

Prime Time, Inc., DBA



Annual Report

Year ending December 31, 2024



Camp:

Message from the Board:

The Board of Directors extends heartfelt thanks to our generous donors and dedicated volunteers, whose continued support allows us to provide this incredible experience at no cost to the families we serve. Over the past year, we have worked diligently to review and strengthen our policies and procedures, ensuring that the goodwill of our community is honored and protected. As we approach our 40th year, we remain deeply committed to building upon the remarkable foundation laid by those who came before us.



2024 was our 38th year of operation. We had scheduled groups for 21 camp sessions, but were only able to complete 10 before the impact of the Rimrock Retreat Fire forced us to close Camp Prime Time for the remainder of the season. We were fortunate that the Camp was never in danger and we had no damage. The closure was the result of the loss of electricity and access due to fire activity from July through September. All of the groups whose sessions were canceled were subsequently given the option to reschedule for the 2025 season. Despite the limited 2024 season, we were still able to serve approximately 600 special campers. This translates to over 1,500 person days of use. To make camp sessions, events, and fundraisers a success, our talented volunteers put in over 4,983 volunteer hours, which adds over **\$167,000 in value** to our organization.

Financials:

Our total income for 2024 was ~\$300,403 and our expenses, excluding depreciation, were ~\$364,533. As has been the case throughout many for-profit and not-for-profit organizations, increased operating costs outpaced revenues during 2024 but our strong Statement of

Financial Position helped us weather the storm. Our board continues to deposit five percent of our non-restricted income into the endowment investment account with the goal of providing all families with an opportunity to experience the great outdoors without physical or financial limitations for generations to come. Our endowment account fluctuates with the economy and as of December 31, 2024, our endowment was ~\$2,200,517 while our total assets as of the same date were ~\$4,706,565.

Staff:

Margaret Filkins continued to serve as the Executive Director, the office was staffed by John Baule and Sheri Bissell, and the camp was under the supervision of Andrew Smith as Caretaker and Patti Betts as the Camp Coordinator.

Board of Directors

Current Board:

Michael Moore, President;
Levi Wyatt, Vice-President;
David Huitron, Treasurer;
Terry Alapeteri, Secretary;
Dick Haapala, Immediate Past President; Lisa Maher-Berthon;
Betty Jo Murray; Sheri Smith; Dave Wakefield;
and Sean Worley. ***Emeritus Board Members: Dave Berthon and Ralph Berthon.***