



# 2023 ANNUAL REPORT



[WWW.CAMPQUALITY.ORG](http://WWW.CAMPQUALITY.ORG)

# A NOTE FROM THE BOARD CHAIR



Dear Camp Quality Friends & Supporters,

Our Annual General Meeting is held at the end of May each year, and 2023 seems far away as I write to you in June. In 2023, your contributions helped us grow to serve more campers and provide more program offerings with the invaluable support of our dedicated and growing volunteer teams.

A donor recently asked if we struggle to get volunteers why don't we look at other ways to deliver our camps. Quite simply, volunteers are the heart of our organization. Teams of local volunteers keep us firmly rooted in the communities we serve across Canada. Volunteers provide essential expertise that assists us in planning and delivering programs, securing local program funding and partnerships, and building a network of local support around each family affected by childhood cancer.

Recruiting volunteers is always a challenge and was even more so in 2023, but we succeeded. And we welcomed many amazing new people who generously support our programs by committing their time and sharing their talents and expertise. Leading these efforts are our volunteer Camp Organizing Committees, who work year-round to recruit and train members of their community to spend a week of their summer supporting children affected by childhood cancer and their families.

2023 was an exciting year for Camp Quality as we brought back all of our camp programs for the first-time since 2019 and more than doubled the number of overnight camp experiences for our community. We introduced more family camps including a family cottage weekend supported by Sun Communities at Sherkston Shores and a young adult leadership program for past campers aged 18-25. More year-round camp programs in communities close to our campers is a priority for 2024.

It is my pleasure to share with you our 2023 Annual Report. Your support is important to us. Camp Quality would not be able to provide programs for families affected by childhood cancer without you and our many volunteers. If I could ask one thing of you this year, it would be to share your support of Camp Quality and help us spread the word. #campinourcommunity. We want to expand our programs for all families affected by childhood cancer, and we can only do that with your continued support.

Together we can ensure every child with cancer has a special place at Camp Quality.

With gratitude for your generosity,  
Matt Harris, Board, Chair

- Matt Harris

# IN 2023, WE GREW TO PROVIDE TWICE THE NUMBER OF OVERNIGHT CAMP EXPERIENCES



## Hugh & Kate Share their Experiences

My name is Hugh, and I am 16 years old in Grade 12. When I was 4, I had headaches, and the doctor at SickKids told us I had a brain tumour, anaplastic astrocytoma.

As the result of many treatments, I have an acquired brain injury. The biggest impact from these treatments is my memory: I only have 5% recall. That makes school extra tricky and sometimes it can be hard socially. I have no trouble making friends. However, when I was young, keeping them was hard because new friends would ask me to get together, and I would forget.

I started going to Camp Quality about 6 or 7 years ago, and it has been an awesome experience!  
Thank you, Camp Quality.

I'm Kate Maw, Hugh's Mom. I knew Camp Quality was a special place when Hugh ran over to me at the end of camp with an urgent request (so he doesn't forget), "Can I go to the next family day, teens weekend camp, dial in for virtual teen night to play MAFIA".

This is the highest praise - as a mom to know that my kid is understood and taken care of - Thank you!



Saba (Volunteer) & Hugh  
Camp 2023

# Camp by the Numbers

**47,907**  
Volunteer  
Hours

**111**  
Teen &  
Leadership  
Experiences



**1 CQ Program Experience =**

- 1 Fun Day
- 1 Day Overnight Camp

**1,982**  
Program  
Experiences

**22**  
Camp  
Programs

**A 55%**  
increase in  
experiences  
from 2022



**And we had...**



**57832**  
Smiles  
Shared



**1143**  
Camp  
Songs  
Sung



**2645**  
Mallows  
Toasted



**973**  
Penguin  
Plunges



# Our Impact



**91%** of campers reported making a new friend

**97%** of campers reported feeling accepted & understood

**80%** of campers reported increased independence

**94%** of campers reported bonding with others who have had similar experiences

**83%** of campers reported improved self-esteem

Numbers based on our summer post-program surveys for parents & campers.

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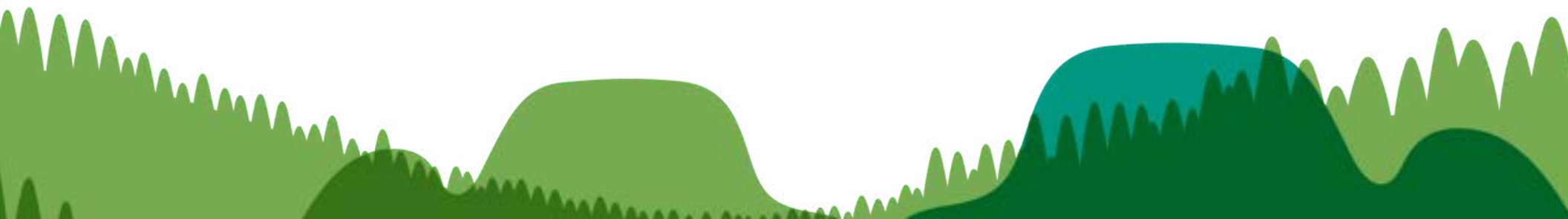
# 2023 Financials

