

THE INTERIM

Winter 2023 Vol 86, No. 1



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by Farm & Wilderness Foundation

Dear Friends,



Frances McLaughlin, Executive Director

Even though there's still snow outside the window of our camp office right now, camp season is heating up quickly! The excitement is building as spring is in the air and we know summer is around the corner. Ice cutting in February was such fun! If you were able to join us, thank you for lending your hands and sharing the joy (and chili!). This was our first ice cutting event in years, and it was wonderful to gather outdoors together again.

Polly Williams, our Director of Alumni Development, hosted a gathering in January for alumni here in Vermont. Three generations of Farm & Wilderness folks were represented! We are in the process of planning a spring meet-up and looking for the right location to host. Please reach out to Polly if you would like to be more involved in alumni events, and to ensure we have your updated contact information.

Our camp directors just wrapped up their online open houses for prospective families. This was a great opportunity for folks new to F&W to get a sense for what each camp is all about. Directors are busy now with summer staff hiring, polishing this season's program plans, and integrating the wealth of information they gathered at the ACA, New England conference in March.

Our very own Timberlake director, Jarod "W" Wunneburger, presented two educational sessions at the conference about behavioral management strategies, informed and inspired by his experience as a teacher. Both sessions were packed to standing room only! It was a joy to support him in this opportunity, and many camp professionals benefitted from his expertise.

We have been so pleased with the impact of our new Affordable For All initiative this enrollment season. Families consistently share with us how effective the transparent tuition table has been as they plan for their kids' camp experience. Knowing from the start what they can expect to pay has allowed more families to share their plans with their campers earlier, rather than having to wait and worry about what happens to their child's expectations if requested tuition assistance were to fall through.



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2023 Summer Camp and F&W Event Dates

- ▶ **TIMBERLAKE & FIREFLY SONG**
Spark 1: June 30 - July 10
Spark 2: July 23 - August 2
- ▶ **TIMBERLAKE, FIREFLY SONG, TAMARACK FARM, SAM, RED SPRUCE GROVE & FLYING CLOUD**
Session 1: June 30 - July 20
Session 2: July 23 - August 13
- ▶ **BARN DAY CAMP**
Session 1: June 26 - June 30
Session 2: July 3 - July 14
Session 3: July 17 - July 28
Session 4: July 31 - August 11
- ▶ **FAIR WEEKEND:** August 12, 2023
- ▶ **FAMILY CAMP:** August 19 - 25, 2023
- ▶ **FALL OPEN HOUSE:** October 7 - 8, 2023



Sam Green, our enrollment director, puts it like this: “With transparency comes such relief! Really, what it comes down to is that we’ve been listening and adjusting to meet families where they are. This revised process is smoother, more timely, and even though we’re not operating on just a formula, having a range laid out for folks from the get-go and a shorter timeframe of decision-making takes a lot of that anxiety away. And, it’s helped our donors know what they’re really giving to, which has been super motivating.”



Camp is getting real! As directors share with me what they’re most excited about at this phase of the planning process, they talk about the stellar summer staff candidates they’re interviewing, program elements like the Counselor Apprentice Program at TF and Firequest at Flying Cloud, and the joy of parents getting to actually see their camps this season.

As you count down to camp at home, stay tuned for updated packing lists and invitations to open house for enrolled families, and—perhaps most exciting of all—get ready for the return of Fair! We are thrilled to be back in the planning process after several years’ hiatus from this beloved F&W event. Mark your calendars for August 12 and get ready for some classic, outdoor fun with our whole community. In the meantime, please reach out to anyone in your network who might want to work at F&W this summer! We are assembling our teams right now and would love to speak with them.

It’s going to be a great season! Thank you for your ongoing support of F&W, and please be sure to get us your updated contact information so that we can keep you in our community loop.

See you this summer!

Frances

Peace,
Frances

P.S. Based on feedback from our alumni that many folks are not easily finding the Interim in their email inbox, we are experimenting this year. This spring, most folks will receive a printed copy of the Interim, and in the fall, after camp, the Interim will take a different form—likely a video slideshow—that folks will receive by email. Please let us know what you think at development@farmandwilderness.org.

