



OAKLAND FEATHER RIVER CAMP

2024 IMPACT REPORT

Celebrating its 100th anniversary in 2024, Oakland Feather River Camp is the longest-running youth and family recreation program in Oakland and in its first century has transformed the lives of over 200,000 campers of all ages.

We are honored to play such an important role in the fabric of the Oakland and East Bay community, and we look forward to having an even greater impact in our second century and beyond thanks to the partnership of our community of campers, volunteers, donors, sponsors, and other supporters.

THANK YOU TO THE OFRC COMMUNITY!

We are deeply grateful to the 600+ supporters who have donated their time, their voices, and their financial resources in 2024 to give over 2,500 campers of all backgrounds the opportunity to rejuvenate, explore, develop new skills, build traditions, and form lifelong connections to the outdoors at OFRC.

- **450+ donors** have made gifts so far this year to our 100th Anniversary Gala and Auction, our 100th Anniversary Campaign, and other fundraising efforts to expand camp programs and upgrade camp facilities.
- **180+ volunteers** made camp better by waking up facilities at Work Weekend, hosting or volunteering at events, spreading the word, serving on the Board of Directors and Board committees, and more.
- **122 donors** to the Campership & Outreach Fund increased access to nature and unlocked a \$25,000 matching grant.
- **150 families** contributed to our summer campaign, securing an additional \$15,000 in challenge funds.
- A large cohort of **community members stepped up** by contacting their local representatives and advocating for OFRC to receive vital public support.

Campers of all ages spend an average 90+ hours immersed in nature at OFRC. From strengthening family and community bonds to improving individual physical and emotional wellbeing, these experiences positively impact campers' lives forever.

MISSION & HISTORY

Founded by the City of Oakland in 1924 as part of a national movement to expand access to the outdoors for all, Oakland Feather River Camp is a unique City property that has been operated since 2003 by the non-profit Camps in Common.

Our mission is to promote and celebrate connections between nature, family and community by creating unique opportunities to advance environmental appreciation, cultural diversity, and youth empowerment.

2024 BY THE NUMBERS

Total Campers Served: 2,508
Camper-Days: 9,684

A record **550 families made up of 1,806 adults and youth** participated in our Family Camp programs.

308 Oakland-area youth unplugged in nature, made friends, and learned new skills through our youth camp partnership with the City of Oakland's Department of Parks, Recreation, and Youth Development (OPRYD).

702 campers came to OFRC through rental groups and partner camps.

25% of all campers received financial, transportation, and/or gear assistance (see more details on page 3).

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“This experience will live in our hearts and minds forever. If only more people could experience what we did.” —Family Camper



CELEBRATING 100 YEARS OF IMPACT

Thank you to our 2024 Community Partners whose vital operating and program support expand our reach and impact.

GALA SPONSORS

Alameda County Supervisor Nate Miley
Donahue Fitzgerald LLP
AT&T
BlackFULLness
Outdoor Afro
Alameda County Social Services Agency
William H. Donner Foundation
Kaiser Permanente
Kos Read Group
Sabrina & Peter Landreth
Obsidian Wine Co.
Alameda County Supervisor Lena Tam

GRANT FUNDERS

First 5 Alameda County
City of Oakland
The Joseph & Vera Long Foundation
County of Alameda
Anonymous (2)
Pony Barnes Foundation
The Barrios Trust
West Davis & Bergard Foundation
Peace Development Fund
Tita Justice Fund
The Lowell Berry Foundation
Rotary Club of Oakland

BUILDING COMMUNITY IN NATURE

This spring we held our first-ever fundraising Gala in honor of our 100th anniversary, which exceeded all of our goals. With 12 community sponsors and over 230 guests, the sold-out event was held in Jack London Square where early campers boarded the train to come to camp. At final tally, the Gala raised more than \$208,000 to support camp programs and access to OFRC.

We were excited by the strong interest among returning and new campers alike in joining us at camp to recognize and celebrate OFRC's centennial. To meet the demand, we added a sixth week (Centennial Week) of Family Camp in addition to our longstanding Science, Space, & Sky, International Dance, Family Music, 4th of July and Storytelling theme weeks and ended the season with our popular Labor Day Weekend camp. We welcomed a record number of Family Campers (32% more than last year), and for the first time in our history every session had a waiting list.

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“There are few if any other spaces where Oaklanders of different backgrounds, races, ethnicities, cultures, beliefs and values can join together/come together united in one shared enjoyment of activity and nature.” —Family Camper

2024 PROGRAM PARTNERS AND RENTAL GROUPS

Feather River Art Camp * First 5 Alameda County
Maybeck High School * Oakland LGBTQ Community Center
Oakland Parks, Recreation, & Youth Development Department
Oakland Unified School District Community Schools Program
Oakland Yellow Jackets Bicycle Club

