

PRINCETON-BLAIRSTOWN CENTER

# IMPACT REPORT

2020

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# A MESSAGE FROM OUR PRESIDENT & CEO

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The Princeton-Blairstown Center (PBC) started 2020 excited about opportunities to execute our new strategic plan that focused on three main areas – 1) organizational growth, 2) championing excellence through employee culture and broadened program options, and 3) expanding access and equity to outdoor experiences and education to youth from historically marginalized communities.

Yet by early March, COVID-19 forced us to cancel all in-person programming, pushing us to use the same 21st Century skills we teach – communication, collaboration, critical thinking, and creative problem solving – to design a new path forward. We constantly communicated with our partners, funders, donors, Trustees, and staff. We developed creative ways to deliver PBC programming to students, teachers and families engaged in virtual learning in their homes. Each week, our staff created and distributed social-emotional learning lesson plans to teachers and nonprofit leaders. They also created a series of live and prerecorded environmental education videos for people to watch and learn, starting in the early days of lockdown and continuing into the summer.

Over time, as we all learned that podding, social distancing, and outdoor activities were safe, our staff created a Family Camp program, a virtual Summer Bridge Program, virtual teambuilding and orientation programs, day programs in parks in Newark, and a Wilderness Leadership School.

I have never been prouder of our team than I was as we faced such unprecedented challenges. Together, we developed new ways to meet the needs of our community, emerging with new tools and additional program options to support students, teachers, and families from afar.

Like many other organizations, PBC also spent 2020 engaged in learning, listening, and examining issues of racism and identity to help advance our cultural competency and work against bias within our own organization and beyond to help ensure a **more equitable future for all**.

None of this would have been possible without the incredible support from our individual, foundation, and corporate donors. When times were challenging, you stood by our young people, providing them with continued opportunities to **LEARN, GROW, and LEAD** at a moment when that support was so essential.

