



SNOWBIRD WILDERNESS OUTFITTERS

2014 Annual Report



SNOWBIRD WILDERNESS OUTFITTERS EXISTS TO PROCLAIM THE GOSPEL OF JESUS CHRIST THROUGH THE EXPOSITION OF SCRIPTURE AND PERSONAL RELATIONSHIPS IN ORDER TO EQUIP THE CHURCH TO IMPACT THIS GENERATION.

“Him we proclaim, warning everyone and teaching everyone with all wisdom, that we may present everyone mature in Christ.” Col. 1:28

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FROM THE CEO

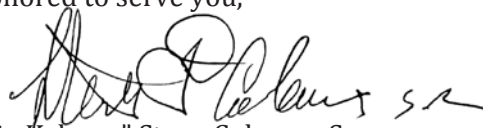
We are thrilled that you are partnering with us in student ministry. We have been given a great platform with many incredible tools to reach students in an environment that captures their attention.

God gave Billie Fay and me the vision to plant a Christian wilderness camp some 20 years ago. Through the purchase of some family land in western North Carolina and a lot of sweat, Snowbird Wilderness Outfitters opened its doors in 1997 with one cabin, three tents, and a large blue tarp that served as a worship facility and dining hall. Our first full year in operation we saw about 200 junior high and high school students come through the ministry. That's a far cry from the nearly 8,000 God brought to Snowbird this year.

I'm always amazed to see what God is going to do through our staff, in recreation advancements, with our property and buildings, through the development of new ministries and missions, and in the lives of the thousands of men, women, girls and boys He brings to this property.

It will not be talented musicians, charismatic speakers or cutting-edge recreation that will define a person's time at SWO and change students' lives — although we have all of those things. It will come through the outpouring of Christ's Spirit, and the impact will be evident and overwhelming. With boldness and authority, and without apology, we proclaim His plan for His people.

Honored to serve you,



"Big Kahuna" Steve Coleman Sr.



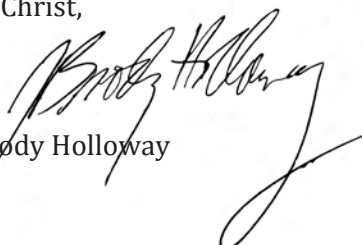
FROM THE DIRECTOR

It's hard to believe that during our first summer of operation, we ran one week of camp with 58 students. Now our year-round staff and volunteers alone exceed that number.

In the beginning, our focus was simple: Students came to Snowbird; we taught them about their identity in Christ and the Gospel; and we used high-adventure recreation to entertain them. Nearly two decades later, our methods and our message haven't changed. We have labored to create a strong DNA that is imprinted into every aspect of ministry at Snowbird. We want our core values and mission to stay the same, but we want to grow and become bigger, broader and more effective. We always want to be moving toward new and innovative ways of reaching people within our overall mission, like our installation of focused conferences, camps and retreats so there is something for everyone all year.

We aim to be a standard in student ministry. We will do that by having a good anchor system so that as we innovate, we don't deviate from our core values and our identity. There is much to come. We look forward to growing with you.

In Christ,



Brody Holloway

BOARD OF DIRECTORS



HOWARD BROWN, CHAIRMAN

A native of Andrews, NC, Howard is the founder and president of C.R. Brown Enterprises, an Andrews-based corporation that grows, processes and markets rainbow trout. He holds two bachelor of science degrees, one in chemistry and one in chemical engineering.



GARRY HOLTON

Holding a degree in civil technology, Garry has nearly 50 years of construction experience, ranging from the Georgia Department of Transportation to Blount Construction Company, where he served as president for 10 years before entering retirement. He resides in Canton, Ga.



MATT JONES

Matt has worked nearly three decades in the camp industry, ranging from assistant director, general manager and managing partner at Lake Owen Camp in Wisconsin to his current position as Snowbird's director of operations. He holds a bachelor of science in recreational management.



STEVE DAVIS

A native of Midland, Ga., Steve holds a bachelor of science degree in business administration. He is a former U.S. Army Infantry Special Forces Officer and Vietnam veteran. Professionally, Steve is the owner/partner of Coldwell Banker KPDD, a real estate brokerage and development company.



STEVE COLEMAN

SWO's founder and CEO, Steve has more than 30 years experience in student ministry. He previously owned a contracting business, worked as a corporate chaplain, served as an international missionary and served as youth pastor at First Baptist Church, Woodstock, Ga.



HANK PARKER

After retiring from Nascar racing, Hank started two outdoor television shows as well as a mini-series, all of which he co-hosted on networks like ESPN Outdoors. He is now the production manager and owner of Dry Creek Productions and founder of Outdoor Connection ministry. Residing in Denver, NC, he is in pursuit of a theology degree.



TERRY ATWOOD

With more than 25 years of OmniChannel Retail experience, Terry has guided numerous iconic retailers such as Galyan, Gap Inc., Academy Sports & Outdoors, Nantahala Outdoor Center and Diamond Brand. A graduate of The Fashion Institute of Design and Merchandising, Terry is the chief operating office for Ossip Optometry & Ophthalmology.



BRODY HOLLOWAY

With more than 20 years of experience in student camp ministry, Brody is cofounder and director of Snowbird. He is the main session speaker for all camps and conferences at SWO, oversees ministry operations and travels extensively to speak in various venues. Brody is the teaching pastor of Red Oak Church in Andrews, NC.

