

The Road Ahead

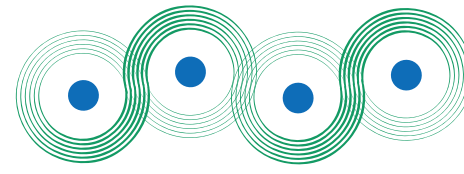
CAMPAIGN FOR TREKKERS' FUTURE

Year Three Report | 2023-2024





Top: 9th Grade Urban Expedition, Washington D.C. Feb 2024. Left: 10th Grade Cross America, Utah, July 2024. Right: Cross Cohort Rural Exchange, Port Clyde, Oct 2024.



The Road Ahead

CAMPAIGN FOR TREKKERS' FUTURE

Year Three Report | 2023-2024

CAMPAIGN CABINET

Bryson Cowan King
Campaign Chair
Trekking Alum
Roslindale, MA

Lucy and Bill Farland
Honorary Co-Chairs
Rockport and Austin, TX

Joe Higdon
Honorary Co-Chair
Tenants Harbor

Gregory and Donna Knowlton
Honorary Co-Chairs
Rockport and Atlanta, GA

Kathleen Meil
Board President
Camden

Michelle Graham
Port Clyde and Brookline, MA

Jan Letourneau
Trekking Parent
Tenants Harbor

Suzanne Luzius
Tenants Harbor

Betsy Welch
Tenants Harbor

Amie Hutchison
Cushing

Kate Elmes
Damariscotta

Stephanie Welch
South Thomaston

DEAR FRIENDS,

WE DID IT. WE MET AND EXCEEDED OUR \$2.5 MILLION CAMPAIGN GOAL.

I write this letter with deep gratitude for the incredible journey and collective effort that has been The Road Ahead Campaign for Trekkers' Future. The outpouring of community support over the past three years has been nothing short of extraordinary.

As we roll up our sleeves and dig into the work of building a thriving campus, I am overcome by the progress made during these three years, having witnessed Trekkers as a student and now at this pivotal moment when young people in our community need support the most. Future generations will be able to experience Trekkers as being both rooted in the community at its forever home at 325 Old County Road and also propelled forward to pursue their dreams, wherever they exist in the world. This kind of gift isn't just an investment in our youth or even our communities. It's an investment in the kind of world we want to create – full of resilient, engaged, empathetic, optimistic, and confident young people, ready to lead.

As you read the following pages, I hope you can feel proud of contributing to the progress that now awaits Trekkers. The critical infrastructure and space for teams and families to gather, access to high quality mentors, a pathway for scaling up the impact of our model, and the flexibility to adapt to changing needs will be the foundations for growth and innovation at Trekkers. Thank YOU for making this possible!

We know our mission is far from complete. Yet now, the road before us holds much promise. We are in the planning phase with the USDA as we look ahead to construction in the coming year. We are seeing success from Trekkers Training Institute's collaboration with RSUI3 among other training partners, reaching more students than we have ever before. A purchase of the third bus is in the works.

It's an exciting time to be a Trekkers supporter. Stay with us and stay involved as we build the Trekkers our students deserve!

Bryson Cowan King
Trekking Alum & Campaign Chair

CAMPAIGN MILESTONES

PHASE 1

Pre-Campaign Planning

December 2020 - August 2021

HIGHLIGHTS

PHASE 2

Quiet Phase

September 2021 - December 2023

HIGHLIGHTS

We assembled the Campaign Cabinet, a dream team that served as ambassadors and advisors throughout the campaign.

Trekkers closed nearly \$500K in early leadership gifts.

[Gerald and Evelyn Isom created a historic matching gift challenge.](#)

We assembled the Buildings and Grounds committee and started to thoughtfully chart the path to our new campus.

The Data Innovation Project released its evaluation of Trekkers showing the incredible lasting impact of our model. Read the full report at trekkers.org/impact.

We purchased our first property at 325 Old County Road in Rockland.

Trekkers worked with a consultant to complete an external feasibility study, which affirmed that Trekkers had all of the best practice elements needed to conduct a successful campaign.

Based on strong evidence and interviews with key partners, the board decided on a **working campaign goal of \$1M for capital improvements.**

We partnered with Naretiv to develop an official campaign logo, name, and website.

We hired Diane Sternberg to become Trekkers Training Institute's Training Director, progressing our second campaign priority.