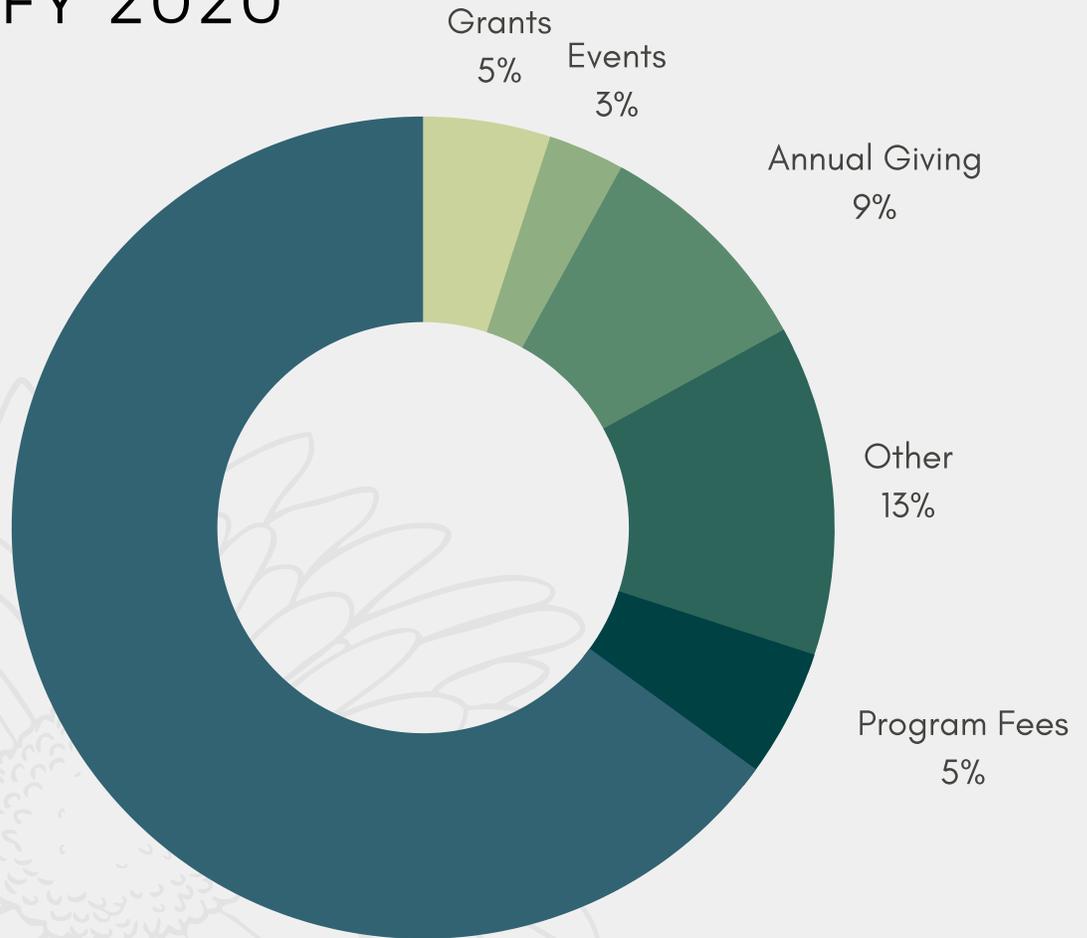
With gratitude,

*Pam*

Pam Gregory  
President & CEO

# ANNUAL FINANCIAL REPORT

## INCOME - FY 2020



### Income - Fiscal Year 2020

(audited - twelve months)

Blairstown Program Fees	\$128,494
Investment Income	\$1,771,000
Annual Giving	\$247,160
Grants	\$149,888
Special Events	\$84,459
Other	\$351,929
<b>Total Income:</b>	<b>\$2,732,930</b>

### Income - Fiscal Year 2019

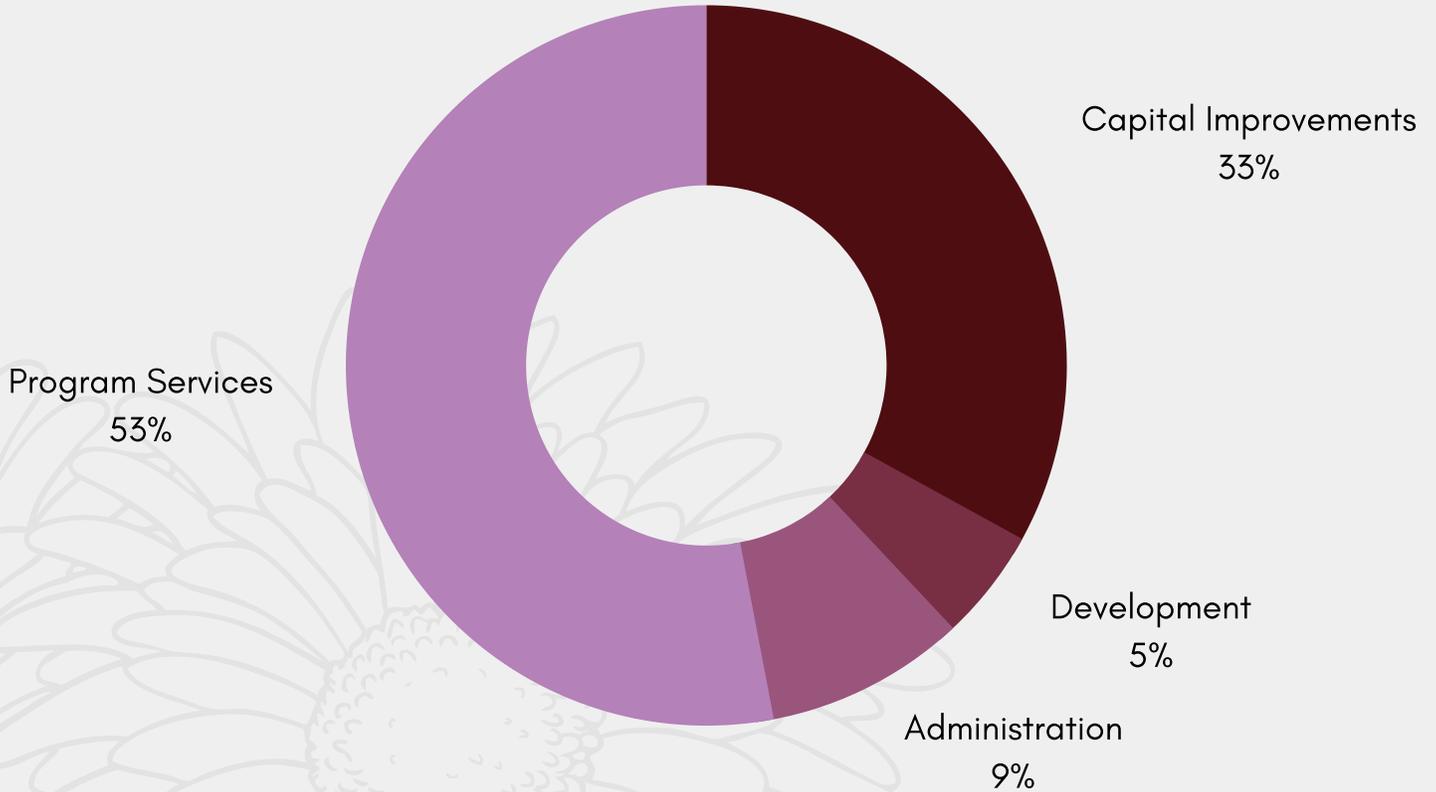
(audited - twelve months)