SUMMER CAMP



DESCRIPTION	2012	2013	2014
TOTAL CAMPERS	3566	3849	3761
TOTAL CHURCHES	141	165	171
FIRST-TIME CHURCHES	30	55	33
SUMMER STAFF/VOLUNTEERS	105	119	115

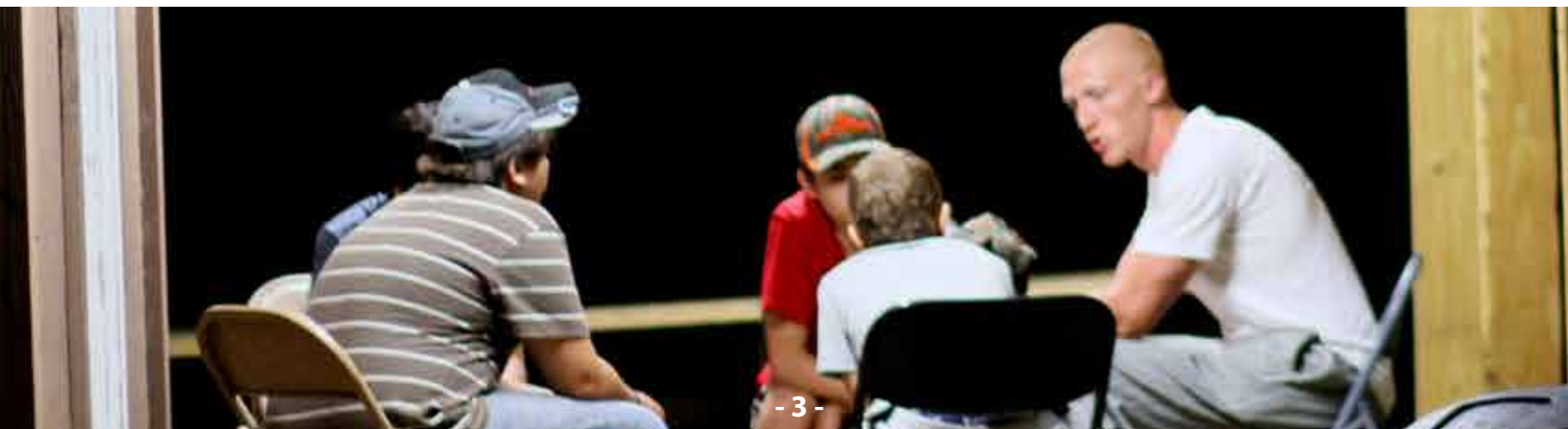
DIRECTOR

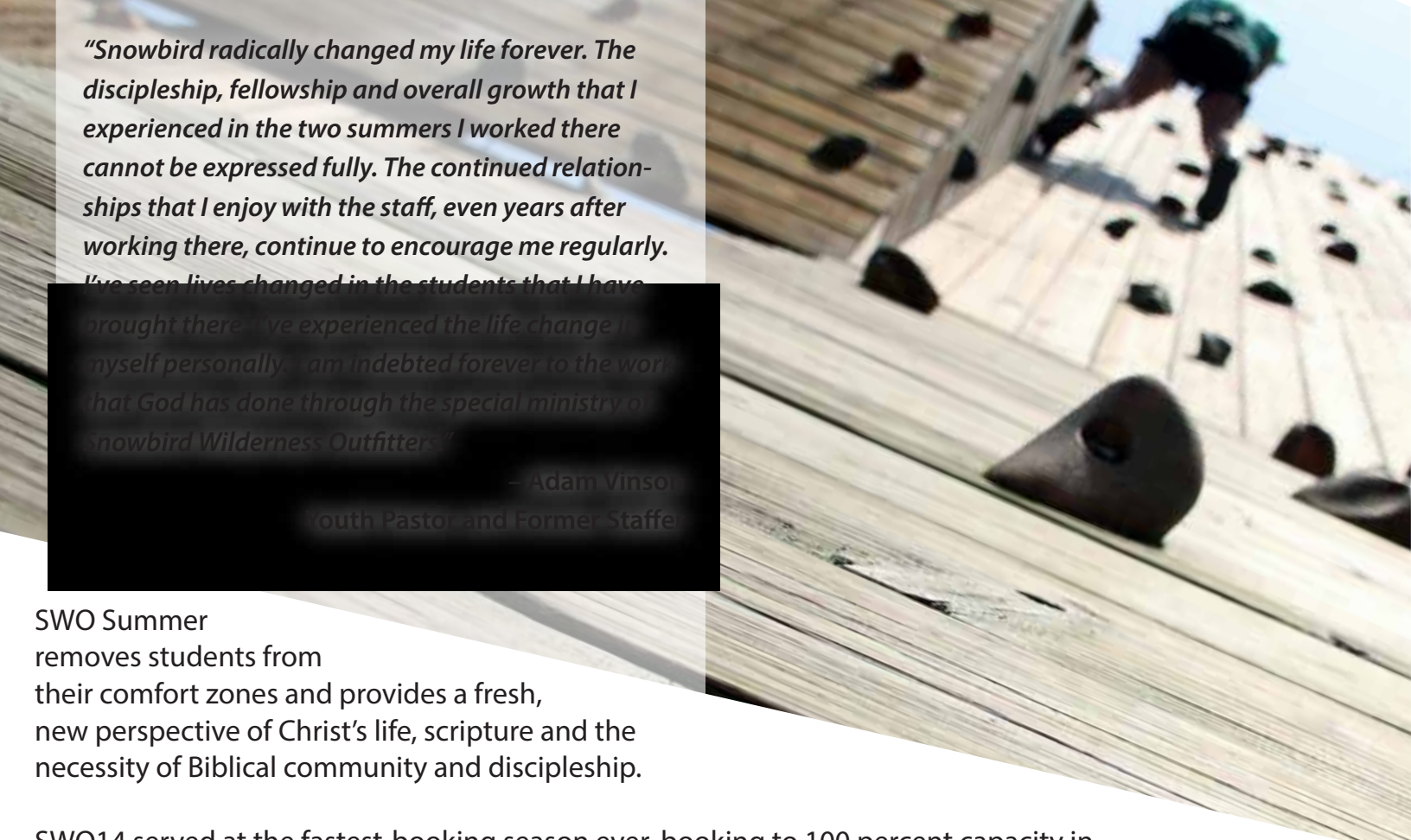
PROGRAM



ZACH MABRY

Zach Mabry, program director, came to Snowbird in 2000 as a summer staff member and worship leader and joined the full-time staff in 2002. A native of Florence, Ky., he holds a bachelor of science in religion from Liberty University in Lynchburg, Va., and a master of divinity from The Southern Baptist Theological Seminary in Louisville, Ky. Zach serves as worship leader for the SWO band and manages SWO's summer camp and retreat programming. In addition to his roles at Snowbird, he serves as an adjunct Professor for Liberty University Online. Zach also serves as worship leader for the SWO band. He is married to Rocky and has three sons: Parker, Samuel and Jackson.





“Snowbird radically changed my life forever. The discipleship, fellowship and overall growth that I experienced in the two summers I worked there cannot be expressed fully. The continued relationships that I enjoy with the staff, even years after working there, continue to encourage me regularly. I’ve seen lives changed in the students that I have brought there. I’ve experienced the life change in myself personally. I am indebted forever to the work that God has done through the special ministry of Snowbird Wilderness Outfitters.”

– Adam Vinson
Youth Pastor and Former Staffer


SWO Summer removes students from their comfort zones and provides a fresh, new perspective of Christ’s life, scripture and the necessity of Biblical community and discipleship.

SWO14 served at the fastest-booking season ever, booking to 100 percent capacity in mid-March. In addition to a multitude of relevant breakout sessions, the main teachings and share group times focused around the life of Christ from the Gospel of Mark. We continue to use recreation as a platform for shared relationships. In 2014, we added a new zip line, laser tag and new basketball goals, creating 25 recreation options with 16 on Snowbird’s campus and 9 off-site.