9th Grade Urban Expedition, Washington D.C. February 2024.

PHASE 3

Community Phase

January 2024 - December 2024

HIGHLIGHTS

January 2024

The start of the 30th Anniversary Throwback Thursday social media campaign, a year-by-year celebration of Trekkers history.

March

After a very competitive process, Trekkers was awarded \$921,250 in federal funding through USDA Rural Development, championed by the offices of US Senator Angus King and 1st District Congresswoman Chellie Pingree, who sought this investment through fiscal year 2024 Appropriations legislation.

Trekkers went public with The Road Ahead Campaign by officially launching the community phase.

May

Trekkers said farewell to long-time executive director Amie Hutchison. Amie's vision and leadership were critical to the campaign's success. [Thank you, Amie!](#)

July

Trekkers alumni marched in the Thomaston July 4 Parade and the St. George Days Parade to celebrate the 30th anniversary. Trekkers hosted a record-breaking Fired Up fundraiser to support our annual operating fund and year-round programs.

September

Trekkers hosted a 30th anniversary celebration.

October

Trekkers welcomed new Executive Director Stephanie Welch! Stephanie's proven track record of leadership includes public health, community development, and supporting youth success.

December 3, 2024

[Thanks to the incredible support of the community, Trekkers unlocked the full \\$600K Mosi Foundation matching gift challenge!](#)

[A special thanks to the Campaign Cabinet, who provided the first foundational gifts and came through to help us close the campaign by making second gifts in the final stretch!](#)

[After stewarding The Road Ahead Campaign across the finish line, Kate Elmes transitioned into a new philanthropic chapter with the Olympia Snowe Women's Leadership Institute. Thank you for everything, Kate!](#)

PHASE 4

Stay tuned as we prepare for construction in 2025!



CAMPAIGN PRIORITIES



**A THRIVING
TREKKERS
CAMPUS**

Renovate our Rockland home into an intentional gathering place.



**TREKKERS
TRAINING
INSTITUTE**

Expand our impact by training other organizations.



**MOBILE
CLASSROOM
INFRASTRUCTURE**

Fuel our travels with a new bus and bus barn.



**BOARD
DESIGNATED
FUND**

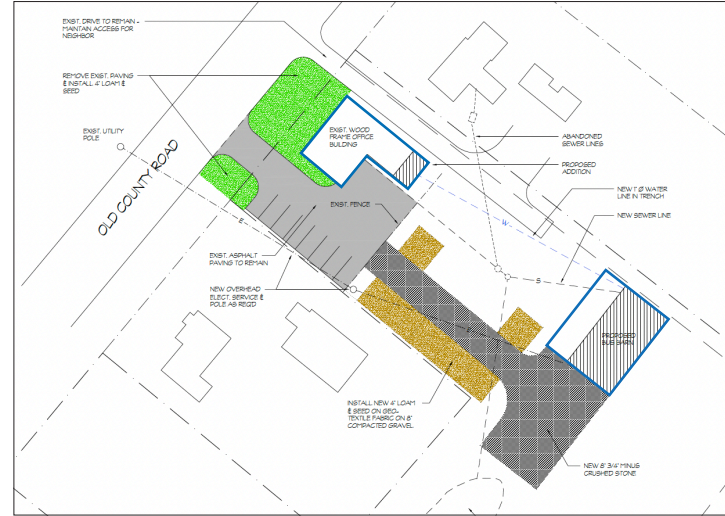
Ensure that future generations of Trekkers start off on the right road.



Top and left: 7th Grade Acadia Adventure, Maine, May 2024. Right: 10th Grade Cross America Expedition, Utah, July 2024.

10th Grade Short Trek, Acadia National Park, June 2024.

TREKKERS CAMPUS & COMMUNITY UPDATE



Partial campus and bus barn site plan by architect Gerald Weinand.

In early 2024, the campaign received a significant boost. Trekkers was awarded \$921,250 in federal funding through USDA Rural Development.

As an effort championed by the offices of US Senator Angus King and 1st District Congresswoman Chellie Pingree, this investment originates from fiscal year 2024 Appropriations legislation.

Today, Trekkers is in the process of finalizing its grant with the USDA, which requires approval of all architectural details. As building plans solidify, we continue to make strides toward outfitting our campus with the tools that will help Trekkers adapt to the ever-evolving needs of youth.