Blairstown Program Fees	\$642,418
Investment Income	\$1,069,274
Annual Giving	\$109,334
Grants	\$149,887
Special Events	\$120,586
Other	\$28,187
<b>Total Income:</b>	<b>\$2,119,686</b>

\* Net unrealized gain/loss of Endowment Investment value is not included.

# ANNUAL FINANCIAL REPORT

## EXPENSES - FY 2020



### Expenses - Fiscal Year 2020

(audited - twelve months)

Program Services	\$1,471,792
Administration	\$251,575
Development	\$144,861
Capital Improvements	\$896,238
<b>Total Expenses:</b>	<b>\$2,764,466</b>

### Expenses - Fiscal Year 2019

(audited - twelve months)

Program Services	\$1,834,006
Administration	\$269,614
Development	\$162,915
Capital Improvements	\$634,527
<b>Total Expenses:</b>	<b>\$2,901,062</b>



**PBC  
BY THE  
NUMBERS**

**558**

VIRTUAL PROGRAM  
ATTENDEES

For nearly all of 2020, hosting in-person groups on PBC's Blairstown Campus was off the table for the majority of the year due to the COVID-19 pandemic.

**37**

WEEKLY SEL  
EMAILS SHARED

In a time of unprecedented stress and uncertainty for the entire world, PBC continued to connect with young people and helped them to connect with one another while face-to-face programs were not possible.

**100%**

SUMMER BRIDGE  
PARTNERS WHO  
REQUESTED VIRTUAL  
AFTER SCHOOL  
PROGRAMS



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## PLANNING A PIVOT

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Summer Bridge 2020 was held virtually. First, "PBC in a Bag" kits were planned and assembled. Each bag contained all materials needed for Summer Bridge lessons, plus snacks, swag, and other goodies. Bags were then delivered to partner organizations so facilitators could deliver a fully-remote version of the program, reaching students wherever they logged on.

As more became known about about how people could safely gather in-person in the COVID era, PBC created plans for how to best use Campus resources to offer select COVID-safe programming during the second half of 2020. *Family Camp* and *Wilderness Leadership School* were two of the creative options that came to fruition to serve students and families.

