

Where We're Headed

Our Strategic Plan - updated August 2026

NovusWay exists for one reason: so that lives are transformed to love and serve.

That's what happens when a timid nine-year-old finds her voice around a campfire. When a youth group builds something together they couldn't have built alone. When a family reunion at one of our sites turns into something closer to church than the sanctuary back home. When clergy gather and find renewal that enables them to lead for longer.

This plan is how we protect that and grow it – for the families who've experienced the love of God in community at our sites for decades and for every family who hasn't found us yet.

Six priorities carry us there. We call them our pillars. Three phases mark the road between now and 2033. We have developed milestones and a system for regular check-ins within each phase. Work plans will be developed annually and updated regularly. I want you to see the plan, because it's yours as much as it is ours.

Lauri SoJourney

CEO, NovusWay Ministries

Who We Are

Mission: To be places apart for meaningful experiences, authentic friendships, high adventure, leadership development, and fun in God's creation.

Vision: Rooted in Christ's promises, lives are transformed to love and serve.

We welcome all who seek God's love and grace in an outdoor ministry setting — regardless of race, culture, sexual orientation, gender identity or expression, family status, socio-economic circumstances, ability, or citizenship. Our unity is in Christ.

Core Values: To be camper and guest first, we lean into **Safety • Care • Joy • Unity • Inclusivity**

Six Pillars

- 1. Strengthen Summer Camp.** Every child who comes to Lutheridge, Lutherock, or Luther Springs should find a place apart – safe, joyful, life-changing. We're growing camp so more kids get that experience, and making sure cost never stands in the way.
- 2. Strengthen Year-Round Programs.** Summer is where most people meet us, but our sites are alive all year – outdoor schools for students, retreats for adults, and programs that carry our mission into every season.
- 3. Strengthen Hosted Ministry.** Churches, conferences, and groups choose our sites because of how they're treated when they arrive. We're building a hosted ministry experience that's excellent at all three sites.
- 4. Strengthen Facilities.** Our buildings and grounds are the physical expression of our welcome. We're investing in the cabins, lodges, and land so they support the mission.
- 5. Build Financial Viability.** Financial health isn't the mission, but it's what makes the mission possible for the next generation. We're building toward zero debt and a \$10 million endowment by 2033.
- 6. Care for Staff.** God works through our people. We're committed to paying every staff member fairly, supporting them well, and building a place they want to stay.

Three Phases to 2033

FOUNDATION (2026–2027): Protect what's working. Build the systems everything else depends on.

GROWTH (2028–2029): Grow camp enrollment and hosted ministry. Bring our outdoor schools to full scale.

SUSTAINABILITY (2030–2033): Zero debt – internal and external. A \$10 million endowment. Every staff member paid a living wage. Facilities caught up.

How You Can Be Part of It

- **Pray** for our campers, guests, and staff.
- **Give** toward the vision – every gift moves us closer to 2033.
- **Tell** a family or a congregation about our programs.
- **Visit** and see for yourself at Lutheridge, Lutherock, or Luther Springs.

“Rooted in Christ's promises, lives are transformed to love and serve.”