

## Pillar 1:

# INCREASE ANNUAL FUNDRAISING BY LEVERAGING THE PAINTED TURTLE'S ASSETS

We will build on the strength of The Painted Turtle's state-of-the-art Campsite and loyal donor base to exponentially increase annual revenue. Financial health and sustainability will enable us to expand program innovation and delivery so that we can serve more children with serious illnesses and their families, completely free of charge.

### KEY OUTCOME

Generate increased year-on-year revenue through diversified channels that leverage current assets, enabling The Painted Turtle to grow our camper, volunteer, and staff bases.

### HOW WE'LL GET THERE

- Increase current donor retention and grow donor pipeline.
- Increase usage of campsite on non-program days for retreats, conferences, and events.
- Amplify local community revenue sources through on-site events and engagements.

*"I'm not sure if it's a leadership skill, but I think I let my soul out this week."*

LEADERSHIP PROGRAM CAMPER

