



ALBERTA CAMPING ASSOCIATION

2020 ANNUAL REPORT

MESSAGE FROM THE BOARD PRESIDENT

The past year was a very different year for the ACA and our member camps. Vivian has done a great job this year with keeping the information up to date for our members and being there to answer the phone or emails when questions arise. I would like to thank her for all her hard work over the past year working with all our member camps.

Although meeting in person was not an option, we were able to keep up positive member interactions with our virtual Fireside Chats. It was wonderful to connect with so many passionate camp professionals. I know I gained lots of knowledge through these virtual meetings and was able to share my challenges and triumphs as well.

Our board kept motivated throughout the year and pushed many projects along to better improve accreditations, standards, membership, financial stability, and finding ways to make new connections. I want to thank all our board members for continuing to keep pushing forward with a positive attitude throughout the year and always having well thought out ideas to contribute during all our meetings.

Working with the other western Canadian camping associations to host the first Peaks to Prairies Digital Camping Summit was a success. It was also an amazing start to creating lasting partnerships with these associations. The summit was a time to hear about others successes, challenges, and ways to work towards running camps for years to come. It was an excellent way to share ideas and connect with other professionals from across the country.

We are looking forward to working with all our members this year and are here to support you in the best way we can. We have an excellent team of dedicated board members who are passionate about keeping camps safe and healthy going into the next year.

Stay safe and healthy!

WESLEY BURNS

Alberta Camping Association Board President

ALBERTA CAMPING ASSOCIATION / STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2020

ASSETS	2020	2019
CURRENT		
Cash and Cash Equivalents	\$ 70 790	\$18,289
Accounts Receivable	\$12,410	\$29, 408
GST Recoverable	\$316	\$742
Accrued Interest		
Prepaid Expenses	\$ 453	\$169
	\$ 83 969	\$48 608
INTERNALLY RESTRICTED FUND	\$ 38 328	\$ 38,328
EQUIPMENT	\$ 59	\$ 82
	\$ 122 356	\$ 87, 018
LIABILITIES	2020	2019
CURRENT		
Accounts Payable	\$ 6 763	\$5,262
Payroll Deductions Payable	\$ 1 287	\$1,287
Deferred Income	\$ 32 101	\$21,019
	\$ 40 151	\$ 27, 568

ACCUMULATED NET ASSETS	2020	2019
Invested in Capital Assets	\$ 59	\$82
Unrestricted \$21,040	\$ 43 818	
Internally Restricted Fund	\$ 38 328	
	\$ 82 205	\$ 59, 450
	\$ 122 356	\$ 87, 018

APPROVED ON BEHALF OF THE ASSOCIATION

WESLEY BURNS - President

KATHY KOEHLER - Treasurer

ALBERTA CAMPING ASSOCIATION / STATEMENT OF OPERATIONS

AS OF DECEMBER 31, 2020

REVENUE	2020	2019	EXPENSES	2020	2019
Governmen of Alberta Grant	\$ 40 039	\$ 57, 632	Personnell	\$ 34 553	\$ 66, 569
Membership Fees	\$ 24 230	\$ 25, 798	Administration Services	\$ 4 462	\$ 11, 506
Annual Conference	\$ 1 560	\$ 14, 100	Annual Conference	\$ 643	\$ 11, 234
Accreditation	\$ 5 130	\$5 885	Board Expenses	\$ 3 153	\$5, 107
Canada Summer Jobs Support Funding	\$ 4 641	\$ 8, 400	Finane and Fundraising	\$ 5 243	\$ 5, 375
Donations & Miscellaneous	0	\$ 100	Membership Services	\$ 3 529	\$ 3, 871
Investment Income	\$ 41	\$19	Auditor	\$ 3 280	\$ 3, 280
			Accreditation	0	\$ 14, 187
			Amortization	\$ 23	\$ 35
	\$ 77 641	\$ 111, 934		\$ 54 886	\$ 121,164
			EXCESS OF REVENUES OVER EXPENSES	\$ 22 755	(\$ 9, 230)

MESSAGE FROM THE MEMBERSHIP COMMITTEE

2020 was one of the most difficult years on record for camps, as the COVID-19 pandemic disrupted the summer season and beyond. The membership committee worked hard to meet this challenge head on. Our new Fireside Chat series gives camp professionals the opportunity to connect, network and support each other province wide. Tailored to what Alberta camps need, fireside chats supported camps in the buildup to summer, before resuming in the fall to reflect and build on a difficult season. Fireside chats will continue to develop connections and bring the camping community together. As a community, 2020 was an important year for developing links and partnerships. Bringing camps together from across the province has highlighted the diversity of organisations we serve, from large outdoor camps to small community associations. We worked to diversify our committee, including representatives from across our membership base so all camps have a voice at the table. Similarly, a partnership with the Be Fit for Life network was established to help all camps understand how they can be part of our community.

It wasn't just in province that the ACA expanded our community. We reached out to our neighbours across western Canada to produce the first ever western Canada Camping Conference. The inaugural Peaks to Prairies Digital Camping Summit connected camp professionals across British Columbia, Alberta, Saskatchewan, and Manitoba. This commitment to providing value and positive membership experiences is what continues to drive the membership committee. Looking toward 2021, there are even more incredible opportunities on the horizon:

- Videos and articles to support camp professionals during their day to day
- Guides to ACA membership so you receive maximum value
- Training for staff to continue to provide excellent camp experiences
- More connection opportunities province wide to make 2021 a year to bounce back

Thank you for your support, attendance and participation as we promote, organise and advance camping in Alberta. We look forward to seeing you soon !