SWO14 SUMMER BREAKOUTS


- ▶ **Counseling the Student in Crisis**
- ▶ **How Do I Know that I’m Saved?**
- ▶ **Social Media**
- ▶ **Same-sex Marriage**
- ▶ **Lust (guys and girls split sessions)**
- ▶ **Pastoring with a Family**
- ▶ **Abortion**
- ▶ **Holy Spirit**
- ▶ **Teaching Bible/Doctrine**
- ▶ **How to Study the Bible**
- ▶ **Answering Atheism**

CONFERENCES & RETREATS



"The teaching at Snowbird always focuses on truth, transparency and getting real with one another, so we take time during the weekend to be honest with one another about things that may be holding us back from giving our marriage all that we have to give. ... The Marriage Retreat is more than a getaway for us. It's a chance to recharge, reinvent and rededicate ourselves to our marriage through our commitment to Jesus Christ!"

– Chris & Fairbee Mintz,
Marriage Retreat Attendees



"I can't put a price tag or evaluate on a scale with the highest level only being 10. The wisdom gained from a gathering like this, WOW! When God's men come together to worship and grow it is powerful. This camp understands the importance of strong Christian leadership in the home, church and workplace. They understand the importance of discipleship and where it needs to take place first and who needs to be initiating it. ... If you want to grow in the truth of God's Word and want the same for your children, you need to go and you need to send your children or go with them and grow together."

– Allen Libby,
Men's Conference Attendee



Throughout the year, Snowbird offers weekend and weeklong conferences and retreats for students and adults. We rely on creativity to allow us to branch out and meet the needs of people in new and innovative ways, while keeping everything tied to our core values and mission statement.

In 2014, we added two new student conferences — a missions conference and a worldview conference — and we refined our fall and spring retreats to have a distinct focus. Our fall retreats became Equip Conferences, and our spring retreats became DNOW@SWO. We will continue to offer premier recreation and top-of-the-line staff as we press forward for the sake of the Gospel and the goal of personal discipleship.