▶ ABOUT THE INTERIM

The Interim is the newsletter of the Farm & Wilderness summer camps. We welcome submissions of news, writing, drawings, cartoons, photographs, or other work. To submit your work to the Interim, email us at: interim@farmandwilderness.org, OR via postal mail to: Interim/Farm & Wilderness, 401 Farm & Wilderness Road, Plymouth, VT 05056.

Share your news or story with us at: farmandwilderness.org/stay-connected

Polly Williams: Bringing F&W Alumni Back to Their Roots

By Adair Arbor

Polly Williams has F&W in her soul. After 37 years on staff, many years as a camper before that, and raising her own kids here at camp, it was a natural step to bring her on as F&W's new Director of Alumni Development.

"The goal of this position is to bring people back in," says Polly. "As we switched over to social media as a way to communicate, we're learning that we lost a lot of people. How do we reach them to say, 'We still love you, we still need you, you're still part of this community?'"

In-person gatherings are her number-one strategy. Polly, a self-described "connector", has been organizing and hosting events for alumni to come back together and reconnect with the F&W community, as well as compiling updated contact information so that these folks can stay connected once the event has ended.



Polly Williams, Director of Alumni Engagement

"People don't know they're alumni! There's two basic groups in this category: one is those who've only worked at camp and don't realize that counts. The other is people who are out of camp, but don't think of themselves as alumni because they're college-aged and haven't experienced 'alumni stuff' before. So, part of it is just reaching out to those folks. I'm excited to be doing this job."

This role was a natural solution to an ever-present problem of how to keep folks connected when their time at camp has ended. "Frances is good at seeing what skills people have and figuring out what position best uses those skills," Polly explains. "I had been doing it unofficially...but when the office was calling me asking for an ex-director's phone number, it just made sense!" Polly is exploring new ways to bridge the gap between F&W's past and its future. There are core, traditional elements of F&W that we want to bring with us going forward, and also a wealth of new energy and exciting ideas that our younger staff members bring to the table.

Polly is hoping to maximize this potential by setting up a mentoring program, pairing young summer staff with seasoned alumni. As the pressures increase on young people to spend their college summers working directly in their long-term career field, one solution is to match counselors with alumni who have worked in their field of interest.



Polly with the F&W alumni crew in Austin, Texas

Similarly, Polly is working on setting up learning events that are specific to certain career paths: "I'd like to get a series going in which people can join and learn from our community: different things people are doing. Each month would be dedicated to a different field: authors, nurses—the idea is to tie it to how F&W helped you in your career. It's a nice way for older folks to get drawn back in, and to learn where young folks are now."

Polly will also be leading drop off and pickup events, because many alumni can be found bringing their children to camp. She will also focus on organizing gatherings during the summer—some specific to families of color, and others available to all Barn Day Camp families to learn more about F&W offerings as their kids age out of the day camp program. Gatherings, she explains, are vital to see each other, connect, and just hang out. "I'll be meeting with parents of color each session to let them know places in Vermont where they may feel more comfortable or less comfortable, and talk about things they can do when they come to Vermont. I'm hoping to run a trip each session for any of the parents—tubing probably, or a hike, and invite directors or assistant directors to come so they can talk to the parents about the camps, since BDC kids are moving up into overnight camps. Just a space for people to come together, talk about how hard it is to drop your kid off! It's a great way to build trust."

Polly is also working to keep people in the loop about exciting F&W initiatives and community announcements. Explaining Affordable for All to alumni has been a major goal: "I really think alumni really care about everyone being able to get to camp, and they don't necessarily know about this new program we're doing. We cover births, deaths, marriages, too. Deaths are hard, in notifying folks in the community, holding them when they're upset. Happier when we get to notify people about births and marriages."

