

# Genesee Valley

outdoor learning center

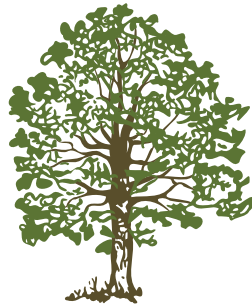
Celebrating  
40 Years of  
**growing**



[geneseevalley.org](http://geneseevalley.org)







# grow

*stronger, together*



*Securing the legacy of providing exceptional outdoor learning experiences for individuals of all ages and backgrounds*



[geneseevalley.org](http://geneseevalley.org)

# 40TH ANNIVERSARY

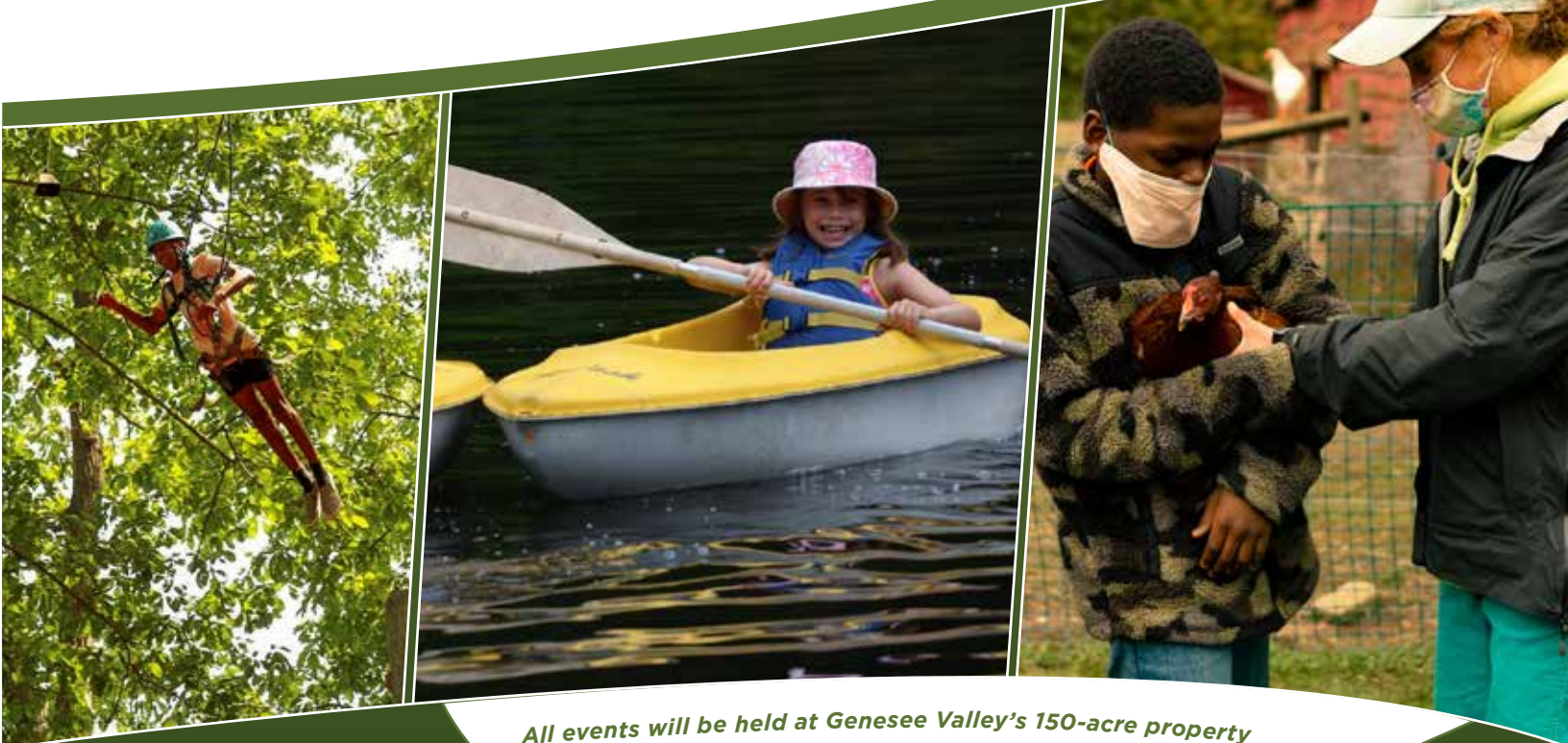
September 17, 2022

## TOM'S 5K TRAIL RUN 9.17.22

Come join us on September 17, 2022 @ 8:30 a.m. for a run through the trails of Genesee Valley to celebrate the life of our founder, Tom LaMonica. This is a great opportunity to get your office "team" together for a great team challenge or come out and do the 1 mile walk with your family. As always Genesee Valley offers a beautiful backdrop for a time to reminisce and celebrate Tom.

