

2019  
ANNUAL  
REVIEW



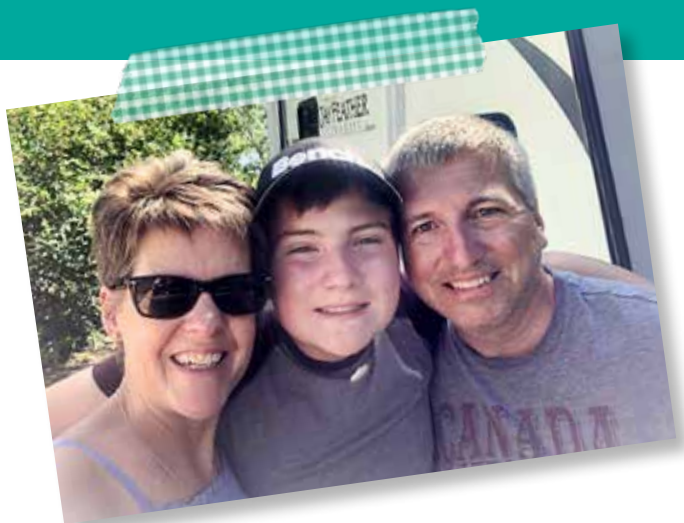
THIS IS  
CAMP QUALITY



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

# CHERYL AND JACK'S STORY

Jack Godefroy was diagnosed with Acute Lymphoblastic Leukemia in 2015. His mom Cheryl has seen first hand how Camp Quality helped Jack build confidence and independence, and how meeting other kids with similar experiences has positively impacted him. Jack is now cancer-free and thriving.



**My son Jack was a normal 10-year old boy. He enjoyed playing hockey, downhill skiing, swimming, camping, hiking and playing with his friends.**

Towards the end of Grade 5, Jack started having unexplained pains in his legs. He became very sad, tired, and was losing a lot of weight. Our family doctor ran some tests but couldn't find anything wrong. He finished his school year and we planned lots of outdoor pursuits in an effort to boost his spirits. Nothing seemed to work.

Shortly after his 11th birthday in July 2015, Jack started experiencing excruciating pain in his back. We visited the doctor again and he sent Jack for a back x-ray and more bloodwork.

On July 30, 2015, the phone rang and our lives were changed forever. Jack's x-ray showed a collapsed vertebra and his white blood cell count was very high.

We immediately travelled to the Alberta Children's Hospital in Calgary and Jack had a bone marrow biopsy.

The results of the biopsy confirmed our worst fears – Jack was battling high risk Acute Lymphoblastic Leukemia. This new world of cancer was absolutely terrifying. The days were filled with questions, surgeries and chemotherapy.

**Jack spent a total of 1,222 days in treatment, receiving 122 chemotherapy injections and taking over 4,000 chemotherapy pills.** This was not the life that we had envisioned for our precious son.

Although this journey has been so difficult, we have encountered many angels along the way. Some of these angels are the friends that we have met through Camp Quality.

Jack was first able to attend Camp Quality Alberta a couple of years ago. I will never forget picking him up from camp.

**The smile on his face was unbelievable.**

He was partnered with companions Blake and Mackenzie and they were nothing short of amazing. Jack has often said that what makes Camp Quality so special is the extremely special friendships that form with the companions. It was so awesome to have a 'best friend' to hang out with all week. Based on the stories that we heard, it seems the second-best thing about Camp Quality is the food (AMAZING!) but Jack also loved time at the beach, hanging out at the basketball court and having fun on the zipline or the archery range.



Last summer, Jack was able to attend Camp Quality's New Heights. This special camp is just for teenagers and it is truly amazing! Jack was a little nervous before going to Ontario as it was a new experience and he didn't know anyone. Six days later though, he returned to us as a confident and happy young man.

**The first thing he said to us was – 'I want to go back!'**

He enjoyed the increased independence that was given at New Heights and found that because of it, the friendships that he made were so much stronger. He loved going to the beach where they played games, jumped off the dock and canoed on the lake. The teens spent a day at the KOA campground where they made tie-dye shirts and played with a big foam machine.



