



Camp Kawartha Annual Report 2014

Message from the Executive Director:

Bouncing Back...

Being resilient is the ability to bounce back in the face of challenge and adversity. And that is exactly what Camp Kawartha has managed to achieve this fiscal year. Some of you may recall the difficulty our organization faced at the end of 2013. In large part, due to a Province wide Teacher's Work Action – field trips to outdoor centres such as ours were effectively suspended. The result was a significant drop in revenue. However, thanks to the hard work of our office staff and the excellent programs delivered by our Summer Camp, Outdoor Education and Environment Centre personnel, we've witnessed an impressive bounce back! In fact, this fiscal year, we achieved total revenue increases of over 17% in all departments, for a total of more than 1.5 million dollars. Boosting our revenue has meant that we have been able to increase our capacity, helping us to reach over 13,000 adults and children. By any measure, in a region of 150,000 inhabitants, that is an impressive reach! 13,000 people are recognizing the importance of stewardship – they are being exposed to practical and inspiring ideas to help them care for one another and for the natural world. A quick review of our testimonials attests to the quality and relevance of our programming. From our outreach environmental camps, to our rich summer camp and outdoor programming; from cutting edge environmental framework to our Eco Mentor program for student teachers, we are fostering a culture of stewardship in our region and beyond. I invite you to read more to find out how we are accomplishing this.

