

Year In Review

20 23



THOUSAND PINES
SANTA BARBARA
ROCK-N-WATER
TONTA RIM
OUTDOOR EDUCATION
LAKE GREGORY CO.

TRADEMARK
Camping

tmcamping.com
thousandpines.com
tmcamping.com/outdoored
rocknwater.com
santabarbaracamp.com
tontorimcc.com
lakegregory.com

See, Know, & Experience God

2023 Year In Review / Annual Report
Print Date: June 2024
Reporting Date: 2023
Operational Financials: Jan-Dec 2023
All Donations are Tax-Deductible

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Steve Garcia

PRESIDENT/EXECUTIVE DIRECTOR
OF TRADEMARK CAMPING

Trademark Camping

The message of the Gospel is just as relevant today as it was the first day Jesus proclaimed, "The time has come. The kingdom of God is near. Repent and believe the good news!" Mark 1:15

Two millennia ago, God revealed the fruition of his redemptive plan for mankind. Since that time, the Church has grown and spread the message of the gospel to every continent, every country, and almost every language on earth. According to globalfrontiermissions.org, there are only 189 unreached people groups left on the planet. Most of these are hard-to-reach tribes in remote jungled islands in the Pacific and Indian Oceans. For decades, missionaries around the world have been deliberately advancing the Kingdom (Matthew 11:12) for the purpose of closing the gap and ensuring that every nation and every tribe (Revelation 7:9) has received the Good News of Jesus Christ. We at TM Camping are doing our part too.

Since 1938, our camping ministries have existed for this very purpose. Though many of our guests come to camp having already heard the message of the gospel of peace (Ephesians 6:15), camp is one of the places where many more hear the message and respond to it for the very first time. Certainly some respond to the message of repentance

again (Matthew 4:17), even year after year, though they have previously heard and accepted it. Oftentimes, camp is the place where God uses the "mountaintop experience" (which He invented, Exodus 19, 1 Kings 19, Matthew 17) to get His children's attention. For whatever reason, camp just works!

As you read through this report of 2023, you'll see some interesting things. Most of our camps persevered through some significant challenges. Some went through leadership transitions that were absolutely critical to the future success of the ministry. Most experienced some sort of major weather event. Some camps experienced multiple weather events (a blizzard and a hurricane) in the same year. Most of the properties experienced significant damage and loss of property. And almost all of our camps were adversely affected by the closures and repairs resulting from the storms. All of our ministries were impacted significantly by the challenges of 2023. You'll see that in the numbers and details.

But at the same time, there were some amazing wins in 2023 too.

We brought in new leadership at Tonto Rim that quickly built up the year-round team and increased ministry by over 20% above our projections. Rock-N-Water was able to procure a new 40-passenger bus, while also receiving a 25-passenger shuttle bus as a donation, to meet their ever-growing need to accommodate and transport more campers to outdoor adventures.



Santa Barbara Christian Camp (previously San Marcos) received over \$300,000 in gifts, and was able to rebuild the cabin that was lost in the spring storms, repave the drive into camp, reroof almost every building in need, and remodel the kitchen, complete with a brand-new walk-in refrigerator.

Our Outdoor Science Schools saw more campers than ever before, and for the first time since the introduction of COVID, we had enough staff to adequately run the programs for over 5,400 campers. Thousand Pines also received large gifts in 2023, including a couple of estate gifts, and reported over 500 first-time decisions in one summer season. Lake Gregory saw over 85,000 beach-going guests and served our community over 1000 Thanksgiving meals with the help of our local churches and Rotary club. We also served over 200 senior citizens lunch every week of the year, through partnership with Leisure Shores Senior Center.

All-in-all, TM Camping experienced some incredible blessings as we lived out our purpose in 2023, despite the many difficult challenges in this ministry. God has been abundantly faithful in supporting,

sustaining, and blessing these Gospel ministries. You'll see some of those details in this report, too. Jesus said, "Whoever welcomes one of these little children in my name welcomes me; and whoever welcomes me does not welcome me, but the one who sent me." For this reason, we persevered because He called us to.

TM Camping exists to help people See, Know, and Experience God. To this end, we carry on in this gospel mission. Thank you for joining us in this cause. Without you, we wouldn't be able to do it. "May the God of peace continue to bless you, as you have chosen to bless others with this good news." 2 Thess 3:16. Thank you for your continued partnership.

Sincerely,

A handwritten signature in blue ink, appearing to read "Stephen Garcia". The signature is stylized with a large, flowing "S" and "G".