If you are an F&W alum—or think you might be—please share with us your updated contact information so that Polly can connect with you. Connect with Polly and learn more at www.farmandwilderness.org/alumni

Re-imagining Tamarack Farm

By Beth Schwartzapfel



Tamarack Farm immersions

“2022 was a ‘grand experiment,’” says Kate Kyros, the director of the newly-redesigned Tamarack Farm. A committee of Farm & Wilderness staff, trustees, and former campers spent a year reimagining what a summer at Tamarack Farm would look like. Their thoughtful redesign accounted for the ways that teens’ lives are different from previous generations’—and also preserved the things that are timeless about camp. This was the summer to put it all into practice. Kate came on in April, ready to take the blueprints from the Redesign Team and use them to steer the new program into real life. “And I walked away from the summer and thought, ‘Yeah. That worked.’”



Tamarack Farm was always the capstone experience of Farm & Wilderness. Kids who aged out of Timberlake, Firefly Song, Saltash Mountain, Flying Cloud, and Red Spruce Grove, had for generations all come to Tamarack Farm “to finish out their F&W

experience,” Kate said. That is still true. But in 2023, kids are under tremendous pressure to spend their summers burnishing their college applications: learning skills and chasing experiences that will give them a competitive edge. The challenge was to create a program that helped kids build real-world skills and gives them a break from that kind of pressure.

This summer proved that the new Tamarack Farm accomplished both of those goals. More than 60 kids participated over the course of the two sessions, and the mainstay of their experience was immersion: they chose from one of five programs, like Environmental Stewardship and Creative Arts. Then they spend the session building skills in that area by working on a long-term project.

In the Construction & Carpentry immersion this summer, the teens built an entire cabin in 3 weeks, from scratch—from leveling out the site, to pouring the concrete, to installing the hardware and other finishing touches. “It’s next-level,” Kate says proudly. The first few days of the session, staff taught skills and managed the projects, but over the course of the session they handed off more and more autonomy to the teens. By the end the teens were leading and project managing.

But that’s only part of the program.

“They’re teenagers, right?” Kate says. “So there’s this tension between leveling up all the work and skills and everything they’ve been doing at Farm & Wilderness—and needing time to hang out and chill on the porch.”

So in addition to spending hours each day working on their projects, “also they sat on the dock and talked to their friends at Daily Dip every afternoon as the sun was going lower. They also learned how to work through conflict—how to be frustrated, and build relationships that can survive conflict. It’s the slowing down and the being present and the ‘holding down the porch’ that teens need.”



Kate says there was a lot of learning on the fly, and that the summer of 2023 will reflect those lessons. A renewed focus on the “Farm” part of Tamarack Farm, for example, means that next summer will feature a “Daily Greens program,” in which the campers will grow their own greens for breakfast and dinner. Led by the teens in the Agriculture & Homesteading immersion, everyone will participate in growing and harvesting the greens, from seeding to weeding.

It’s all part of the goal to foster leadership, growth, and belonging.



Tamarack Farm campers improving skills in their construction projects

Open House Weekend

By Adair Arbor

It was a beautiful October weekend—the trees ablaze with gold and red, crunchy leaves underfoot, a crisp breeze beckoning in the coming chill. Although the camps had already settled into their post-summer hibernation mode, the farm buzzed with fresh excitement. It was Open House weekend, revamped and revised to better meet the needs of Farm & Wilderness' growing community. Families and neighbors milled about Tamarack Farm, spinning wool with the farm interns, making leaf art in the barn, and meeting the goats who lazily munched on the remaining grass in the pasture. Year-round staff members waited to greet newcomers and returners, answering questions and making introductions. From this meet-and-greet epicenter, visitors had the opportunity to take camp tours, attend information sessions, and even venture out to Ninevah camps for hikes and trail work sessions.

Open House this year marked a change in F&W's approach to how the event has traditionally run, shifting away from an overnight, full-immersion weekend and into a daytime-only structure.



Fall Open House 2022

This was an intentional choice on the part of camp leadership in an effort to widen our circle to more fully embrace newcomers to the F&W community.

"In this world, it's hard to make friends," says Tulio Browning, marketing director and former long-time director of Timberlake. "We love the familiarity of the 'sleepover vibe' of work weekends, but it can be a lot for new folks all at once. We want to focus more on the 'first meal together vibe'."

