

THE KELLOGG PEAK INITIATIVE



**2018
Annual Report**



Hi! If you're reading this it's because you're a member of the PEAK/LVC family or you're interested in getting involved. Let me start by saying "Thank you"! It's the families, partners, funders, volunteers, and staff members that make the PEAK leadership journey possible for hundreds of young people each year...and if you are one of those young people I hope you know how incredible we think you are.

2018 was a year of evolution. A big step was making the decision to change our organizational name from Lake Valley Camp to The Kellogg PEAK Initiative (PEAK) in early 2019. While Lake Valley Camp remains the name of our resident camp and camp is a core component of what we do, it was time for us to be who we are; a comprehensive leadership program that leverages the power of experiences and incredible people to support young people in reaching their highest heights. "Kellogg" honors our founder Bill Kellogg and the Kellogg Family Foundation. The word "PEAK" stands for Potential Experience Access and Knowledge and it conjures an image of accomplishment. "Initiative" signifies that we're a part of a lifelong journey. We updated our mission statement to help sharpen our focus - Our mission is to bring out the limitless potential in young leaders through extraordinary experiences and nurturing relationships - and we adopted a vision statement that keeps us pointed toward our big-picture goal - Our vision is that PEAK alumni shape their communities with poise, persistence, confidence, and character and that the PEAK Initiative is the recognized expert in preparing young people for a life of leadership and purpose.



2018 gave us a taste of what is possible when we are aligned. We expanded our day camp offerings across ages and learned about how to best challenge and engage young people using all of the resources we have at our disposal in Milwaukee. We also rolled out a new look teen leadership training program that's allowing our teens to shine and actively lead today in making their communities what they want and need them to be. After 15 years of programming, we are seeing the positive outcomes after years of investment in Milwaukee's young people. Witnessing how our graduates are applying themselves in the places they live and work is our biggest point of pride. Stay tuned throughout this report to follow the journey of Lucero Serna an alumnus who's carrying on the PEAK mission and delivering on our vision.

Lake Valley Camp becomes The Kellogg PEAK Initiative

Over the past fifteen years, Lake Valley Camp (LVC) has been a nimble organization that has continually evolved to better support and empower young people. What started as a resident camp evolved to include day camps, teen leadership, and afterschool programs. We believe a child's potential should not be limited by their circumstance, and we firmly believe that our youth have the right to be involved in activities and pursuits that nurture their spirit and support their passion year round.

We are not just a summer camp and our programming is not bound by location. It's far bigger than that. Though our focus remains on serving a core group of youth who participate in summer camp programming as a piece of a comprehensive leadership journey, we're committed to providing boundary expanding offerings across the calendar year in a variety of environments.

It's for these reasons that we started 2019 with the same strong values and beliefs under a new organizational name. After engaging our campers, alumni, staff, and the broader community in reflective conversations on who we are and what we stand for, we adopted the new name The Kellogg PEAK Initiative, or PEAK for short. PEAK stands for potential, experience, access, and knowledge, and Bill Kellogg is the founder of our organization. Our resident camp experiences will continue to happen at Lake Valley Camp, where it all began, and all of our programs will happen under the PEAK name, providing extraordinary experiences and nurturing relationships that help our young leaders reach their full potential.



Mission

Our mission is to bring out the limitless potential in young leaders through extraordinary experiences and nurturing relationships.

Vision

Our vision is that PEAK alumni shape their communities with poise, persistence, confidence, and character and that the PEAK Initiative is the recognized expert in preparing young people for lives of leadership and purpose.