CONFERENCES & RETREATS

- ▶ Purity Retreat
- ▶ Fall Retreats
- ▶ DNOW@SWO
- ▶ Ski & Winter Retreats
- ▶ Missions Conference
- ▶ Christian Schools
- ▶ Men's Conference
- ▶ Women's Retreat
- ▶ Marriage Retreat
- ▶ Student Ministry Leaders



SPENCER DAVIS



ZACH MABRY



ROB CONTI

PROGRAM DIRECTORS

DESCRIPTION	2012	2013	2014
STUDENT PARTICIPANTS	2730	2227	2742
ADULT PARTICIPANTS	366	730	710
TOTAL PARTICIPANTS	3096	2957	3452
TOTAL CHURCHES	118	124	133

MISSIONS CAMP



"We heard about SWO, saw a preview DVD and decided to take 5 students for a weekend to check it out. Within 15 minutes of our arrival, the counselors knew the names of our students and were genuinely getting to know them, their lives and their position in relation to our heavenly Father. That weekend laid the groundwork for countless relationships that have developed between our church and the SWO staff over the past 7 years. Our students, volunteers and I have been tremendously impacted by their examples of living out the Gospel in their daily lives and encouraging us in ours."

– Bonnie McDonald, Youth Director

Snowbird Missions and Outreach is a service program focused on relational ministry and intentional time in the Word of God. SMO operates year-round with the majority of its campers coming during summer camp weeks.

Summer SMO 2014 offered a morning teaching focus on attributes of a true follower Christ along with intentional discipleship from our trained staff both on and off the job site. In addition to the numerous missions projects in which students participated, one of the summer's most memorable milestones was enabling more than 100 people to do community work in the middle of downtown Andrews.

DESCRIPTION	2012	2013	2014
CAMPERS	571	548	676
CHURCHES	28	28	31
WORK SITES	29	30	34



DIRECTOR

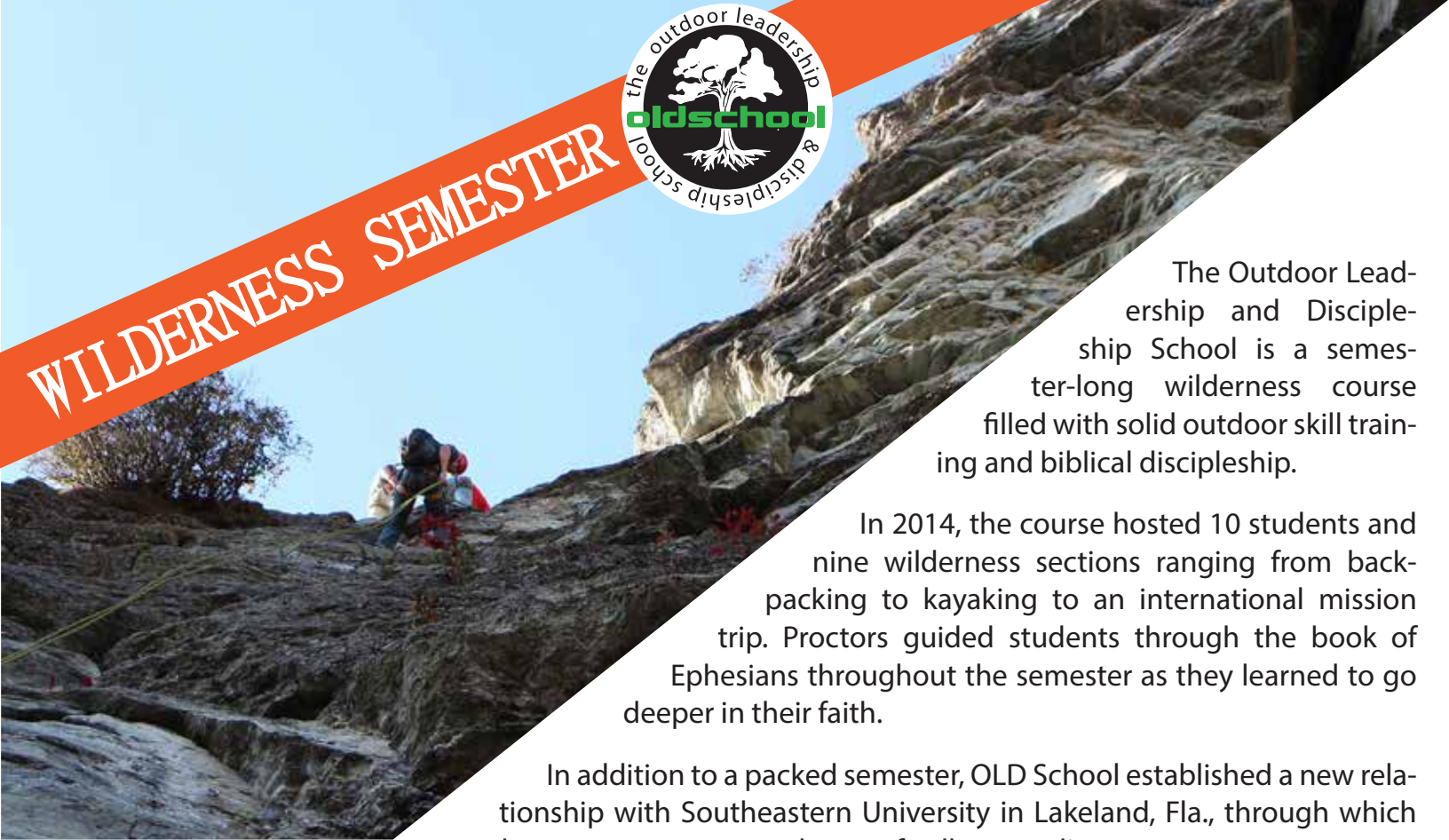
PROGRAM



— SHAWN CLARK

Shawn Clark, Snowbird Missions and Outreach (SMO) director, was SWO's first hired full-time staff member. Coming on board in 2000, he served as maintenance and grounds supervisor until the inception of Snowbird's year-round missions program in 2005. A native of Roxboro, N.C., Shawn coordinates and oversees volunteer missions groups and projects, ensuring every SMO recipient is cared for throughout the year. Shawn is married to Bethany and has four sons: Ty, Gabe, Luke and Levi.