"The shift is about widening the circle and being more inclusive. The reality is that, when we say we're hosting people for a long weekend, we're already speaking to a narrow group of people—people who already feel comfortable with us, and have the wherewithal to come and show up, the social familiarity. When we're in that environment we often forget... the challenges to entering that space. Really, what it's allowing us to do is focus on broadening it so that folks can come in for the day, lots of local people who actually don't know us! Folks may assume that we are really well-known in the area, but actually, we're not so much, and we can do a better job about inviting our local neighbors into our space and saying, 'This is what we're about!'"

Much care and deliberation was put into Open House's restructuring, and it paid off—turnout was robust and enthusiasm was high. We look forward to an increasingly inclusive future, where folks from all over feel welcome and excited to meet the staff—and the goats too!

Community News

Ivy Pochoda (FS '89-91) Published New Book

Ivy Pochoda, who attended Firefly Song (formerly IB) from '89-91', is a novelist and former professional squash player who recently published a new book, "Sing Her Down: A Novel." This is her fifth novel, her first being "The Art of Disappearing" in 2009.

Welcome to the Word!

Karissa Hummel and Aldo Cafarelli, staff members at F&W in the 2000's, welcomed their second child Dominic Edward Hummel Cafarelli recently. Dominic joins his brother Julius. Congratulations.

PaKou and Her Sport Star Daughters!

PaKou Her (IB '88-'91, TF '92-'93, IB Staff '94-96) spends her days balancing life as a digital advocacy/policy campaigner and sports parent. Her daughters, Lola Jonjevic (IB/FS '22) and Felan Jonjevic (IB/FS '22), are both national champions pursuing their athletic dreams. Lola is among the top 10 amateur female BMX racers in the country and is spending this year defending her ranking. Felan will travel to France in April to represent the United States in her first international inline speed skating race, the Trophée International des Trois Pistes.



► SHARE YOUR NEWS

Have big news? Had a baby, got married, written a book, started a new school? Let us know!

Share your news with us at:
farmandwilderness.org/stay-connected



Lean-To Shelter Project

By Beth Schwartzapfel

You've probably heard of the Long Trail, the famous 272-mile trail that stretches the length of the state of Vermont. But you may not have heard of the "Short Trail," the loop that spans the 5,000 acres of Farm & Wilderness and Farm & Wilderness Conservation land. "If we're going to inspire people to take care of the land, conserve more land, they need to get out there and fall in love with it," says Jay Kullman, Farm & Wilderness's Sustainable Resources Director. He and former Executive Director Len Cadwallader have been working together to build a network of Appalachian Trail-style lean-tos throughout the property, with help from campers, alumni, and staff.

Several from the F&W community helped with donations for the project, including: Cheryl & Robert Johnson, Robin Johnson, Renelda Higgins, the Meeks family, Winston Fisher, and one anonymous donor. And alumni Matt Johnson and Damani Higgins helped to organize the work weekend.



The idea is to create more backpacking and camping opportunities on Farm & Wilderness property. The shelters make overnight trips feel more accessible and less intimidating to those who may not have their own tent or who may be working on developing their camping skills. Jay says the shelter locations are spread out so there's something for everyone. "Some of them, BDC kids can hike into them because they're not too far from the road," Jay says. "Some of them are a little more challenging."



The lean-tos are made from pine and spruce that was harvested on the property and milled locally. They are also environmentally friendly in other ways—by providing opportunities to keep camp trips much more local. "Every vantrip we can keep off the road is less carbon emissions," Jay says.



Over the last few years, Jay and Len have overseen the building of three new lean-tos, with another one in the works for this summer. One was built during an alumni work weekend, another was built with help from kids at Firefly Song, and a third was built with help from a work projects crew.

Jay says that the finished shelters are only part of what makes the work so gratifying. Another part is mentoring the people who have helped build them, some of whom have no construction experience at all.

