



2016 ANNUAL REPORT

NATIONAL BAPTIST CONVENTION USA, INC.
DR. JERRY YOUNG, PRESIDENT
GENESIS WATKINS, PARTNERSHIP DIRECTOR



What is Camp NBC?

Camp NBC is a product of the partnership between Cabela's and the National Baptist Convention, USA Inc. It is funded by the Cabela's Outdoor Fund's commitment to a four-year grant, awarded to the National Baptist Convention. Through this partnership, Cabela's seeks to diversify its workforce, broaden its outdoor education efforts and expand its customer base.

Through this program, we hope to provide the children and youth of our churches with fun and enriching outdoor education experiences that challenge them to dream big and "envision the future exceptionally".

How this partnership came about...

Strategic leadership meetings began in 2014 and highlighted the importance of outdoor education programs and additional employment opportunities in African-American communities. After discussing the aligned vision of Cabela's and NBC, and with the approval of National Baptist Convention President, Dr. Jerry Young, Camp NBC was initiated to expose children and youth to God's great creation and challenge them to experience the world outside of their neighborhoods.



Why Cabela's is involved...

Cabela's sells fun. Being the world's foremost outfitter, the hope of this experience is that as youth and children are engaged in positive learning, it will increase their confidence in learning new things while allowing them to experience the outdoors in new ways. Cabela's and its leaders are deeply passionate about engaging and investing in children and youth, so that it impacts their lives and the future of the world.



The Cabela's customer is also continuing to evolve. By developing a relationship with the National Baptist Convention, Cabela's has the opportunity to gain new and younger customers as well as future outfitters who share the same love for the outdoors.



HOW DOES THIS FIT WITH NBC'S MISSION?

Education is a core component of this program's foundation.

There are two purposes of the Convention that are directly supported by this initiative:

- To encourage and support Christian Education
- To engage in endeavors deemed fitting and proper in order to advance the cause of Jesus Christ throughout the world.

In addition to supporting the local church, this program challenges participants to experience God's creation in new ways and have an openness to learning new things, dreaming big and engaging the world and its opportunities.

What are the goals and vision for this program?

The overarching goal of this program is to continue to support and invest in the local church by reaching children and youth of NBC through life-changing, spiritual outdoor learning experiences that counter the growing violence epidemic and negative influences of gangs and drugs on U.S. neighborhoods.

Cabela's Company Goals (as outlined by CEO, Tommy Millner, in 2012):

- We will contribute good things in the communities we serve
- We will touch diverse audiences in a brand new way

Cabela's Vision: Initiate a national program to expose the outdoors to tens of thousands of young African-American men, women and families and improve their lives in the process.

Camp NBC Structure and Activities...

Camp NBC requires the collaboration of the Partnership Director, Cabela's Outdoor Fund management, State Convention leadership, churches in designated regions and Cabela's outfitters. The Partnership Director meets weekly with corporate and store management, as well as other corporate partners, to coordinate the logistics and program planning. The Partnership Director also meets regularly with the point persons designated by State Convention leadership, to coordinate church volunteers and registration. Activities and instruction included in the Camp NBC program are: Fire starting, Tent set-up, Camp cooking, Casting Lessons, Fishing instruction, Archery, Camp Gear Relay Races and Face Painting.

Criteria for Location Selection...

In order to have a Camp NBC event, there must be a Cabela's store located in the vicinity of participating churches. While members from NBC churches are welcome to travel across state lines to attend, the actual Camp NBC event must take place in a state where Cabela's has a retail store. This is due to legal reasons and to ensure adequate staff and resources are within close proximity to efficiently execute an event. Please also note this bulleted summary of selection criteria:

- Cabela's Store: Assessment of Store Readiness to include General Manager, Retail Marketing Manager, Outfitter selection and retail calendar
- Network/Cluster of NBC churches within a certain radius of the store/venue: To ensure interest and registration of youth groups
- State Convention President: Committed to ensuring the success of the event by assigning lead point-person to ensure marketing, active registration of church youth groups and volunteer engagement

Church volunteer requirements...

For each event, 40-50 Adult volunteers are needed to help in some or all of these areas:

- | | |
|-------------------------------|------------------------|
| ✓ Registration/Group Check-In | ✓ Photography |
| ✓ Group Leaders/Chaperones | ✓ Crowd Control |
| ✓ Security | ✓ Lunch Distribution |
| ✓ Leading activities | ✓ Fishing support |
| ✓ Safe Archery | ✓ Camp Gear Relay Race |
| ✓ S'mores Station | ✓ Face Painting |



SUMMARY OF 2015 CAMPS...