## CAMP QUALITY CANADA STATEMENT OF OPERATIONS YEAR ENDED DECEMBER 31



<b>REVENUE</b>	<b>2023</b>	<b>2022</b>	<b>EXPENSE</b>	<b>2023</b>	<b>2022</b>
Donations	750,212	730,251	Programs	667,792	624,559
Government Subsidies	9,742	73,246	Fundraising and Development	163,277	136,644
Investment Income	104,438	(18,464)	Administration, office and general	219,763	174,368
Fundraising, events and lottery	136,970	195,700	<b>Total Expenses</b>	<b>1,050,832</b>	<b>935,571</b>
Other Income	0	1,958	<b>Excess of revenue over expense</b>	<b>(49,470)</b>	<b>47,120</b>
<b>Total Revenue</b>	<b>1,001,362</b>	<b>982,691</b>			

	Operating Reserve	Family Assistance	Program Development	Corporate Development	Unrestricted	2023 Total	2022 Total
Net assets, beginning of the year	984,977	30,000	150,000	150,000	430,894	1,745,871	1,698,751
Excess of revenue over expenses	-	-	-	-	(49,470)	(49,470)	47,120
<b>Net assets, end of year</b>	<b>984,977</b>	<b>30,000</b>	<b>150,000</b>	<b>150,000</b>	<b>381,424</b>	<b>1,696,401</b>	<b>1,745,871</b>



# Our Donors



## **\$50,000+**

The Alva Foundation  
KRP Properties  
Bay Street Kicks Cancer 2023

## **\$20,000+**

Copper Cliff Maintenance  
Bassin' For Kids  
Walmart Canada Corp  
The Staal Family Foundation  
Canadian Tire Jumpstart Charities  
KOA Care Camps of Canada

## **\$10,000+**

Amgen  
Bowlathon 2023  
CN Stronger Communities Fund  
H.O.P.E Ottawa Carleton Inc.  
Hockey Fights Cancer 2023  
KPMG Foundation  
Ottawa Community Foundation  
Pond Hockey On The Rock Inc.  
Sun Communities  
TD Securities - Underwriting Hope Fund  
TELUS Friendly Future Foundation  
The Catherine And Maxwell Meighen Foundation  
True North Youth Foundation  
Westminster College Foundation

## **\$5,000+**

Alice and Murray Maitland Foundation  
Canadian Firefighters Curling Assoc  
Guelph Community Foundation  
Mr. Lube Foundation  
Rodney Yip  
Stollery Charitable Foundation  
Stuart Olson Industrial Constructors Inc.  
Sudbury Community Foundation  
Sudbury Credit Union  
The Marion Ethel Kamm and Frederick John Kamm  
The Paterson Foundation  
The Toronto Star Children's Charities  
The Winnipeg Foundation



# Our Team

## Camp Directors (Volunteer)

Vinnie Paolucci, Eastern Ontario

Lauren Lambert, Manitoba

Jenni Beharry, New Heights

Natalie Downing, New Heights

Breanne McTiernan, Northern Ontario

Stephanie Kramp, Northern Ontario

Samantha Stovel, Northwestern Ontario

Julia Zinn, Southern Ontario

Jana Douglas, Southern Ontario

## Board of Directors (Volunteer)

Matt F. Harris, Board Chair

Fred Glady, Past Board Chair

Erin Godard, Treasurer

Kyra Winfield, Secretary

Dr. Vicky Breakey

Bharat Choudhary

Rob Keslick

Anna Kinastowski

Darin Thompson

Lois Weidman

Mike Commito

Rodney Yip

Hannah Brooks

## CQ Staff

Fiona Fisher, Executive Director

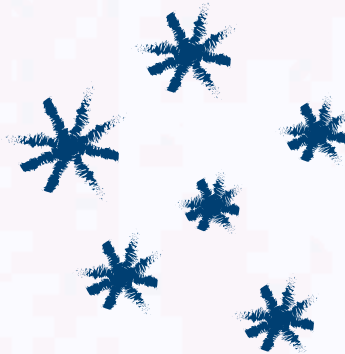
Lauren Burke, Senior Director, Operations and Strategy

Anzette Fernandes, Manager Community Giving & Corporate Engagement

Samantha Greenberg, National Medical Co-ordinator (p/t)

Manal Al Halabi, Sr. Coordinator, Finance and Administration

Andrea Dawber, Fund Development Lead (p/t)







WE COULDN'T DO IT WITHOUT YOU

THANK YOU!