The Four Beliefs

Every Living Being Has Inherent Value

We Can Only Grow When We Are Honest About Our Mistakes

Everyone Has The Power To Change Their World

The Community Is Better When Everyone Contributes

SCHOOL YEAR PROGRAMS

After-School Programs

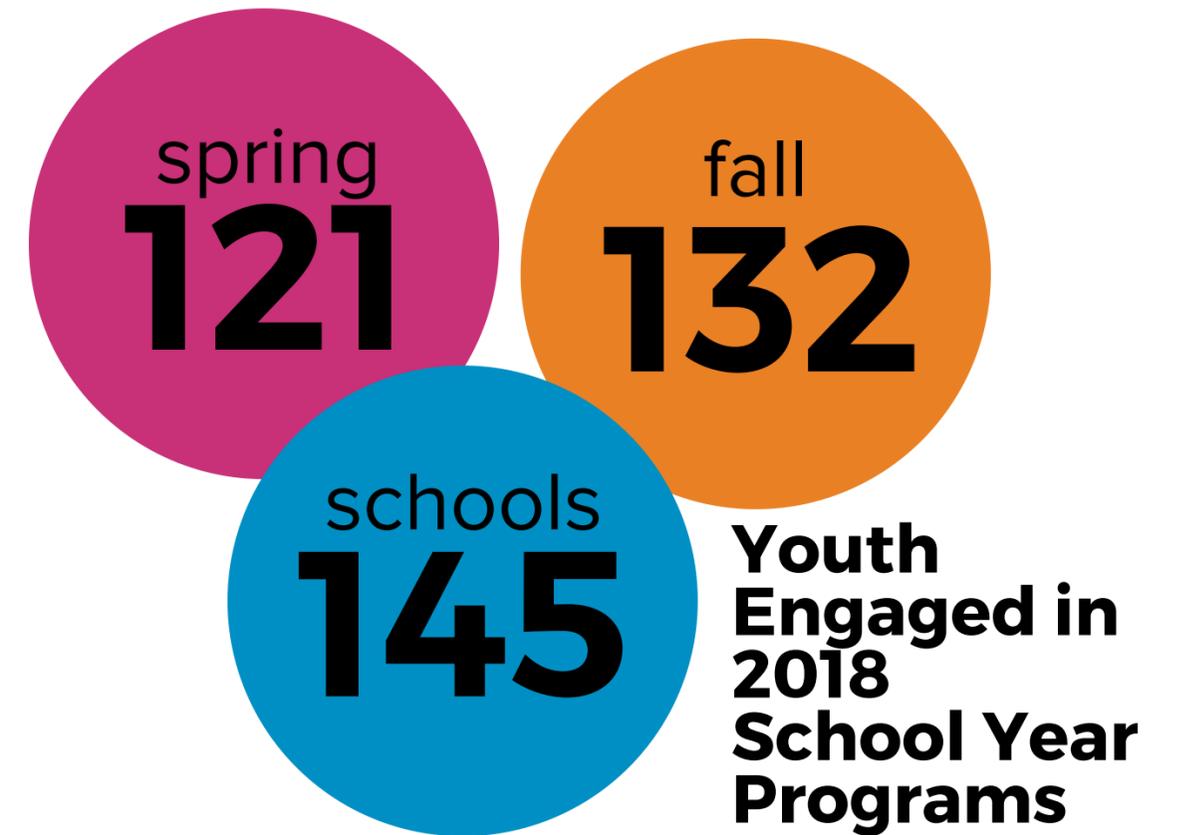
Experiential Learning Center, Building Academic Success, Interest Clubs, Teen Friday Nights

School-Based Programs

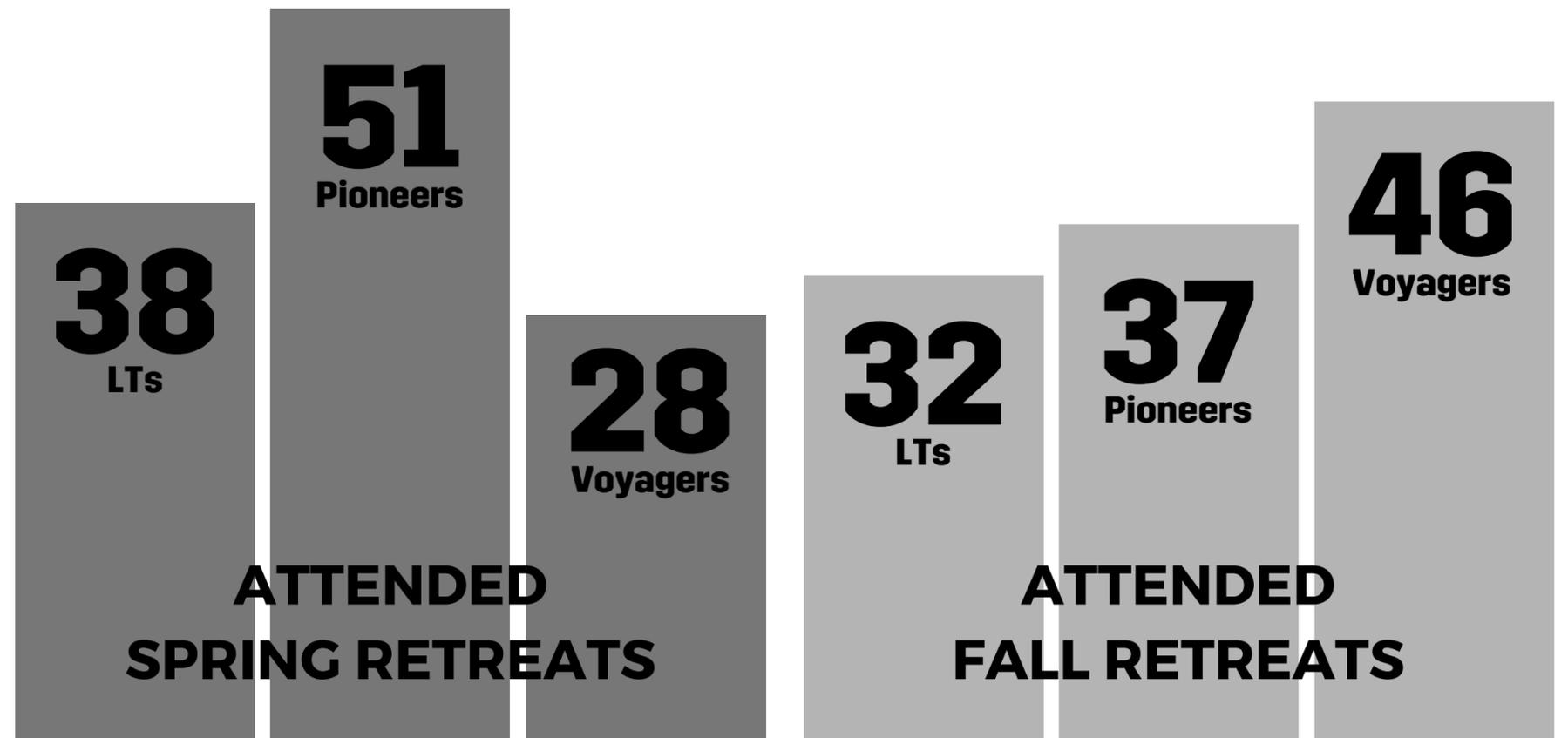
Leadership Labs at St. Josaphat and St. Marcus - North campus, Culture Keepers at Messmer St. Rose

