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| Rachel Newton  November 17, 2010 |
| The Land  1220 N. Main  Altus, OK 73521 |
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**CCI Introduction: (Background)**

The Newton Foundation is a nonprofit organization that exists to build, maintain and promote excellence in Christian education and to perform and support Christian mission work. The Newton Foundation received its legal credentials in 2006 and exists solely on donations. Two people are full-time staff members, founder Zane Newton and co-founder Kandy Newton. All purchases must be approved by at least four of the board’s six members. Finances and bookkeeping are done by an independent financial consultant who donates her time and work as a contribution. As its mission statement reads, The Newton Foundation focuses on three specific aspects; to encourage, equip and endeavor. In a face-to-face interview with Zane Newton on November 9, 2009, Newton said, the encouraging aspect of the mission statement means to “establish a resource network of people and funding to fulfill the visions of those who want to reach, teach and help others know Jesus Christ”. The equipping aspect hopes to establish funding for speaking, teaching and listening. Also to offer tools for life application through small group to large group seminars, retreats, revivals and conferences. The last aspect of the mission statement, endeavoring, sends individuals to tell and equip the people of this world to know that there is a God who cares for them and He can give each person on this planet a hope with purpose to live a fulfilled life.

To help in its mission, The Newton Foundation began to build a small campground called ‘The Land’ in 2007. The campground is located south of Blair, OK, off of Highway 183 on County Road 156. One of the board members donated roughly 40 acres of land to build the campground. The Land prides itself in being a rustic camping experience. When the Newtons first had the idea to build a campground, they found out through many conversations that many people had never experienced camping in a tent, a campfire or fishing. Since both of the Newtons had a childhood filled with these experiences, they wanted to give those who came to The Land the same opportunities they had. The Land’s camping experience includes: fishing and swimming in a private pond, grill-only food preparation, campfire, outdoor showers, low-ropes obstacle course and tent facilities for sleeping. Groups or participants can opt to cook themselves or have a camp cook provide all of their meals. Also, if groups need extra supervision, group leaders or speakers, The Newton Foundation can provide the group with the personnel needed. Extra staff is usually personal friends of either Zane or Kandy Newton that they have worked with in situations similar to the camps or events they provide. Participants pay a minimal fee to cover the costs of their activities, food and staff compensation if applicable. A variety of ages from kids to adults use The Land for various activities; although most of the participants range from 12-19 years of age.

**Crisis Inventory:**

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| **Scenario** | **Probabilty** | **Damaging** | **Total** |
| Loss of Funding | **4** | **5** | **9** |
| Serious Injury to Participant | **3** | **4** | **7** |
| Fire | **3** | **3** | **6** |

**1. Loss of Funding**

The Newton Foundation financially relies on the charitable donations of individuals. Since The Newton Foundation provides the funds for The Land to exist and function, it also relies on the donations of individuals. In 2008, the United States of America started to see the effects of an economy in a downfall. With the overall economy being in a recession, the nonprofit sector of the nation has taken a fall in donations received. According to a [new study](http://www.guidestar.org/news/features/2008_survey.pdf) from GuideStar, 35 percent of nonprofits have seen a decrease in giving for the first nine months of 2008 - compared with 19 percent just a year ago. Because of the economy and the statistics on the impact the falling economy has on nonprofits, the likelihood of this crisis happening to The Land is high. On a scale of one to five, the likelihood of this happening is a four. The potential damage to The Land if the loss of funding happened is also high because it would mean that The Land would not be able to survive. On a scale of one to five, the potential damage to The Land is a five. Although it would not be a major media story, the damage would still be high. This crisis would pose a direct threat to the goals and assets of The Land. If the existence of the campground is threatened, then the reputation is also threatened because without existence there is no reputation. This would give the crisis of losing funding a total score of nine out of ten possible. Because it received a nine, it is ranked at the top of the crisis inventory.

**2. Serious Injury to Participant**

The Land offers an outdoor, rustic experience. Because of this, there is not a lot of control over natural injuries. The two most likely and damaging injuries that could happen on The Land are drowning, snake bites and sickness. On a scale of one to five, the possibility of a one of these serious injuries happening is a three. On The Land is a pond that is approximately nine feet deep on average. This is a man-made pond with its water coming from precipitation and a ground well. Participants are welcome to swim if they choose to; however, there is no lifeguard or trained supervision on hand. Because of the lack of supervision, it would be likely for a participant to be susceptible to drowning. Most of the participants that come to The Land are kids or teenagers, this lack of maturity could also increase the possibilities of participants putting themselves in situations in or around the pond that they should not be in. Another likely injury to a participant while on The Land is a snake bite. The geographic location of the land is mainly what causes this to be an issue. The campground is located in the country of Southwest Oklahoma. Although most of the snakes in this area are non-poisonous, rattlesnakes often make an appearance in the spring and summer months. The terrain of the campground makes it a welcoming place for snakes to live; there are lots of trees, brush and branches and an available water supply. The participants that camp at The Land pitch their tents beneath these trees and among the leaves and branches, making it easy for participants to be in the same areas as a snake could be. The last injury that is most likely is sickness by eating berries grow wildly on plant life at the campground. Although no one has been sick from eating them, it is still a possibility. Two berries that have been identified so far are sand plums and mulberries. On a scale of one to five, the potential damage of a serious injury to a participant while on The Land is a four. It is a four because it would threaten lives and the reputation of the campground. Life-threatening injuries or fatalities are always a media interest, which also contributes to the ranking of a four on the potential damage. The rankings of the possibility scale and the potential damage would give the crisis of a serious injury to a participant a total of a seven.

**3. Fire**

Two of the features the campground provides are a campfire and grill-only food preparation. The geographical location is also a factor in the reason that a fire could be a likely crisis. Southwest Oklahoma is commonly in a burn ban because of the lack of moisture or precipitation it receives. The campfire is located in the center of the campground with many leaves and branches around. Anyone who has built a campfire knows that dried leaves and branches are the best items to use when building a campfire. Another issue in Southwest Oklahoma that poses a threat to the campfire is the wind factor. If the wind gusts were even mildly strong, it could blow the flames beyond the controlled area or blow a lose leaf into a flammable area. The grill-only food preparation also poses the threat of a fire for many of the same reasons the campfire does. A grill’s flames could also be damaging if the wind caught the flames or if the grill was left unattended. The grills run off of propane gas, which can be a major contributor to a fire. Because of all of these reasons, on a scale of one to five, the possibility of a fire happening is a three. A fire would be a threat to the assets and goals of The Land and the potentially lives of those involved in the activity. If the fire was done out of negligence, it could also be a threat to the reputation. The news media would probably not consider this a large news story. On a scale of one to five, the potential damage to The Land because of a fire is a three. The rankings of the possibility scale and the potential damage would give the crisis of a fire a total of a six.