

# One Camp, Endless Stories!

**Every camper leaves with a story and together those stories become the legacy of Camp Olson.**



**Sharing the Spirit of the  
Northwoods Since 1954**

Dear Friend of Camp Olson YMCA,

What a first year it has been! When Tiffany and I arrived at Camp Olson, we were welcomed by so many people eager to share what this place means to them. Around campfires, over morning coffee in the dining hall, and in letters from alumni, we heard stories of campers who grew up here, staff who discovered their calling, and families who still call Camp Olson their home away from home.

This past summer, we celebrated 71 years of Camp Olson, another season of swimming at the beach, trail rides through our wooded, lake-tinged property, and campfires that bring everyone together at the end of the day. The sounds of camp may stay the same, but each summer feels new because of the people who fill it. Every camper, counselor, and family adds their personal chapter to a story that has been unfolding here for generations.

As one parent shared:

"The highlight of the summer has been Camp Olson. The experience has been life-changing for our kids, increasing their confidence and responsibility. My son's first year followed a time of personal trauma, and his time at camp has been healing — each summer up north, he grows a little stronger."

Your generosity makes these kinds of stories possible. Every gift helps create experiences that build confidence, connection, healing, and belonging for children and families.

Another parent reflected:

"Our girls both love Camp Olson. They gain so much from going — independence, friendships, and a greater respect for nature — and they come home feeling part of a community."

When we say "One Camp, Endless Stories," we mean it. For some, it's a story of friendship and growth. For others, it's a story of access — the chance to belong. As one scholarship parent expressed:

"Receiving financial assistance for my daughter to attend Camp Olson is such a gift. It gives her the ability to go to Horse Camp, where she finds comfort and joy with the animals she loves. She comes home more confident and inspired, and these experiences are helping her reach her dreams."





## Your generous support makes this amazing experience possible.

As we look ahead to our 72nd summer, we invite you to join us in writing the next chapter by contributing to our 2025–26 Annual Campaign: "One Camp, Endless Stories."

Your generosity ensures that Camp Olson remains accessible and vibrant for every child who dreams of adventure in the Northwoods. This year, our goal is to raise \$225,000 to provide camperships, enhance programs, and care for the facilities that make these life-changing experiences possible.

Each summer, we watch young people grow in ways that can't be measured. A shy camper finds her voice in the dining hall, a teenager discovers he has the skills to be a leader, a family recapping the highlights of their day during supper. What happens here doesn't end when the week is over; it carries into homes, school, and communities through stories children share, the confidence they project, and the kindness they pass along. Our communities are richer when there's Camp Olson kids and families in them.

Camp Olson has always been a place that turns moments into memories and memories into stories. Whether it's a parent describing how camp changed their child's life or a first-time camper proudly describing shooting a bow and arrow for the first time, these stories matter. They remind us how important a single week in the woods can be—how laughter, challenge and friendship can shape who we become or want to be. Camp doesn't just create stories; it creates storytellers.

One of those people is George Hartson, a Camp Olson board member, who passed away in October. Camp left an indelible mark on his life and his outlook as a camper and he came back many years for work weekends. He also made a point of personally funding scholarships for brand new campers each year, because he knew camp could make a difference in life's journey. We remember George and his spirit.

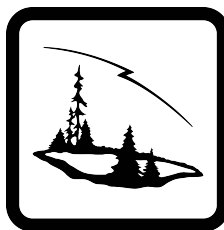
From the bottom of my heart, thank you for making my first year as Executive Director one filled with joy, gratitude, and inspiration. Even more, thank you for helping us create, amplify, and carry forward the endless story of Camp Olson.

**Your donation this year will provide a solid foundation for Camp Olson's next chapter. It will enable Camp to embark upon its 72nd year with the resources necessary to continue the legacy of providing an unforgettable summer camp experience for hundreds of youth.**

With gratitude and a big Camp "O" cheer,

*John Lyon*

John Lyon  
Executive Director



CAMP OLSON YMCA

*Greg Schieber*

Greg Schieber  
President, Board of Directors

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**Donate using the enclosed pledge card & envelope / Donate on Give to the Max Day, Nov. 20, 2025**

