“VISITING CAMP IS ALWAYS a very powerful EXPERIENCE FOR ME.”
Since 1919, Camp Agawam has helped generations of campers and staff find their best selves.

Through its anchor full-season program and the Main idea, Agawam keeps the boys busy with a wide range of fun, healthy activities, it teaches them about integrity, community, and respect through modeling, coaching and knee-to-knee conversations. In a simple, outdoor environment, Agawam helps boys learn to be vulnerable, to take risks, and to value the journey, learn from setbacks, and celebrate triumphs large and small.

Agawam instills direction and eternal values, preparing its young men with the life tools they will need to build positive lives, families, careers and communities. Now, in a world of constant change and relentless distractions, it becomes more important than ever to secure the Agawam experience and community for coming generations.
Specialty program camps for specific sports, technology and the arts call out to children, teens and their parents, tempting them with making the team or gaining admission when it otherwise might be out of reach. In an age where the norm is jumping back and forth between two TV channels or carrying on multiple virtual conversations simultaneously, where playing in concurrent summer leagues in hockey and soccer is commonplace, the full-season summer camp experience takes on an enormous added value.

FOR CAMPERS
Marketing and enrollment considerations have forced many other peer camps to move to half-season sessions. After careful and thoughtful strategic review, Agawam’s board has firmly underscored its commitment to the full-season program as the heart and soul of how Agawam will continue to achieve its mission. At the core of each camper’s finding his best self are the sustained relationships made possible by the seven-week experience—community living, confidence building, leadership development, personal growth through Katiaki, and the development of friendships that will last a lifetime.

FOR COUNSELORS
The young men and women who comprise Agawam’s seasonal staff (and often their parents) also speak of extraordinary personal growth not easily available in the outside world. The very real, long-term responsibility that an 18- or 19-year-old counselor carries for his cabin group of 6 or 7 boys generates unparalleled insights, confidence and life lessons as these young adults transition into career professionals, husbands, parents, and community leaders.

THE MAIN IDEA
The board has also enthusiastically reaffirmed its commitment to the Main Idea program, which makes a full week of the Agawam experience available without cost to deserving boys from southern Maine. A primary program focus since its founding in 1971 by Dave and Peg Mason, the Main Idea personifies Agawam’s commitment to lead by example in giving back to the larger community and in embracing diversity in all its forms. This major component of Camp Agawam has manifested its value in many forms through the years, including through the invaluable contributions of dozens of its alumni who have grown into exemplary full-season campers and core members of the seasonal and year-round staff.

As Agawam prepares to launch its second century of service, its signature character-building experience is at risk for becoming an endangered species.

“CAMP AGAWAM IS ABSOLUTELY ONE OF THE greatest gifts WE CAN GIVE OUR SON.”
“HE HAS A very strong UNDERSTANDING OF WHAT IS RIGHT AND WHAT IS WRONG.”
As Agawam moves into its second century of service, its two driving priorities are to preserve and protect the essence of the Agawam setting and experience and to position Agawam with the financial resources to support the fulfillment of all dimensions of its mission.

1. Preserving and Improving the Agawam Campus
2. Strengthening the Agawam Endowment
We need to preserve, maintain and improve our iconic campus, always in keeping with the traditional look and feel of Agawam—simple, solid, rustic and safe.

**INFIRMARY**
As parental expectations and regulatory requirements continue to grow, a new infirmary will help to meet these increased needs. While maintaining the traditional look and feel of other Camp structures this new building will focus on utility—housing a medication dispensary, examination room, three camper bedrooms, and two nurse bedrooms. The existing infirmary will be repurposed for staff housing.

**OFFICE AND EXPANDED COUNSELOR ROOM**
It is time to modestly expand The Office—a constant beehive of activity throughout the summer—to provide extra space for administrative tasks, meetings, storage and an expanded counselor room. These renovations will provide a more suitable welcome area for visiting parents, an upgraded bathroom and women’s changing facility, and a much-needed archives space to store and display 100 years of Agawam memorabilia.

**STAFF RECREATION SPACE AND MAINTENANCE SHOP RENOVATION**
We hear from Agawam parents each and every year that our greatest asset is our counselors. We must ensure that these young adults are at their best, with energy and good humor to serve as healthy role models. As part of the Agawam, My Agawam campaign, we will create a new dedicated recreation space where counselors can let off steam away from campers, providing them with space to recharge.