WILDERNESS SEMESTER



The Outdoor Leadership and Discipleship School is a semester-long wilderness course filled with solid outdoor skill training and biblical discipleship.

In 2014, the course hosted 10 students and nine wilderness sections ranging from backpacking to kayaking to an international mission trip. Proctors guided students through the book of Ephesians throughout the semester as they learned to go deeper in their faith.

In addition to a packed semester, OLD School established a new relationship with Southeastern University in Lakeland, Fla., through which students can earn up to 15 hours of college credit.

“The whole semester was spectacular. Words can barely describe the works that Christ did in all of our lives this past semester... It's such a unique way to experience God and real Biblical community. How many people get to raft class V rapids, not see civilization for weeks at a time, kayak in the everglades, climb 400-foot cliffs, and visit foreign countries all while seeking to know God more? Over the semester we learned things from God's love to a fear of God, biblical community to silence and solitude, good leadership skills to how to stand in a lightning storm... This semester has greatly matured my knowledge of who God is.”

– Semester Student

DESCRIPTION	2012	2013	2014
SEMESTER STUDENTS	6	15	10



DIRECTOR

PROGRAM



— SPENCER DAVIS

Spencer Davis joined the full-time SWO staff in 2003 after serving on summer staff. Spencer is a graduate of Liberty University in Lynchburg, Va., holding a bachelor of arts in religion/Biblical studies and a master of arts in religion. He also is a graduate of the National Outdoor Leadership School and helped launch the OLD School program in 2002, serving as leader for its first week-long trip the following year. A native of Columbus, Ga., Spencer serves as one of the teachers for the OLD School semester program, as a breakout session teacher and small group leader for year-round camps and retreats and plays in the SWO band. Spencer is married to Amy and has three children: Alani, Knox and Jed.

THE SWO INSTITUTE

One major endeavor of 2014 was transforming SWO's previous internship program into the brand new SWO Institute, created to train up biblically grounded ministry leaders, equipped with solid vocational training, and prepare them for work in the global Church. A 12-month program for college-age students, its focus is threefold:

- ▶ Ministry Training
- ▶ Vocational Training
- ▶ Theological Education

In its inaugural year, The SWO Institute enrolled 24 students and launched a series of ministry training sessions concentrated on Old Testament survey, systematic theology, ministry/leadership philosophy and world religions.

Each week, SWO Institute students spend an average of two-to-three mornings in the classroom followed by daily work in an assigned area of the organization (such as marketing, recreation, maintenance, programming, etc.). SWO Institute students also play a key role in Snowbird's camps, conferences and retreats throughout the year by leading camper small groups, facilitating recreation, serving meals and cleaning the campus.



PERSONAL STORIES

"I have taken groups of various ages to SWO since 2005 and can honestly say that the interaction from staff (both full- and part-time) with my students has made a lasting effect on their lives and helped them have a more genuine walk with the Lord. It is a ton of fun, but the teaching is incredible! My students, youth workers, my family and I hate to leave SWO because we feel the sincerity in each relationship that is formed and know that the staff is committed to maintaining those relationships. I encourage my own graduates to participate in their OLD School program or to become summer staff if possible. Love it!!!"

–Zad Tomberlin, youth pastor

"Your full-time staff has been such an awesome example for my son. Thank you for your part in the making of an extraordinary Christian and for inspiring him to do great works. My son is an excellent example of God's work through SWO."

–Page Ellis, parent

"SWO is a life-changing camp, a camp that God saw fit to use as the very tool that opened up my eyes to my brokenness. Through the love that the staff shows & the powerful words of Brody, God showed me that I needed to be what I 'claimed' to be."

–Bailey Jacobs, camper

"Nobody does camp as well as Snowbird. Nobody. They have more staff and more fully equipped and qualified staff than any other camp I've been to in 11 years of youth ministry. We've participated in their Winter Camp, Summer Camp and Summer Mission Camps, and every one has been amazing. They get it, and we are blessed every time we're there. They have also been an incredible partner in ministry during the whole year — checking on our students and leaders, keeping us up-to-date about camp, etc. We feel like family, and we love them."