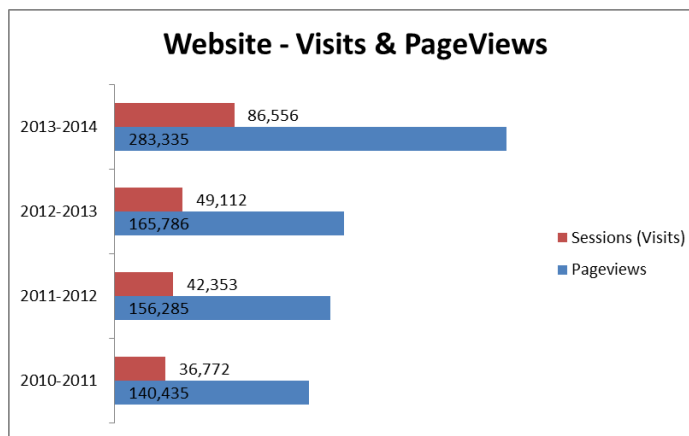
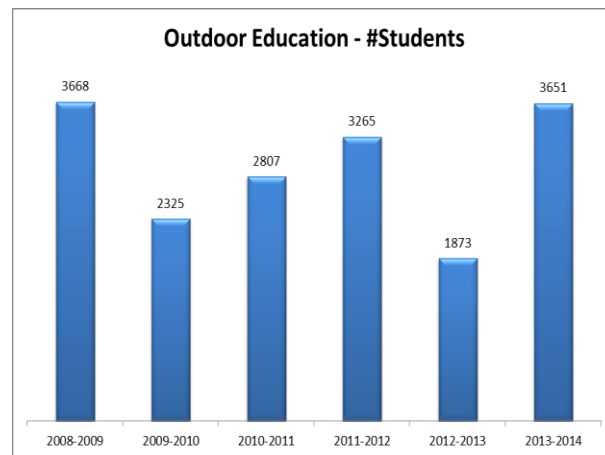
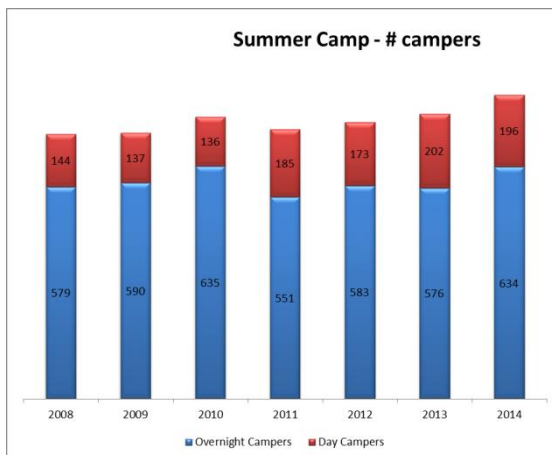
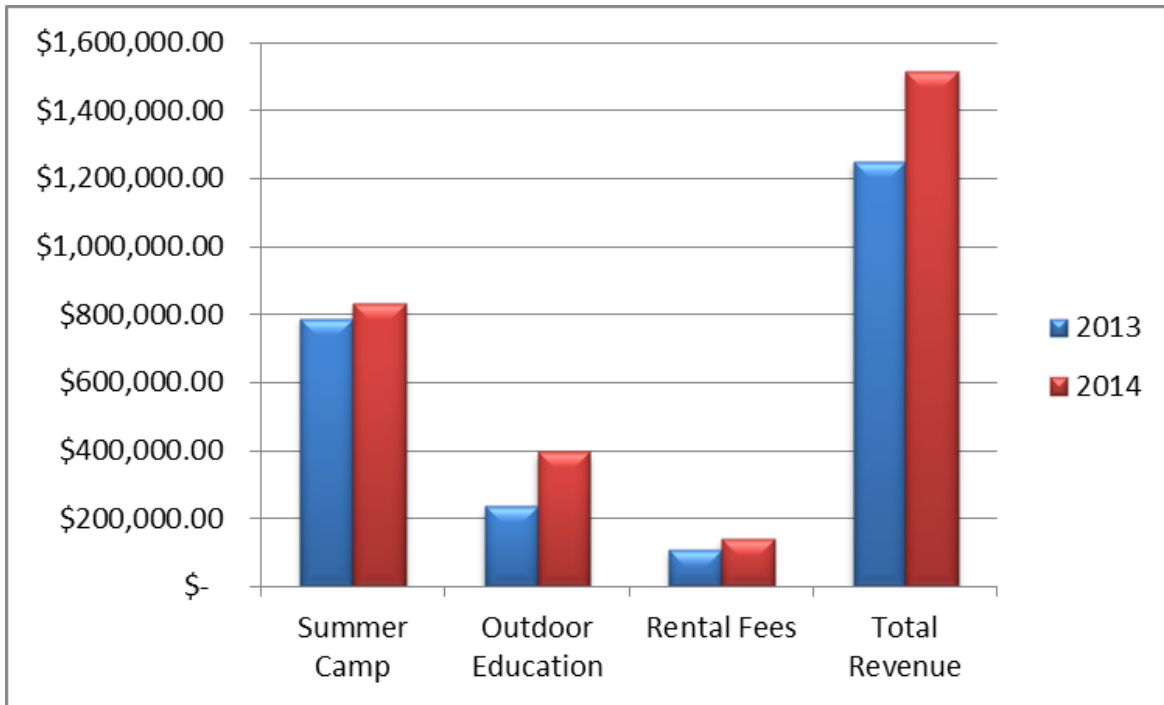


"The greatest glory in living lies not in never falling - but in rising every time we fall." — [Nelson Mandela](#)

By: Jacob Rodenburg



Facts and Figures:



An overview of our accomplishments over the 2013-2014 Fiscal Year:

- Camp Renewal:** Thank you to our maintenance team and our contractors for continuing to upgrade Camp Kawartha. During the last fiscal year, we invested over **\$127,000** in **capital improvements**. Here are some highlights:
 - Complete interior renovation of two sleeping cabins – **Seneca and Siniwick**. Includes re-wiring, insulating, pine floors and walls, new heating and lighting.
 - Provided new walls and roof for our **Yurt**
 - **Stabilized the Emergency Hill** with tiered limestone blocking.
 - Purchased a newer **school bus** – the “*Blue Dragon*” for our summer camp tripping program
 - Upgraded **waterfront equipment** including new kayaks, canoes and windsurf boards
 - Established a **Camp Radio Station**.
 - **New metal roofs** were installed on: our Health Centre, Tent Platform, Siniwick and Seneca. A special thanks to **Mike Evans** for his generous donation!
 - Repaved the basketball court
- Marketing Update:** Due to the hard work of our Marketing Intern, **Michelle Beattie** and the contributions from our **office staff**, we were able to:
 - Promote Outdoor Education to **19 school boards**;
 - 1,268 schools potentially reached; **652,028 students** potentially reached
 - Promote our “*Be a Water Steward Program*” in partnership with ORCA to 2 local school boards (130 schools and approximately **48,000 students**)
 - Highlight our winter programming to over **140 private schools** in Ontario
 - Promote Outdoor Education in English to **32 private schools in Quebec** (targeted 63 contacts within these schools)
 - Our office team developed a new **Facility Rental Brochure** which we distributed to over 520 rental groups.



3. **Revised Website:** Thanks to **Karen Copson**, our recently redesigned website has increased in views over the past year from **49,112 annual visits to 86,556 annual visits – a 75% increase!** The feedback we've received from teachers, parents and rental inquiries, is that the site is much easier to navigate, professional looking and cleaner than our previous website.



4. **Capacity Building:** As a result of our marketing efforts and the excellent job of managing bookings by our office staff, our **outdoor education revenue increased by 60%**, our **Summer Camp Revenues by 8%** and our **Facility Rentals Revenues by 26%** from 2013 to 2014. This has resulted in a surplus of close to **\$70,000** for 2014. Extra revenue is important as we embark on our **Site and Facilities Master Plan** and as we review the **compensation levels** of our staff to ensure that they are consistent with industry standards.



5. **Summer Camp Subsidy and Sponsorship:** Thanks to the generosity of a variety of donors, businesses and foundations, we were able to provide **\$76,000** in funding to help **87 children** in need, participate in the magic of summer camp. We'd especially like to thank the **Rotary Club of Peterborough** and the hard work of **Judge Alan Ingram** for providing Camp Kawartha with close to **\$10,000 in sponsorship funding**. Together we worked with Prince of Wales Public School, the Kawartha-Haliburton Children's Aid Society, and Big Brothers Big Sisters to select children whose families simply could not afford a summer camp experience. Thanks to this funding, we were able to **sponsor an additional 23 children** for a total of **110 children sponsored & subsidized**.

6. **Camp Kawartha Heroes: Our many donors are our heroes.** Without them, we wouldn't be able to deliver our award winning programming, update our equipment or provide the wide range of experiences we have become known for. We'd like to thank:

- *Williams Wilson Sherport Foundation*
- *The Douglas Utting Foundation*
- *The Lloyd Carr-Harris Foundation*
- *The Gainey Foundation*
- *Edwin Matthews Memorial*
- *AMICI Camping Charity*
- *Terminal Management Ltd*
- *City of Peterborough*
- *Toronto Star Fresh Air Fund*
- *The John and Pat McCutcheon Foundation*



- *Province of Ontario*
- *Kawartha Credit Union*
- *St. Peter's on the Rock Church*
- *Kids in Camp Charity*
- *Westmount Public School*
- *Martin Rodenburg*
- *Peter Brieger*
- *Canadian Wilderness Women's Network*
- *Peterborough Horticultural Society*
- *Birchcliff Property Owners Association*
- *Kevin Lee*
- *David Rutledge*
- *Lucas Smith*
- *Nick van der Kamp*

7. **Summer Camp:** Thanks to **Adam Strasberg**, our exemplary Summer Camp Director and his talented staff, summer camp 2014 was our fullest year to date and they made it one of the best! Among the highlights:

- **556** overnight campers registered
- **196** day campers registered including the second year of Kinder Camp
- **49** Leadership campers participated in 4 week leadership sessions including Counselor Skills Development, Leader in Training and Wilderness Skills Development.
- Total camper registrations **exceeded 2013 by 6 %**



8. **Summer Camp Outreach:** For the second year in a row we were able to run **two additional outreach environmental camps** that were inspired by the summer camps held at the Environment Centre. We were able to teach an additional **95 campers** about nature, sustainability and stewardship through our external camping sessions including:

- Three one week Environment Camps at Juniper Island (in partnership with the Association of Stoney Lake Cottagers). This expanded from one week last year.
- Two one week Environment Camps in partnership with the Wollaston Cottager's Association in Coe Hill, Ontario.
- Environment programming delivered at Beavermead Park in partnership with the **Otonabee Region Conservation Authority (ORCA)**.