LT Programs

Community Service, Saturday workshops, YLS, SUSO, LT Outings (MKE Film Fest, Youth Fighting for Justice), LT Friday Nights

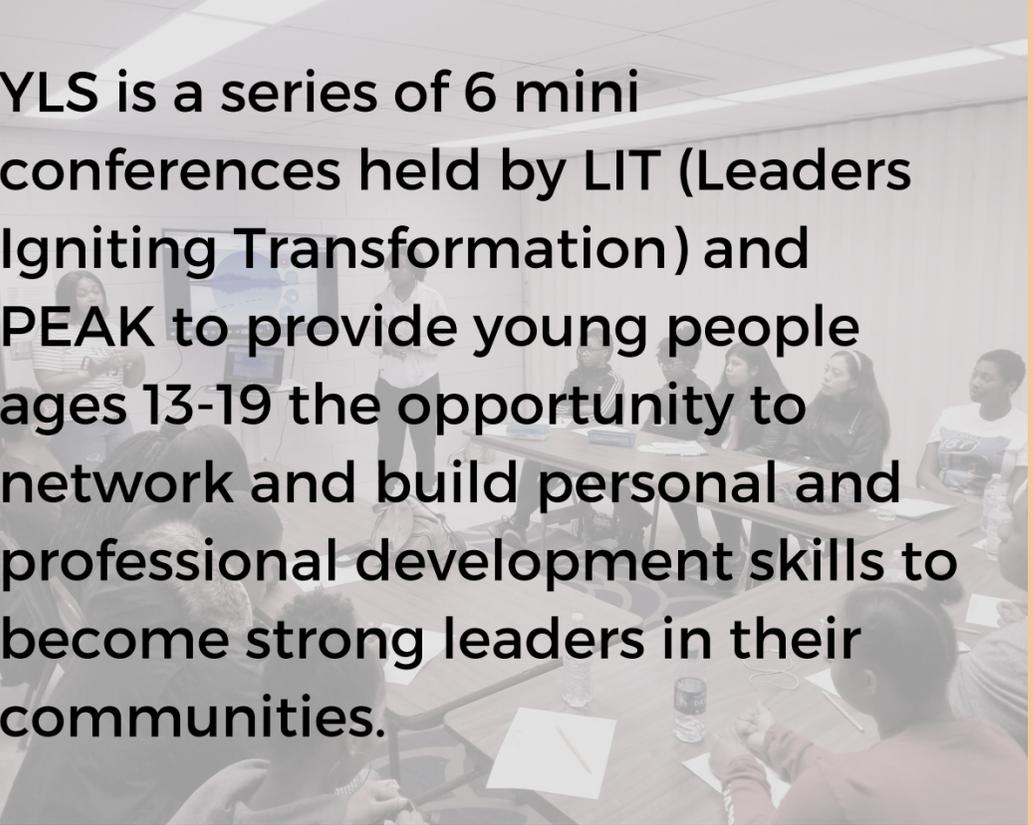


**2018
Lake Valley Camp
Senior Graduates**



New in 2018

Youth Leadership Series



YLS is a series of 6 mini conferences held by LIT (Leaders Igniting Transformation) and PEAK to provide young people ages 13-19 the opportunity to network and build personal and professional development skills to become strong leaders in their communities.