A celebratory groundbreaking of the new campus is expected as Trekkers transforms its forever home, the base of operations for providing high-quality mentoring programs to local youth and training to youth practitioners across the state and beyond. We look forward to bringing together our whole community near and far to celebrate the foundation of Trekkers' future!

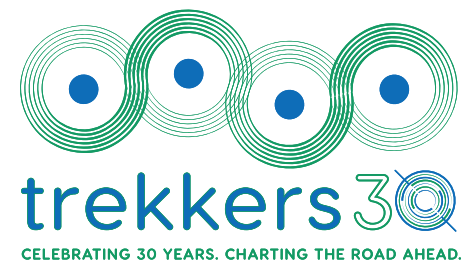
We celebrated Trekkers' 30th anniversary!

To mark this milestone all year long, we introduced custom branding designed by Naretiv, along with merchandise and apparel bringing back retro designs with our original name (Thomaston Trekkers) and logos.

We formed an anniversary committee of alumni and volunteers. Together, we collected photos, videos, and memorabilia and filmed interviews with past Trekkers mentors and their mentees.

To engage our wider community, we ran a social media campaign (#30yearsoftrekkers) to share photos, videos, trip itineraries, posters, interviews, news clippings, and scrapbooks, taking followers on a journey through Trekkers' history.

In July, we gathered students, alumni, and volunteers to march in the St. George Parade. We closed out the summer with a lively community party hosted at the Trekkers campus. Thanks to everyone who contributed their time, talents, and memories. Onward to the next thirty years!



THANK YOU!

Thank you to our Building and Grounds Committee for their continued support, guidance, and advice.

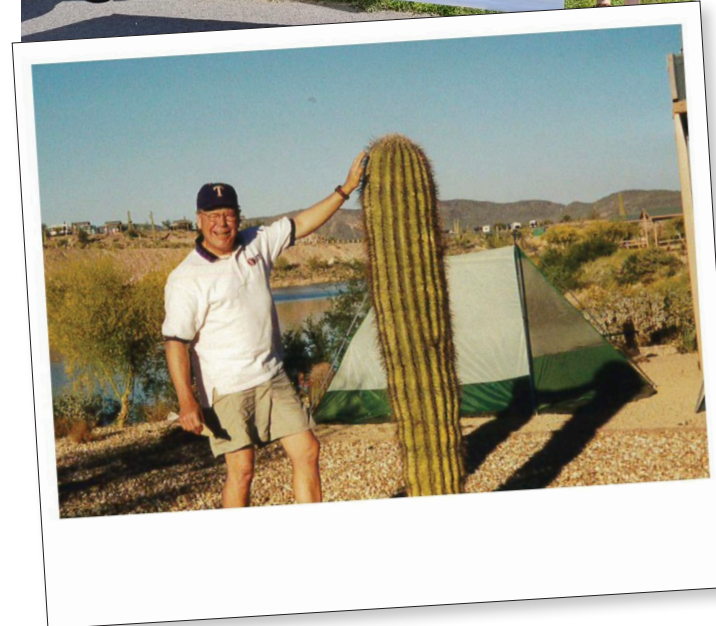
Bill Farland
Campaign Cabinet
Rockport

Matt Graham
Former Board Member
Bowdoinham

Caleb Lincoln
Rockland

Karen Reed
Camden

George Stone
Washington



Photos clockwise from top: 30th Anniversary Celebration at Trekkers, September 2024; throwback photo from the Trekkers Wild Program, Appalachian Trail, Maine, Spring 2001; supporters at the Thomaston 4th of July Parade, 2024; Jack with cactus on the 9th Grade Cross America Expedition, Summer 2000; ready to march in the St. George Days Parade, 2024.

TRAINING INSTITUTE UPDATE



Investment in the Trekkers Training Institute (TTI) has helped expand Trekkers' impact on the community and across Maine. Since hiring Diane Sternberg, Trekkers has offered trainings to our direct local community and youth-serving clients across the state.

Now for the second year, TTI and Oceanside High School have collaborated to provide mentoring and experiential learning for the school's alternative education program, NOVA. This highly successful program provides out-of-classroom opportunities for more marginalized youth to connect to the community and strengthen relationships with each other and caring adults in a meaningful way.