## 40th CELEBRATION DINNER 9.17.22

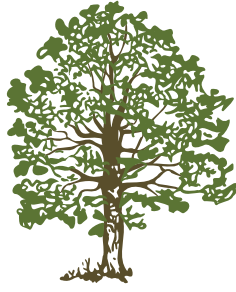
Come join us for a dinner on 9.17.22 to experience the beauty of Genesee Valley. We expect between 250 - 350 adults in attendance. Our supported network includes many prominent business and community leaders as well as families and alumni who have engaged in the organization throughout the years.



*All events will be held at Genesee Valley's 150-acre property in the beautiful countryside of Northern Baltimore County, 1717 Rayville Road, Parkton, MD, 21120.*

Nestled among the forest and the farmland in the northern part of Baltimore County is a place affectionately known as "The Valley." A place where quality learning experiences promote growth and nourish the development of individuals of all ages and backgrounds. A place where friendships have developed into lifelong relationships.





# 40 Years of growing



**Join** us to help **celebrate**  
the **accomplishments** and  
**support** the future  
generation of  
**GVOLC leadership**



## Who We Are, Where We Come From

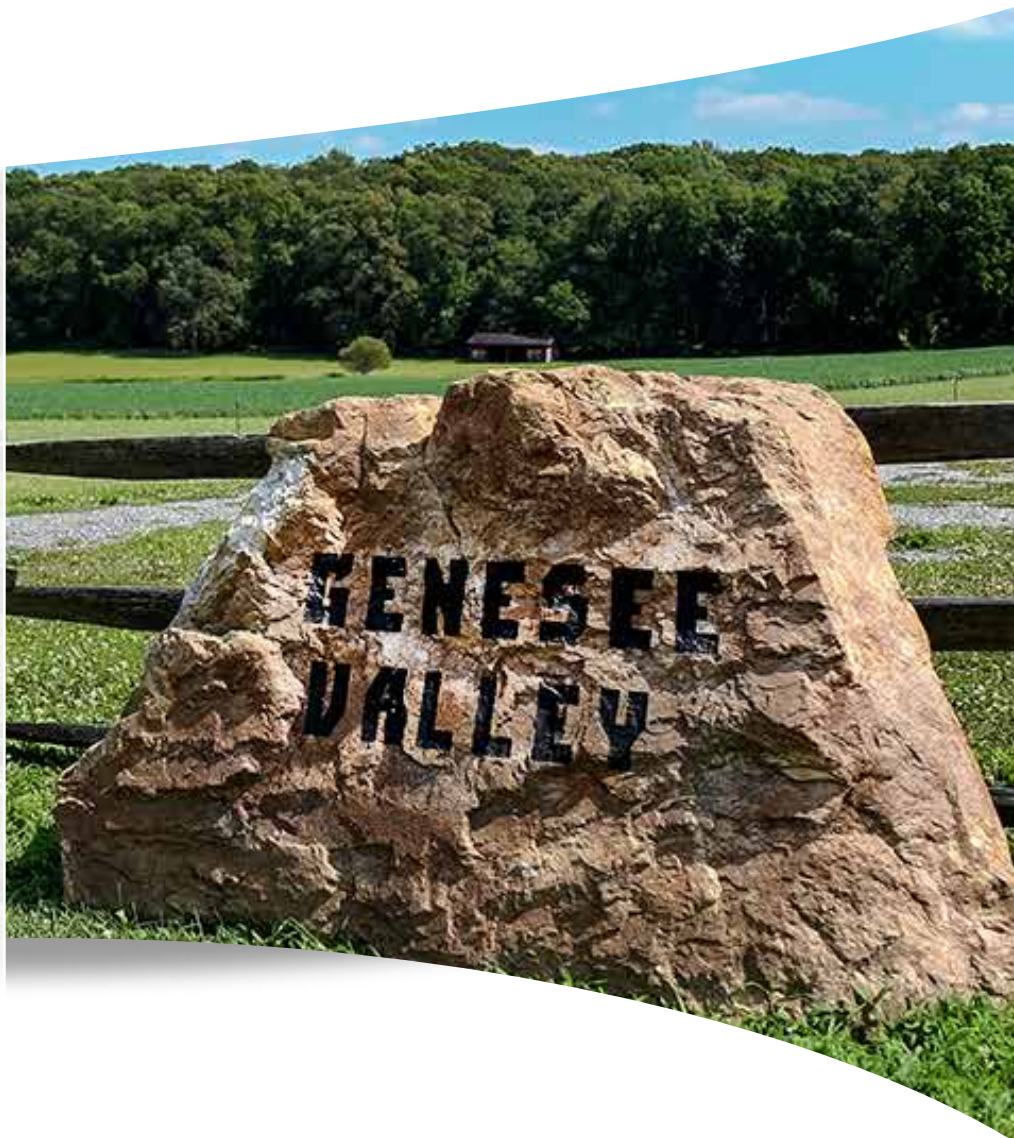
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It was Tom LaMonica's vision for a truly unique educational experience that inspired the incorporation of Genesee Valley Outdoor Learning Center in the spring of 1981. With the help of colleagues such as David Pines, Craig Dobkin, Rita Yerkes and Paul Stephenson, Tom created leadership programs that challenged traditional methods of education and encouraged success through shared outdoor experiences. Years of dedicated and passionate individuals have nurtured these concepts and this vision, allowing Genesee Valley to become one of the largest **educational challenge** courses in the country.