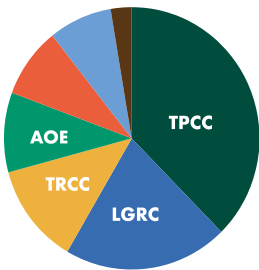
Stephen Garcia



NUMBERS

COSTS OF OPERATION

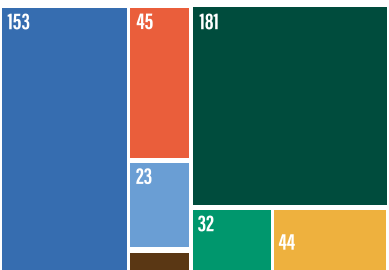
TPCC	5.5M
LGRC	3.0M
TRCC	1.7M
AOE	1.2M
RNW	1.1M
SBCC	686K
AOCE	377K



TMC EMPLOYEES - PEAK SEASON

TPCC	181
LGRC	153
RNW	45
TRCC	44
AOE	32
SBCC	23
AOCE	3

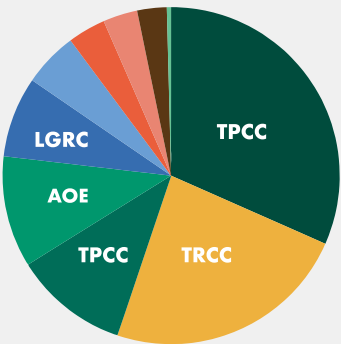
TOTAL 481



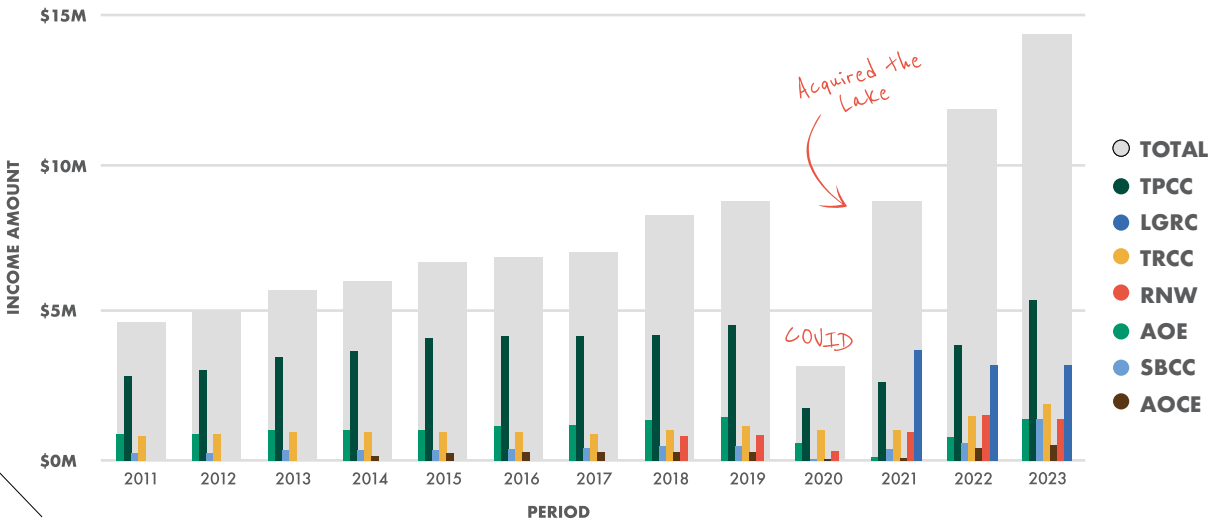
TOTAL CAMPERS

TPCC Guest Groups	13.4K
TRCC Guest Groups	9.9K
TPCC Programs	4.6K
AOE at Thousand Pines	4.5K
LGRC Weddings	3.2K
SBCC Guest Groups	2.2K
RNW Adventure Camp	2.3K
RNW 49er Fun	2.1K
AOCE	1.1K
AOE Off-Site	102

TOTAL 37,761



INCOME HISTORY - \$113,935,957 SUM OF INCOME



TRADEMARK CAMPING

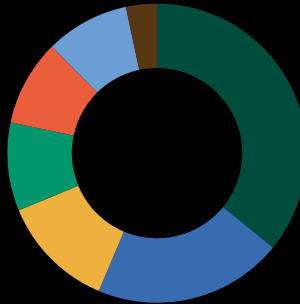
WE SERVED

37,761

CAMPERS

INCOME HISTORY

TPCC	5.1
LGRC	2.9
TRCC	1.6
AOE	1.3
RNW	1.3
SBCC	659K
AOCE	471K



REVENUE

\$13.3M

EXPENSES

\$14.1M

(\$769,243)

NET INCOME



Thousand Pines

Tom Raisbeck
CAMP DIRECTOR

As we finish one year and begin another here at Thousand Pines Christian Camp, God continues to work and provide.

After the Blizzard of 2023, the damage here at Thousand Pines Christian Camp was quite extensive. We lost the use of five cabins, one staff house, and several gazebos and patio structures. On top of that, we were shut down for about a month. But as usual, God was faithful to provide what we needed, when we needed it. As the year progressed we saw full summer camps, with over 2,500 campers and counselors joining us for eight weeks of programmed summer camps. Hundreds of decisions were made to accept Christ, or rededicate lives to Christ.