Step Up Stand Out (SUSO)

SUSO launched in early 2018. This interactive event took 48 teens on the journey of an LT - they participated in teambuilding activities, learned the culture of LVC, and explored important community challenges. At the end of the day-long conference, participants decided if the LT path was right for them.

Culture Keepers

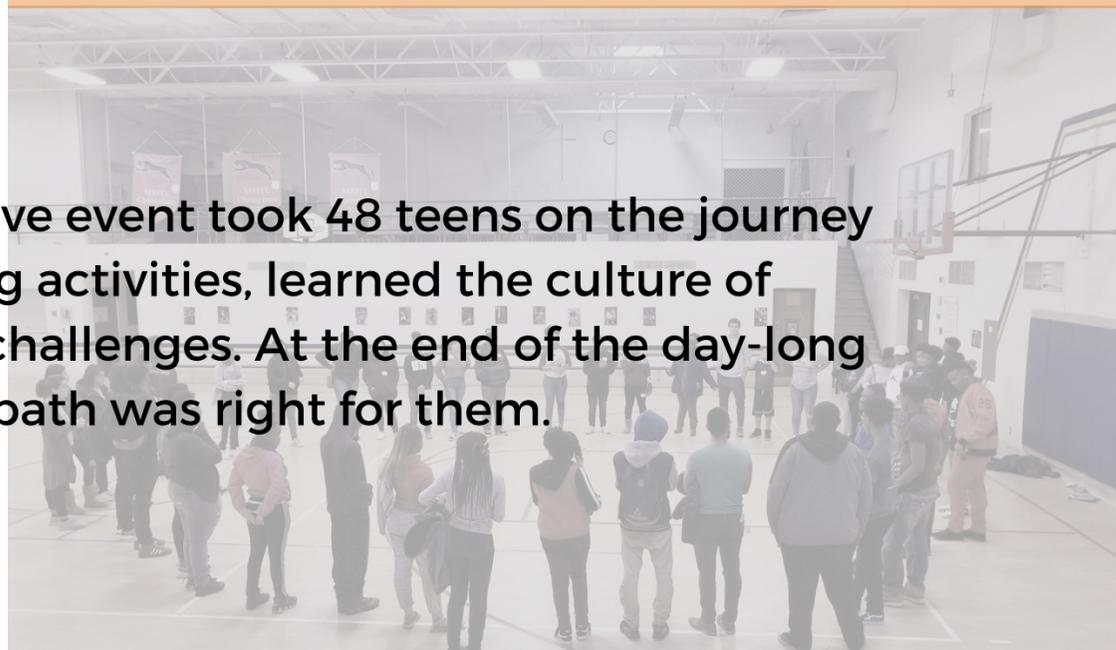
2018 marked the pilot year of Culture Keepers, our school-based youth leadership program. Culture Keepers identify ways to improve the daily experience for their peers and educators. Each semester, Culture Keepers set a goal for improving school climate and are responsible for promoting and delivering on that initiative inside and outside of the classroom. In its inaugural year, the program focused on recess at Messmer St. Rose, helping recess to become the reinvigorating space that it should be for students and teachers.

"Our behavior referrals at recess have been cut in half in comparison to last year!"
Messmer St. Rose administrator

Meet Lucero

Lucero Serna started attending day camp in 2004 as a shy 9 year old. When the time came to attend overnight resident camp, her mom was reluctant to let her go; it was not something her family had ever done. But she'd started making friends the previous summer and was interested in trying something new, so fortunately for Lucero and the entire Lake Valley Camp family, her mom eventually gave her blessing.

Lucero's first memory of the magic of resident camp was during her first year as a Pioneer. Her cabin was responsible for setting up the dining hall for breakfast, which meant walking to the main building early in the morning. On this trek, Lucero was struck by the peace she felt inside herself. The green trees, singing birds, and dewy grass on her feet resulted in a feeling of calm she hadn't felt before. The responsibility of preparing the dining hall for her fellow campers was the beginning of a journey towards accountability and showing up, and the early morning walks turned into further experiences which instilled in her what has become a lifelong love of nature.