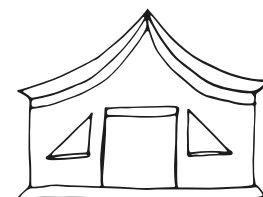
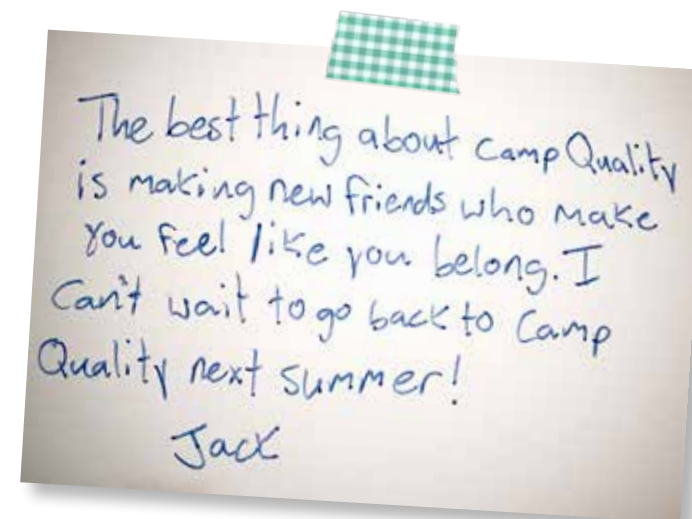
**He told me that it was really special to be around other teens who really understood the language of cancer and what it was like to battle this devastating disease.**

Cancer has changed our family and it has been challenging adjusting to our new normal. But we have met so many angels along the way who have completely changed our lives for the better. We count our friends at Camp Quality as some of these angels - they have eased some of the burden of this journey for us.

**Camp Quality is a place where kids can go and forget about the cancer for a bit.**

They can go and play in a safe and welcoming environment. We are extremely grateful that our Jack has been able to experience and create so many wonderful memories at Camp Quality!

-Cheryl Godefroy, Camp Quality Mom



# JOIN US AROUND THE CAMP QUALITY CAMPFIRE!



All of us at Camp Quality Canada are committed to supporting each family as they face their own unique journey with childhood cancer. By delivering meaningful social, recreational programming for kids, parents, and the community, we don't only help kids, but their families as well. At Camp Quality, our campers have the opportunity to be kids in an environment where they are supported medically and emotionally — all thanks to our amazing volunteers!

**Here are our camps and programs.**

## ALBERTA

Founded **1998**

Located near the city of Red Deer, Camp Quality Alberta has been a part of our community of camps for over twenty years. Camp Quality Alberta was our third camp to run in Canada! This year, we had a camp week with 43 campers; hosted at our new site, Camp Silversides. They enjoyed a week of fun, adventure and friendship on the shores of beautiful Gull Lake.

## MANITOBA

Founded **2005**

Our Manitoba camp has been growing steadily each year! From 9 campers in 2005 to 61 campers in 2019! This summer our campers went to visit the CQ Manitoba Medieval Kingdom! And our teen campers went on a brand new fishing expedition which was a huge success! We even got to show off our best moves at the camp dance!

## NORTHWESTERN ONTARIO

Founded **2002**

This year, Camp Quality Northwestern Ontario served 26 campers in the summer during a week full of jungle adventures, flower pow-er and more! We want to thank Camp Director Ashleigh Quarrell for her service as Camp Director and wish her the best, we will miss you!

## NORTHERN ONTARIO

Founded **1992**

Our second camp in Canada finished summer 2019 with 67 campers. When we first opened the doors to this camp, we had just 18 campers! In Northern Ontario we are a tight knit community and are able to offer many programs outside of summer camp to continue to serve families and kids affected by cancer. We want to thank Camp Director Allison Andlar for her service as Camp Director and wish her the best, we will miss you!

## EASTERN ONTARIO

Founded **2000**

This year, Camp Quality Eastern Ontario saw 47 campers. We even had some visits throughout the week from some special visitors and sponsors. Our volunteer staff continue to be the backbone of camp and this year we welcomed 71 wonderful people who continue to give their time and talents.

## SOUTHERN ONTARIO

Founded **1988**

Camp Quality Southern Ontario - our first camp in Canada! This year, we welcomed 72 happy campers at the YMCA Cedar Glen Camp in Schomberg. The campers swung through the high ropes course, swam in the pool and even enjoyed a special visit from the band, The Arkells.

## NEW HEIGHTS TEEN CAMP

Founded **2007**

This year we welcomed 33 campers and 15 volunteers. Campers had a chance to swim in the lake, swing through the high ropes course, learn new skills and make new friends. Campers flew across Canada to attend this leadership camp! What an awesome summer we had!