9. We continue to deliver our **"Be A Water Steward"** Program to elementary and secondary students in partnership with the **Otonabee Region Conservation Authority**. **998 students** learned about water conservation, sustainable living and participated in **direct environmental action** by rehabilitating and planting wetlands and shorelines. By **planting native species**, we

increase bio-diversity and we improve the water quality and health within our watershed. We've planted over **31,800 square meters** of shoreline. Here is a summary of what has been planted so far by students participating in the Be A Water Steward Program:

Year	students	trees	shrubs	herbs	area(m2)	# planting projects
2011	796	50	150		2500	4
2013	952	149	808	270	10368	12
2014 to date	220	43	135	600	15000	5
2014 pending	125	36	172	666	3920	3
Total	2093	278	1265	1536	31788	24

10. **Environmental Framework.** We are meeting with School Board officials, teachers, environmental leaders and interested stakeholders in our community to develop **a framework for the whole community.** The intent is that every student, throughout their development will be exposed to **age appropriate environmental education** delivered by Camp Kawartha along with our **community partners.** It is our hope that by the time students graduate from High School in our region, they will receive the knowledge, training and skills to become **future stewards.**

11. **Rotary Canoe Trip:** Camp Kawartha partnered with the **Rotary Club of Peterborough-Kawartha** and **Curve Lake First Nations** to offer unique wilderness experience for youth. First Nations and non-First Nations Youth participated in **“Adventures in Understanding”** – a five day canoe trip focusing on First Nations history and cross cultural awareness. Led by our own talented **Glen Caradus,** the program was a great success. Several articles appeared in the Examiner and the story was picked up by CBC on Ontario Morning. We are working **with Peterborough Tourism** to offer the trip again in June – this time for **travel writers** from all over the world as part of an international conference.



12. **The Apple Cider Story:** Over the past year, **youth at risk** from the **John Howard Society** made two wonderful **apple cider presses** for Camp Kawartha. First, in order to raise the funds necessary to construct the presses, the students made over **100 blue bird boxes** and sold these at our local market and at the Environment Centre. Next students from Holy Cross Secondary School forged the metal components (hoops, grinders, handles). The **Youth** worked with a skilled carpenter to learn how to make an apple cider press. In late September we had an **Apple Festival** at the Environment



Centre. Over **120 people** came to see the presses unveiled and to make fresh cider. The students who worked on the project were honored. This was a wonderful **coming together** of our community to help at risk youth learn important life and job related skills and experience the joy of giving back to their community. Camp Kawartha will be able to use the presses to teach children about the **importance of local food**.

13. **Wild Rice:** Thanks to a donation from **James Whetung** and the efforts of Glen Caradus, Camp Kawartha will be establishing a **wild rice bed** in our bay. Wild rice was once a common and important native food source for wildlife in this region.

14. **Camp Store:** Thanks largely to efforts of Karen Copson and our Office Staff, this fiscal year we've been able to sell a total of **\$19,000** in giftshop merchandise. We try to select environmentally friendly memorabilia for campers and students. We have a plan in place to expand the store and to develop our online presence, enabling parents to pre-order for summer. We are also developing a smoother, more efficient point-of-sale payment system. This is a welcome and growing stream of revenue for the camp.

15. **Award:** Camp Kawartha received a 2014 **Peterborough Business Excellence Award for Environment Practices**. An award such as this helps to raise our profile in our community and legitimizes the good work we are doing in delivering our mission of creating positive stewards. It both strengthens our reputation and celebrates our staff's hard work and commitment to excellence.



