



# MAKING AN IMPACT

2024 ALBERTA



# A NOTE FROM CAMP

As we reflect on a wonderful year as we rebuild at Camp Quality Alberta we want to express our heartfelt gratitude for your unwavering support, which has profoundly impacted the children and families we serve. Our campers participated in intentional programming that fostered joy, resilience, and connection, and it was inspiring to witness their growth and laughter, made possible by your support.

## NEW IN 2024

- ★ Camper Support Specialist – New travel team role to provide personalized care and address campers' mental health needs.
- ★ Camp App – Launched a digital camp app for smoother check-in and on-site operations.
- ★ Specialized Training – Tailored sessions for lifeguards, food service, teen leaders, and travel team to enhance safety and camper care.
- ★ New Coordinators – Hired a Camp Coordinator and a Community Engagement & Outreach Coordinator to strengthen programs and community relationships.

## LOOKING FORWARD

- ★ We're adding a Teen Program Specialist to our travel team to expand and support programming tailored specifically for our teenage campers.
- ★ We're expanding training to equip volunteers with skills in adaptive programming and to better support neurodiverse campers or those with complex needs, ensuring all campers can thrive.
- ★ We're actively working to find a permanent home for Camp Quality Alberta, creating a dedicated space to provide consistent and long-term programming for the children and families we serve.

28 CAMPERS

10 VOLUNTEERS

118 CAMPER EXPERIENCES

2 PROGRAMS

COUNTLESS SMILES, LAUGHS, AND MOMENTS OF CONNECTION

\*number of campers x days at camp



**97%** OF CAMPERS MADE  
AT LEAST ONE NEW  
FRIEND AT CAMP

**80%**  
SAY THEIR CAMPER  
HAS DEVELOPED  
STRONGER PROBLEM  
SOLVING SKILLS

**100%**  
SAY THEIR  
CAMPER FEELS  
MORE CONNECTED  
TO A COMMUNITY

**80%**  
SAY THEIR  
CAMPERS  
INDEPENDENCE  
HAS IMPROVED



**MEASURING WHAT MATTERS**



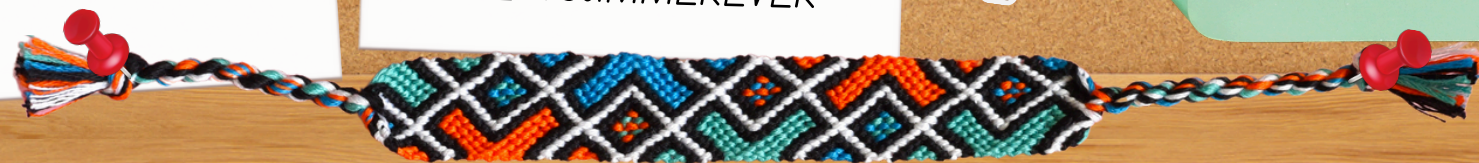
# SUMMER MEMORIES

The kids have so much fun. They feel a huge sense of belonging. It lets them be kids without having to worry for awhile- which is an amazing gift.

Our kids come back from CQ every year just glowing and full of memories that make the hard stuff fade for a bit. Thank you for all that you do.

My eldest daughter has been through her own challenges and "aged out" of camp this year before she was well enough to return. Upon drop off, the team of counsellors recognized her and made her feel seen. Another counsellor invited her to consider volunteering next year, and we heard that there is the possibility for a young adult camp. This made her so happy- CQ means so much to her.

#BESTSUMMEREVER







# THANK YOU

As the needs of our community grow, we are prioritizing efforts to expand our funding base, ensuring we can continue to offer high-quality programs and provide transformative camp experiences to every child and family who wants to attend. We are deeply grateful to our donors and supporters, whose generosity makes these life-changing moments possible.