Although there are still a lot of repairs that need to be made, and cabins that need to be replaced, we see God working in and through Thousand Pines, enabling our guests to see, know, and experience Him. With the moving of our Trademark Camping staff to a new office building, exciting changes are taking place. There is great energy running through Thousand Pines as we adjust to new leadership, new offices, and a fresh new look.

Along with the staff transition, we have remodeled Dogwood, our newest leadership housing; developed our entrance; and are planning a new welcome center for our guests. Our goal is to enhance the customer experience from the

moment they drive through the entrance on Friday, until they leave on Sunday.

We are excited by what God is doing and how he is working here at Thousand Pines, and look forward to what he has planned for the future.

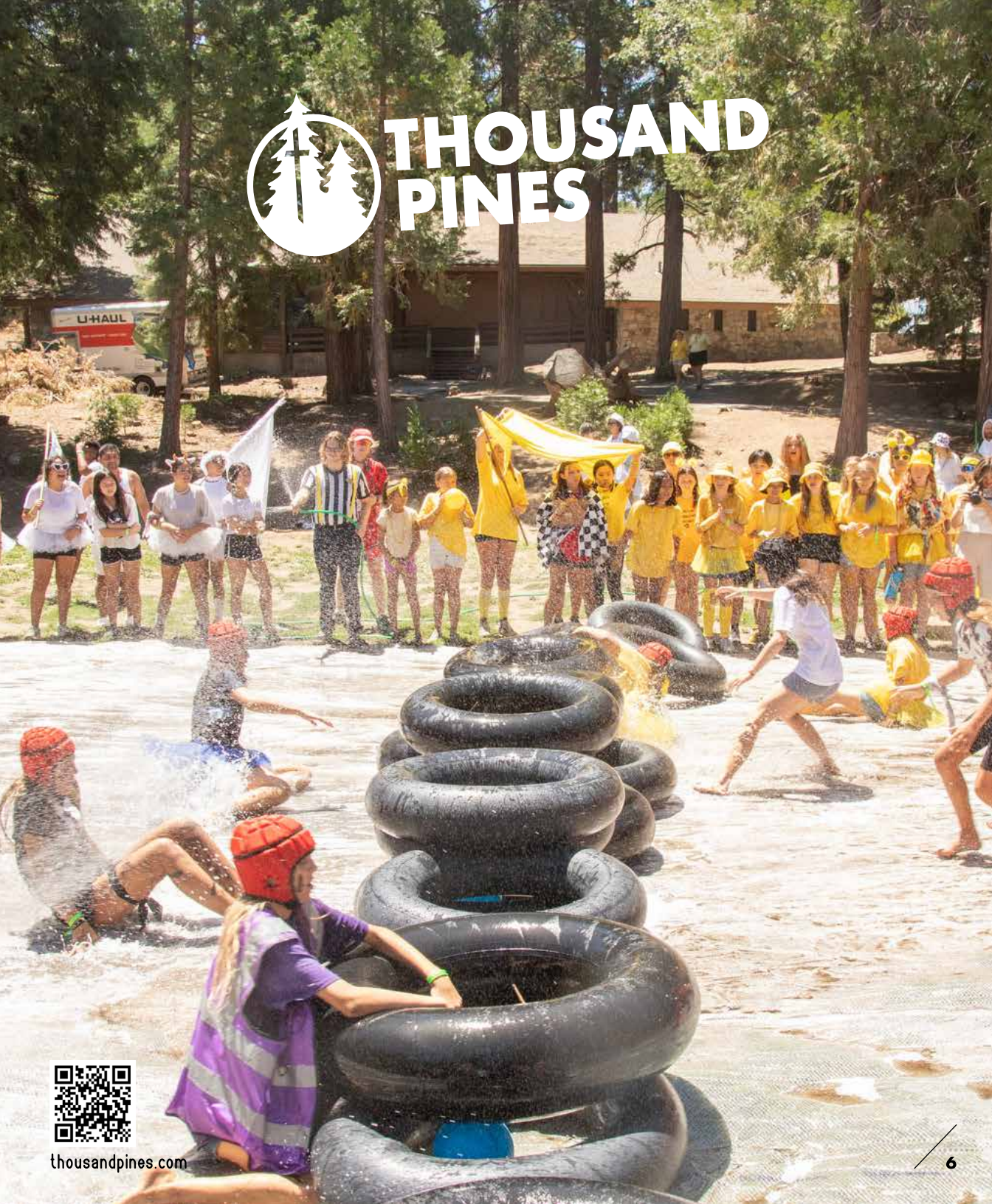
We covet your prayers for the funding to cover five 100 year-old-cabins that need to be replaced, our bath houses which need an update, and other maintenance needs.