"You can see it in their faces. You teach them to measure and to mark and to cut. It starts out sort of slow and clunky. When the walls start to go up and it starts to look like a little bit more of a building, they start to light up! And they start to problem-solve themselves," Jay says.

In the end, Jay envisions a network of lean-tos spread out over the Farm & Wilderness property on a variety of different landscapes and locations. They want people to explore the property, and ultimately, be inspired to help steward it. "You can't love something if you don't know it," Jay says.



Update on Affordable For All & Change in Campership Process

By Adair Arbor

F&W has always been committed to providing financial aid to campers as part of living our values, but this year, our community has taken it to the next level with Affordable for All. Thanks to a transformative donation from Helen Garrison and the Gardiner family, Affordable for All is F&W's newest equity initiative, and it has already yielded excellent results. The main goals have been to make the campership process more efficient and more transparent, and to provide wrap-around financial support by opening funding to cover other potential barriers to camp accessibility, such as gear and transportation.



Campers from Timberlake

a letter from their camp director, stickers, fun stuff. A family who was still waiting to hear about financial aid came to me and said, 'We're not going to give them that box until we know we can afford camp.' And we were like, '...right. You're right. We know you're likely going to get the money you've asked for....but you don't know that for sure yet.'"

Before Affordable for all, campership funds were held in a lump sum and distributed in one annual meeting in February each year. New families who were unsure if camp was financially feasible for them had to wait until all the funds were disbursed at once.

"For awhile, we were operating from a place of scarcity," says Sam Green. "There was never going to be enough to meet everyone's requests. It's always been a delicate process. I really appreciate the responsiveness we were able to put into it this year. It's got to work for us, but it's also got to work for families. That's the balance."

Now, funds are distributed on a rolling basis, and are made more predictable and transparent to camp families with the addition of a Campership Chart on our website. Based on household income, families are able to estimate from



BDC campers feeding the chickens

Sam Green, head of admissions, shared an anecdote to illustrate the problem their campership committee was bumping against:

"We send these new camper welcome boxes, with Darn Tough socks,



Evening activities at Timberlake

the start what they can expect to pay for camp. Income is not the only factor considered—extenuating circumstances and number of campers in a family are also taken into account.

"We want to be consistent," Sam Green explains, "keeping in mind that equal is not the same as equitable. We found we could easily meet every two weeks to distribute funds, and that a standing meeting worked well; we didn't have to wait til February."



SAM campers preparing for hiking activities

The glue that holds it all together, of course, is financial support from the wider F&W community: "It does cost money for us to run this, but it's really the help of generous donations that holds us up. That keeps us going. That money is going right toward the campers that are coming here, in one way or another. Our donors are coming in for us, the board is coming in for us—we don't know of another camp doing it this way. It's been wonderful watching that grow."

Maple Curried Almonds

By Sam Arfer

Spring is maple sugaring season in Vermont. Here is a recipe that uses a little of that sweet gift from the trees.



Ingredients

A one-pound package of almonds (or any nuts you like)

1/4 cup maple syrup

2 teaspoons curry powder

1/2 teaspoon salt



Instructions

1. Pour almonds into a baking pan and bake at 300 degrees for about 10 minutes (or until they're crunchy and not chewy).
2. If you have baking/parchment paper, that will save you cleaning a sticky pan.
3. When almonds are done, put the pan on the stove and mix in the remaining ingredients. Stir well.
4. Put the coated almonds back in the oven for another 5 or 10 minutes. When you remove them from the oven DO NOT TOUCH. There's nothing hotter than molten sugar.
5. In 5 minutes they'll be ready to enjoy.

Store in an airtight container.

In a small mason jar, this makes an excellent gift!.

Happy snacking!



Firefly Song: A New Name and a Special Experience

By Beth Schwartzapfel

*You would not believe your eyes
If 10 million fireflies
Lit up the world as I fell asleep...*



It was the end of second session, and the kids at the camp then known as IB had spent the last week of camp learning the words to the song “Fireflies” by Owl City. They didn’t yet know why.