The counselor recreation space will share a roof with the new Maintenance Shop and Garage. As we move to preserve and protect the Agawam we love, this long-overdue utilitarian structure will improve our capacity to keep maintenance equipment and vehicles in good working order through the demanding summer months as well as winter.

**Camp Road**
As the access route to the campus, the Camp Road is a critical piece of our infrastructure and has a history all its own. Prior to Dave’s momentous decision in the 1960s to pave the steepest section, occasional washouts were the stuff of Agawam legend. The daunting run up The Road’s steep incline has long been a critical leg of the Pony Express and a default escape route for showings of Korona.

Considerations for camper safety have led to the board decision to reroute the road to separate campers from vehicles (especially delivery trucks) and parking. The Road will be re-routed through recently acquired property above and around Ap’s Field, thereby allowing the relocation of staff parking away from camper areas. The new route will pass by the new kitchen staff cabins, past the planned maintenance garage and counselor recreation room, and by a new counselor parking area. It will culminate at a new turning circle adjacent to kitchen delivery doors at the back of Mason Hall. The new design will minimize delivery truck backing and noise as well as improve the arrival experience for visitors.

**Ap’s Field**
The carving out of Ap’s Field from the forest in the early 1960s provided Agawam with sorely needed field space. Re-routing of the Camp Road will create an opportunity to further level and expand the field, providing additional practice areas and space for lacrosse (which is a growing interest among campers).

**Archery Range and Ropes Course**
Archery has been an important component of the camper experience since Agawam’s early days. The plan to improve Ap’s Field includes relocating the archery range across the existing road to a location parallel to the rifle range. This includes building a covered shelter similar to that of the rifle range to open archery as a rainy-day activity.

Agawam’s Ropes Course, perennially a special attraction, is due for major renovation as its “elements” approach the end of their useful life expectancies. We intend to relocate the course closer to the main campus to better integrate “Challenge” with the rest of our program activities.

**KITCHEN STAFF HOUSING**
Improved living space for kitchen staff has been long-needed. Plans call for the construction of two new, simple, seasonal cabins in the style of other Camp cabins (each with its own bathroom).

**MISCELLANEOUS INFRASTRUCTURE IMPROVEMENTS**
In line with responsible stewardship of our facilities, we must secure additional resources to fund several “invisible” yet costly and critical capital improvements, including upgrades to our aging utility and septic systems.
CAPITAL INVESTMENT

INFIRMARY: $300,000
OFFICE AND EXPANDED COUNSELOR ROOM: $450,000
STAFF RECREATION SPACE AND MAINTENANCE SHOP RENOVATION: $265,000
CAMP ROAD: $500,000
AP’S FIELD: $160,000
ARCHERY RANGE AND ROPES COURSE: $125,000
KITCHEN STAFF HOUSING: $100,000
MISCELLANEOUS INFRASTRUCTURE IMPROVEMENTS: $100,000

TOTAL CAPITAL INVESTMENT: $2,000,000
Throughout its deliberations on positioning Agawam for its second century of service, the board focused sharply on a strong endowment as the key to the sound financial footing required to ensure and promote:

**CAMP AGAWAM CMPERSHIPS**
The full-summer Camp Agawam schedule is a critical component in developing the leadership skills, self-confidence and respect for community that are at the core of Agawam. But, as costs continue to rise and income disparity escalates, the tuition of a full-summer camp experience can lead families to consider turning to less costly summer programs. It is important, therefore, to do everything possible to see that the cost of attending Agawam remains within the financial reach of the full spectrum of deserving would-be campers and their families—including Agawam alumni families—in order to preserve the strength of our Camp community in coming generations.

**Goal:** Agawam’s current funding provides 25 full-tuition-equivalent camperships each year, distributed among approximately 32 campers. A priority goal of the campaign is to raise sufficient endowment to fund six additional full-equivalent camperships each summer, thereby expanding full and partial campership offerings to approximately 40 boys each summer, or 30% of our campers.

