolent in nature." The goal of today's programs is to develop intelligent leaders and environmentally educated citizens. We believe that the diversity of the natural environment must be reflected back in the diversity of the people who experience Hale Reservation, and we strive to provide programs and opportunities for people of any race, background, religion or economic status.