## BREAKING BORDERS

Founded **2013**

We know that challenges created by having a cancer diagnosis as a kid doesn't stop when someone turns 18. Because of that, we started Breaking Borders. This unique team of survivors learn valuable job and life skills as they plan and execute their own adventure and work toward making the world a better place through their actions.

2018/2019 saw the start of a new phase of growth for the program, as participants began planning for an Algonquin canoe trip. Other expeditions have included: Kayaking in Haida Gwaii, Sea Kayaking in the Bay of Fundy and spending time aboard the tall ship Playfair. This vital program truly embraces our mission — to turn life's challenges into adventures.

## CHEO BUDDIES PROGRAM

Founded **2001**

The CQ CHEO Buddies Program is a hospital outreach program that matches pediatric oncology patients with medical students; making hospital visits and stays more fun for kids, providing support and respite for parents, all while gaining insight into a family's experience with childhood cancer.

During the 2018-2019 Season we had 21 CHEO Buddy Matches. These medical students spent over 1000 hours total with their matches. Our CHEO Buddy pairs did everything from arts and crafts to science experiments to story time. The CHEO Buddies receive vigorous training from the Interlink team at the Hospital and even go on to volunteer at camp after!

## HOW WE MAKE A DIFFERENCE!

**Family Campers: 36**  
**Summer Campers: 349**  
**Fun Days + Reunions: 245**  
**Total Camper Experiences: 630**

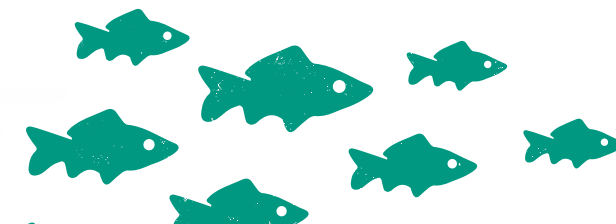
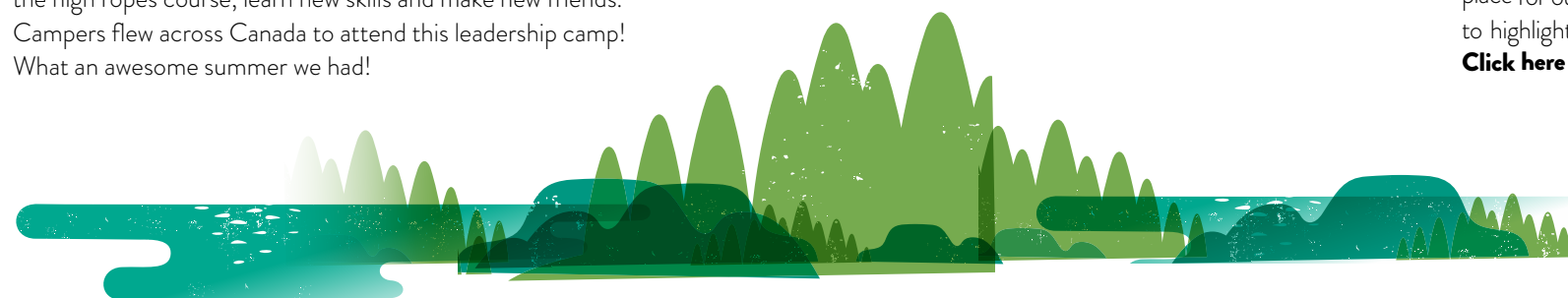
**First Time Summer Campers: 66**  
**Returning Summer Campers: 283**

Camp is a whole lot more than silly songs, campfires and games. It's a place where kids are able to build self-confidence and resiliency. Here's what parents and guardians had to say about their camper's experience!

- **75%** of parents/guardians noticed positive changes in their campers since attending camp.
- **78%** of parents/guardians said that as a result of camp, their campers' social skills have improved.
- **81%** of parents/guardians said that as a result of camp, their campers' self-esteem has improved.
- **88%** of parents/guardians said that as a result of camp, their campers' independence has improved.

## THANK YOU TO OUR AMAZING VOLUNTEERS!

Camp Quality would not be possible without the support of our Volunteers who give their time, energy and effort so selflessly. Over 2019, we had 452 volunteers support our campers and mission, putting in a grand total of 83,402 volunteer hours! We cannot say thank you enough, but to recognize all of the hard work they have put into making Camp Quality a magical place for our campers and each other, we've dedicated a page to highlight everyone who helped to make a difference in 2019! **Click here** to see the magic makers.





