



ALBERTA CAMPING
ASSOCIATION

2021

ANNUAL REPORT

BRINGING ALBERTA CAMPS TOGETHER

MESSAGE FROM BOARD CHAIR

TO OUR VALUED MEMBERS,

We have all been through another year of change, adaptation, and flexibility; however we find ourselves at the end of 2021 with so many things feeling the same as at the end of 2020. Our camping community (provincially, nationally and internationally) continues to face challenges head on. COVID-19 is still with us and we are working hard to adapt to each wave of the pandemic, we know it is not easy. As we look toward 2022 we would like to thank each and every one of our members. Our community is still here and still able to provide experiences to Albertans because of the hard, tireless work you have committed to. In a time where social connection and group activities can seem out of reach, our members have done everything possible to provide all Albertans with high quality, safe, inclusive and fun camp experiences.

Though there is uncertainty in so many areas of our lives and businesses, our association is entering 2022 with well founded positivity and vision for the next calendar year and beyond. In 2021, the Alberta Camping Association launched a new strategic vision, mission and values. These core items now match where our organization is, and ensures we are able to move forward in a way that serves our members with increased sustainability. In particular, our new mission highlights facilitation, communication, advocacy and mandates, clearly directing our organizations work. Facilitation of networking and professional development opportunities is key to our work as a professional association. Throughout 2021, the ACA provided a forum for camping professionals to gather, connect and work together to address the challenges we were faced with. 2021 was one of our best years ever for communication. Association Board members were featured as subject matter experts on CBC Radio and Global News, communicating the value of and importance of camp and how our camps were navigating the pandemic safely. Equally important was our advocacy work. The Alberta Camping Association led provincial advocacy on behalf of the summer and youth camping industry. We successfully brought together an influential group of industry partners to ensure camps were represented. This work has led directly to the inclusion of camps in all major provincial communications since April of 2021.

MESSAGE FROM BOARD CHAIR CONT'D

This foundational work has set the stage for our upcoming year. The Alberta Camping Association is in the strongest financial position seen in a decade and has already begun using this position to increase support for our members. In 2022, our members can expect high quality, strategic and cohesive communications courtesy of our incredible new Membership & Communications Coordinator, Rachel Richards. These communications will involve providing value to members in the form of public awareness, media interactions, and advocacy. The Alberta Camping Association is intent on capitalizing on our success in 2021 to continue to ensure all Albertans have access to high quality, safe, inclusive, and fun camp experiences. To further support this goal we are launching a new accreditation strategy, ensuring accreditation is accessible and clear for all involved. A new website will go live in Q1 2022, improving our ability to interact with and engage with our community. We are also welcoming our new Executive Director Jessica Miller Switzer who comes to us with a unique combination of camp experience, board governance, and fund development backgrounds.

Overall, the Alberta Camping Association plans for 2022 to be a transformational period in our organizational history. We look forward to sharing that experience with you and supporting you.

Thank you for all you do!



Callum Monteith
Chair of the Board



Kathleen Gurski
Vice Chair of the Board

MESSAGE FROM ACA STAFF

BUILDING A STRONG CAMPING COMMUNITY

Hello ACA Members,

I'm very excited to begin my journey with you as the new Membership & Communications Coordinator. When I asked what my main focus in this role should be it was to build a strong sense of community among the members and the Alberta camping industry as a whole.

Over the course of the year my efforts will be to;

- Facilitate a sense of community within the organization which includes Board members, employees, current and prospective members, and partners.
- Advocate for quality camps through communication about the importance of accreditation and how current mandates pull from best practices, ensuring safe experiences.
- Communicate to parents on why they should look for accredited camps.
- Facilitate learning opportunities and resources for our members.

During 2022 we will build our community through events, regular communications, social media, and good old fashioned face to face contact.

COMMUNICATIONS EMPOWERMENT

In the spring, we will ramp our efforts to reach local communities about your camps. This will be done by empowering you, the camps, to conduct media relations. A communications toolkit will be available that includes an Alberta media list with more than 200 media contacts. This will allow you to find local media contacts to reach out to and promote your camp. The toolkit will include a draft press release, media relations tips, and ways to utilize social media effectively.

I look forward to serving the association and our members in the new year!