*Cause they’d fill the open air
And leave teardrops everywhere
You’d think me rude but I would just stand and stare...*



The last night of camp, the campers arrived at their end-of-session banquet to find the dining hall decorated in a “woodland wonderland” theme. There were cardboard mushrooms and tree stumps, little jars full of string lights, and trees painted on giant brown butcher paper murals on the walls.

When the meal was over, enrollment director Sam Green, who had participated in the committee to choose the camp’s new name, stood up to tell the campers that this was the last summer they would call their camp IB. Amid gasps from the campers, the lights in the room went out just as Sam said the community might be “in the dark about what that means.” And then the room lit up a disco blue: UV lights had been hidden in the tree stumps. The lights revealed the words FIREFLY SONG painted in glow-in-the-dark letters all around the room.

Counselors distributed little finger lights around the room, and then everyone started singing.

*I’d get a thousand hugs
From 10,000 lightning bugs
As they tried to teach me how to dance...*



The symbolism of the glow-in-the-dark paint was carefully planned, Sam says. It was invisible under regular light, but showed itself under the blue lights. “OMG, it’s been there the whole time!”

The committee to choose a new name for IB had been working for over a year to make a choice that reflected the camp’s values and traditions. A guiding principle was, “Our traditions guide us. And they must not bind us.” “Understanding that this is

a place that means a lot to a lot of folks. And not because of what its name is, or what its name will be,” Sam says. “No matter what we call this place, it still is all of these things.”

The group considered a host of options, playing with the names of trees on the property, like Birches and Quaking Aspens — the latter having the added bonus of echoes of the word “Quaker.” (Conservation Director Kelly Beerman got a LOT of text messages about trees for a time.) But each of the leading contenders had downsides that were too strong to ignore, such as the name “Aspen” already being strongly associated with the ski resort in Colorado. Another tree option had also once been the name of a slave plantation — a nonstarter.



Then, the word “firefly” came up, and Sam remembered a trip they had taken to the nearby Montshire Museum of Science with the campers at Barn Day Camp. There, they learned that Vermont is home to fourteen different species of firefly. Each type of firefly blinks a different pattern, and that’s how they identify each other. In other words, a firefly’s song is its light. Not to mention that camp is so strongly associated with singing and being loud together. And, the phrase — the same number of syllables as “Indian Brook” — would slot nicely into the old songs in its place.

The committee knew no name would be perfect. They wanted to take the time they needed to be thoughtful and thorough about their choice. But they also needed to avoid making the perfect the enemy of the good, Sam says. “We’re not changing the ineffable bits of camp. The name isn’t what gives us the experiences.”

But the name does light the way for the kind of place that Firefly Song is and aims to be.

“There’s 14 different kinds. They’re all fireflies. They’re all a little different. They all gather in the summer,” Sam says. “They come together, and they sing their song to find each other.”



The Legacy of Helen Garrison

By Julie Angilly

The legacy of Helen Garrison is one that will continue to impact the lives of countless children for years to come. As the eldest of the first generation of Gardiners and a life-long educator and school administrator in New York City, Helen understood the value of education and the importance of providing children with opportunities to learn and grow.



Gardiner's family picture

In Summer 2022, just before her passing in October 2022, Helen gave a generous \$500,000 donation to Farm & Wilderness to help launch the Affordable For All initiative. This initiative was launched in the spring of 2022 to engage more new families, make information about tuition assistance more transparent, and address the full cost of camp. The Gardiner family has a long-standing connection to Farm & Wilderness, with three generations of Gardiners having attended the camp beginning in the 1940s. The camp and its values have shaped the lives of so many Gardiners that when F&W launched its Affordable for All initiative, the family made a transformative gift towards that effort.

Helen's gift has enabled more middle- and lower-income families to learn about Farm & Wilderness and how they can afford to send their children to camp. The Affordable for All initiative has captured the hearts of many F&W alumni, staff, and friends, and the Gardiner gift has enabled the organization to move quickly to implement this program.

"We all know what it takes to run a camp," said Helen Garrison. "It takes significant staff time and resources to recruit families, recruit and train staff, and deliver an excellent program." Helen's gift will ensure that more children have access to this excellent program, regardless of their financial situation.