We are confident that God will provide, and are excited for the future here at Thousand Pines Christian Camp.





THOUSAND PINES



THOUSAND PINES

WE SERVED

13,489

CAMPERS



8,010

**PAINTBALLS
SPLATTERED**



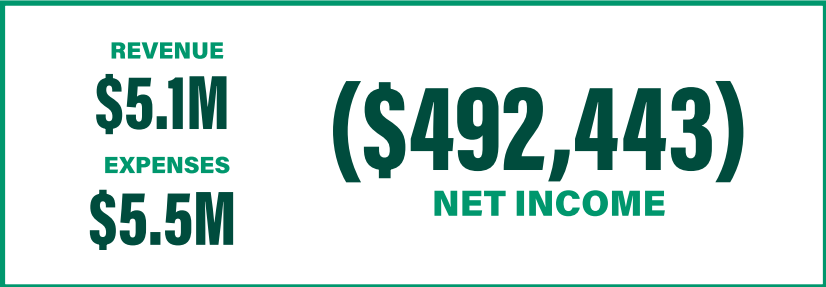
6,120

**S'MORES
DEVoured**

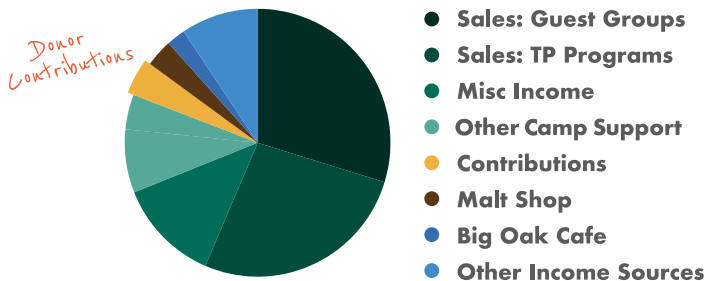


780

**DEER
SIGHTED**



NET INCOME



Thank you for your support!

PROGRAM OFFERINGS

Thousand Pines Christian Camp offers a wide range of programs such as our well known Summer Camp and Winter Camps, as well as our year round programs and retreats like Family Camps and Men's and Women's Retreats. We also open our facilities for custom retreats and guest groups.





Greg Lewis
DIRECTOR

Outdoor Education

Our outdoor education programs support the mission of Trademark Camping to help people see, know, and experience God. This winter we were able to serve our guests in a unique way, while they were snowed in for three extra days. 111 students and their teachers were stuck at camp on Friday, and were only able to leave when buses received a special escort from Highway Patrol to go up and down the mountain highway. While they were here, we were able to comfort and console them, as well as lead them in fun activities for a distinctive, and hopefully unrepeated, experience.

The teachers (and one assistant principal who thought he would be onsite for only a few hours) supported their students and our staff, but also expressed great gratitude for our team and how they found ways to support both safety and fun; they were thankful to each department, family, and neighbor who worked overtime or volunteered their time to serve and love. Their lead teacher, John, called me a few weeks later, and sent up an unprompted donation specifically for the OE staff, from the parents of the students.

The parents of these students made our end-of-year party feel particularly extravagant as a way to bless the staff, in a reflection of the way they blessed not only those students (and teachers and parents), but thousands of students, and each other, throughout the entire year. Yes, we held chapels and led hikes and laughed and cried and prayed, but I think the best thing we did all year was to “serve wholeheartedly.”



AOE

American Outdoor Education

AOCE

American Outdoor Christian Education

Formerly known as:



THOUSAND PINES
OUTDOOR SCIENCE SCHOOL

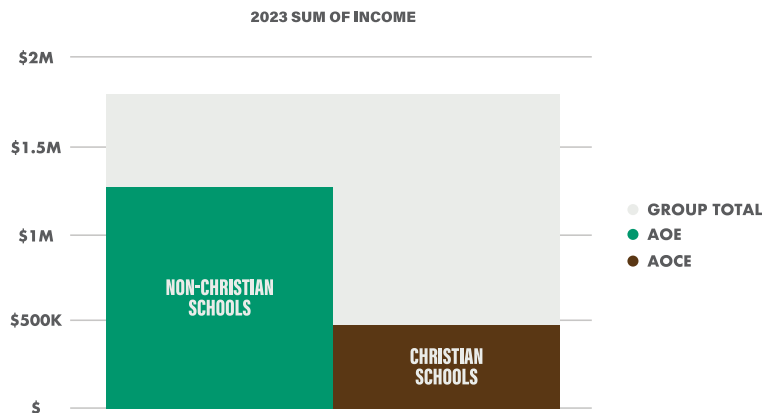


**AMERICAN
OUTDOOR
SCHOOLS**



tmcamping.com/outdoored

OUTDOOR EDUCATION



WE SERVED

5,821
CAMPERS

REVENUE

\$1.8M

EXPENSES

\$1.6M

\$200,834
NET INCOME



94

CHAPEL
SERVICES HELD



15,000

ARROWS
SHOT



3

PLANETS
OBSERVED

THOUSAND PINES KINEO

A GAP YEAR DISCIPLESHIP PROGRAM

The Kineo Institute is an 8-month-long, hands-on gap year school of discipleship for young adults. Students will be challenged to grow through a variety of internships, while being led through Biblical training and personal discipleship.