Rachel Richards
Membership & Communications Coordinator

STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2021

| | <u>2021</u> | <u>2020</u> |
|-------------------------------------|------------------|------------------|
| CURRENT | | |
| Cash (Note 2) | \$ 91,379 | \$ 70,790 |
| Accounts receivable | 7,403 | 12,410 |
| GST recoverable | 495 | 316 |
| Prepaid expenses | <u>81</u> | <u>453</u> |
| | 99,358 | 83,969 |
| INTERNALLY RESTRICTED FUND (Note 3) | 38,328 | 38,328 |
| EQUIPMENT (Note 4) | <u>850</u> | <u>59</u> |
| | <u>\$137,536</u> | <u>\$122,356</u> |

LIABILITIES

| | | |
|----------------------------|---------------|---------------|
| CURRENT | | |
| Accounts payable | \$ 413 | \$ 6,763 |
| Payroll deductions payable | 246 | 1,287 |
| Deferred income (Note 5) | <u>32,591</u> | <u>32,101</u> |
| | <u>33,250</u> | <u>40,151</u> |

ACCUMULATED NET ASSETS

| | | |
|----------------------------|------------------|------------------|
| ACCUMULATED NET ASSETS | | |
| Invested in capital assets | 850 | 59 |
| Unrestricted | 66,108 | 43,818 |
| Internally restricted fund | <u>38,328</u> | <u>38,328</u> |
| | <u>105,286</u> | <u>82,205</u> |
| | <u>\$138,536</u> | <u>\$122,356</u> |

APPROVED ON BEHALF OF THE ASSOCIATION

"Callum Monteith" PRESIDENT

"Kathy Koehler" TREASURER

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31, 2021

| | <u>2021</u> | <u>2020</u> |
|---|------------------|------------------|
| REVENUE | | |
| Government of Alberta Grant (Note 5) | \$ 51,476 | \$ 40,039 |
| Membership fees | 20,195 | 24,230 |
| Covid-19 Emergency Support Fund grant | 15,000 | |
| Standards manual sales | 4,410 | |
| Annual Conference | 3,302 | 1,560 |
| Investment income | 54 | 41 |
| Donations | 300 | |
| Accreditation | | 5,130 |
| Speaker grant | | 2,000 |
| Canada summer jobs support funding | | 4,641 |
| | <u>94,737</u> | <u>77,641</u> |
| EXPENSES | | |
| Personnel | 42,389 | 34,553 |
| Professional fees | 10,649 | 3,280 |
| Membership services | 5,033 | 3,529 |
| Finance and fundraising | 4,417 | 5,243 |
| Administration services | 3,890 | 4,462 |
| Annual conference | 3,425 | 643 |
| Board expenses | 1,488 | 3,153 |
| Amortization | 365 | 23 |
| | <u>71,656</u> | <u>54,886</u> |
| EXCESS OF REVENUES OVER EXPENSES | <u>\$ 23,081</u> | <u>\$ 22,755</u> |

MESSAGE FROM THE MEMBERSHIP COMMITTEE

2021 was another challenging year for our industry as we continued to face the challenges brought by the Covid-19 pandemic. The ACA took the lead advocating for the camping industry in the province. We continued our fireside chats this year, bringing professionals from across the province together. This allowed opportunities for communication in regards to provincial restrictions and what they meant for summer programming. Several fireside chats also featured discussions on various topics affecting the camping industry during these difficult times.

Moving forward into 2022 the membership committee will continue to meet regularly, schedule fireside chats on various topics, bring in outside professionals to speak on topics such as mental health and training.

There is space on the membership committee for anyone who wants to join. If you want to help the membership committee plan regional events, fireside chats, and other opportunities for ACA members to connect, the membership committee can be an excellent opportunity for you!



Jason Gordanier, Membership Chair

MESSAGE FROM THE CONFERENCE COMMITTEE

In 2021, the ACA joined forces with CCI-Canada to offer a fantastic online conference. Using a unique platform called "gathertown," attendees were able to connect casually as they "walked around the venue" and join into zoom calls for each session and workshop.

With the success of that Conference, the decision was made to work together again and we are delighted to be bringing you the 2022 Alberta Camping Conference.

In addition to this conference, the ACA is working on plans for a Camp Staff Summit this spring, which will be an opportunity to send staff for training, or send leadership staff to become trainers for various certifications. If you have a certification you would like to see included, let us know! Running training through the ACA rather than by each individual camp allows us to maximize our resources, and provides the opportunity for camps to make use of the Canada-Alberta Jobs Grant, which may cover some funding costs.

Kendra Freeland
Co-Chair, Conference Committee, ACA

STANDARDS & ACCREDITATION REPORT 2022

2021 was a slower year for Accreditation. With many camps not operating, or operating in reduced ways, we were only able to visit seven camps in summer. Our summer staff conducted these visits, along with volunteers. Many camps have been granted extensions and exemptions to their accreditation periods if they did not operate in 2020 and/or 2021 because of COVID-19. This leaves us with a large number of camps to visit in 2022. Please see the list below. If you are not on the list and believe you should be, or are on this list, but believe you shouldn't be, please contact standards@albertacamping.com. Camps not on this list (and not visited in 2021) should expect their next visit in 2023.