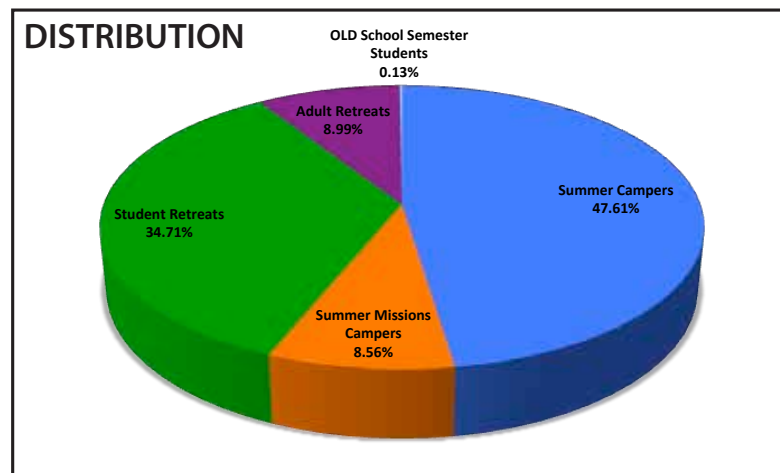
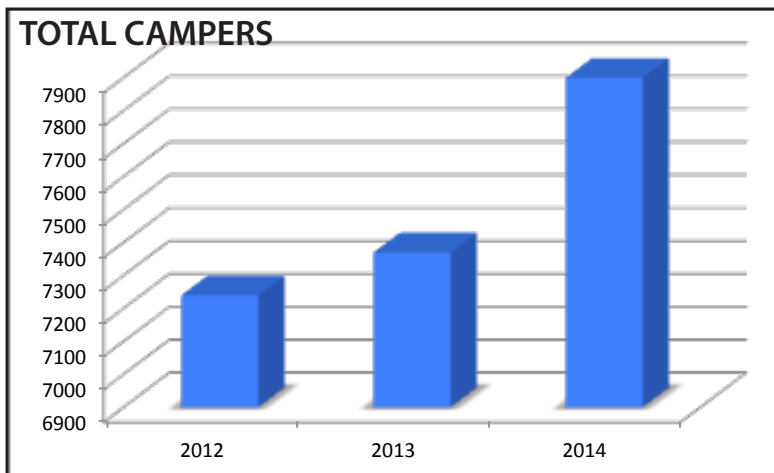
–Brad Baker, youth pastor

"Snowbird Wilderness Outfitters is truly second to none. They provide some of the best recreation in the country! But don't let the adventure fool you, the most important thing they offer is found in their leadership staff. All of the teaching is biblically sound and Christ-centered. Then on top of that, they have a great leader-to-student ratio. Every student who attends is meaningfully invested in by one or more college-aged students who dedicate their summer to serving youth. I think the highest compliment I can give Snowbird is that students who come back aren't just on a camp high... They are truly transformed by the Gospel. What students experience in a week of camp has an eternal benefit on their lives!"

–Jeff Martin, youth pastor

MINISTRY NUMBERS

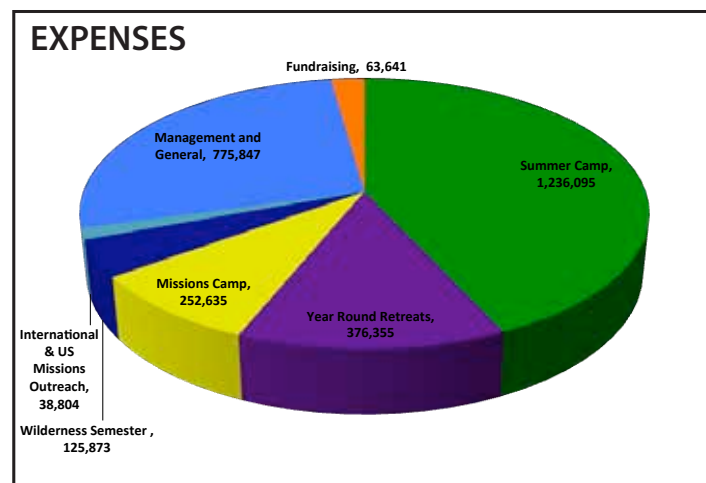
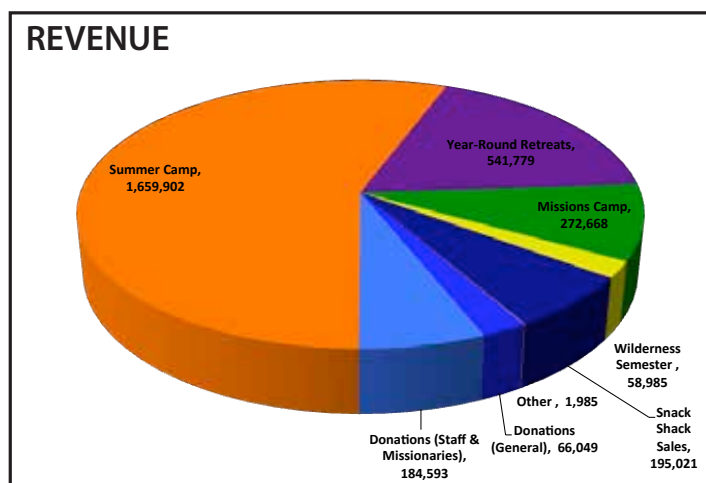
	2012	2013	2014
DESCRIPTION			
Summer Campers	3566	3849	3761
Summer Missions Campers	571	548	676
Student Conferences/Retreats	2730	2227	2742
Adult Conferences/Retreats	366	730	710
OLD School Semester Students	6	15	10
TOTAL PARTICIPANTS	7239	7369	7899
Summer Churches	141	165	171
SMO Churches	28	28	31
Conferences and Retreats Churches	118	124	133
Christian Schools	4	7	7
TOTAL CHURCHES AND SCHOOLS	291	324	341