Everything about the Kineo Institute is created to invoke change. We are now looking for students who want to be challenged to grow. Kineo is for those who are ready to move.

Based at Thousand Pines in Crestline, California.



thousandpines.com/kineo

NOW ACCEPTING APPLICATIONS FOR
Fall
SEMESTER

WE LOVE CAMP

WHAT IS TRADEMARK CAMPING?

Trademark Camping is a family of brands devoted to helping people See, Know, and Experience God. We focus on Christian camping, outdoor education, and adventure recreation to make this happen.

What We Do

We own, manage, and consult camps, conference centers, and recreation venues through operational management, programming, and centralized services. Our specialty is effective management and stewardship of properties, programs, and operations. We implement best practices in human resources, finance and accounting, sales and marketing, information systems, retreat programming and more.

Basically, we make camps run!

History of TM Camping

Trademark Camping was born as a nonprofit entity in 2023. But our history goes way back to 1938, when Thousand Pines Baptist Camp was established. If you want to wind even further back, clock the year 1895, when a group of Baptist churches in Southern California formed the Southern California Baptist Convention (SCBC).

SCBC
Founded

1895



THOUSAND
PINES

1938

Arthur Gregory donates
land to SCBC for use as
a Baptist Camp.



1956

San Marcos Christian
Camp founded



1989

Rock N Water
founded

1949

Tonto Rim Christian
Camp founded



1977

SCBC becomes
ABCPSW



2005

SMCC joins
the family!
(Now SBCC)

Prior to 1938, Thousand Pines property was owned by Arthur Gregory, a citrus farmer in Redlands, as a logging camp to build orange crates. Later, he used it to house all of the workers who built Lake Gregory, a project and vision initiated by Gregory. Being a devout Christian, he donated the property to the SCBC to be used as a baptist camp.

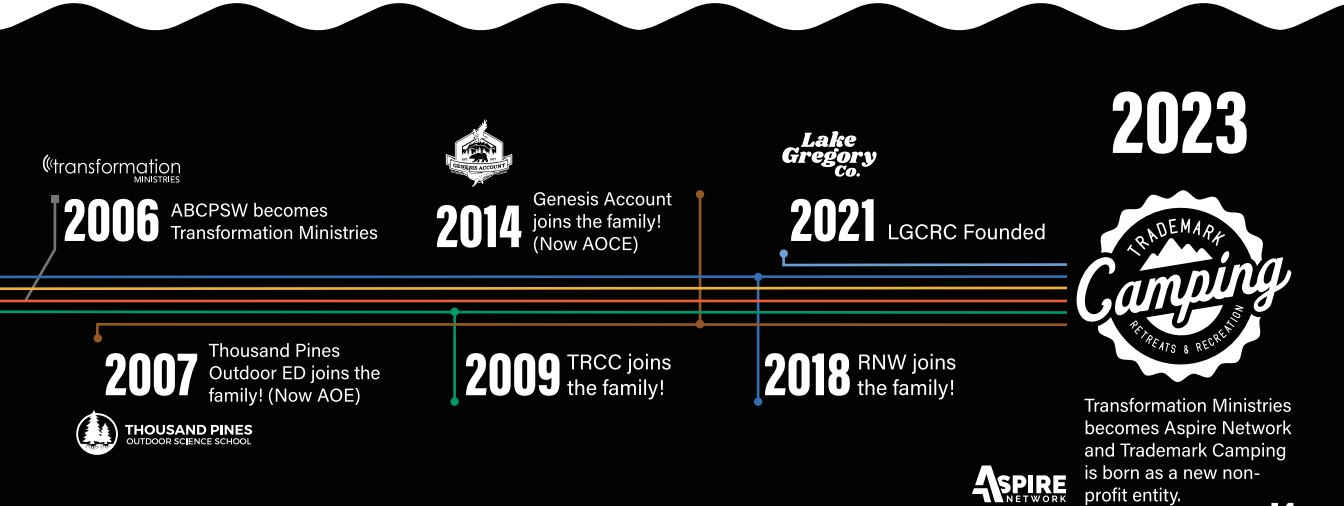
The SCBC family of churches eventually grew into American Baptist Churches of the Pacific Southwest (ABCPSW) in 1977, which later became Transformation Ministries (TM) in 2006. Over many years, the TM organization's camping ministry adopted several properties and programs dedicated to helping campers experience God. Last year, Transformation Ministries branched into Aspire Network (for churches) and TM Camping gained ownership of Thousand Pines, San Marcos Christian Camp (Now Santa Barbara Christian Camp), Tonto Rim Christian Camp, Rock-N-Water, and a group of outdoor education programs including our newly rebranded American Outdoor Education.