| | | |
|--|--|------------------------------|
| Anglican Diocese of Edmonton | Camp Horizon | Kasota East Camp |
| Calgary Y Brookfield Residential YMCA at Seton | Camp Jean Nelson (Diabetes Canada) | Lone Prairie Bible Camp |
| Calgary Y Melcor YMCA at Crowfoot | Camp Kasota West | Moonlight Bay Centre |
| Calgary Y Remington YMCA in Quarry Park | Camp Tamarack | Our Lady of Victory Camp |
| Calgary Y Saddle Towne YMCA Daycamp | Camp Warwa | Pioneer Bible Camp |
| Calgary Y Shane Homes YMCA at Rocky Ridge | Camp Wohelo | Pioneer Lodge |
| Calgary Y Shawnessy YMCA | Deer Valley Meadows | Pioneer Ranch |
| Calgary Y Riveredge YMCA Day Camp | Foothills Camp and retreat centre | Strathcona Wilderness Centre |
| Camp Amicus | Hardisty Lake Camp | Tim Hortons Children's Ranch |
| Camp AUPE | Hastings Lake Camp | Whispering Pines Bible Camp |
| Camp BB Riback | HeLa Ventures Adventure Education Centre | Yowochas |
| Camp Chief Hector | Kamp Kiwanis | |

Standards have been reviewed and changes to be made are available to view. These changes will be voted on at the AGM. Along with updates to specific standards, this year's update includes a combining of our two standards manuals (Day Camps and Overnight Camps) into one manual and checklist combined. This will be used as a tool to help camps prepare for accreditation visits, as well as visitors to record the details of their visit and report to the Association on each camp's compliance with the standards. Combining these four documents into one will streamline the process of updating standards, as well as simplify reviews as all standards will be in one place, with no difference of numbers as in the old two-manual system.

A formal process for reviewing standards has been developed to move forward. Every 5th year (beginning in 2025), the full Standards Manual will get a review – comparing standards with those of other associations (such as the American Camps Association, BC Camping Association, Association for Experiential Education, Lifesaving Society, Paddle Alberta, Occupational Health and Safety, etc.) and updating as necessary. In the interim years, each section of the manual will be reviewed once. So every 5 years, each standard will be looked at twice to ensure compliance with laws, other industry standards, and the needs of our membership and community. Along with this, as always, members and the general public are welcome to submit concerns, questions and suggestions to any standard, which will be taken into consideration by the Standards & Accreditation Committee.



The Standards and Accreditation Committee is always looking for new members, so if you are passionate about quality camping in Alberta, love spreadsheets or research, please consider joining the committee. You can email standards@albertacamping.com to express your interest. The committee meets approximately 6 times/year, for around 1 hour.

Kendra Freeland
Standards and Accreditation Chair, ACA

ACA GOVERNMENT RELATIONS YEAR END REPORT

2021 saw the Alberta Camping Association Government Relations Committee bring together experienced camp and recreation professionals to advocate for the value of camp and support the return of organized summer and youth camps province wide. The committee first worked on creating provincial health camping guidelines that were submitted to the Government of Alberta. Following up on these guidelines, the government relations committee played a key role in consulting with Alberta Health to ensure summer and youth camps were represented at the highest level of government. These sessions directly led to the formation of a wider group of industry professionals to advocate for the importance of summer and youth camps in Alberta. The committee attended AHS Round Tables throughout the spring and shared the knowledge from our industry in these discussions. The committee also discussed further advocacy possibilities and fielded partnership opportunities with local lobby groups.

As a result of this hard work, guidelines released by Alberta Health closely mirrored those created by the government relations committee. Camping guidelines are now updated regularly with every major government decision, a victory for ensuring business continuity. The government relations committee also formed several key partnerships, including with the Alberta Medical Association and industry partners such as the University of Calgary. Looking into 2022, the committee will work closely with the new ACA staff to ensure they are advocating for all our member camps. The committee will continue to work towards more partnerships and staying up to date with any further guideline work leading up to summer 2022.



Wesley Burns
Government Relations Committee Member

MESSAGE FROM THE CANADIAN CAMPING ASSOCIATION REPRESENTATIVE

The Canadian Camping Association has, like many others in our industry, been greatly affected by the pandemic. The CCA is going into 2022 with plans to reconnect with members and non-member camps throughout Canada. The organization is currently looking to remind Canadians of their values, secure grant funding, and focus on camp-related projects.

Stacy Shaikin
Canadian Camping Association Rep





ALBERTA CAMPING ASSOCIATION

VISION

Enriching the lives of all Albertans through high quality, safe, inclusive and fun camp experiences.

MISSION

The Alberta Camping Association facilitates networking and professional development, advocates for the camping industry, communicates the value of camp and mandates high standards of quality and safety through accreditation.

VALUES

- Sustainable
- Community
- Quality
- Impact
- Growth