



Annual Report

Year ending December 31, 2011

Camp

For the 2011 season Prime Time operated camp sessions on 18 weekends, serving 1,000 people in our target group for a total of 2,500 man days of use. This was achieved by serving 359 campers from eastern Washington (36%), 605 campers from western Washington (61%), and 36 campers from other states (4%). Camp session volunteers put in 4,835 hours (not including travel) to make these special families' visits memorable. In addition, another 3,914 hours were donated by the volunteers for fund raising activities, work parties, as well as service by the Board of Directors.

Volunteers

Total Volunteer Hours - 8,749
(camp operations and work parties)

In October, the annual volunteer recognition banquet was hosted at the camp by the Board of Directors to thank the many volunteers who gave so generously of their time and efforts to make 2011 a successful year. The Board of Directors sincerely thanks all volunteers!

Staff

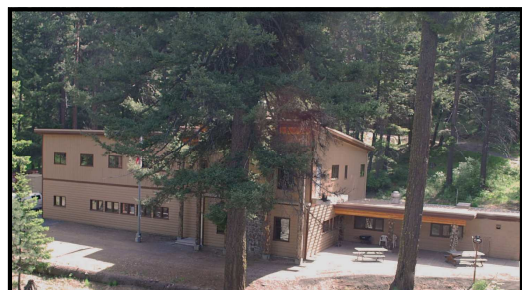
Prime Time operates all fund raising and program activities with volunteers, one full time employee, two part time office employees, and one seasonal employee. Diane Eilmes served as Executive Director. Shirley Thietje served as the seasonal Camp Manager.

Lodge Renovation Project

Construction work on the lodge improvements resumed in the spring of 2011 after the snow had melted and the Camp was accessible. The work was focused on finishing the exterior of the building by installing energy efficient windows, exterior doors, and siding. The paver patio off of the dining room and the exterior siding were completed by volunteers. The entire exterior of the building was professionally painted. Construction work was scheduled to allow the kitchen and dining room of the lodge to be used by our campers and volunteers during the summer. Fundraising work continues to allow the project to steadily move forward without incurring any indebtedness.

Camp Improvements

A relatively mild winter made the grounds cleanup work by volunteers fairly light. There was no winter damage to any of the buildings. Cabin sponsors under the Adopt-a-Cabin program cleaned the cabins and made several interior improvements. The lodge required a significant amount of cleaning as a result of the construction work.



Christmas Tree Recycling

In December 2011 and January 2012, the Christmas Tree Recycling Program, in cooperation with Pacific Power, Trees Inc., Yakima County Solid Waste Division, and City of Yakima brought in donations of \$13,901. There were 24 volunteers involved with 886.25 volunteer hours donated. Barnett Implement provided space for the fundraiser. Other businesses who participated were Cliff's Septic, National Barricade, and RS Excavating.

Financial Review

In December 2011, Prime Time closed the books on the twenty-fifth year of operation.

Unaudited income for 2011 was as follows:

Donation Income - restricted	\$118,394.88
Donation Income - unrestricted	\$69,313.43
Fundraising Income	\$232,213.46
Membership Dues	\$7,125.00
Promotional and other	\$3,765.72
In - Kind Gifts	\$123,243.66
Total Income	\$554,056.15

Unaudited expenses for 2011 were as follows:

Camp Operations Expense	\$115,745.29
General and Administration	\$53,117.44
Fund Raising	\$52,628.85
Total	\$221,491.87

Construction in Progress Expenses	\$167,993.64
Total Expenses	\$389,485.51

The Prime Time Board of Directors wishes to express our thanks to the financial (and other) contributors for their generous support and interest in the camp. They look forward to their continuing support. The Board of Directors offers their sincere thanks to the volunteers for a job well done. They especially thank the campers for the opportunity to meet a special group of people and their families. Without the campers, Prime Time would have no purpose.

Dick Haapala, President
Mike Burnam, Vice President

Leanne Antonio, Treasurer
Dave Berthon, Secretary
Ralph Berthon, Board Member
John Mahaney, Board Member

Gale Benoit, Board Member
Betty Jo Murray, Board Member
Sheri Smith, Board Member
Dennis Clark, Board Member

Sincerely,

Richard V. Haapala, President

Leftover Turkey Trot

On November 26, 2011, Camp Prime Time joined with the Yakima Greenway Foundation for the 2nd Annual Leftover Turkey Trot fundraiser. This event encourages families to get outside after the holidays and take a walk or run, raising money for both Camp Prime Time and Yakima Greenway Foundation. There were 174 participants in the 5K run/walk, raising \$2,916. Camp Prime Time received 2/3 of the proceeds and the Greenway received 1/3.

9th Biennial

Building Memories Dinner and Auction

Held on Saturday, November 19, 2011, this enthusiastic evening was another great success in attendance and participation. We sold 57 tables (10 seats to a table). Our silent auction yield was between 62-71%, and the live auction's yield was 105%. We raised \$41,082 in the paddle raise with a \$25,000 match which then totaled \$66,082. We had two raffles this year with a total income of \$6,050. Total gross revenue was \$206,666 (up from \$148,221 in 2009).

Because of the live entertainment (Williams and Ree), additional food and facility needs, cost of printing and decorations, our expenses were up from 2009. In the end our net for this fundraiser is \$158,583. Thank you goes to all the many volunteers and the donors who put in hours of their time and gave donations to make this such a great success.

Prime Time, Inc.

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