"And you also were included in Christ when you heard the message of truth, the gospel of your salvation. When you believed, you were marked in him with a seal, the promised Holy Spirit."

EPHESIANS 1:13

Our Vision

We pray to see every guest positively changed through extraordinary experiences: By creating opportunities for relational, character, and spiritual development by exceeding expectations through serving, caring, and loving at every opportunity. Through this service, we hope that each property we serve is marked with a seal of quality, set apart as a dwelling place for God and His people.



CURRENT NEEDS

THOUSAND PINES

- Complete welcome center
- Rebuild 7 cabins
- Remodel bath-houses
- Modular residence
- Replacement of woodshed

ROCK-N-WATER

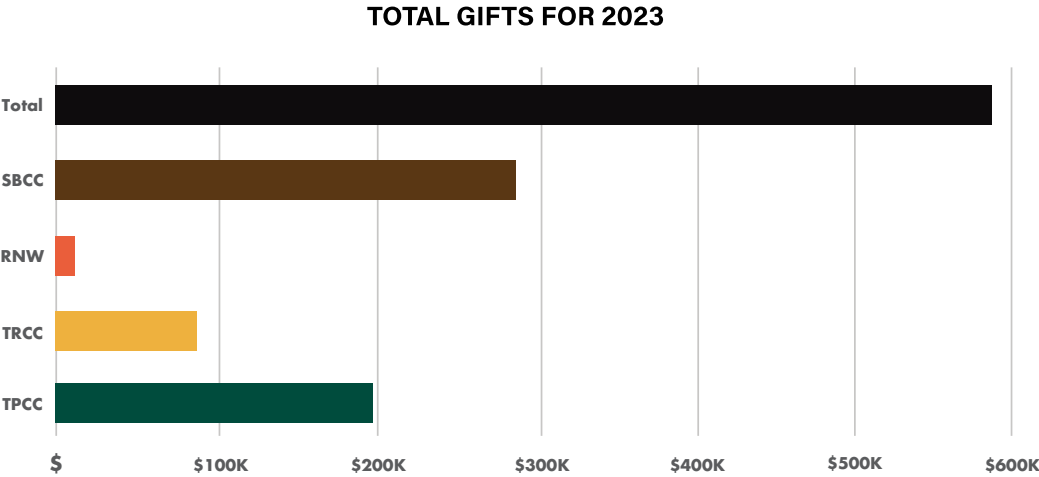
- Kitchen remodel
- Upper dining area remodel
- Beach erosion remediation
- Inflatable kayaks
- Adventure AED's

SANTA BARBARA

- Repave the road
- New facilities workshop
- Replace pool cover
- Upgrade water system
- Re-roof three buildings

TONTO RIM

- Complete the Hope Lodge
- Complete the gym
- Repair cabin foundations
- Adding staff housing
- Repair roads and pathways



SUPPORT THE
Mission

GIVE ONLINE OR BY MAIL



**SCAN THE CODE TO MAKE A QUICK
AND EASY DONATION ONLINE!**

TMCAMPING.COM/GIVE

Thank You!

JUST CHOOSE THE CAMP YOU WOULD LIKE TO SUPPORT

THANK YOU FOR YOUR GENEROSITY

ALL DONATIONS ARE TAX-DEDUCTIBLE



Joel Jay
CAMP DIRECTOR

Rock-N-Water

I'd like to thank each and every one of you for your time volunteering at camp cleanup days, time spent in prayer for this ministry, as well as your financial support. I can't wait to see what the Lord has in store for 2024, and how He will use Rock-N-Water to point people towards Him.

2023 has been quite the year for Rock-N-Water. With some of the highest precipitation and snowpack levels on record, we had a wild start to our spring season that continued well into summer. Aside from the flooding, which tried to sweep our gaga ball pit down river, the biggest impact we saw was high water levels on the river where we take campers. Through God's grace, we were able to navigate adventure alternatives when the water was simply too high to safely adventure on.

