

2023 ANNUAL REPORT

WHISPERING WINDS

CATHOLIC CONFERENCE CENTER



45  YRS
1978 • WHISPERING WINDS • 2023

OUR MISSION:

“...to provide a Christ-centered environment, apart from the everyday world, where all are welcome to increase their knowledge of and commitment to Christ, and join as fellow pilgrims on their journey of faith with God.”

MEET THE EXECUTIVE DIRECTOR, MARTIN ROSALES

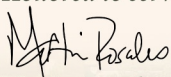
The Year 2023 was a year of celebration at Whispering Winds! We brought our community together to recognize 45 years of camping with a Mass of Gratitude where we acknowledged God's faithfulness through our founders, trailblazers and numerous donors. We celebrated 20 years since recovering from the Cedar Fire, 35 years of the Women's Auxiliary and 30 years of Family Camp, the foundational program on which Whispering Winds was established.

We have worked closely with our Board of Directors to continue our best business practices while expanding our partnerships with other non-profits and impactful ministries such as Life Teen, Joni & Friends, Royal Family Kids Camp and Axis Youth Ministry.

We are equally pleased with the strong connection we have with our local Catholic schools and diocese as they depend on us for retreats ranging from elementary to college age. In addition, the spectrum of our guest groups is broadening every year, leading to greater impact as they step on Holy Ground.

As we look back at 2023, there is an overwhelming theme of gratitude to the Lord for continuing to surprise us with new opportunities and relationships. As God expands our territory and deepens the impact of our ministry, you play a bigger role than ever before. When God opens a door, it is you who equip us with the resources to walk through it! With your support, we will forge ahead for more milestones of ministry that will bring glory to God.

Honored to serve our Savior,



Martin Rosales

Executive Director





San Diego
Rotary



University
of San Diego



The Elizabeth Hospice



Giving Hope
to Teens



AARON PRICE
FELLOWS PROGRAM



Reuniting
Foster Children



Providing Respite For
Special Needs Families



St. Augustine
High School



PRICE
PHILANTHROPIES



axis



Whispering Winds'

IMPACT



LIFE TEEN



LA JOLLA
COUNTRY DAY SCHOOL
Inspiring Greatness for a Better World

XAVIER
COLLEGE PREP



Single+Passion

God is Passionate about Single People



joni&friends

NEWMAN
CENTER
CATHOLIC CAMPUS MINISTRY AT US



Honoring Military



Giving Young
Adults Purpose



PROMISES2KIDS



Home of the Doors



THE ROMAN CATHOLIC
DIOCESE OF
SAN DIEGO



FINANCIAL SUMMARY

AN INVESTMENT IN MINISTRY

2023 Financial Report

STATEMENT OF ACTIVITIES

	2021 Per IRS Form 990	2022 Per IRS Form 990	2023 Pending Audit
REVENUE AND SUPPORT			
Program Fees	\$673,045	\$1,548,126	\$1,739,185
Contributions	536,650	442,488	835,868
Gov't Grants & Assistance	350,420	263,321	68,391
Special Events (Net)	402,794	652,066	426,637
Other Income	13,462	31,316	170,269
TOTAL REVENUE & SUPPORT	\$1,976,371	\$2,937,318	\$3,240,349
EXPENSES			
Program Expenses	\$1,517,458	\$2,206,254	\$2,337,330
Depreciation	400,961	411,897	408,451
Supporting Services			
Management & General	397,073	445,968	476,142
Fundraising	67,629	105,124	111,450
TOTAL EXPENSES	\$2,383,121	\$3,169,243	\$3,333,372
DECREASE IN NET ASSETS	\$(406,750)	\$(231,925)	\$(93,023)
NET ASSETS AT BEGINNING OF YEAR	\$11,842,033	\$11,435,283	\$11,203,358
NET ASSETS AT END OF YEAR	\$11,435,283	\$11,203,358	\$11,110,335

2023 HIGHLIGHTS

- Celebrated 45-year anniversary of camp, 20 years since the Cedar Fire, 35 years of Women's Auxiliary & 30 years of Family Camp
- A permanent Rock of Remembrance, commemorating our 45 years of camp, was placed near the tree house during our Mass of Gratitude celebration
- More than 1,000 NEW campers came to camp on top of our 10,000 returning guests
- Partnered with Life Teen to launch first Camp Golden State for more than 250 youth coming from as far as Oregon, Texas, Arizona and Louisiana
- Began planning for 6th Grade Camp for San Diego Catholic Schools, adding to our existing programs of Traditional & Special Needs Family Camp, Senior Moment Retreat, Women's Auxiliary Retreat and Confirmation Retreat
- New Planned Giving Guide developed to enhance endowment participation
- Second water holding tank installed to ensure adequate water supply
- Began Phase 1 of NEW Camp Hideaway offering, building an amphitheater adjacent to Dorm Buildings
- Expanded Angels' Nook store to add more shelving and product display
- SDG&E installed underground utilities
- Hired full-time Graphic Designer
- Started a partnership with Premier/Thriving Goods for discounted food cost
- Launched the first online store with Whispering Winds merchandise



WAYS TO GIVE PLANNED GIVING

By naming Whispering Winds as a beneficiary of your will, trust or investment fund, you become a member of The Holy Ground Society.



MONTHLY GIVING

As a member of our Monthly Donor Program, your consistent support allows us to make long-term plans for facility and ministry improvements.



VOLUNTEER

We always need help at camp and in the office!



 @whisperingwindscamp
 @WhispWinds
 @whispwinds

2024

BOARD OF DIRECTORS

Tim Cusick
Chair

Tim Slentz
Vice Chair

Laurence Varela
Secretary

Peter Kuebler
CFO

Msgr. Mark Campbell

Fr. Michael Murphy

John Bradel

Robert Burner

Curtis Helfers

Stephanie Kiesel

Rob Laff

Annette Moore

Mary Jo Patrick

Kelly Sinclair

Robert Wiley

STAFF LEADERSHIP

Martin Rosales
Executive Director

Paula Bott
Dir. of Programs

Gabriel Forrester
Dir. of Guest Services

Katie Gange
Dir. of Community Relations

Abbey Magpoc
Dir. of Marketing

Jacqueline Renteria
Executive Administrator

Cory Reynolds
Dir. of Food Service

Steve Sapper
Controller

John Tobin
Facilities Manager

Rosy Woodruff
Camp Director

OFFICE:

4636 Mission Gorge Pl. #203 • San Diego, CA 92120

(619) 464-1479 • office@whisperingwinds.org • whisperingwinds.org

CAMP: 17606 Harrison Park Rd. • Julian, CA 92036 • (760) 765-1600