16. **Camp Kawartha Environment Centre:** Our Environment Centre continues to inspire. Here are some highlights:

- **2,572 elementary and high school students** participated in environmental programming in the 5th year of the Center's operations. That makes for a total of **7,617 campers, students, student teachers and adults** who have visited the Camp Kawartha Environment Centre during year 5. That is an increase of more than 60% over last year.
- Since opening, the Camp Kawartha Environment Centre has directly taught **11,975 High School and Elementary students** about sustainable living, energy conservation and ecology. More than **1,837 University Students and Student Teachers** have participated in environmental education workshops and at least **26,617 people** have visited the Environment Centre (a total of tours, students, student teachers and rental groups over the past 5 years).
- Thanks to the **Gainey Foundation's** generous donation to our **Environmental Arts** programming, we were able to provide arts programming to **1,065 students** during the 2013-1014 school year along with a bussing subsidy. Students loved using natural materials to produce beautiful works of art.
- A total of **637 student teachers** participated in environmental education workshops at the Camp Kawartha Environment Centre during the 2013-2014 school year.
- This is the fourth year we have partnered with Trent University in creating a unique **"Eco Mentor" Program**. Student teachers participate in a series of in-depth workshops on environmental education delivered by Trent Faculty and Camp Kawartha staff. These workshops take place at the Camp Kawartha Environment Centre. Students graduating from this program receive an Eco-Mentor Certificate from both Trent University and

Camp Kawartha. The certificate tells future employers that these future teachers have the skills, knowledge and expertise to be their schools “Eco-Mentor.” By June, 2015 we’ll have graduated more than **200 student teachers** from this program. We are delighted to report that the model of environmental education for student teachers is now being used by **4 other post-secondary institutions**. Paul Elliot, a Camp Kawartha Board Member and a Professor in the School of Education at Trent University presented our Eco Mentor approach to teacher training at the **North American Society of Environmental Education** at a conference in Ottawa this past fall.

- This has been an excellent year for renting the facilities out to user groups with an environmental focus. **1,469 participants** made use of the Environment Centre as a destination for workshops. Examples include: Ontario Ministry of Natural Resources, Canadian Parks and Wilderness Society, Peterborough County-City Health Unit and many others besides.
- In 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. This past year we logged **648 visits!**
- This is also the second year for **Forest Fridays** - a program designed for homeschooling families. This year, 16 Friday sessions took place, logging **240 visits**. This program provides a venue for homeschooled children to participate in in-depth nature and environmental programming. Kids discovered wetlands, made forts and explored the many trails around the Centre.
- We were able to offer a **March Break Environmental Camp** and **four one week summer day camp sessions** to children from the ages of 6 to 12. These sessions had a waiting list. Activities included Nature Art, Exploration, First Nation Awareness, Sustainable Living, Story Telling and Music. Over **150 campers** participated in these camps. As well we piloted a week long **“Wild Clover Camp”** for kids between the ages of 3 and 5. That represents an increase of more than 30% over last year.

And finally we’ll end with the words of those campers, students and visitors who are impacted by Camp Kawartha. It is what they have to say, that makes our work worthwhile!



Testimonials:

Summer Camp 2014:

- *My son absolutely enjoyed his experience and still cannot stop talking about it*
- *Our usually "preoccupied with electronics" 11 year old LOVES environmental camp. He has been 4 times now over the last few years. When he gets home he still doesn't go straight to the computer. We love he is getting active, enjoying the time spent with the counselors and new friends, and being interactive with the outdoor physical games he can play. Guess what he is learning too!*
- *I look forward to Camp Kawartha all year long. I meet new friends, make new memories and have so much fun."*
- *I was excited for our son to re live my family's experiences at camp. He gained skills and solidified friendships. He continually commented on the fact that he liked every aspect of camp. The location, focus on leadership skills environmental responsibility and health are important aspects to our family. It is a joy to see how this camp continues to evolve.*
- *It looks like my kid had one of the greatest times in her life so far! Thank you very much for all the organization, effort and care. My daughter has become much more mature and grown up just in two weeks' term! Best counselors, best friends, best everything! We look forward to next summer!*
- *Kids love the camp - staff are friendly, environmentally aware and pass that knowledge on in fun ways. The camps welcome all kids - teach inclusiveness and responsibilities to our children!!Plus did I mention the kids LOVE the camps!!!*
- *My daughter has just finished her second visit to Session N and loved it. She liked it so much the first time that she did her Public Speaking at school on Camp and convinced 2 others from her class and her sister to come with her the second time*
- *As an avid camper myself, I have long sought the camp that would be the one that my children would call home. We have found it at Kawartha! Camping should foster leadership, and risk taking with pushing your personal envelope, in a safe environment, to develop self-confidence and independence. Camp Kawartha's exemplary staff accomplish all of this! My children came home with confidence and self-assurance. Camp lights the fire within children that as parents, by virtue of our position in their lives, we cannot ignite. We can only facilitate it by sending them to a place like camp Kawartha. Thank you for your leadership, kindness, care, support, skill, and environmental respect that you model and teach to our children. :)*
- *A fantastic, confidence-building great summer program for my son!*
- *It was my child's first year and he had a fantastic time, spoke about camp all week long after. He made some wonderful friends, tried new foods he would have never tried at home. Learned to be more independent and look after his belongings. Tried some new activities I wouldn't be able to provide him to try at home like sailing. I would definitely recommend Camp Kawartha to any family. :)*
- *Camp Kawartha to us is just the best! It is a small camp and it allows the kids to be well supervised at all times. It is friendly and intimate and our kids felt welcomed and known. Every person on the camp knew our children when we asked them questions...this is such a great feeling! As a result, our kids gained confidence in themselves and were able to experience many activities. This year was our second and we just don't want to send them somewhere else.*
- *Awesome Program ! Awesome Staff ! Great Hours ! Positive Feedback from both my kids... loved the camp!*
- *Thank you to everyone at Camp Kawartha who made it possible for my son to attend camp this summer. He made many memories and lasting friendships!*
- *For my son & daughter, the Camp Kawartha experience is priceless. They are more self-aware, more confident and better stewards of the environment because of their experiences at Camp Kawartha.*
- *Camp Kawartha continues to be the highlight of my son's summer. The counselors and staff are very friendly and welcoming. I am always impressed with how outgoing and polite the counselors are at CK. My son enjoys the staff and looks forward to seeing them year over year.*
- *Our daughter absolutely loved Camp this summer. In addition to the activities, her cabin mates and the counselors she really gained a sense of self. She insisted on going by herself without friends and came away knowing that all was good in her world, discovered things that she really liked and gained a greater sense of confidence and independence. Thanks for bringing that out in her.*

- *My kids just enjoyed their second year at Camp Kawartha. My Daughter was in the overnight program and my son in the day camp. Both are exceptional programs and the kids are different people when the week is through. My son is excited to try overnight camp in 2015 and my daughter wants to stay for 2 weeks instead of 1! The staff, grounds and food are amazing and we're all looking forward to summer 2015!*
- *My nine-year-old son likes to think about everything, but he does not like to go outside and is not very active. We signed him up for two weeks at Camp Kawartha to help inspire a love of the outdoors and to get him into the fresh air. He had some initial concerns but they quickly fell away when he stepped into the Environment Center! They had a display about collecting electricity using a solar panel and how to filter water! He was suddenly very interested. He loved it and counted down the days until the next week that he would spend at Camp Kawartha.*
- *All three of my children attended Camp Kawartha this summer. I can't tell you the high they are on when we picked them up from camp. They talked non-stop for days about their experiences and friendships at camp. It is such a boost to their self-confidence and sense of independence. I am always impressed by the Camp Kawartha staff, you do an amazing job training your team. Could imagine better role models for my kids! Thank you!*
- *Everything was so well organized, the staff so enthusiastic, the whole place so well run. What an amazing place!*
- *My oldest daughter's experience at Camp Kawartha brought out a confidence, joy and sense of independence that we had never seen before. When asked if she missed us, she clearly stated NO! She was thrilled to be away, making friends, enjoying the outdoors and feeling free from her regular busy life.*
- *Both my daughters are CK kids.. and they love it! I can't speak highly enough of staff, programming, and the overall environment. Thanks CK!*
- *This was my son's first overnight camp experience. We signed him up for a week and he was really nervous as he didn't know anyone there. We went for the Mini Kawartha Day ahead of time, to help ease his nerves a bit. He enjoyed his week at camp so much that he cried when we picked him up because he was so disappointed to be leaving. He has already requested at least 2 weeks for next year! Thank you to the wonderful staff for making him feel so at home.*

