

2020 ANNUAL REPORT



A NOTE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

Fred Glady, Board President

Jarvis Strong, Executive Director



Dear friends and supporters,

2020 brought unprecedented challenges and opportunities for Camp Quality Canada. For a charity providing overnight camp experiences for children with compromised health, COVID-19 presented an existential question: How can we serve our campers if we cannot provide in-person camps?

Rising to the challenge, Camp Quality Canada staff and volunteers launched a remarkable Camp At Home program combining traditional camp fun with leading audiovisual technology to bring joy and laughter to many campers in our community.

What the campers and volunteers missed in an away-from-home experience, they made up for with their creativity, enthusiasm, friendship and resilience. Together we learned one very important lesson: while cabins and campfires are important, the secret ingredient in CQC camps is the alchemy of our campers and volunteers.

Behind the scenes, the Camp Quality Canada support team reduced office space and pivoted to a virtual work environment where newer and seasoned staff worked creatively together. Continued leadership focus on deficit reduction and overall financial stability served the organization well in 2020. The board maintained its focus on excellence in governance, including a statement on Equity, Diversity & Inclusion and an exploration into member performance evaluation and development.

Camp Quality Canada's successes in 2020 give the organization real confidence to meet the challenges of 2021 and beyond. Buoyed by the spirit shown by campers and volunteers, the team has launched new programming and fundraising initiatives and is exploring more ways to stay connected with our community.

We will be saying "good-bye" to retiring directors who have served the organization well in the past years. Noteworthy is the retirement of Mandy Thomson as board member and Past President and we thank Mandy and the others for their many years of exemplary service and leadership.

We whole-heartedly thank our many volunteers and donors without whom none of this is possible. We know there are many demands on your time and resources and we appreciate your continued commitment to our campers and their families. Your contributions make a difference. Every single one. Thanks to you, the Camp Quality campfire still burns bright.

Thank you,

Fred & Jarvis

A handwritten signature in black ink, appearing to read "Fred Glady".

Fred Glady
Board President

A handwritten signature in black ink, appearing to read "Jarvis Strong".

Jarvis Strong
Executive Director

NATHAN AND EMILY'S STORY

Nathan and Emily's first year of camp wasn't at all what they expected, but with Nathan having just finished treatment - it was exactly what they needed, and it turned out to be pretty great!



"In a time where everything was so chaotic and Nathan had just finished his radioactive iodine [treatment] and was still recovering from surgery, it was a nice break for him to be a kid again and not have to think about his cancer"

- Andrea Bender, Nathan and Emily's mom.

Nathan, 10, and his sister Emily, 8, were registered for their first week at Camp Quality Northwestern Ontario when Camp Quality Canada announced a move to virtual programs due to the ongoing COVID-19 pandemic.

" They were really hesitant about camp at first, but as soon as they met Joe, who's the family coordinator they were like 'we need to be in Joe's group, we're so excited!'"

So, then when it came to be online, I think they were still super excited because they got this big box of amazing goodies and all the activities that were planned every day were just awesome from all of the volunteers." Andrea says, adding "and for me, watching them with these new experiences, it was so much fun. I love taking pictures of them and sharing with the camp group what they were doing. They had a ball."

Though virtual camp wasn't quite the respite some of our parents get from in-person camp, we've heard from many parents that it was a welcome change of pace, to have structure and activities in an otherwise often-chaotic time in the world.



From scavenger hunts to morning yoga, building cars to nature walks, Nathan and Emily kept busy during their first ever Camp week. But don't take our word for it, hear it from them!

What was something you enjoyed at camp this summer?

Nathan: I liked making the cars and doing the drive thru, and then doing a dance party at the end.

Emily: Baking crafting, making things outside.

If you had to describe camp in a few words, which ones would you choose?

Nathan: It was fun. It was exciting!

Emily: Fun, exciting, and CRAFTY!

What would you say to the volunteers that helped out at camp this year if they were here?

Nathan and Emily: Thanks for helping, it was really, really fun!

Last question, and it's an important one. If you could be two animals mixed together, which two animals would you be?

Emily: A jaguar and a chipmunk.

Nathan: A bald eagle and a snake.



THIS IS CQ-AT-HOME



**VOLUNTEERS
CREATED
CAMP MAGIC**



**VIRTUAL
PROGRAM
SESSIONS**



**CAMPERS
EXPERIENCED
CAMP-AT-HOME**



**COST TO
FAMILIES**

This Summer, we had 220 campers register for our Camp-at-Home program. Campers 4-17 years of age received a Camp-in-a-Box in the mail which contained age appropriate activity cards for a 5-day camp experience, and camp swag - including a camp t-shirt, CQ notebook, and a song book.

These activities complemented a 5-day virtual camp program held over Zoom. Campers joined in the morning and evening for fun camp activities and a chance to connect with other campers and volunteers. Activities were intentionally designed to be fun, engaging, meaningful and challenging.



RACHEL, CQEO



Brooklyn & Malleck, CQNO



JACEY + CAMI, CQAB



PARKER & HUNTER, CQNW



Jonah, CQSO

2020 FINANCIALS

All things considered, this was an extremely successful financial year for Camp Quality Canada. With a pivot in our fundraising strategy and an increase in grant writing, we managed to finish the year off with a financial surplus for the first time in years.

CAMP QUALITY CANADA Statement of Operations

Year ended December 31	2020	2019
Revenue		
Donations	\$463,842	\$764,261
Government subsidies	\$159,382	\$7,776
Investment income	\$28,776	\$27,193
Fundraising, events and lottery	\$24,986	\$250,187
Other	\$3,593	--
Gifts-in-kind	--	\$5,314
	\$680,939	\$1,054,731

Expense	2020	2019
Program	\$295,662	\$724,343
Fundraising and development	\$174,678	\$256,881
Administrative, office and general	\$151,911	\$193,407
Gifts-in-kind	--	5,314
Amortization	--	\$422
	\$622,251	\$1,180,367
Excess (deficiency) of revenue over expense	\$58,688	(\$125,636)
Net assets balances, beginning of year	\$1,554,800	\$1,680,436
Net asset balances, end of year	\$1,613,488	\$1,554,800



DONORS

\$60,000

The Staal Family Foundation

\$40,000 - \$59,999

Kinsmen Club of Winnipeg

KRP Properties

\$20,000 - \$39,999

Pond Hockey Festival on the Rock

The Keg Spirit Foundation

Mr. Lube Foundation

Walmart Canada Corporation

CIBC Children's Foundation

Ride for Karen

\$10,000 - \$19,999

KOA Care Camps of Canada

TD Securities Underwriting Hope Fund

Local Union 6500 - United Steelworkers

Ottawa Gatineau Youth Foundation

Bazaar Marketing

\$5,000 - \$9,999

Burlington Community Foundation

Optimist Club Of Centre Wellington-Fergus

Alice and Murray Maitland Foundation

The Winnipeg Foundation

Teva Canada

Winnipeg Jets

Samaritan Club Of Calgary

Westminster College Foundation

Mandy & Andy Thomson

True North Youth Foundation

THANKYOU!

