

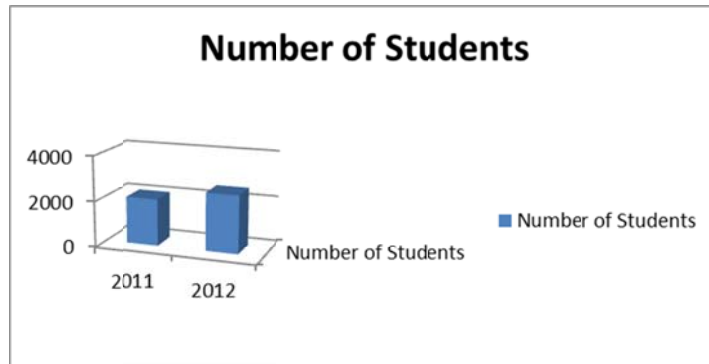


Camp Kawartha Annual Report 2012

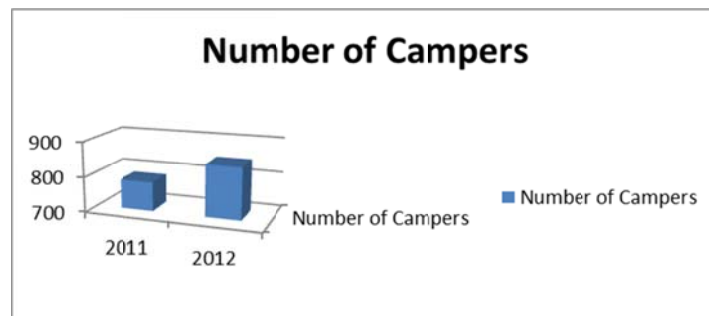
Message from the Executive Director:

After a memorable conversation with a local teacher, she turned to me and said “*you sure have a lot going on there at Camp Kawartha!*” The more I thought about it, the more I realized she was right. There are many exciting initiatives underway at our organization. And despite the pervasive economic downturn, Camp Kawartha continues to find creative ways to deliver its mission of “*creating positive stewards of our natural and human communities.*” From establishing a unique Eco Mentor Program for student teachers in partnership with Trent University, to sponsoring more children than ever before in the history of our organization, from designing and implementing a Water Stewardship Program for elementary and secondary students to embarking on an ambitious Facility Master Plan, Camp Kawartha truly innovates and inspires. In this report, you’ll find examples of how we are building a culture of stewardship in Peterborough County and beyond. *By: Jacob Rodenburg*

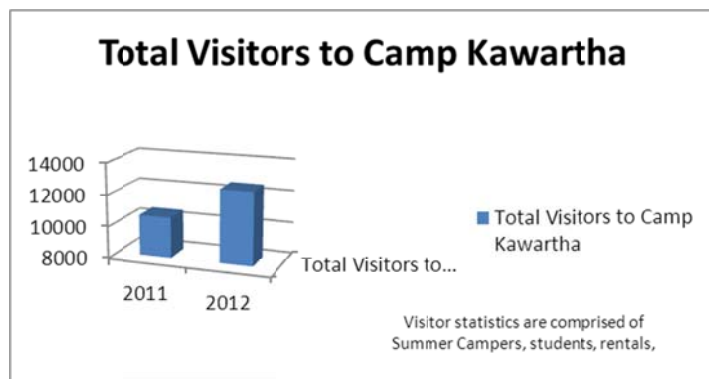
Facts and Figures:



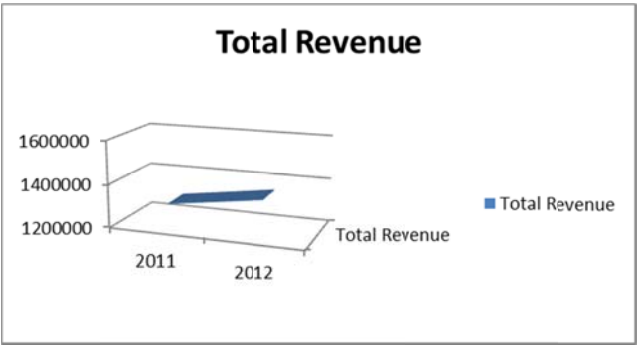
Number of Outdoor Education Students:
2011 – 2,053
2012 - 2,538