## PRESIDENT AND EXECUTIVE DIRECTOR'S MESSAGE



### Greetings Camp Quality Canada Friends,

As we write this message regarding 2019, we are in the midst of the global COVID-19 health crisis and have just announced that the 2020 Camp Quality Canada camps will be suspended. It is indeed difficult to accept this reality when we think back on how successful and vibrant 2019 was for CQ. We are confident that our renewed strength will sustain our CQ organization to make it through this difficult period.

But back to what we do best. First and foremost we see the heart of CQ: our local camps, and the astounding commitment of our volunteers who work tirelessly to make the sun shine brighter. These vibrant camps absolutely thrum with spirit, love, excitement and laughter for one week every year. But the heartbeat of our unique camps continues all year through the constant drive of our volunteers and the communities that support them.

An important marker of an organization's strength is its succession. As sad as we were to see a couple of our long-time Camp Directors leave after years of service, we are buoyed by the work they did to ensure that their successors are outstanding and well trained.

At the national level (Camp Support Centre), impressive changes have occurred to add increased strength to the overall organization. Our outstanding new staff have joined with veteran staff to create a dynamic team, bringing critical focus to better alignment with, and services for, our camps.

In this past year, the most important challenge we faced as an organization was establishing more financial stability and sustainability for CQ for the future. A deficit reduction and sustainability plan, as well as a number of other

measures were implemented. We're pleased to report that these serious efforts, undertaken at all levels, have resulted in our deficit being cut by half in one year. Critical work continues to ensure we address every possible avenue to build financial resilience for our important mission for the future.

At the Board level, we continue to build governance integrity through an amazingly dedicated and innovative volunteer group of directors. One of the goals of Board succession this year is to seek more members from our camp communities and we're well on our way to succeed.

Finally, we want to reiterate our sincere gratitude to our hundreds of generous volunteers and thousands of donors who made camp a reality in 2019. Camp Quality does not exist because of just a few very generous major donors. Our programs are a grass roots "labour of love" from thousands of people and businesses giving whatever they can because they truly believe in the important experiences we provide our campers.

Thank you,

Mandy & Jarvis

Mandy Thomson  
President, Board of Directors

Jarvis Strong  
Executive Director

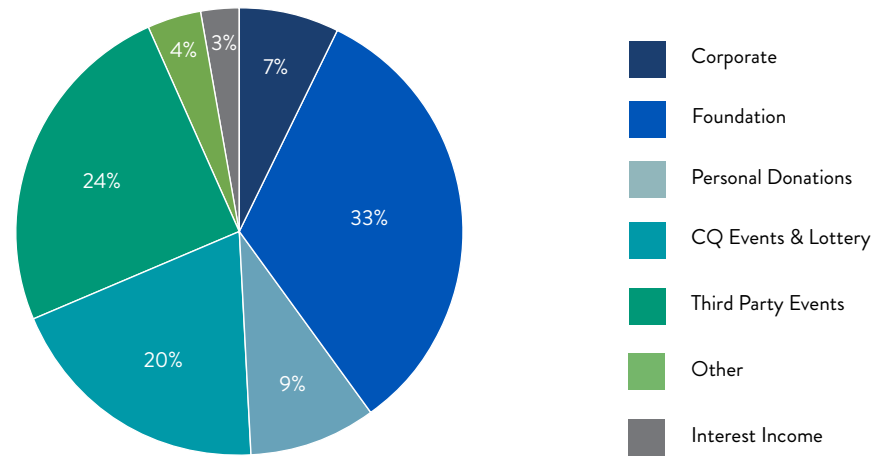




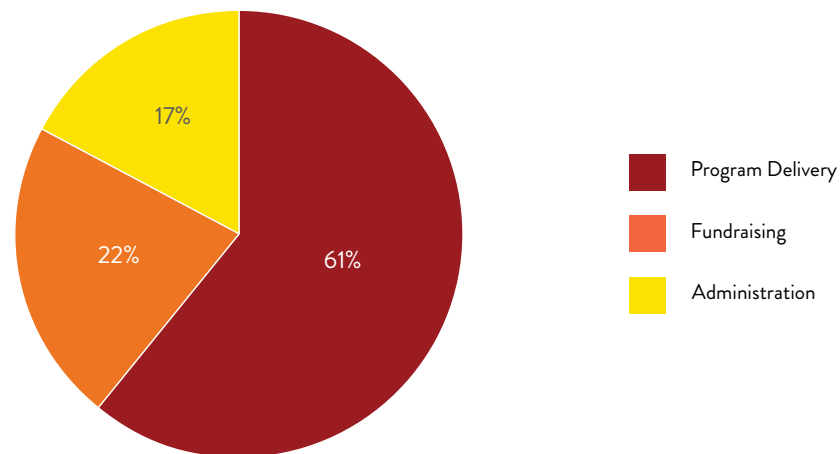
# 2019 FINANCIALS

A new fundraising strategy which included new corporate partners, successful signature events and increased Foundation grants improved revenues. Three of our annual third party community events in Northern and Eastern Ontario had record revenue years. Restructuring of the Camp Quality Canada Support Centre staff team contributed to lower administrative and fundraising expenses. These combined factors lead to our highest gross revenue since 2015 and significantly decreased our deficit.