LOUISIANA

Date: Saturday, May 30, 2015
Venue: Lamar Dixon Expo Center in Gonzales, LA
Region: Baton Rouge area churches under the State Leadership of Dr. Leo Cyrus
Participants: 120 children and 25 adults participated
Note: Each child was given fishing rod, t-shirt, hat, lanyard and educational material
Additional Giveaways included: tents and tackle bags
Store Support: Rodney Davidson (GM), Tori Waite (RMM) and 30 outfitters

MISSISSIPPI

Date: Saturday, June 6, 2015
Venue: Greenville High School in Greenville, MS
Region: Greenville, MS and churches in the Mississippi Delta region under leadership of Dr. Tom Morris
Participants: 150 boys and 45 adults participated
Note: Each child was given a t-shirt and lanyard
Additional Giveaways included: awards and trophies
Store Support: n/a

KANSAS

Date: Saturday, August 1, 2015
Venue: Big Eleven Lake in Kansas City, KS
Region: Kansas City area churches under the State leadership of Dr. Jimmy Banks
Participants: 175 children and 25 adults
Note: Each child was given fishing rod, t-shirt, lanyard and paracord bracelet
Additional Giveaways included: tackle bags, tents and camping gear
Store support: Joshua Little (GM), Larry Boswell (RMM) and 20 outfitters

SOUTH CAROLINA

Date: Saturday, September 12, 2015
Venue: Lake Cooley in Inman, SC
Region: SC churches under the leadership of Dr. James Cokley and Dr. Toney Parks
Participants: 190 children and 25 adults attended
Note: Each child was given a fishing rod, t-shirt, paracord bracelet and bag of goodies
Additional giveaways included: tackle bags, fishing gear and tents
Store support: Jimi Williams (GM), Tori Waite Bourgeois (RMM) and 25 outfitters

MICHIGAN

Date: Saturday, September 26, 2015
Venue: Pointe Mouillee in Rockwood, MI
Region: Detroit area churches under the State Leadership of Dr. Tellis Chapman
Participants: 250 children and 35 adults attended
Note: Each child received fishing rod, t-shirt and lanyard
Additional giveaways included: tackle bags, camping gear, fishing gear and tents
Additional note: over 400 registrants were turned away because of caps on attendance
Store support: Joe Ross (GM), Chad Andrus (RMM) and 20 outfitters

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Summary of 2016 Camps....

LOUISIANA

Date: Saturday, March 5, 2016

Venue: Lamar Dixon Expo Center in Gonzales, LA

Region: Baton Rouge area churches under the State Leadership of Dr. C.S. Gordon, Jr. and Dr. Leo Cyrus

Participants: 276 children and 40 adults participated

Note: Each child was given fishing rod, t-shirt, lanyard and educational material

Additional Giveaways included: tents, camp chairs, cooler bags and tackle bags

Store Support: Rodney Davidson (GM), Tori Waite (RMM) and 30 outfitters

TEXAS

Date: Saturday, April 9, 2016

Venue: Ray Roberts Lake State Park in Pilot Point, TX

Region: Texas churches under the State Leadership of Dr. Bruce Datcher, Dr. Stephen Nash and Dr. Charles Faulks

Participants: 259 children and 40 adults participated

Note: Each child was given fishing rod, t-shirt, lanyard and educational material from TX State Parks department. Additional Giveaways included: tents, camp chairs, cooler bags, cinch sacks and tackle bags

Store Support: Tracy Doty (Retail Marketing Manager, Fort Worth), Parker Street (Retail Marketing Manager, Allen) and 30 outfitters

OKLAHOMA

Date: Saturday, April 23, 2016

Venue: Lake Thunderbird State Park in Norman, OK

Region: Oklahoma churches under the State leadership of Dr. Charles W. Whittlow

Participants: 151 children and 40 adults participated

Note: Each child was given a fishing rod, t-shirt and lanyard. State Parks representatives were present that stocked the pond and brought an aquarium onsite for education.

Additional giveaways included: cinch sacks, cooler bags and camp gear backpacks

Store support: Eric Carter (General Manager, OKC) Alma Moore (Retail Marketing Manager) and 25 outfitters



Summary of 2016 Camps.... (continued)

MISSOURI

Date: Saturday, May 14, 2016

Venue: Busch Memorial Conservation Area in St. Charles, MO

Region: Missouri churches under the State leadership of Dr. Jimmy Brown

Participants: 115 children and 27 adults participated

Note: Each child was given a fishing rod, t-shirt and lanyard.

Additional giveaways included: cinch sacks, cooler bags and camp gear backpacks

Store support: Elvir Tabakovic, Larry Boswell (RMM, Kansas City) and 25 outfitters

Additional 2016 Camp NBC Dates scheduled...



ILLINOIS

Date: Saturday, July 9, 2016

Venue: Blackwell Forest Preserve in Warrenville, IL

Store Support: Hoffman Estates, IL and Hammond, IN

MICHIGAN

Date: Saturday, July 23, 2016

Venue: Pointe Mouillee in Rockwood, MI

Store Support: Dundee, MI

UTAH

Date: Saturday, August 6, 2016

Venue: Payson Lake in Salem, UT

Store Support: Lehi, UT



Plans are developing for 2017...

Plans are currently in development for 2017 Camp NBC events. If you would like to have a Camp NBC event in your area, please contact the Partnership Director.

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