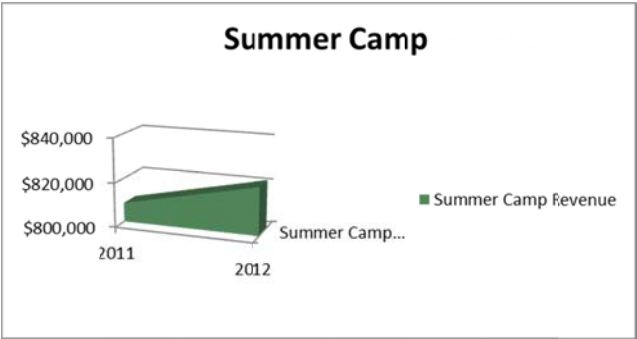
Number of Campers: 2011 – 783; 2012 – 847



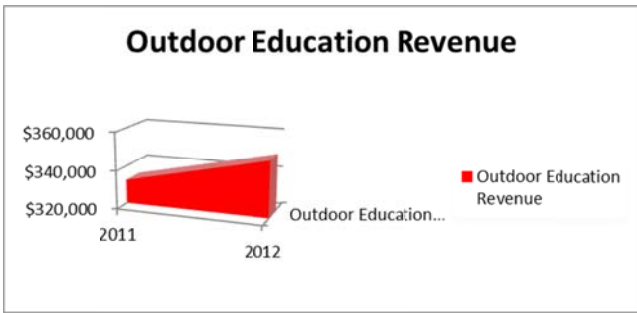
Total Number of visitors to Camp Kawartha:
2011 – 10,580
2012 – 12,585



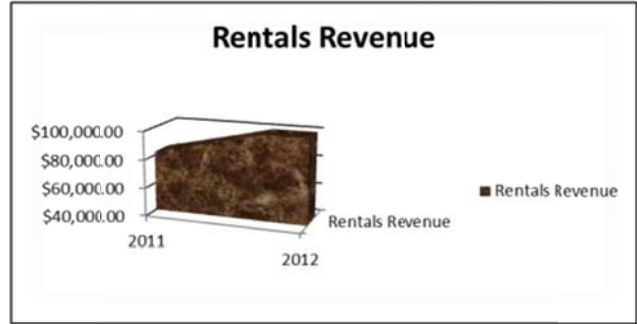
Total Revenue: 2011 Fiscal Year - \$1,297,584
2012 Fiscal Year - \$1,359,035



Total Revenue: 2011 Fiscal Year - \$808,860;
2012 Fiscal Year - \$821,809



Total Revenue: 2011 Fiscal Year - \$332,613
2012 Fiscal Year - \$349,275



Total Revenue: 2011 Fiscal Year - \$82,407
2012 Fiscal Year - \$106,782

Number of visits to our website over the past year: **137,014**

From our Survey's: 87% of students from 92 classes said they knew why using less energy was important. 94% said they learned about sustainable living. 87% said they wanted to plant trees to enhance the environment.