In 2024, Diane represented Trekkers on the national stage at the Mentor conference in Washington, DC. Today, TTI is poised to expand its impact and reach in helping youth development practitioners cultivate strength-based programs and develop relationships with youth that ultimately lead to improved student outcomes.

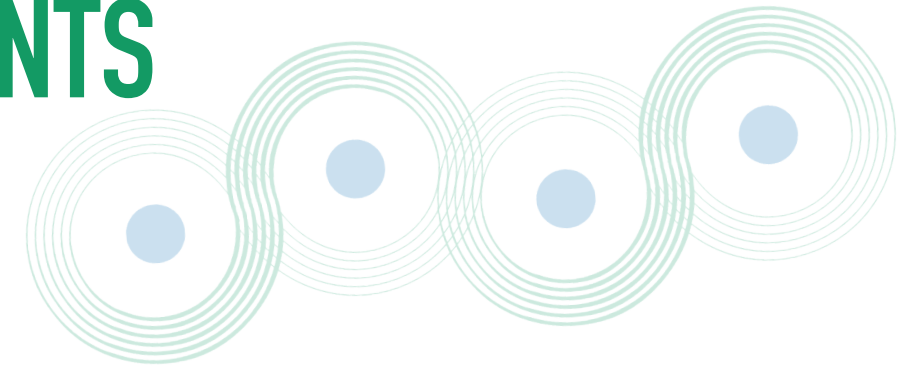


25
YOUTH-SERVING ORGS
ACROSS MAINE WORKED
WITH TTI THIS YEAR.



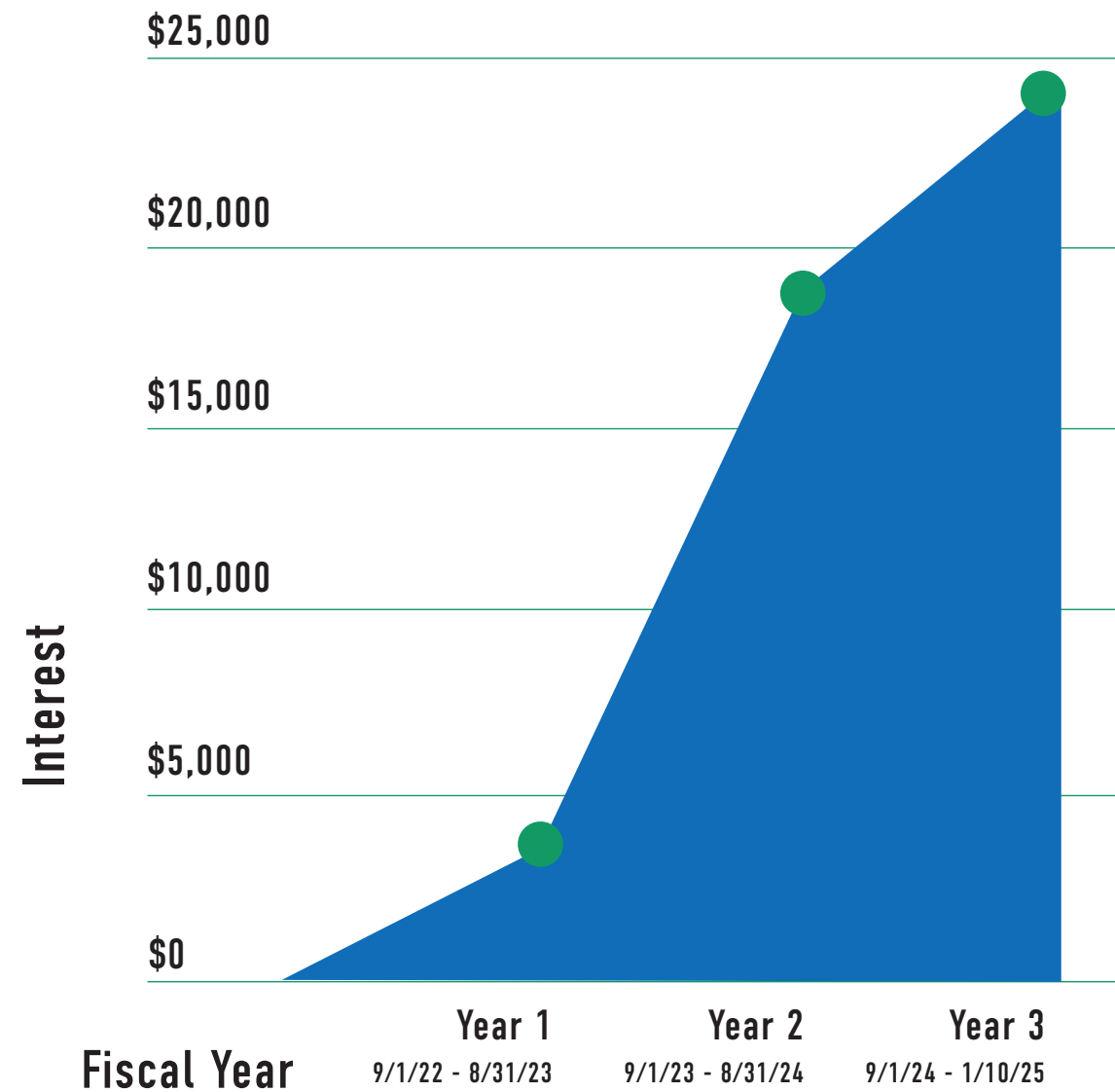
Clockwise from top: NOVA students cooking outdoors at Trekkers, January 2024; at Erickson Fields, Rockport, September 2024 (with green buckets); carving pumpkins at Trekkers, October 2024; reading and crafts at The Good School, Rockland, December 2024; visiting Owls Head Lighthouse, April 2024.