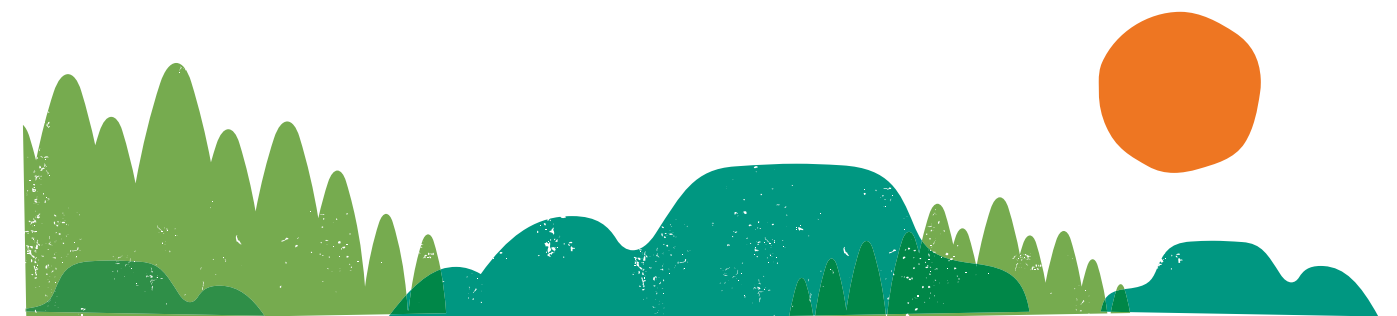
## SOURCES OF REVENUE IN 2019



## EXPENDITURE BREAKDOWN FOR 2019



Statement of Operations for the Year Ended December 31	2019 \$	2018 \$
<b>Revenue</b>		
Donations	764,261	695,634
Gifts-in-kind	5,314	1,381
Interest Income	27,193	30,355
Fundraising, Events and Lottery	250,187	238,605
Other	7,776	16,909
	<b>1,054,731</b>	<b>982,884</b>
<b>Expense</b>		
Program	724,343	725,942
Administrative, Office and General	193,407	270,880
Fundraising and Development	256,881	265,854
Gifts-in-kind	5,314	1,381
Amortization	422	843
	<b>1,180,367</b>	<b>1,264,900</b>
Deficiency of Revenue Over Expense	<b>(125,636)</b>	<b>(282,016)</b>
Net Assets Balances, Beginning of Year	1,680,436	1,962,452
Net Asset Balance, End of Year	1,554,800	1,680,436





# DONORS

Thank you to all of our 2019 donors! Your generosity helped us make last summer amazing and unforgettable for kids across the country! We are so grateful for your support. Thank you for making a difference!

## \$40,000+

- Bassin' For Kids
- KOA Care Camps of Canada

## \$20,000 - \$39,999

- Ottawa Senators Foundation
- CIBC Children's Foundation
- The Keg Spirit Foundation
- Mr. Lube Foundation
- RBC Foundation in support of RBC Future Launch
- Bazaar Marketing

## \$15,000 - \$19,999+

- Copper Cliff Maintenance
- TD Securities - Underwriting Hope Fund
- Pond Hockey on the Rock
- Whiteshell Cottagers Association

## \$10,000 - \$14,999+

- Knights Of Columbus
- True North Youth Foundation
- Sudbury Credit Union
- ECN Capital
- Hackworks Inc.
- Mackenzie Investments
- Westminster College Foundation
- Brides' Project
- Buttertart Trot

## \$5,000 - \$9,999+

- Amgen
- Northland Power Inc
- Mr. Lube (c/o Superior Shercor Ltd)
- Celgene
- Pottruff Family Foundation
- Sudbury Community Foundation
- Optimist Club of Centre Wellington-Fergus
- Don and Barbara LeFeuvre
- Sudbury Charities Fund
- Mandy and Andy Thomson