SUMMER PROGRAMS

3

Average Weeks
per camper

86,172
Total Hours of
Summer
Programming

74%
Retention Rate

Milwaukee Camps

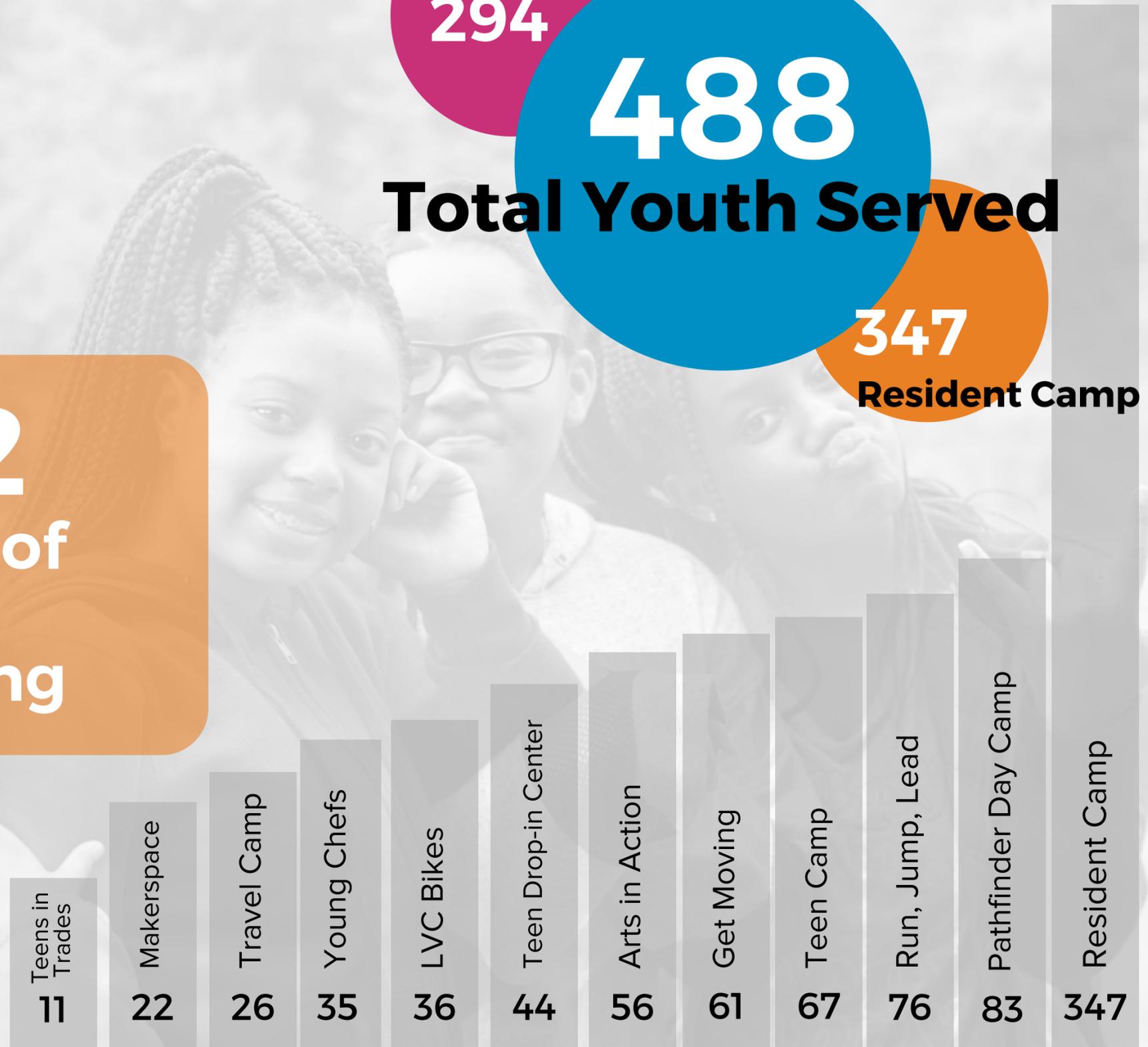
294

488

Total Youth Served

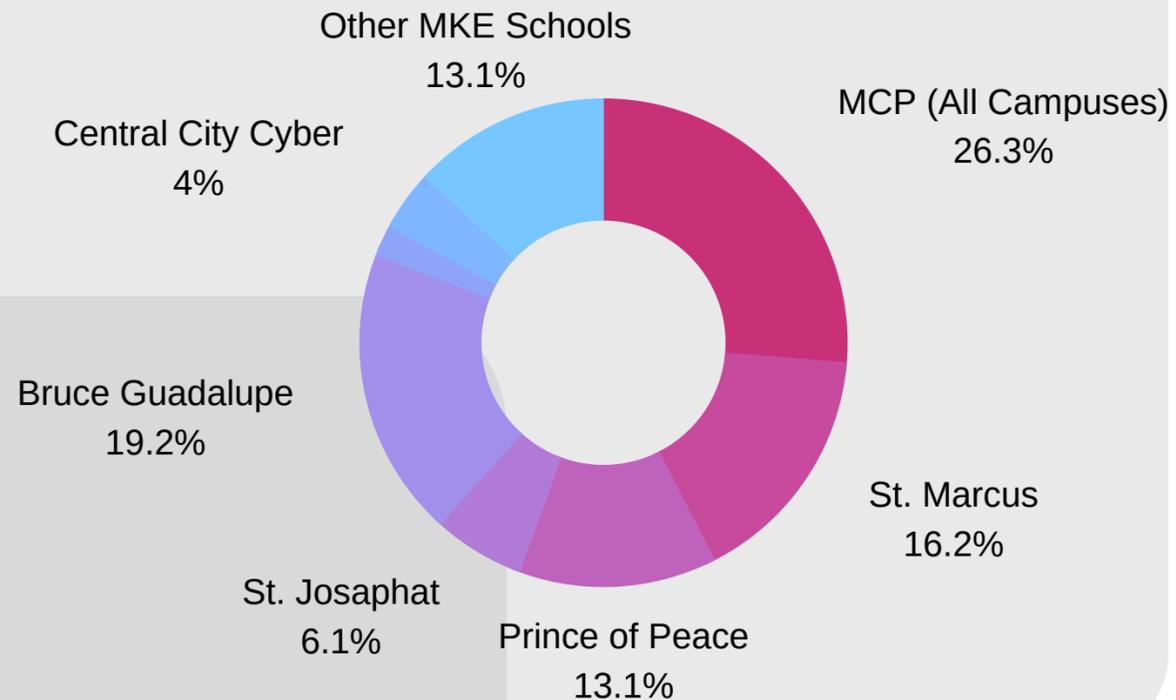
347

Resident Camp

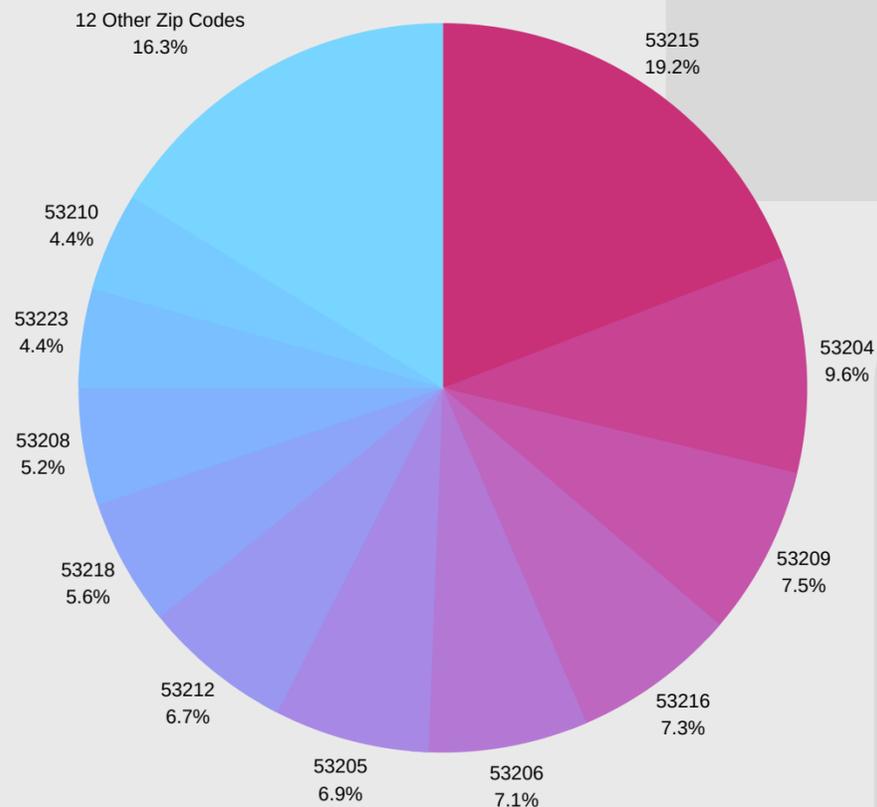


OF SUMMER PROGRAM ATTENDEES

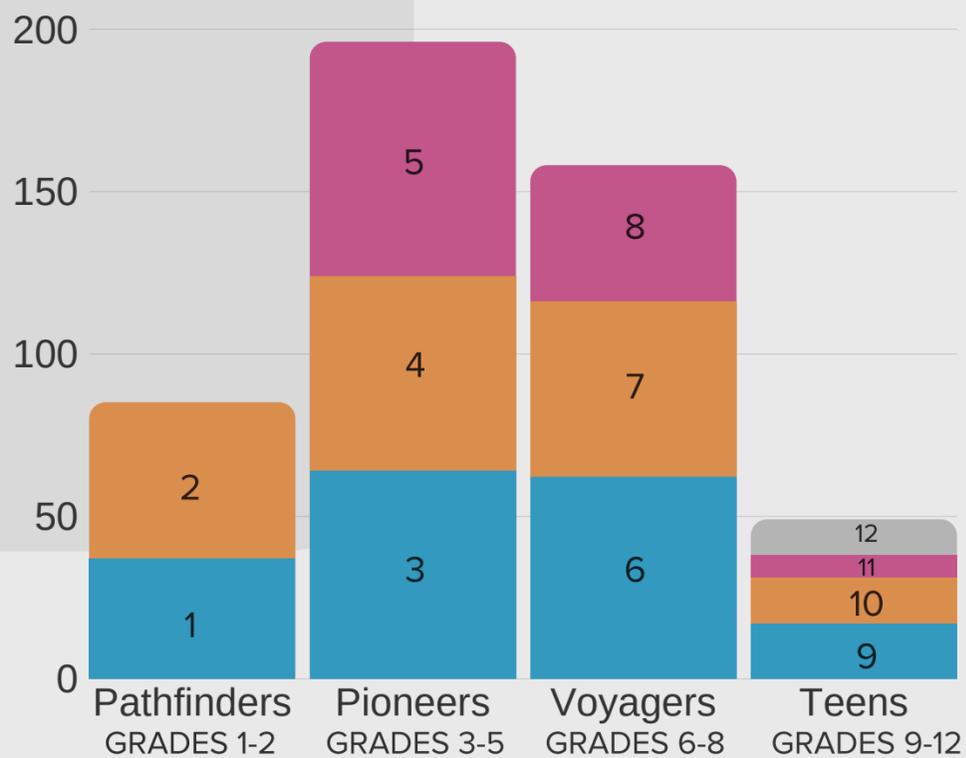