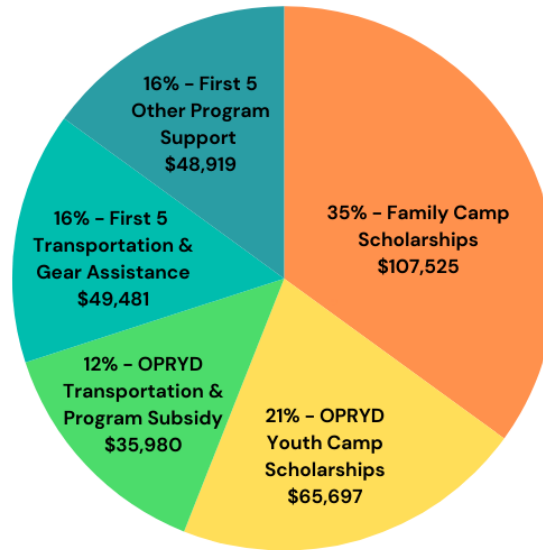
BELOW, LEFT TO RIGHT: Executive Director Mark Olson and Alameda County Supervisor Nate Miley at camp; Gala Emcee and Outdoor Afro CEO Rue Mapp with her daughter; Expanded and improved archery range



YOUR IMPACT: CAMPERSHIP & OUTREACH PROGRAM

Unprecedented support from individuals, funders, and partners enabled us to significantly expand our Campership & Outreach Program this year—providing over \$307,000 in financial, transportation, gear and other assistance for **631 campers** who wouldn't otherwise have access to our programs.

Our community outreach programs are more vital than ever in ensuring that OFRC's camp community truly represents the diversity of the Oakland community. This year, our partnerships with First 5 Alameda County and Oakland Unified School District's Community Schools Program enabled 47 under-resourced families to attend OFRC at no cost to them.



Total: \$307,602 (631 campers)

HOW YOUR SUPPORT INCREASES ACCESS

CAMPERSHIP APPLICANTS

\$29,746 | 32 families
49 adults, 55 youth

FIRST 5 PARTNERSHIP

\$60,177 | 37 families
85 adults, 81 youth

OSD PARTNERSHIP

\$17,602 | 10 families
25 adults, 28 youth

TOWN CAMP @ FEATHER RIVER

\$36,087 | 167 youth

STUDIO ONE ART MEETS NATURE

\$29,610 | 141 youth

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“The camp experience was incredible. It gave our family a much-needed break and a chance to connect with nature in a way we don't usually get to.”

—First 5 Program Participant

“It was my first time riding a horse. It was one of the best things I have ever done. I will remember it forever.”

—OPRYD Youth Camper

BELOW: New Heidi Brevet Arts & Crafts Area deck



YOUR IMPACT: FACILITY IMPROVEMENTS

Grants and donations from the camp community allow us to invest in important upgrades to our historic facility that improve the camp experience for all! This summer campers enjoyed many recently completed upgrades including:

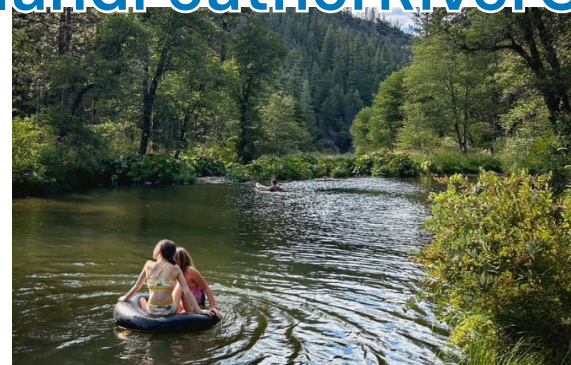
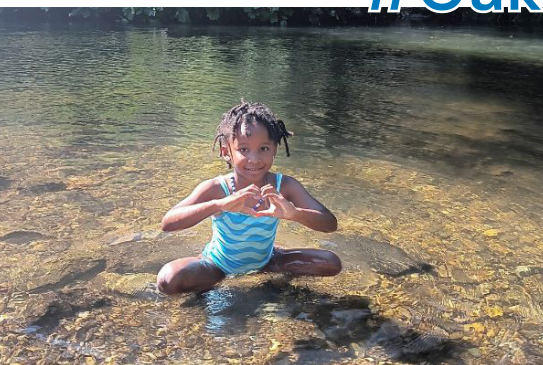
- A **brand new arts and crafts deck** made possible by donors to the Heidi Brevet Fund
- New **imaginative play toys and equipment** in the Tot Lot provided by First 5 Alameda County
- An **expanded and enhanced archery range** supported by the Rotary Club of Oakland, Donna Duhé in memory of Glenn Duhé, and other generous donors
- An **improved ceramics program** thanks to two new kilns provided by Feather River Art Camp participants and Northeastern University Oakland
- Freshly painted picnic tables; hand built target stands, bow stands, and quivers; repaired decks and gates; and many other **projects completed by Work Weekend volunteers**
- New water lines and other **critical repairs supported by the City of Oakland**

And thanks to donations made to the Heidi Brevet Fund and the 100th Anniversary Campaign, we're excited to roll out **additional upgrades next summer** including a renovated Tot Lot, new games and sports equipment, new kitchen equipment, improved plumbing, upgrades to the covered veranda, and more. Stay tuned!



Oakland Feather River Camp
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