*“To thrive in life,  
people need real  
experiences and  
challenges. And our  
collective future  
brightens when they  
find them.”*



*Tom LaMonica,  
Founder*



# Why Your Donation Matters

Through the 40 years, **GVOLC has served over 1,000,000 participants** from the surrounding region. Schools, corporate businesses, and various non-profit organizations from Delaware to Northern Virginia have chosen GVOLC as their destination. At GVOLC they learn and grow by engaging in our unique team building and character development programs. GVOLC has shown how we have been able to overcome adversity after we suffered the loss of our founder Tom LaMonica in 2010. We pulled together, not only as an organization but as a family, and we continued the mission Tom started.

*"It was a novel experience for my team that allowed them to find new strengths within themselves that they may not have found otherwise. The girls that went on the trip have stepped into leadership roles during our usual day to day programming while also bringing the group together as a whole because of their shared experience."*

- Harlem Lacrosse Coach

*"It's more about the mental commitment than many real school days because we spend so much time in the classroom. Here they had to overcome fears and anxiety and that stretches them in ways they could not imagine. These days are meant to boost confidence."*

- Loyola Blakefield Administration

*"My 1st time at GV, and I was blown away by the professionalism of the leaders. Such a great experience - can't wait to come back"*

- Mercy High School 9th grade Faculty

*"Learning the freedom of speaking up and participating, taking calculated risks and trusting other team members"*

- iD5 Marketing Company





## The Numbers

GVOLC fall and spring seasons have provided programming for more than **9,200 participants**. Including **6,500 youth**, **575 adults** and over **2,100** underserved/low socioeconomic population. This summer we provided a 5 day camp experience for over **1,000** campers. This included **700** campers from Baltimore County, **100** campers from Southern Pennsylvania and **200** from Baltimore City. As an organization, we provided over **\$7,000** in scholarships. Our calendar is full of new and returning schools, companies and non-profit organizations. The success of 40 years and growing is evident by the noise of people having fun, taking a risk jumping off a platform to ring a bell, or students communicating to get the group over the "croc pit".

During the summer of 2020, GVOLC's summer camp followed COVID protocols and was able to serve over **800** campers. We were able to do this successfully and felt it was important to continue this in the fall and provide a safe environment for our community of working families. We offered an in-person learning experience for their children called, The Enrichment Program. This not only helped our community but it allowed the children to socialize, gain academic support and nurture their social emotional well being. This year more than ever the importance of socializing and reconnecting with peers has been extremely important. As we move into our upcoming season, our calendar is booking with schools, corporations and underserved youth ready to reconnect and start communicating.



*"Challenge by choice...no one will be forced to do anything but we must make choices to face the challenges before us."*

*- CCBC Presidential Leadership*

*"Students were placed in groups with people that they didn't know and by the end of the day they were talking and laughing and sharing contact information to stay in touch. Some students also faced their fears by doing some of the rope courses. Team building is so crucial. We will reference the willingness to come out of their comfort zone throughout all of our programming!"*

*- Building Steps Mentor*



*"Just a great outdoor experience, I loved that my child came home totally filthy at the end of the day! That is what summer is about."*

*- Every Parent*



**Developing:  
Communication  
Creative Problem Solving  
Healthy Risk Taking  
Cooperation  
Leadership  
& Trust**



## **Experiential Education**

GVOLC's Experiential Education Program is the heart of all we do to help individuals and groups find their inner grit and grace to meet new challenges. The program utilizes our challenge course, one of the most extensive courses on the east coast, to actively focus on developing communication, cooperation, healthy risk-taking, leadership, trust, persistence and creative problem-solving skills. Individuals of all ages come to our outdoor learning center to engage in team-building and problem solving activities that utilize our low and high ropes course elements. Although fun is high on our priority

list, there is more to it than that; our facilitators 'debrief' participants after activities and use the course to discuss ways to meet everyday life head on. Participants grow through both verbal discussions and physical challenges that encourage them to step outside their comfort zone. Based on the goals of each group, GVOLC facilitators customize programs to meet their needs over half-day, full-day or week-long overnight experiences. GVOLC also offers off-site team building programs year-round. ***GVOLC is an institutional member of The Association of Challenge Course Technology and is a member of Association for Experiential Education.***