Accomplishments:

Below please find an overview of accomplishments over the past year:

1. Thanks to a comprehensive **marketing strategy** developed by our team, we were able to build our Outdoor Education bookings by 8%; our weekend rentals revenue by 30% and our summer camp registrations by 8% over last year.
2. We received the following **grants** to help us in the delivery of our programming:
 - a. \$3,000 from the City of Peterborough for our “Be a Water Steward Program”.
 - b. \$1,500 from the George Lunan Foundation for nature education equipment.
 - c. \$3,000 from TD Friends of the Environment for field study equipment.
 - d. \$10,000 from the Shell Foundation for our “Be a Water Steward Program”.
 - e. \$3,500 from Canada Summer Jobs to fund an Environmental Coordinator for Summer Camp.
 - f. Received labour from Ontario Works, Northern Lights and Kagita (Aboriginal Training Services) for extra office, maintenance and kitchen assistance.
 - g. \$14,000 from Service Canada in targeted wage subsidies for Summer Camp.
 - h. \$8,000 from the William Sherport Foundation for summer camp sponsorship.
 - i. \$6,000 from the Toronto Star Foundation for summer camp sponsorship.
 - j. \$8,960 from the Utting Foundation for Outdoor Education sponsorship and subsidies.
 - k. \$2,000 from St. Peter’s on the Rock for Summer Camp sponsorships.
 - l. \$14,000 from Community Futures to hire a year round environmental educator.
3. In total, thanks to **donations** from Foundations, Businesses and Individuals, we were able to provide \$83,969 in sponsorship dollars to children from economically challenged backgrounds. This is the most sponsorship funding raised in the history of Camp Kawartha.
4. **New initiatives** underway this year:
 - a. No Empty Beds: In partnership with the YMCA, Big Brother’s & Sisters, Prince of Wales and St. Teresa’s Catholic School, we were able to provide summer camp experiences to 26 children (in addition to our sponsorship program). This initiative identified “last minute” beds which were not likely to be filled and provided these to local service organizations for children in need.
 - b. Wollaston Cottagers Association: Thanks to a grant from the Cottager’s Association, we’ve been asked to partner in the delivery of an environmental day camp in Bancroft during the summer of 2013.



- c. Trent Centre for Community Based Education: Two Trent University Students are researching the concept of “Natural Playscapes” – a movement popular in Europe. As part of their research, they will provide Camp Kawartha with a number of innovative design ideas for enhancing natural play at the Camp Kawartha Environment Centre. The playscapes will not only be a place to encourage students to play, interact and engage with nature, but will provide local teachers and administrators with ideas on how to create nature playscapes at their school. We will have design ideas compiled and reviewed by April, 2013.
 - d. Eco Mentorship Program: In partnership with Trent’s School of Professional Learning, Camp Kawartha has created an environmental education training program for student teachers. After participating in a series of workshops put on by Camp and Faculty staff and after successfully completing a practicum component, student teachers receive an Eco-mentor certificate attesting to their skills and interest in environmental education. This approach to environmental education training is being adopted by Nipissing University.
 - e. Environment Day: In partnership with Ecology Park, Camp Kawartha delivered a successful environmental education learning day at Beavermead Park for more than 220 students from the PVNC Catholic School Board.
 - f. Earth Rangers: Camp Kawartha partnered with an environmental education organization from Toronto called “Earth Rangers”. Specially trained educators brought along live animals to 5 local schools and to the Camp Kawartha Environment Centre. Programming focused on endangered species, habitat protection and invasive species.
5. **Corporate Team Building:** Camp Kawartha developed a new brochure and web presence, focusing on team building activities for businesses here at Camp and at their place of work. We’ve partnered with Viamede Resort in delivering high end team building experiences for corporations.
6. **Getting the Word Out:** Camp Kawartha continues to share its accomplishments in camping and Outdoor and Environmental education to organizations across Ontario. For example:
- a. Jacob, our Executive Director was a keynote speaker along with Maude Barlow at the 5th Annual Eco Health Conference called “Big Communities, Little Planet” at Fleming College.
 - b. Jacob spoke with Trent Faculty at the Visions of Learning Conference for Faculties of Education across Ontario regarding our Eco Mentor Program.
 - c. Presentations were made at the Ontario Camps Association and the Ontario Society of Environmental Education on environmental education by Jacob and staff.
7. **Facility Upgrades:** Our maintenance staff and volunteers continue to work hard in order to bring our facilities up to date.