**THE MAIN IDEA CAMPERSHIP**
Since 1971, Agawam has provided a transforming, one-week of camp to boys from Maine who otherwise would not have access to this opportunity. Maine school principals, teachers, guidance counselors, clergy and directors of youth organizations refer boys who have demonstrated a readiness to grow, learn and benefit from the Agawam experience. This signature program has grown through enthusiastic annual support from the Agawam family, hosting more than 100 boys each June.

**Goal:** The Main Idea is currently at capacity—calendar, staff and facilities prevent Agawam from increasing the enrollment of the program. We now seek to preserve the strength and longevity of The Main Idea by building a dedicated endowment. Income from The Main Idea Endowment will be used to fund the program and explore additional opportunities through off-season mentoring programs and collaboration with other organizations.

**STAFF ENDOWMENT**
Agawam families consistently extol the relationships that develop between campers and their counselors as the defining ingredient of Agawam’s impact on their sons. It is imperative that we are able to attract, train and retain the best young men and women for these positions. Hiring competition for these dedicated role models is increasingly fierce. Resume-building summer internships, higher paying jobs, education and other leadership opportunities pose daunting challenges to Agawam’s ability to build and retain the consistently first-rate cohort of counselors we seek.

**Goal:** To establish an endowment that will generate income to support salary structure, leadership training programs and mentoring opportunities to ensure that we can always be equipped to attract and retain the consistently exceptional core counselor staff upon whom we rely to deliver the Camp Agawam mission.

**THE PRESERVATION TRUST**
In 1990, Agawam Council created a trust for the purpose of preserving the essential Agawam experience. These funds have been used for strategic purposes including acquisition of bordering parcels of land, support of local conservation initiatives, and funding of strategic initiatives to advance and protect our Camp.

**Goal:** As we look ahead, the importance of growing and maintaining The Preservation Trust will only increase as the surrounding region’s population and activity continues to grow.

**AGAWAM’S CURRENT ENDOWMENT**
Like schools and other established not-for-profit organizations, Camp Agawam utilizes investment income to support the operating budget. The value of Agawam’s endowment funds as of December 2016 stood at approximately $1.3 million. With interest rates at historic lows, our endowment generates a relatively modest income stream for supporting The Main Idea, Camp Agawam Camperships, and other essential operating costs. Sentence about Agawam endowment compared to other similar camps.

**FACILITIES AND MAINTENANCE RESERVES**
An obvious ingredient in our strategic stewardship of Agawam is strengthening reserves to operate, maintain and preserve new and existing Camp facilities. The Facilities and Maintenance Reserves ensure that we have the resources available to weather any storm (figuratively and literally), avoiding reliance on the operating budget to fund the inevitable capital needs that come with an aging plant. Strengthening these reserves will annually generate funds to offset the additional costs inherent in new facilities as well as the costs of ongoing maintenance.
HOW AGAWAM STACKS UP
Developing a more robust endowment will put Agawam in a stronger position to support its mission and preserve its traditions.

ENDOWMENT GOALS

CAMP AGAWAM CAMPERSHIPS: $2,500,000
THE MAIN IDEA CAMPERSHIP: $1,500,000
STAFF ENDOWMENT: $1,000,000
THE PRESERVATION TRUST: $1,000,000
FACILITIES AND MAINTENANCE RESERVES: $1,000,000

TOTAL ENDOWMENT GOAL: $7,000,000
OVERALL CAMPAIGN GOALS

- **Capital Improvements**: $2,000,000
- **Endowments & Funds**: $7,000,000
- **Annual Appeal, 2017-2019**: $1,000,000

**Total**: $10,000,000
As Camp Agawam prepares to celebrate its centennial, we hope you will reflect with us on the highlights and challenges and enduring impact of this remarkable resource. For so many of us, Agawam has instilled and nurtured the values and self-confidence that have guided the important decisions in our lives.

Especially in a world where change often seems to be the only constant, the timeless lessons learned on that hillside grow in importance every day. We warmly invite you to learn more about this landmark initiative that will ensure that a strong and healthy Agawam is there for generations to come.
“BE THE best OF WHATEVER YOU ARE.”
BE THE best OF WHATEVER YOU ARE.

DAVE MASON
“AGAWAM our AGAWAM, IS EXCEPTIONAL.”