Even with all the hardships and headwinds, I can't help but smile and be at peace with a joy that only the Lord can provide. Reason being that this is HIS camp and HE always comes through with exactly what we need! In the spring, our 49er Fun staff were able to teach 2,191 fourth and fifth grade campers that "God is greater than gold." Through our adventure program, we were able to show God to 2,302 campers via adventures in His creation.





rocknwater.com

ROCK-N-WATER

WE SERVED

4,494

CAMPERS



3,219

PEOPLE GUIDED
DOWN RIVER



12

"GUS GUS" LUNCH
THEFT ATTEMPTS



8

DUMPSTER
DANCES

REVENUE

\$1.3M

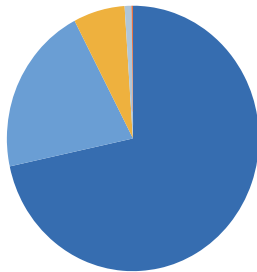
EXPENSES

\$1.1M

\$106,089

NET INCOME

INCOME BY SOURCE



- Adventures
- Living History
- Miscellaneous
- Donor Contributions
- Interest on Savings

PROGRAM OFFERINGS

In addition to overnight christian summer camps and retreats for groups of 6 or more people, Rock N Water offers special events, weekend retreats, camp conferences, and week long sleepaway camps for individual youth and families. Our living history program "49er Fun" serves 4th-6th grades during the school year as they get a taste of life in the 1800s!





Tommy Garwood
CAMP DIRECTOR

Santa Barbara

2023 opened with a surprising crash of destruction. We literally lost a complete cabin. Rain, wind, and storm wreaked havoc on Santa Barbara Christian Camp (formerly San Marcos) in the opening weeks. Mud slides, debris flow, rockslides, flooding, road erosion and complete collapses, along with the county's confusing road closure signs, and Google Maps' incorrect digital road closure markers, all appeared to be massive obstacles to our mission to help people see, know, and experience God.

God showed up in so many unexpected ways. Unexpected financial gifts allowed us to rent equipment and manpower to begin removing mud, rocks, and debris. These same gifts allowed us to repave the worst sections of our road. Volunteers came from far and wide, including nearby churches, to paint and dig fire clearances around buildings. Campers offered their time to help, even while they were guests. Students from the Master's University came to serve. Even our county made incredible progress rebuilding the roads. After a short closure, by God's grace we were able to reopen camp and minister to so many.

God brought a special projects coordinator to the team, Jay Carrier, who was instrumental in designing our new Bunkhouse, a gorgeous, deluxe, hotel-style leadership accommodation. Another unexpected blessing was the arrival of David Eggli, a skilled contractor who began donating every Friday to serve at camp. Because of their work, we are thrilled to share that the cabin we lost in January was rebuilt before the year's end. Praise the Lord! We're also excited to announce that we will be welcoming Christian Mendoza and family from Thousand Pines to the family at Santa Barbara Christian Camp. We are excited to have his skill, enthusiasm, and focus. As an added blessing, we ended the year with an unexpected \$20,000 gift.

The new year marks a significant transition for us, as we move ahead under a new name. Since 1956, the name San Marcos has served locals for the cause of Christ. Our reach has grown to so many beyond the Santa Barbara area. Judging from the number of inquiries we've received, more and more people assume we are located in San Marcos, CA, near San Diego. This confusion has been a serious issue related to booking groups and recruiting staff. We are excited that "relaunching" as Santa Barbara Christian Camp will immediately solve the location confusion, as well as add an attractive bonus: the appeal of Santa Barbara itself. Please pray for wisdom as we advocate the many facets and details involved with rebranding.

God was faithful to carry us through 2023, and we are certain that He will continue to do so in 2024.

Lamentations 3:22-23

*The steadfast love of the Lord never ceases;
His mercies never come to an end;
They are new every morning;
Great is your faithfulness.*





SANTA BARBARA

CHRISTIAN CAMP



santabarbaracamp.com

Formerly

San Marcos
CHRISTIAN CAMP

SANTA BARBARA

WE SERVED

2,223

CAMPERS



1,440

**MARSHMALLOWS
ROASTED**



846

**GAGA BALL
ROUNDS PLAYED**



1,001

**WORSHIP SONGS
SUNG**

REVENUE
\$659K

EXPENSES
\$686K

(\$27,592)
NET INCOME

PROGRAM OFFERINGS

Each season holds unique camp experiences such as our youth summer camp, and a men's conference in the Fall. We also host custom retreats (guest groups) year-round at our Conference Center, which can include meals, lodging, and recreation. We also host American Outdoor Education and American Outdoor Christian Education schools during the school year.





Jacob Hunter
ASSOCIATE DIRECTOR

Tonto Rim

Paul says in 1 Corinthians 9:23, "I do all things for the sake of the gospel, that I may share in its blessings." This is such a beautiful sentiment, and so relevant to camp as everything that we do, from booking groups to providing meals, from cleaning cabins to running paintball, we do for the sake of the gospel, and all who participate in that experience share in its blessings. Thank you!

God moves in amazing and profound ways in Christian camping all over the world, including right here in Payson, Arizona, where Tonto Rim Christian Camp was established almost 80 years ago! For some, it's obvious, but others may wonder how people can see, know, and experience God in a place like Tonto Rim?

It happens in the chapels, during worship and teachings. It happens in the dining hall, during meals. It happens in the cabins, during late night conversations. It happens on the paintball field, zipline, or canoeing on the lake. God uses every moment of the unique camp experience to meet people right where they're at. Every person who sets foot on this property has an opportunity to have their lives changed by Jesus.

