Our Mission: Amigo Centre will be an inviting, Christ-centered resource serving the church, families, and individuals by fostering opportunities for relationships, recreation and reflection in a natural setting.

Our Vision: Amigo Centre exists to help people discover, build and strengthen personal relationships with God, nature and others.

This strategic plan, with 4 focus areas, 11 big picture goals, and 40 specific objectives, was created with the intention to strengthen camp activities of all kinds with intentional focus on areas that reflect Amigo’s values and respond to current needs. By prioritizing these 11 goal areas, we aim to accomplish these 39 specific objectives by the end of 2027. Join us in making these goals a reality!

Radical Hospitality

- **Local engagement**
  - Three new or enhanced partnerships with organizations and congregations in St Joseph (MI) county
  - Three collaborative programs/events
  - At least one board member from St Joseph (MI) county
  - Build relationships with new constituent groups of color from Sturgis and Three Rivers

- **Increased accessibility**
  - Communication, facilities, and programming reflect intentional welcome and accommodations for guests with special needs
  - Guests with limited mobility have access to all main camp buildings and out to the marsh
  - Facilities have increased accessibility to natural environment for all guests

- **Intentional publicity**
  - Four newsletters a year sent to constituents
  - Weekly social media posts that include diverse images
  - Inclusive language used throughout communications
  - Newsletters and brochures available in English and Spanish

- **Strengthen racial-ethnic diversity**
  - 25% of the Board are people of color
  - Annual intercultural competency training and ongoing study for staff and board
  - Equity audit completed with plan created for implementing learnings
Financial Sustainability

### Involved supporters
- Effective tracking and acknowledgement of volunteers and donors
- 2-4 effective fundraising and relationship building events annually
- Grow 8 new congregational and/or denominational connections

### Care for staff
- Increased wages for staff
- Guidelines for professional development, training, and rest included in employee handbook

### Financial growth
- Endowment established
- Achieve a 2-5% annual surplus to reinvest into the operations of Amigo
- Increased mid-week programming
- Program pricing tier established
- 3 new programs developed for top tier
- Evaluate facility and land usage

Creation Care

### Natural habitat protection
- Re-routed trails and use of property based on needs of the land
- Development and implementation of Perrin Lake and land management plans
- 10 new native species plantings that are able to withstand the realities of climate change
- Implementation of comprehensive invasive species control plan

### Environmental sustainability
- Energy usage, waste, and environmental impact evaluation realized, resulting in a sustainability improvement plan
- Increased use of renewable energy sources, as outlined in the sustainability improvement plan
- Reduced food waste, paper waste and single-use plastic
- Increased locally sourced sustainable foods
- New facility construction meets at least the Silver level of LEED certification standards

Spiritual Formation

### Prioritize wellness
- Focused programs for improving spiritual, financial, mental, physical, social, and ecological health
- Prioritized space and time for healing and rest, including new ways for constituents to interact with creation through retreat
- Clear marketing oriented towards spiritual wellness opportunities

### Spiritual growth
- Retreat spaces around camp for increased opportunities for spiritual growth and retreat are developed
- Increased programming for applying faith and theology to “real life”
- Strengthened Christ-centered programming for all ages with foundations in Anabaptist theological strengths