Upgrades accomplished from 2011-2012:

- a. New sub floor for the dining hall; featuring inlaid wood.
- b. The Outdoor Education and Summer Camp Office has been structurally re-enforced, re-insulated and completely renovated. This makes for a more professional and comfortable working space.
- c. Several of our older cabins have been completely renovated with new front porches.
- d. A new trip storage area has been created adjacent to our maintenance facility. A plan is underway to also move the trip kitchen to this location.

Upgrades for 2012-2013:

- a. A major renovation is underway in our kitchen. The old kitchen has been completely removed. New walls, floors, counters, cupboards, propane appliances and a range hood will be installed. This will not only make the kitchen more energy efficient but will provide clean, modern facilities for our kitchen staff. Special thanks to our maintenance staff; Willi and Gary for taking on this mammoth project.
- b. We are taking this opportunity to revitalize the dining hall. Drywall has been installed over the old press paneling, new pine trim and vibrant coloured walls help to give the hall a fresh and inviting look. Rotary hall has also received a fresh coat of paint.
- c. The Archery Range has undergone a complete transformation boasting a new shed (thanks to the Restorative Justice Program) and new Archery Pads (thanks to Willi, the crew and his volunteers).
- d. A new campfire circle is being created by the waterfront with a limestone amphitheater and pine benches.



8. Camp Kawartha Environment Centre highlights:

- a. Since opening, the Camp Kawartha Environment Centre has directly taught 7,300 high school and elementary students about sustainable living and energy conservation. More than 800 student teachers have participated in environmental education workshops and at least 15,000 people have visited the Environment Centre (a total of tours, students, student teachers and rental groups).



- b. Thanks to the Gainey Foundation’s generous donation to our environmental arts programming, we were able to develop 8 curriculum linked programs (Dancing Hands: The Art of Puppetry, The Magic of Felting, Drawing Inspiration: A Journey with Journals, Bring Colours to Life Through Natural Dyeing, In the In's and Out's of Nature: Natural Weaving, The Singing of Leaves: Exploring Nature Music - From Wood to Words: The Joy of Paper Making - Finding Forms in the Forest. 1,049 students participated in our environmental arts programming. This has proven to be a very popular initiative.
- c. 6 workshops on a variety of topics took place in year 3 at the Environment Centre. Here are a few examples: Ontario Society of Environmental Educators (OSEE) environmental education conference, and Creating a Culture of Nature Connection.
- d. During 2012, we introduced our “Oaks and Acorns” program. Specifically geared for parents and their toddlers, we provided a weekly opportunity for young families to explore the natural world at the Camp Kawartha Environment Centre.
- e. We initiated Forest Fridays - a program designed for homeschooling families. This program provides a venue for homeschooled children to participate in in-depth nature and environmental programming. Special thanks to Craig Brant and his partner Kathleen for spearheading the Forest Fridays and Oaks Acorns initiative.
- f. We were able to offer three one week environmental camps to children from the ages of 5 to 12 during the 2011-2012 school year and summer. We hope to expand this segment of our operations.
- g. A local Girl Guides group raised \$550 in funds and planted a variety of local tree species at the Camp Kawartha Environment Centre.
- h. One of the highlights for this year has been the installation of an observational bee hive at the centre. Honey bees are able to enter and exit out the back of the centre. And kids can safely see the bees up close. Kids are enthralled by bees as they make cones, dance to let other worker bees know where the flowers are and tend to their brood.

Visions of the Future:



Last winter, Camp Kawartha engaged the services of du Toit, Allsopp and Hillier (DTAH) an architectural firm responsible for the innovative concept of the Evergreen Brickworks www.evergreen.ca

This firm is creating a Site and Facilities Master Plan for Camp Kawartha envisaging what the camp might look like in 10 to 20 years. They’ve been working with a committee consisting of Board members, staff members and alumni. They are generating a number of innovative ideas to help Camp Kawartha deliver its vision of promoting stewardship well into the future. To find out more about the plan, visit www.campkawartha.ca. We’ll have regular updates and copy of the Master Plan, when completed.