Some of our most impactful experiences are when we are able to partner with other ministries to offer that camp experience. This winter, we opened our camp to an amazing ministry called Children's African Choir, a group that serves disadvantaged children in Africa by putting together a choir and touring the states. We were able to open the camp to give them a place to stay over Christmas. Seeing the way their leaders loved on and ministered to these children was powerful, and an example of the way God can utilize camps to bless not just our guests, but our staff.





TONTO RIM

CHRISTIAN CAMP



tontorimcc.com

TONTO RIM

WE SERVED

9,958

CAMPERS



1,635

CANOES
PADDLED



2,856

BUBBLE BALLS
BOUNCED



57,450

PLATES
SERVED

REVENUE
\$1.6M
EXPENSES
\$1.7M

(\$74,246)
NET INCOME

PROGRAM OFFERINGS

Tonto Rim Christian Camp is ready to serve churches, schools, and organizations looking for a refreshing, life-changing experience. We do this primarily through Summer and Winter Youth program camps, but also by hosting Outdoor Science School and welcoming local ministries to build their own retreats and use our lodging, meals, and recreation activities.





Nathan Godwin
GENERAL MANAGER

The Lake Gregory Company

Lake Gregory Regional Park is a tourist magnet and thus the main income driver for Crestline and surrounding areas. That central position gives us a city-on-a-hill sort of status, and a platform to be a light in our community. Ministry looks a little different at Lake Gregory, but I understand now just how broad our audience is and the powerful impact we can have.

We live in a very diverse community. We have a strong group of churches that work well together for the body of Christ. We also have a lot of indifferents, and even a few satanists. The lake as a central meeting place of economic importance gives us the opportunity to love them all as we're called to do. They work for us, they attend events here, they visit the lake, they partner with us in community meetings.

Over the past few years, wages have increased dramatically, and we've learned that with government-regulated pricing we simply cannot keep up with runaway wage increases. From day one, we've cared about staff culture, and even designed the most robust staff benefits program anywhere in our area. Being a great place to work and providing unique staff experiences has helped us hang on to our outstanding team.

One part of caring for staff was making sure that our managers were "frontline leaders." That means we don't need open door policies or mandatory

fun days, because our leadership teams are on the frontlines, having fun and talking with staff as they work shoulder-to-shoulder.

Running a regional park and central tourist destination has opened government doors in wonderful ways. We get to have ministry impact, although subtle at times, inside government circles across the county and with local elected officials.

As the head of Lake Gregory Company, I don't get to be explicit about sharing the gospel with our staff, but as the song says, "They will know we are Christians by our love." That works on a lot of levels. I sit on various community boards and committees and interact weekly with various government officials and daily with our staff, one of whom was recently baptized. Those people all know Who I serve.

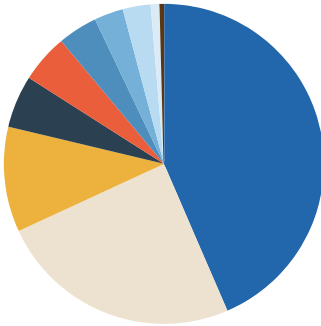


WE SERVED

220,000

GUESTS

INCOME BY SOURCE



- Admissions
- Weddings
- Boat Rentals
- Food
- Fishing Fees
- Parking Fees
- Retail
- Membership Fees
- Misc Income
- Beach Activities

REVENUE

\$2.9M

EXPENSES

\$3.0M

(\$121,973)

NET INCOME



0

New Record!
**BOATS
SUNK!**



100K

**LIFE VESTS
WORN**



Thank You!



For partnering with us in ministry! You are changing lives!

See pg. 19 for more giving information | All donations are tax-deductible.

TM Camping is faithful to steward your resources with the utmost integrity.

David Pearson

Gene and Kay Woodward

Ronald and Carol Burrow

Larry and Patti Keisling

Gail Neufeld

Jess and Pat Marr

Nicholas Brown

Amy Salas Valentine

Samuel Hundert

Therese and Larry Whitney

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Grant Darryl

Chris and Lori

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Micky Johnson

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Neal Benson

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Karst Household

Teresa Pearson

Steven Neil

Bellevue Heights Church

Tana Pearson

Connie and Thomas Mutton

Neil and Patty Frey

Palm West Community Church

Judith Thompson

Mark Buer

Meeden Household

Ivan and Janis Kornoff

Lyndon Vix

Danny and Anita Tirado

Shari Turner

American Baptist Foundation

Kathleen Taylor

Michael Jacob

Micheline Johnson

Glenn and Diane Lygrisse

Sara Brakebush

Stephen and Annette Daniels

Kearn Household



Trademark Camping
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Crestline, CA 92325