INVESTMENTS UPDATE



In 2022, as we began receiving campaign contributions, we opened a high-yield account to ensure we were maximizing each gift. Below is a snapshot of the earnings from these investments for each fiscal year (which runs September through August.)

\$24,420
CUMULATIVE
TOTAL INTEREST



TREMENDOUS THANKS

The Road Ahead Campaign for Trekkers' Future would not have reached its success without the incredibly generous \$600,000 matching gift challenge from **The Mosi Foundation**, at the direction of **Gerry and Evelyn Isom**. Their belief in Trekkers' mission encouraged additional contributions from across the community, and enabled Trekkers to meet and exceed the campaign goal. On behalf of today and tomorrow's Trekkers students, thank you!

Thank you to our spectacular Campaign Cabinet for their leadership, wisdom, and support throughout The Road Ahead.

- Bryson Cowan King**
- Lucy and Bill Farland**
- Joe Higdon**
- Gregory and Donna Knowlton**
- Kathleen Meil**
- Michelle Graham**
- Jan Letourneau**
- Suzanne Luzius**
- Betsy Welch**
- Amie Hutchison**
- Kate Elmes**
- Stephanie Welch**



Photos top to bottom: 7th Grade Acadia Adventure Expedition, May 2024. 9th Grade Urban Expedition, New Jersey, February 2024. 11th Grade Short Trek, February 2025.

DONORS

This list reflects campaign gifts and pledges received September 1, 2021 – December 31, 2024. With heartfelt gratitude, we recognize all of our supporters and the transformative impact their gifts will have on Trekkers.

OVER \$100,000

- Anonymous
- Ann and Rick Bresnahan
- Lucy and Bill Farland
- Donna and Gregory Knowlton
- The MOSI Foundation, Gerry and Evelyn Isom

\$99,999 – \$50,000

- First National Bank
- Long Cove Fund of MCF
- Dee and Phoebe Megna
- NorthLight Foundation

\$49,999 – \$3,000

- Anonymous
- Peter Alford Foundation
- Stephanie Bailey
- Rick and Lucy Belding
- Stephanie L. Brown
- Mary Ann Carey
- Patricia W. Geismar
- Michelle Graham and Scott Sullivan
- Kate Hewlett and Van Laliberte
- Michael Jordan
- Kendel H. Kennedy Foundation
- Alyssa ('08) and Dale Landrith
- Jan and Alan Letourneau (P '04, '07)
- Love Family Charitable Trust
- Suzanne S. Luzius
- Maine Community Foundation
- Judy and Tim McCormally
- Kathleen and Ari Meil
- David Mumford and Alice Gorman
- Melanie Nelson
- Tina and Joe Pyne
- Karen and Grant Simpson
- George and Holly Stone
- The Vogt Family
- Ron Stern and Elisse Walters
- Eric and Clair Waters (P '16)
- Elizabeth Welch
- Mr. and Mrs. Bert Witham