Our Volunteers:

A not-for-profit organization like Camp Kawartha is only as good as the volunteers it attracts. We'd like to pay tribute to a remarkable group of people who believe in the Camp, its' mission and what it has yet to accomplish. To them we owe a tremendous debt of gratitude.

- Special thanks to our Board of Directors and in particular Cathy Romano, our President, who has helped to guide our organization towards best practices in not for profit governance.
- Thanks to Bob Burgis, Mike Evans and his faithful crew of volunteers who have ripped up floors, smashed down walls and who have taken mighty swings with the sledge hammer; all in the name of renewal!
- Thanks to Warren Craft, our amazing Green in Motion Fundraiser, who this past year managed to reach the astonishing benchmark of raising \$100,000 for Camp Kawartha! For his efforts, Warren has received the Queens Diamond Jubilee Medal and the Paul Harris Fellow Award from Rotary International. Well done Warren!

Testimonials:

It is important for our organization to recognize that we do make a significant difference in the lives of others. Here are just a few of the testimonials we've received from parents, campers, students and teachers telling us that we help to promote stewardship, caring and environmental awareness in children of all ages, for today and for tomorrow.

- *"We are absolutely delighted with everything you and your staff and the camp did!!!! We are very happy with all aspects of the fundraiser the day went great - weather great - everyone had a fantastic time and are talking about next year already!!!! Thank you so much for all of your hard work and organization - you are so friendly and helpful and I thank you on behalf of the Foundation Board Members for doing such a great job!"* **Kawartha Haliburton Children's Foundation**
- *Dear Ladies and Gentlemen...My son, C. attended Session A – Seneca Group in July of this summer on a subsidy program. I wish to send you my sincerest thank you to your staff members, Board Members and to all who helped make this happen! C. had a fantastic time at Camp Kawartha! As I mentioned in C.'s application, he had been suffering from the loss of his father and with the onset of his sister's illness shortly after, it was difficult for me to manage all my children's emotional needs during the last year and a half. Camp Kawartha offered C. a chance to escape and to make connections with other young men whose company he could enjoy. I am very pleased to report that C. came home from Camp with a different perspective on life and with a great big smile on his face. On the day of Camper pick up, my heart melted, which brought tears to my eyes, when I saw how happy he looked. Camp Kawartha was exactly what he needed to help with his broken heart. Again, I want to thank each and every person who made his Camp experience a summer to remember for him! We hope to be in a better position emotionally and financially next summer and C. is already asking for a 2 week stay.* **A Parent from Summer Camp 2012**

