



MAKING AN IMPACT

CAMP QUALITY 2024

A NOTE FROM CAMP

As we reflect on a wonderful summer at Camp Quality Canada, 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.

370 CAMPERS

251 VOLUNTEERS

26 PROGRAMS

1987 TOTAL CAMPER EXPERIENCES

COUNTLESS SMILES, LAUGHS, AND MOMENTS OF CONNECTION



97%

**OF FAMILIES AGREE
THAT THEIR CAMPER
GAINED CONFIDENCE
TO TRY NEW ACTIVITIES**

94%

**OF CAMPERS
MADE AT LEAST
ONE NEW FRIEND**

91%

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

82%

**SAY THEIR
CAMPER'S
INDEPENDENCE
HAS IMPROVED**



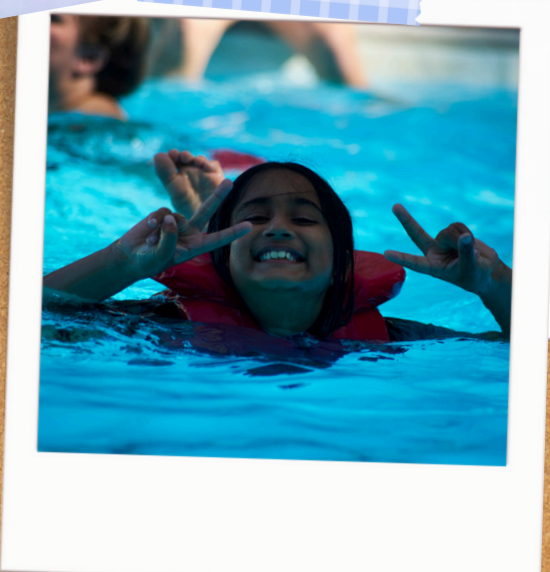
MEASURING WHAT MATTERS

SUMMER MEMORIES

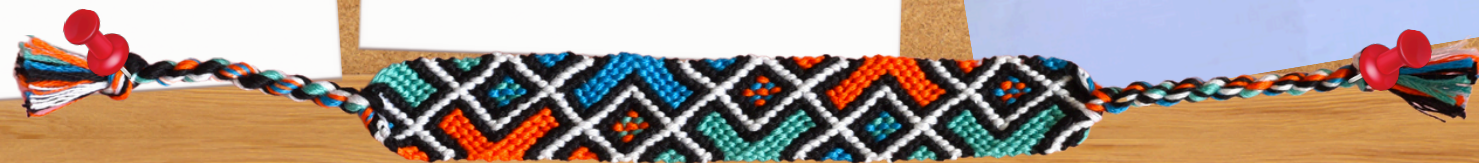


What does Camp mean to me?
Family, New Experiences,
Laughing, Friends, Good food,
Sunsets, Crying, hugs, Goodbyes,
and most importantly...
FUN!!

Camp means a time to see old friends
make new ones, a time to come out of
our shell and get some new interest and
opportunities.
A place to find a new version of your self



Camp is a place where I
can let my inner child run
free, and a place I don't
worry about being judged.



"Camp was an amazing magical experience, one of those once in a lifetime events, that changes your life. I have already signed up for next year, can't wait! LOL!! "Camp is definitely a family and not a place"

"Camp is truly a special place, where so many people from such diverse backgrounds and experiences come together in a way that is just not typically seen anymore, to ensure that all of our campers and volunteers have an amazing time at camp! Truly some of the greatest people you will meet and become friends with."



"Being a camper made me want to return and give back that magic everyone gave to me."



VOLUNTEERS: MAKING A DIFFERENCE

- ★ 92 NEW VOLUNTEERS
- ★ 160 RETURNING VOLUNTEERS
- ★ 31 MEDICAL VOLUNTEERS
- ★ 24 CAMPER ALUMNI VOLUNTEERS
- ★ 62 CAMP ORGANIZING MEMBERS
- ★ 15 BOARD MEMBERS
- ★ 251 TOTAL VOLUNTEERS
- ★ 35,000 + VOLUNTEER HOURS



EMPOWERING LEADERS AND SUPPORTING CAMPERS

Highlighting our focus on building strong leaders and ensuring campers receive the support they need, our training equips volunteers with the skills, confidence, and resources to succeed, we create a environment where everyone feels empowered and inspired. Our training follows a three-stage process: interactive virtual modules, a half-day in-person session, and on-site health and safety training before camp.

TEEN LEADERSHIP



Our Teen Leadership Programming is truly unique, offering campers the chance to travel across Canada and form meaningful connections with peers who share similar experiences. Tailored specifically for 14-17 year olds, this program provides a vital space for building community and fostering connections. Many participants have shared that they face challenges in making friends and balancing the pressures of school at home. Here, they can explore new places, be themselves, and thrive in a safe and supportive environment.

VOLUNTEER BREAKDOWN

- | | |
|----------------|----------------------|
| 1 Alberta | 7 COC Members |
| 2 Manitoba | 4 Medical Volunteers |
| 2 Northwestern | 3 Past Campers |
| 3 Northern | 2 Board Members |
| 5 Eastern | |
| 6 Southern | |

- ★ 6 ALBERTA CAMPERS
- ★ 8 MANITOBA CAMPERS
- ★ 1 NORTHWESTERN CAMPERS
- ★ 3 EASTERN CAMPERS
- ★ 3 NORTHERN CAMPERS
- ★ 13 SOUTHERN CAMPERS

34
CAMPERS



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.