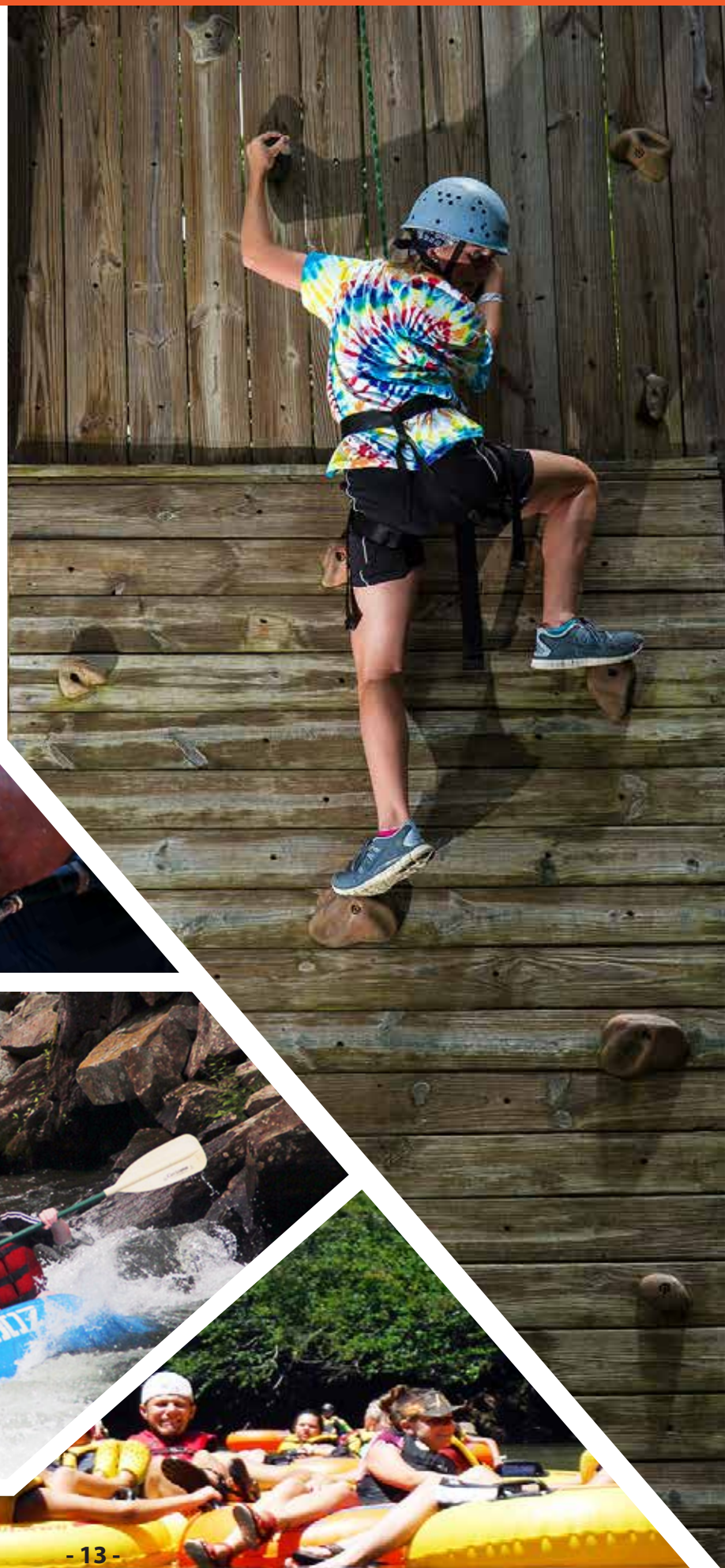
2014 FINANCIAL SUMMARY



	2012	2013	2014
REVENUE			
Donations (General)	123,392	62,402	66,049
Donations (Staff & Missionaries)	199,301	221,758	184,593
Summer Camp	1,354,430	1,495,982	1,659,902
Conferences and Retreats	445,787	536,889	541,779
Missions Camp	236,003	228,065	272,668
Wilderness Semester	88,626	113,946	58,985
Snack Shack Sales	179,739	181,491	195,021
Other	5,546	470	1,985
TOTAL REVENUE	2,632,824	2,841,003	2,980,982
EXPENSES			
Program			
Summer Camp	950,011	1,055,144	1,236,095
Conferences and Retreats	363,667	398,573	376,355
Missions Camp	218,897	216,884	252,635
Wilderness Semester	92,900	120,433	125,873
Total Program	1,625,475	1,791,034	1,990,958
International & US Missions Outreach	111,772	66,882	38,804
Management and General	685,304	736,860	775,847
Fundraising	59,415	65,114	63,641
TOTAL EXPENSES	2,481,965	2,659,890	2,869,249
CHANGE IN NEW ASSETS	150,859	181,113	111,731



FACILITIES & RECREATION



FACILITIES & RECREATION



OLD SCHOOL BUILDING



SMO BARN

Forty-two buildings and 14 recreation zones scatter the 50-some acres that make up Snowbird's property. Since its inception in 1998, Snowbird has grown from a 50-person to a 678-person guest and staff housing capacity. In 2014, facility growth included a building for the Outdoor Leadership and Discipleship School, a renovated meeting space in the Snowbird Missions & Outreach barn, a new and improved Zip Line, and a major overhaul to one of the bathhouse facilities.