- *After a tough year socially at school, having experienced some exclusion from cliques, our daughter came back from a week at Camp Kawartha happy and full of self-confidence. The atmosphere is inclusive, and most of all-FUN. She loved every minute of it. Thanks Camp Kawartha for encouraging kids to be their best selves, in a healthy, beautiful and supportive environment!*
- *This was our 13 year old daughter's first year at Camp Kawartha in the Leadership Training Program. Having attended 3 other camps, she came home with negative comments and did not want to go back to any camp. After a friend's rave reviews, she thought she would give camp one more try and decided to attend Camp Kawartha. Her Camp Kawartha experience proved to be quite different from all before. When we picked her up after 3 weeks she talked non-stop about all she experienced and learned with great enthusiasm. She loved every aspect of camp and raved about the staff, the food, the activities, canoe trip and the many new friends she met. Most importantly she shared with us what she learned about being a 'leader' and seemed to have matured and grown as an individual. She can't wait to return next season and now aspires to become a Camp Kawartha counselor. We feel it was an invaluable experience and couldn't be more pleased.*
- *My 9 year old daughter kayaked and jumped out of a boat into a lake. This is something she never would have done with us. I liked that she stretched her limits. She will definitely be back next summer.*
- *My son loved Camp Kawartha and can't wait to come back next year. He really enjoyed all of the activities that he doesn't get to do at home, such as rock wall climbing, archery, and the flying squirrel! He's been talking about it since he got home.*
- *When I see our daughter hugging all of her new and old camp friends goodbye, and glowing with happiness, I know this was time and money well spent.*
- *Class act from start to finish. Staff go out of their way to make kids feel comfortable from moment the car pulls up. Every activity has a fun/wacky component to it - the mundane come to life, and our kids are still talking about these little camp quirks. Both of our kids loved it!*
- *B. enjoyed her first time at overnight camp very much. The evening before camp she was very apprehensive, but upon arrival the staff welcomed her and made her at ease. It is a big adventure being away from home the first time and she enjoyed the swimming, the games, the fun with the staff and other campers. She still has on her green string from her swim test and on our door at home, she has mounted the Iroquois cabin sign she brought home with her. Looking forward to registration in October!*
- *Our 2 children have now attended Camp Kawartha for 2 years. They had attended another camp before this and both RAVE about how much better Camp Kawartha is. I think what sets it apart is the attitude and enthusiasm of the counselors and their focus on developing self-esteem.*
- *Camp Kawartha is an outstanding camp! My daughters attended a few other camps but never found one they wanted to return to. That changed when they went to Camp Kawartha! The first thing they said was how sad they were that it was over and how they wished they could go back again this season. They have definitely found the best camp and will return for many years to come.*
- *Camp Kawartha is a place where kids find themselves and life-long friends. An experience they will have for a lifetime.*





In Memory of Abby MacNaughton

For those of us who work at Camp Kawartha, we know camp to be a warm, nurturing place – a safe place where kids are encouraged to explore nature, to try new things and to develop new outdoor skills. In a way the camp represents a bubble, an enclave – a protective shell from the craziness of the outside world. We found that protective coating was severely shaken when we heard that one of our close staff members Abby MacNaughton passed away so suddenly this past summer. We tried to make sense of this. How could someone so young, spontaneous, vibrant and joyful be taken away so abruptly? The senselessness of it all was overpowering. For a

time, this was all we could think about.

But when we shared stories about Abby – as we did around a remembrance fire – or during spare moments in between programming – we realized something tremendously important. Abby, even though she wasn't with us for a great length of time – taught each one of us something meaningful.

For example; no matter what the weather, no matter what challenges were hurled her way, no matter what mood others were in, she always had a warm presence and a backpack full of enthusiasm. Her smile could lighten up even the crankiest among us. Here are some words our summer camp staff used to describe Abby: inspirational, dedicated, passionate, a wonderful teacher, a great advocate for nature, a warm and friendly person to be around. Campers who had Abby or "Quatzy" as she was called in the summer, just loved her classes. She was unfailingly energizing. She had a knack for making things relevant for children, for finding the wonderful in the ordinary, for inspiring kids to see the natural world with new and fresh eyes

What we came to understand and perhaps this is something we can only fully realize when someone we care about is no longer with us, is that Abby's presence here with us was and will always be a gift. The many things she taught us are her gifts as well. These are the kind of gifts that work best when they are carried forward. And it is our task to pass them along. The gift of joyfulness - of finding something positive even when the grind of day to day living overwhelms us - of sharing our joy of nature and teaching this to others -of being curious and allowing time to follow that curiosity, just to see where it takes us. Of spending time with children and exploring with them outside and playing and imagining with them - of giving ourselves and others, permission to be amazed by beauty, by the unexpected and by the mysteries of this remarkable world. And of course the gift of adventure – of pushing our own boundaries so we can discover the world in new ways.

Thank you Abby for all of these things and more. It has been a privilege to know you, to share time with you and to learn from your warm and energizing presence. We pledge to teach kids to love the natural world, to protect it and to care for each other. We promise to try to find joy even in the smallest of things and to pass this on. Yours was life well and truly lived.

By: Jacob Rodenburg