Farm & Wilderness campers 2022

Helen's legacy goes beyond her generous donation to Farm & Wilderness. Throughout her life, she was a passionate advocate for education and worked tirelessly to improve the lives of children. As a school administrator in New York City, Helen had a profound impact on the lives of countless students, and her legacy continues to live on through the many lives she touched.

Helen's commitment to education and her belief in the power of experiential learning is reflected in her support of Farm & Wilderness. Camp provides children with opportunities to learn, grow, and develop important life skills in a supportive and nurturing environment. Through her gift, Helen has ensured that more children will have access to these transformative experiences.



The Affordable for All initiative is just the beginning of the impact that Helen's gift will have on the lives of children. As more families are able to send their children to camp, they will benefit from the same experiences that shaped the lives of the Gardiner family for generations. Helen's legacy will continue to inspire others to support education and provide opportunities for children to learn, grow, and thrive.

Please join us in celebrating the life of Helen Garrison.

Behind the Scenes of our New Video

By Adair Arbor

How do you explain the magic of F&W camps to someone who has never encountered them before? How do you capture the natural beauty, the community living, the everyday adventure opportunities that are just part of daily life here? If a picture is worth a thousand words, a thoughtful promotional video must be worth a million.

In summer of 2022, F&W worked with an incredible film crew from Maine, familiar with telling stories for reputable non-profit organizations, to capture that indefinable magic that is Farm & Wilderness. The result is a beautiful new video, accessible on all the online platforms where folks are going to research their perfect camp experience.



Group of campers on the new video for Farm & Wilderness

“We have about 15 seconds to draw new people in,” says Tulio Browning, marketing director. “Where do we find those people? We may find them naturally, sitting next to someone, but wouldn’t it be nice if we could show them something? Like, ‘Hey, look at this!’”

Scenes and words were chosen with care and intention, the way you might set a table for a homecooked meal. The goal was to create something informative but not “commercial”; rather, leaning into the unique story of F&W by showing how it impacts campers each summer.

“We tried to be mindful and respectful of not taking away from campers’ experience while having a film crew on site,” Tulio continues. “Everyone in it was asked and enthusiastic about participating. The teens at TF were thoughtful about the authenticity of the video process. We had conversations about why we were doing things and how we were doing them—that alone has some value.”



Behind the scenes of the new video for Farm & Wilderness

Working with “those outdoorsy bearded guys from Maine” was a joy and a success. “They really got us,” says Tulio. “They paid attention—they had a great touch for zooming in on expressions and capturing authentic moments of action. They used advanced equipment to create a softness, a gentleness around the stories with natural light—it was really beautiful. I can’t wait for people to see the results.”

It may seem antithetical, at first glance, to F&W’s unplugged nature to spend time and resources on an online video. But as Tulio puts it, “F&W is wanting to engage with people in an authentic way in the places where people are—it’s our responsibility because it’s in our values to reach different audiences in different places, and give them the opportunity to join us, and be invited. With AFA and trying to broaden our reach, it’s as good a way as any to live our values. When they see the videos I hope they’ll see, ‘Wow, that looks like camp’.”

Check out the videos and share them on social media and with your friends: www.youtube.com/@farmandwilderness



Behind the scenes of the new video for Farm & Wilderness



FARM & WILDERNESS

401 Farm & Wilderness Road
Plymouth, VT 05056 USA

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PERMIT 86

DONATE TODAY!

Help F&W Make Camp Affordable For All!



Do you remember the transformative experiences you (or your children) had at camp?

Will you help F&W make those experiences accessible to all children?

We need your help to raise **\$1 million** in 2023 for the Affordable For All program.

The goal of this effort is to make the campership process more efficient, transparent, and provide financial support to cover potential barriers to camp accessibility such as gear and transportation.

So far in 2023, F&W has given away over **\$700,000** (a dramatic increase from \$546,092 in all of 2022)!

This is Farm & Wilderness and YOU living our values!

Donate to Affordable For All during F&W's Spring Appeal!

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