*GVOLC is one of the largest Educational Challenge Courses in the country.*

## Summer Camps

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Our summer day camp offers campers ages 4 - 16 the opportunity to explore the outdoors, step out of their comfort zone, and build relationships with others. Our highly trained counselors work hard to foster a nurturing and safe environment for each camper. Activities range from archery, fishing to zipping and dipping into one of our lakes. Genesee Valley is accredited by ***The American Camp Association.***

## Sports Fields

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With our 7 regulation and 3 youth sports fields (lacrosse, soccer), we are the home fields for our local recreation and club programs. GVOLC also utilizes these fields by renting them out to various tournament companies. These tournaments are showcasing events for future collegiate athletes. During one of these tournaments there can be over 6,000 spectators visiting our groomed fields. Genesee Valley hosts 5-6 of these events a year. Our commitment to provide high-quality, well maintained fields is part of our founder Tom LaMonica's legacy as a high school coach to hundreds of youth.



## The Opportunities

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### **MIGHTY OAK TREE SPONSOR \$15k**

- 3 tables of 10 at the celebration dinner
- 6 entries into the Tom LaMonica 5k Trail Run
- Banner displayed on sports field
- Signage at the 5k Trail Run
- Digital recognition at celebration dinner
- Onstage mention at the celebration dinner
- Advertise/swag giveout for 5k Trail Run
- Advertise/swag for celebration dinner
- Logo on center front of the 5k T-Shirt
- Employee volunteer engagement opportunity at GVOLC throughout the year
- One corporate team building day at GVOLC
- Company logo included on website
- Company logo included on all event materials
- Exclusive social media post
- Prominent recognition in media placements, email blasts

### **THE ROOT SPONSOR \$10K**

- 2 tables of 10 at the celebration dinner
- 4 entries into the Tom LaMonica 5k Trail Run
- Signage at the 5k Trail Run
- Digital recognition at celebration dinner
- Advertise/swag giveout for 5k Trail Run
- Advertise/swag for celebration dinner
- Company logo on the 5k T-Shirt
- Employee volunteer engagement opportunity at GVOLC throughout the year
- One corporate team building day at GVOLC
- Company logo included on website
- Company Logo included on all event materials
- Exclusive social media post
- Prominent recognition in media placements, email blasts

### **BRANCH SPONSOR \$7.5k**

- 2 tables of 10 at the celebration dinner
- 4 entries to the Tom LaMonica 5k Trail Run
- Signage at the 5k Trail Run
- Digital recognition at celebration dinner
- Advertise/swag giveout for 5k Trail Run
- Advertise/swag giveout for celebration dinner
- Company logo on the 5k T-Shirt
- Company logo included on website
- Company logo included on all event materials
- Group social media post
- Recognition in media placements, email blasts







**grow**  
*stronger, together*

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#### **REDTAIL HAWK SPONSOR \$5K**

- 1 tables of 10 at the celebration dinner
- 4 entries to the Tom LaMonica 5k Trail Run
- Digital recognition at celebration dinner
- Advertise/swag giveout for 5k Trail Run
- Company name on the 5k T-Shirt
- Company logo included on website
- Company logo included on all event materials
- Group social media post
- Recognition in media placements, email blasts

#### **GREEN LEAF SPONSOR \$2.5k**

- 1 table of 10 at the celebration dinner
- 2 entires to the Tom LaMonica 5k Trail Run
- Digital recognition at celebration dinner
- Advertise/swag giveout for 5k Trail Run
- Company name on the 5k T-Shirt
- Company logo included on website
- Company logo included on all event materials
- Group social media post
- Recognition in media placements, email blasts

#### **TRUNK SPONSOR \$1K**

- 4 tickets to the celebration dinner
- 2 entries to the Tom LaMonica 5k Trail Run
- Digital recognition at celebration dinner
- Company name on the 5k T-Shirt
- Company name included on website
- Group social media post

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## **Contact Info**

Interested in a sponsorship but don't see one that meets your needs? We are happy to customize, please contact:

**Jane LaMonica**

**Phone: 410-343-0101,**

**Email: [jlamonica@geneseevalley.org](mailto:jlamonica@geneseevalley.org)**

Genesee Valley is a tax exempt 501(3)C nonprofit (52-1233868). We look forward to your support to make this year's event a great success.



# Genesee Valley

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