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# FROM OUR VIRTUAL SUMMER BRIDGE PARTNERS

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**Thank you for doing such an amazing job in all aspects of making PBC's programming an impactful learning and personal development experience for Gregory School students! You did an exceptional job in every aspect of this program while facilitating your [virtual] sessions; keeping students engaged and inspiring students to work as a team.**

WANDA WEBSTER STANSBURY, EXECUTIVE DIRECTOR,  
CENTER FOR CHILD AND FAMILY ACHIEVEMENT

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## FROM OUR VIRTUAL SUMMER BRIDGE PARTNERS

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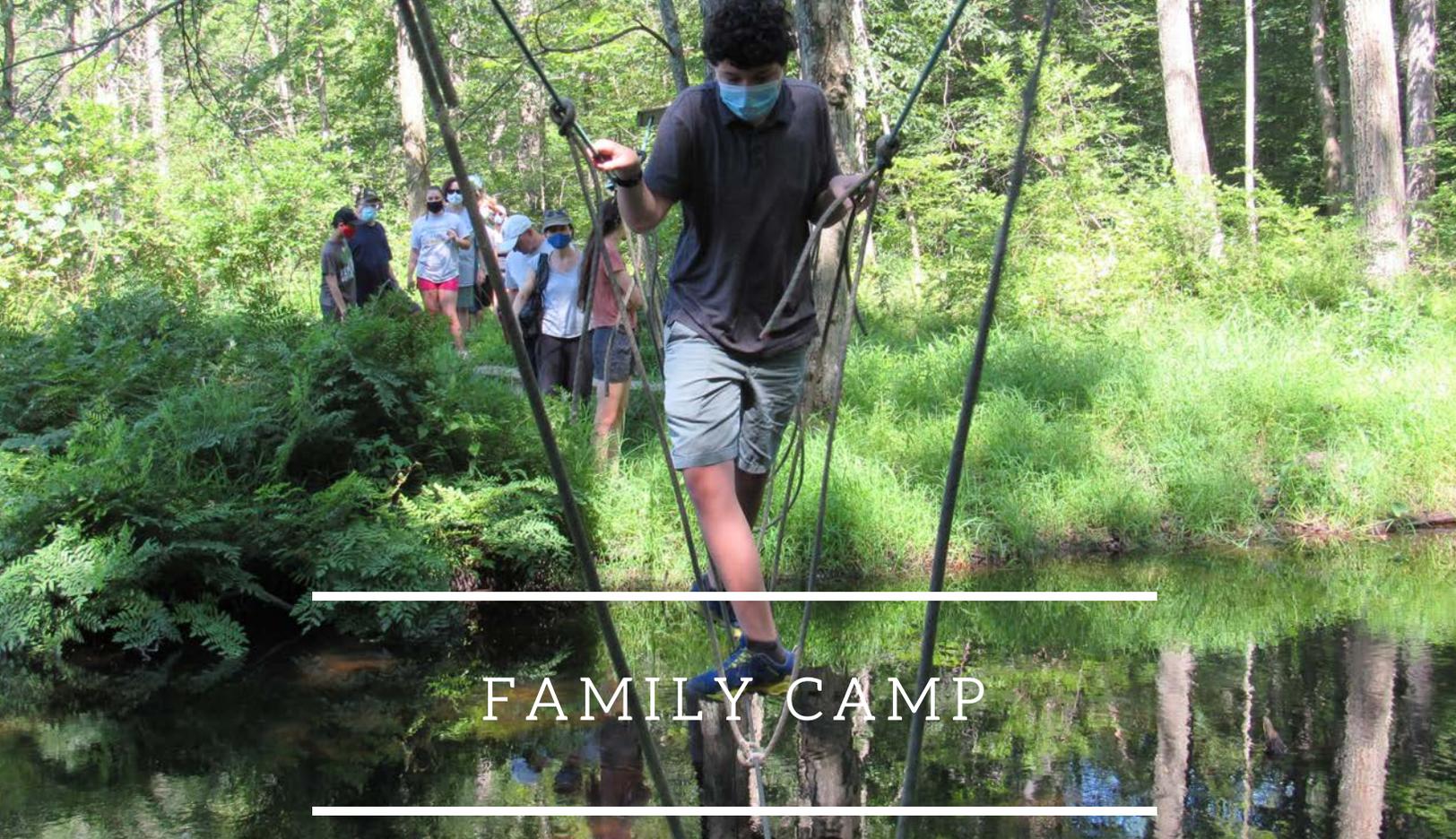