Summer Participation by Milwaukee School



Percent of Participants by Milwaukee Zip Code



Summer Participation by Age Group

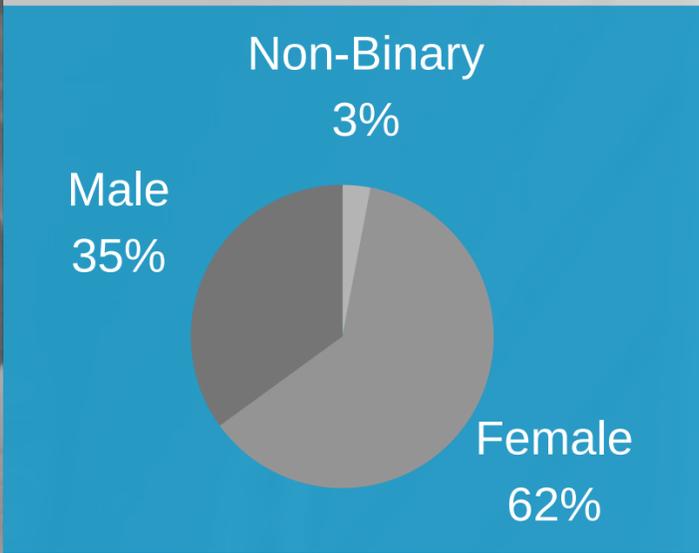


Meet Lucero, continued

When Lucero entered high school and became a Leadership Trainee (LT), life at camp became something more. She became a role model to the younger campers; being a living example of our Four Beliefs naturally arose and made it easier to learn how to be a leader. Then she began to lead camp programs. Though it was nerve wracking to lead for the first time, the learning process was made easier by working with a built-in group of admirers - younger campers. This was an early experience Lucero had of the possibility, and joy, that comes from teaching others.