UP TO \$3,000

- Anonymous
- Charles Altschul
- Barbara Aras
- Anne Susan and Nevins Baxter
- Jonathan Burgess
- John and Theodora T. Butts
- David and Susan Cabot
- Leah and Patrick Chamberlin
- William and Jody Cowan (P '08, '10)
- Christina Cuthbert
- Kathy and Jim Cuthbertson
- Peter and Emily Day ('03)
- Susy and Duke Ellis (P '08)
- Kate Elmes and Andrew Dorr
- Douglas and Pauline Erickson
- The George A. Ramlose Foundation
- Rhonda and Tom Gioia
- Matthew B. Graham
- Gerald and Suzanne Hall
- Mary "Mimi" Hewlett
- Makaila Hickey ('19)
- Elizabeth Hilpman
- Mr. Ross Hinton
- John Hoff and Laura Berkshire
- Amie Hutchison and Jason Buck
- Jeff Jones
- Molly and Fred Kellogg
- Bryson ('08) and George King
- Fletcher Smith-McNaboe and Michael McNaboe
- David and Nancy Moore
- Greg and Nadine Mort
- Mark Munger and Kate Bourne
- Nellie Mae Education Foundation
- Cynthia and Lipscomb Norvell
- Dennis Paustenbach
- Marilyn and Ralph Saltus
- Constance and Eric Silverman
- Vicki Smith
- Anne and Anthony Solley
- Brenda and George Squibb
- Rebecca Steinitz
- The Teal Foundation
- Yvonne and Jamie Thomas
- Skip Trump and Kris Debye
- Michael and Kermit Voncannon
- Kyle Waters ('16)
- Judith and Alexander Watson
- Nicky Weatherby
- Carol Webb and Alan Green
- Deborah Jackson Weiss and Scott Weiss
- Stephanie Welch



Top and bottom: 11th grade True North Expedition, Quebec City, April 2024.

BOARD OF DIRECTORS

Kathleen Meil
President
Camden

Eric Waters
Treasurer
Spruce Head

Alyssa Landrith
Alumna, Secretary
Rockland

Liam Burlingham
Trekking Student
Cushing

Melissa Carr
Camden

Jessie Davis
Rockland

Anya Felton
Trekking Student
St. George

Makaila Hickey
Alumna
Rockland

Laura Miller
Tenants Harbor

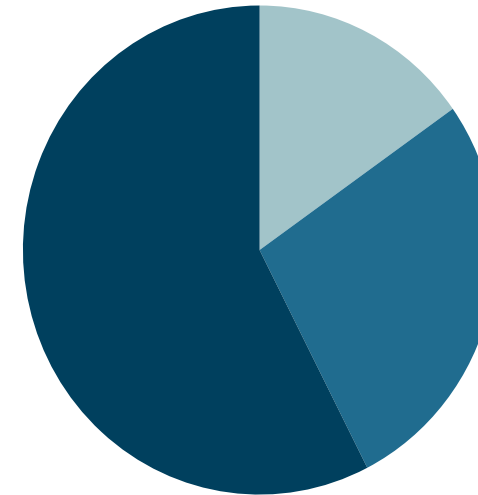
Yvonne Thomas
Vinalhaven

Platinum
Transparency
2024

Candid.

Visit trekkers.org/financials
for our operating financials.

CAMPAIGN FUNDRAISING UPDATE



Pledged	\$133,734
USDA Funds	\$921,250
Cash Received	\$1,790,335

TOTAL GIFTS \$2,845,319

ALLOCATION OF GIFTS

- Unrestricted: \$1,846,569
- Kitchen Fund: \$10,000
- TTI Fund: \$7,500
- Climbing Wall: \$60,000
- USDA Funds: \$921,250

THANK YOU!

Thanks to our Finance Committee for their continued guidance and support.

Eric Waters, Chair
Board Treasurer & Trekkers Parent
Spruce Head

Douglas Erickson
Former Board Member
Thomaston

Jessie Davis
Board Member & Trekkers Parent
Rockland

Jamie Fullerton
Finance Assistant
South Thomaston

Susy Ellis
Community Member & Trekkers Parent
Spruce Head

Stephanie Welch
Executive Director
South Thomaston



SAVE THE DATE FOR ***FIRED UP***
ON JULY 15, 2025!



TREKKERS
325 OLD COUNTY ROAD
ROCKLAND, ME 04841
TREKKERS.ORG/THEROADAH