“

**PBC is on an entirely different level in terms of forging deep connections with kids and overall student engagement.**

”

CHELSEA JENKINS, PROGRAM MANAGER  
MERCER STREET FRIENDS



## FAMILY CAMP

At the end of one of the days here, my kids said:  
‘The only thing that could have made this day  
better is if we had found treasure!’

*- 2020 FAMILY CAMPER*

### FAMILY CAMP BY THE NUMBERS

**208**

NIGHTS STAYED

**47**

FAMILIES SERVED

**11**

WEEKS OF FAMILY  
CAMP PROGRAMS





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## WILDERNESS LEADERSHIP SCHOOL

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One of the innovations spurred by the pandemic was the creation of the Wilderness Leadership School at PBC. By Fall 2020, we knew we could keep students and staff safe by using an all-outdoor programming model. Senior Program Manager Ron Franco led the creation of a nine-week curriculum, and a cohort of 14 students completed the fall semester with full-day, in-person, and all-outdoor programming that covered everything from survival skills to plant and animal ecology, for more than 1,000 total in-person hours of outdoor fun!

**[Hear directly from WLS students here.](#)**



A video call participant, Wanda Webster Stansbury, is shown in a small window. She has short, dark hair and is wearing glasses and a patterned top. The background behind her is a plain wall with a doorway.

**Wanda Webster Stansbury**

*Founder and Executive Director,  
Center for Child and Family Achievement  
Trenton, NJ*

A video call participant, Shadura Lee, is shown in a small window. She has dark, curly hair and is wearing a dark top. The background behind her is a room with a white door and a wall-mounted light switch.

**Shadura Lee**

*Teacher, Foundation Academy Middle School  
Trenton, NJ*

A video call participant, Hugh Donaghy, is shown in a small window. He is a bald man with a goatee, wearing a blue shirt. The background behind him is a field of golden-brown grass or wheat under a clear sky.

**Hugh Donaghy**

*Teacher, Woodrow Wilson School  
Trenton, NJ*

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## ZOOM IN ON GRATITUDE

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By November, in a year when our Blairstown Campus was largely devoid of the many young people who would normally be there for programming, we were all searching for something to look forward to. In the era of "Zoomed-out," we took a chance that people would welcome the change to "Zoom in on Gratitude" with us as a way to usher in an unusual holiday season. Students, chaperones, and other PBC community members shared their unique experiences during this inaugural event.

**[Watch highlights from the 2020 event here.](#)**

# 2020 Donor Report

The Princeton-Blairstown Center is grateful for the generous contributions received from January 1, 2020 through December 31, 2020. The following names are listed in recognition of their loyal support and generosity. We apologize if we have misspelled or overlooked your name.

If we have, please contact Jennifer Fisher at [jfisher@princetonblairstown.org](mailto:jfisher@princetonblairstown.org).