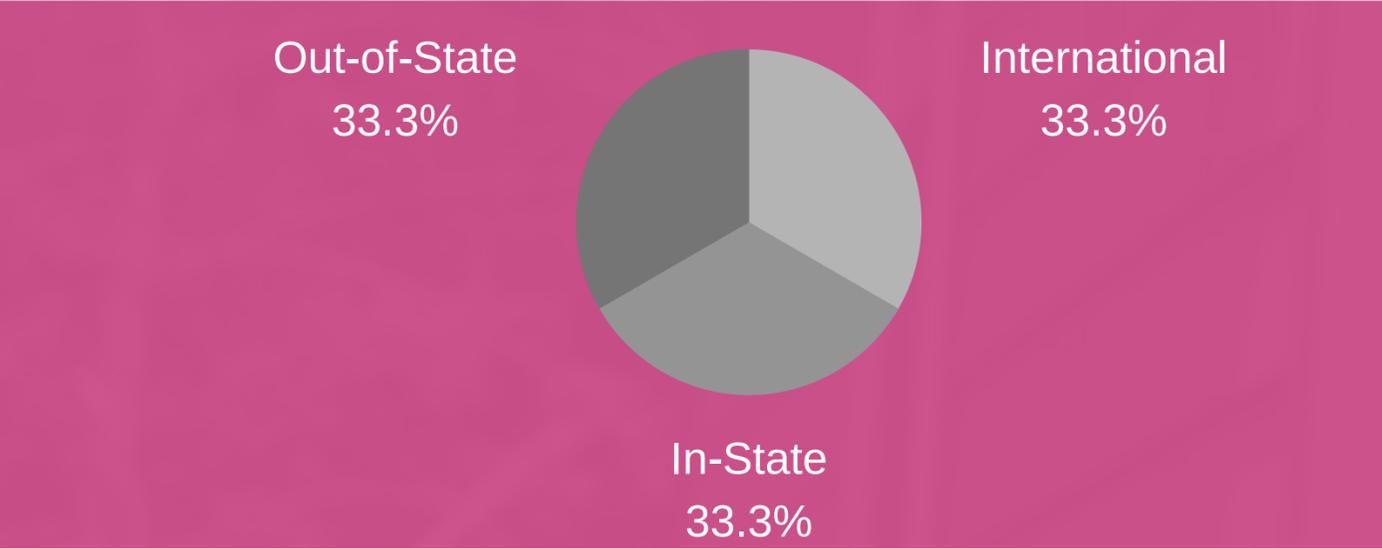
Lucero was a vital part of the beginning of resident camp's garden program. She and her fellow LTs were originally concerned about the garden's remote location at camp, but soon realized they had a whole new world to themselves where they worked together, building the garden program from the ground up. Through this, Lucero realized her love of plants which eventually led her to choose Conservation Biology and Environmental Studies as her major at the University of Wisconsin - Madison.

OUR TEAM



6
**Program Alumni
Hired**

Summer Staff 2018



16 Year-round Staff

(full time and part time)

- Executive Director
- Director of Camp Programs
- Assistant Camp Director
- Camp Facilities Manager
- Director of Urban Programs
- Teen Programs Manager
- Urban Programs Manager
- Youth Program Coordinator (2)
- Community Engagement Manager
- Director of Administration
- Data & Communications Coordinator
- Administration Coordinator (2)

OUR PARTNERS

School Partners

Messmer Catholic Schools - Saint Rose

Prince of Peace School

St. Josaphat Parish School

Milwaukee College Prep - 4 campuses

St. Marcus Lutheran School - 2 campuses

Program Partners

Wisconsin Bike Fed

MATC

Milwaukee Reperatory Theater

Urban Ecology Center

Collaborations

Activate MKE

Milwaukee County Parks

Friends of Tiefenthaler Park

Penfield Montessori Academy

(LIT) Leaders Igniting Transformation

Marquette University

Midtown Alliance

Salvation Army - West Corps

The Koller Family

Meet Lucero, continued

While at UW, Lucero went to Ecuador for a study abroad program in tropical conservation. She spent time hiking and camping in the Andes, the Amazon and in the Galapagos. Walking through equatorial forests with friends old and new, checking out birds and plants, and continuing to learn about nature was much like her experience at Lake Valley Camp, and her connection to the world around her was blossoming again in new ways. It was her experience at resident camp that gave her the courage to participate in such a trip.

After college graduation, Lucero returned to Milwaukee to give back to the community that had nurtured her life. Today she is an Environmental Educator at the Urban Ecology Center, teaching youth about nature and sharing her joy, knowledge and experiences with new generations of Milwaukee youth. As Lucero said, “it’s up to you - the individual participant - to decide how far you want to take the journey.”

OUR LEADERSHIP



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Meet Lucero

“It’s important to keep an open mind and try new things,” Lucero said. “The reason I am where I am is because Lake Valley/PEAK pushed me to try new things I never thought I’d be interested in. The beauty of Lake Valley/PEAK is that you get to try new things surrounded by new friends who are also experiencing it for the first time. Being away from our families, our school peers, and the city of Milwaukee - and allowing your child to be away - takes tremendous courage, but the rewards are invaluable. There’s so much growth that happens in a span of just under two weeks, whether it’s speaking in front of audiences, learning how to hold yourself accountable as you integrate yourself into a new community, practicing the Four Beliefs, or learning new outdoor skills.”

“LVC has been one of the most supportive communities I’ve been a part of. Because it’s so grounded in its core values and manages to bring together staff who genuinely care about urban youth having meaningful outdoor experiences, it’s a really remarkable place for children to grow up.”

Lucero Serna started attending Lake Valley Camp programs in 2004. She is a graduate of the University of Wisconsin-Madison with a degree in Conservation Biology and Environmental Studies.

She is now an Environmental Educator with the Urban Ecology Center in Milwaukee.



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