CALLUM MONTEITH

Membership Committee Chair

MESSAGE FROM THE STANDARDS AND ACCREDITATION COMMITTEE

This year was certainly scaled back for the S&A Committee. With the decision not to do accreditation visits this summer, we focused on looking forward. Over the summer, our student intern spent time reformatting the standards manual, as well as making grammatical edits. These reformat, along with major updates the committee is already working on, will be release for member approval at the 2022 AGM.

For the 2021 AGM, we have re-issued the proposed changes to the standards manual which were intended to be voted on at the 2020 AGM but postponed due to the short lead time in changing to a virtual AGM.

At this time, the committee is working on updated standards for 2022, as well as preparing orientation and training sessions for camps being visited and accreditation visitors for summer 2021. Working together with Vivian, we are well on the way to planning for visits this summer, and have begun looking into protocols to ensure visitors, hosts and campers will be safe during these visits.

We are, as always, looking for volunteers to go on accreditation visits. Training will be available in person or virtually, depending on the timeframe and provincial restrictions. Anyone interested in volunteering should speak with Vivian or Kendra, or email standards@albertacamping.com.

We (the S&A committee, and the ACA Board as a whole) greatly appreciate all of our members, and your patience, partnership and resilience in this difficult year, and we look forward to continuing to serve you and work with you in the year ahead!

KENRA FREELAND

Standards and Accreditation Chair

MESSAGE FROM THE EXECUTIVE DIRECTOR

The year started off well, with plans for 2020. Planning for the 2020 Conference was well under way. Melanie took the reins on this project, and exceeded expectations for planning and registration numbers. Then March 12 came, and it appeared registrations were cancelling, due to the Pandemic. On March 13th, The Board of Directors made the tough call to cancel the Conference for 2020. Therefore Conference 2020 was cancelled, but planning for the AGM continued. The ACA team pooled their knowledge resources, and hosted a virtual AGM, a first for the ACA, well done team.

Next, the ACA team dusted themselves off, and created the Fireside Chats, an opportunity for camps to join together virtually via a zoom platform, and provide support, and updates about what was happening to the camping industry in Alberta. The Fireside chats were headed up by the Chair of the Membership committee Callum Monteith. These chats proved to be valuable for the Board, and the Membership as well. The sharing of information, and support provided amongst peers, was and remains today an invaluable way of sharing information.

The ACA, played a valuable role in sharing and updating information daily with its members in March and the remainder of the year. The ACA joined forces with the other Provinces in Canada through the CCA, and participated in numerous advocacy efforts, such as letter writing campaigns, attending zoom meetings with elected officials, more letter writing campaigns, and more zoom calls. The advocacy efforts, and updates were maintained throughout the year, thanks to our CCA Rep Kathleen Gurski, who represented the Province at the CCA table.

Although our annual accreditation visits were cancelled in 2020, the ACA took this planning time, and worked on reviewing and revamping administration documents such as the Standards and Accreditation Documents, grueling as this was, Kendra Freeland persevered onward. The Bylaws & P & P Manual were also reviewed and revamped. A Fall Conference for Western Canada was also planned. Peaks to Prairies Virtual Conference was a great success many thanks to Callum, Kathleen, and Melanie !!!

Lastly, the Executive of the Board kept us organized via Executive meetings, and Regular Board meetings. Big thank you to the ACA Board, Camp Members, Commercial Members, and Individual Members of the ACA, your continued support of the ACA proved to be invaluable during 2020.

VIVIAN COX

Executive Director

MESSAGE FROM THE CANADIAN CAMPING ASSOCIATION

The Canadian Camping Association Committee, the CCA board, which is comprised of representatives from each Provincial Camping Association, has gone through a fair share of changes in 2020, and continues to lead the charge on a national level as far as advocacy for camps across the country.

These strategies have included:

Letter writing campaigns

Working with a new Lobbying Group Greg MacEachern and Chris McCluskey at Proof Strategies - www.getproof.com

Working with Rural Caucuses to increase advocacy within the federal government

The Ontario Camping Association has presented some concerns around where the funding for the continued need for our lobbying group will come from, as they have been primarily funding this effort over 2020. The increased commitment for each province would be around \$10,000. This would be manageable from our initial assessment of finances without increasing membership fees in 2021, however we are acutely aware that other provinces are not in the same financial position as we are, and may not be able to raise these funds. I encourage members to reach out with questions, comments or concerns about the ongoing lobbying process that the CCA is involved in.

The CCA has also elected a new president (Travis Allison) to take over from our current president (Stephane Richard). Stephane will spend 2021 coaching and mentoring Travis, with Travis taking over in 2022.

This year has been challenging for camps across the province and across the country. While there has been some support from different levels of government, the CCA is aware that some camps are still struggling significantly.

KATHLEEN GURSKI

CCA Chair



2020 BOARD OF DIRECTORS

Wes Burns

Benjamin Porter

Melanie Reize

Kathy Koehler

Vivian Cox

Rob Brown

Ryan Koehli

Kathleen Gurski

Callum Monteith

Kendra Freeland

President

Vice President

Secretary

Treasurer

Executive Director

Member at Large

Member at Large

CCA Chair

Membership Chair

Standardards & Accreditation Chair