**\$20,000+**

Meryl Kessler & Scott Oran and  
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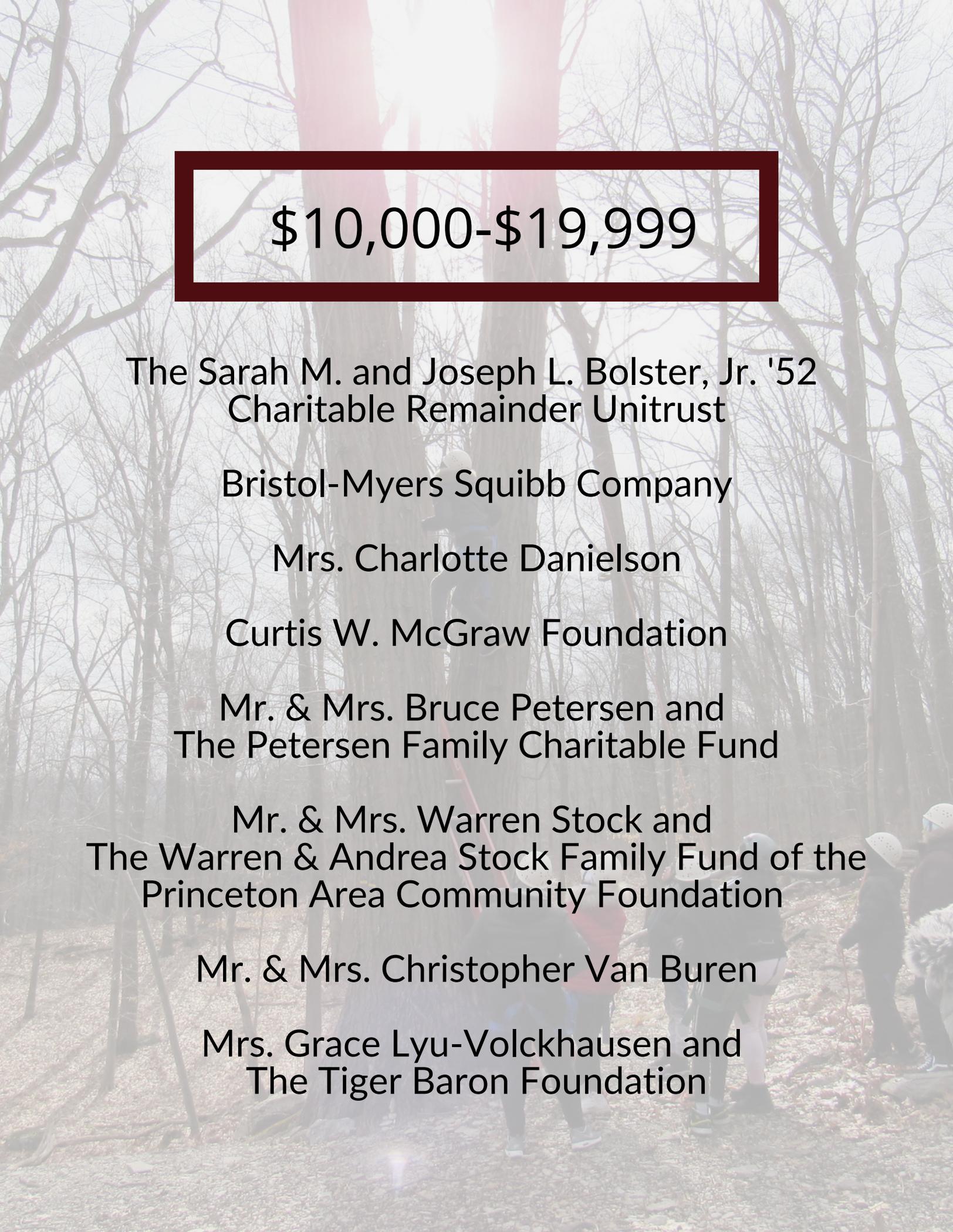
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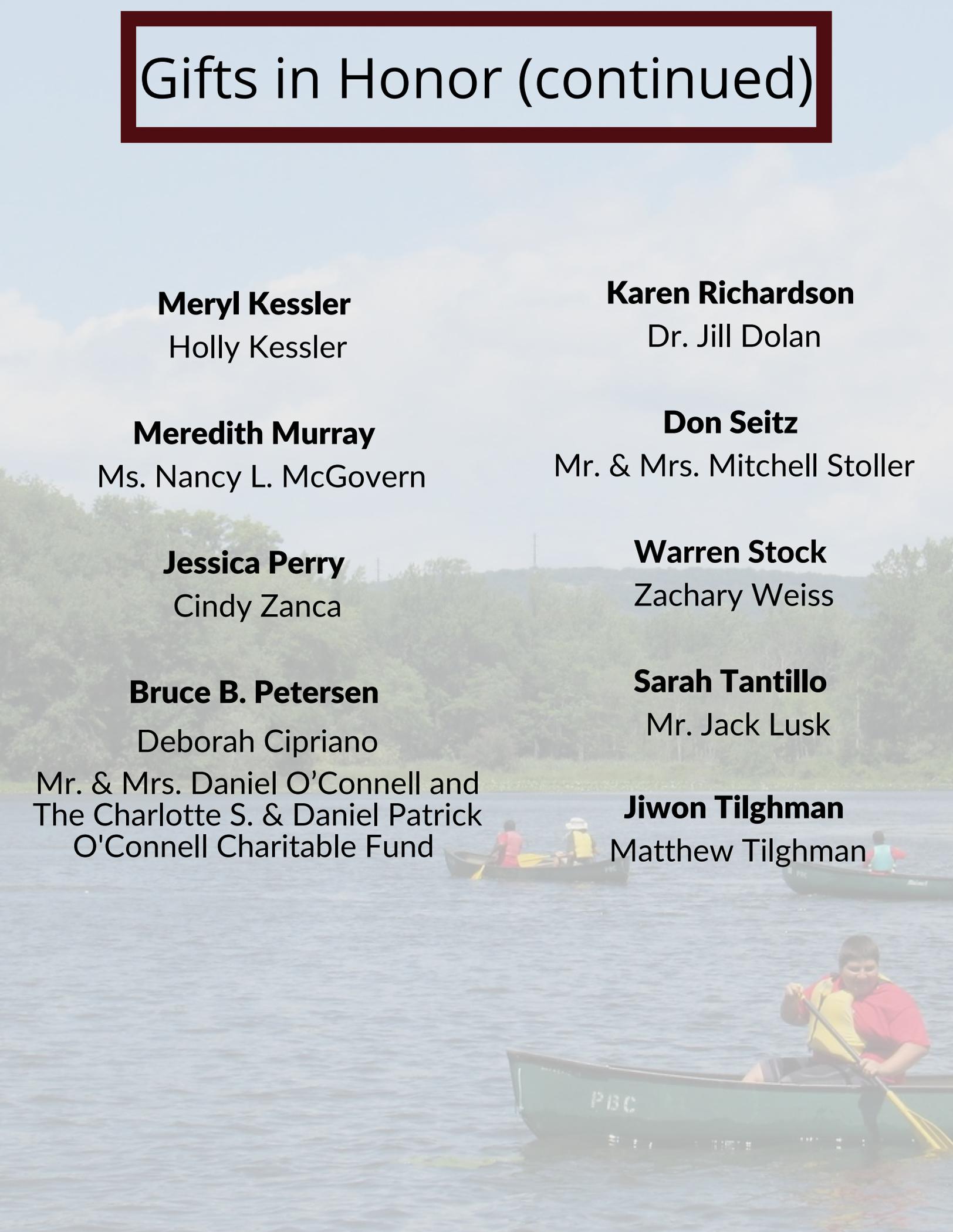
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## ***Princeton-Blairstown Center***

***serves young people, primarily from historically marginalized communities, by nurturing their social-emotional skills through experiential, environmental, and adventure-based programming. Developing these skills enables our participants to engage in self-discovery and transform their communities to create a more just world.***

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***PBC Programs: 158 Millbrook Road  
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***Administrative Offices: 13 Roszel Road, Suite B109  
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***Learn ~ Grow ~ Lead!***