YEAR-ROUND STAFF

NAME	CURRENT POSITION	YEARS EMPLOYED
Adam Bradley	Director of New Construction	4 years
Amanda Potter	Bookkeeper	8 years
Billie Fay Coleman	Founder	Since Inception
Bonnie Kingsbury	Transportation Assistant	2 years
Brandon Crocker	Maintenance Director	12 years
Brodie Ellis	Assistant Director	5 years
Brody Holloway	Executive Director and Founder	Since Inception
Caroline Smith	Assistant to the Executive Director	6 years
Corey Hayes	Assistant Director	4 years
Daniel Kingsbury	Transportation Director	2 years
Eric Potter	Assistant Director	8 years
Harry McSween	Media Director	10 years
James Wyble	Assistant Director	4 years
Jeff Cole	Chief Financial Officer	6 years
John Ragon	Marketing Director	6 years
Josh Martin	OLD School Associate Director	3 years
Joy Anisa	Ministry Counselor	3 years
Kaitlin Jennings	Office Assistant	2 years
Little Holloway	Founder	Since Inception
Matt Jones	Chief Operating Officer	2 years
Mike McCray	Assistant Director	6 years
Nikki Smith	Assistant Director	8 years
Rob Conti	Recreation Director	13 years
Sam Mabry	Food Service Director	11 years
Shawn Clark	Missions & Outreach Director	15 years
Spencer Davis	OLD School Director	15 years
Steve Coleman	Founder and CEO	Since Inception
Tim Litchfield	Office Manager	9 years
Victoria Mabry	Assistant to the CEO	11 years
Zach Mabry	Program Director	15 years

*"FOR EVEN THE SON OF MAN CAME
NOT TO BE SERVED BUT TO SERVE,
AND TO GIVE HIS LIFE
AS A RANSOM FOR MANY."*

MARK 10:45

Thank you for your part in the ministry of Snowbird this past year. Our mission and desire is to make disciples and to equip them to continually grow in Christ. Your support allows that to happen. We would like to connect with you in 2015. Here are some ways you can get involved:

▶ **Participate** — Attend a camp, conference or retreat with your church or even as an individual. We love relational ministry!

▶ **Pray** — Without the power of the Holy Spirit, the works of men is futile. Pray that Christ guides the direction of Snowbird and continues impacting students and adults as they sit under the faithful teaching of His word.

▶ **Give** — Snowbird Outfitters relies on the financial support of churches and individuals to continue providing Gospel-saturated ministry throughout the year. Visit <http://swoutfitters.com/support-us/> to find out how you can be a part of the support team.

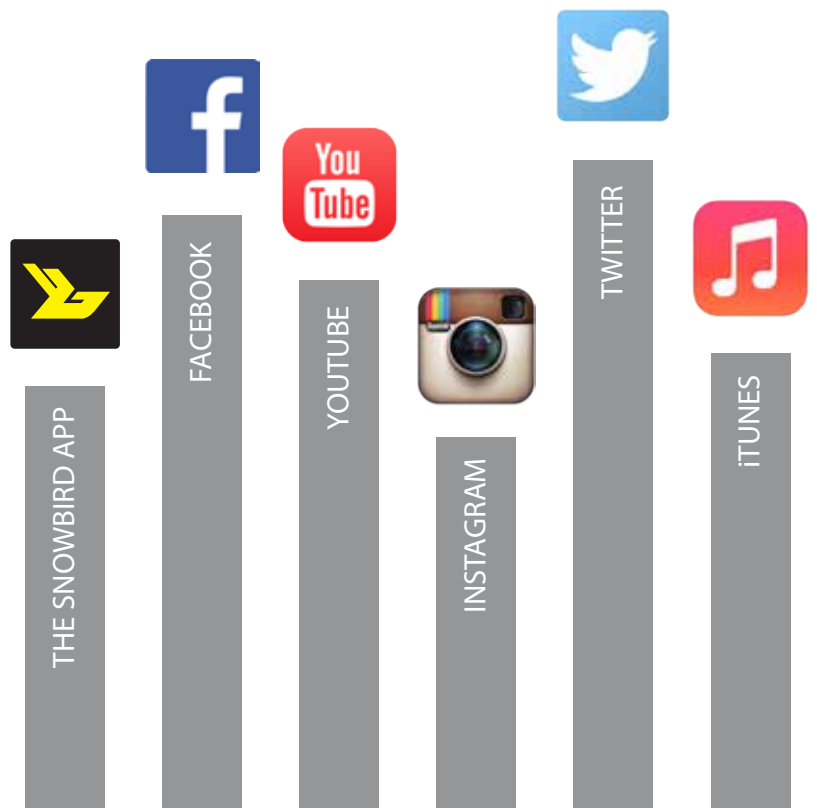
▶ **Serve** — From time to time, we need assistance with special facility and recreation projects. We would love to have your help! Please contact us at (828) 321-2210 for more information on work teams.

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snowbird
WILDERNESS OUTFITTERS

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