Outdoor Education and Facility Rentals Testimonials from 2014

- *"We had such a wonderful time at Kawartha. Our students were so excited to participate in winter activities with some saying it was their favourite Canadian experience. We would definitely come back – the staff were more than amazing, and we might call the cooks for their recipes." New College; University of Toronto International Program*
- *"Many of our international students come from very urban areas in the world. Being able to show them and give them an appreciation of Canada's natural beauty and how important it is to keep it the way it is – this is a great opportunity. I hope they take away great memories of Canada and their time at Camp Kawartha." Laurier University International Program*
- *"Camp Kawartha provides an intergenerational space that inspires creativity and connection" Jamaican Self Help Program*
- *"Awesome place – awesome staff. Very obliging and friendly. Love the new kitchen." Christadelphian Church Group.*
- *"You can always depend on a great experience at Camp Kawartha – with Ontario Curriculum links, great facilities, friendly and knowledgeable staff and a well-run program. We look forward to returning each and every year for many years to come. A quote from the kids: Do we have to leave?" Westmount Public School*
- *"As always we had an amazing time at Camp. Thank you so much for your dedication and commitment to Outdoor Education. We had an awesome time – great campfire. Wouldn't change a thing!!" Chemong Public School*
- *"WE were so glad to be back this year! Our students talk about this experience all year." TCS Junior School*

Environment Centre Testimonials 2014:

- *My kids came home every day loving their day and the activities they had learned and participated in! They said this was the best camp they had ever done!*
- *'Great, fun, interesting, learned a lot of great stuff. Fun instructors.'*
- *'That my child did not hesitate to say "yes" when asked about spring break at the centre, says alot about the quality of staff and program. Many thanks!'*
- *'It was a lot of fun and I would definitely go back next year. Lots of different and fun activities.'*
- *The best day camp I've ever gone to.'*
- *'Absolutely exceeded expectations.'*
- *'It was totally awesome, they did so much. The feelings of respect and kindness really shine through. The counsellors lead by amazing example. Thank you so much. See you in the summer :)'*
- *'Just as last year we are completely thrilled with this program. Kids rave about it every day.'*
- *'Our daughter had a lot of fun with all the counsellors and making things and doing a lot of fun stuff.'*
- *'Awesome, (our daughter) did activities she may not have otherwise done (ie. fire building). The leaders were fun, engaging and silly enough to set an awesome leadership example.'*
- *'The camp is wonderful, connecting kids to nature is so important!'*
- *'Exceeded expectations – felt confident that my son was going to be active, be outside and learning new things. He seemed to be quite engaged and enjoyed his time at camp.'*
- *'Exceeded expectation. Kids had fun outside, doing crafts, learning new things. A great time - Awesome! Thank you!'*
- *'Awesome – definitely exceeded. The kids loved it and I loved it! It was great it was run by adults.'*
- *'The kids are happy, safe and enjoyed the group play. We always recommend the camp to other friends.'*
- *'We have had very good experiences with this camp therefore, our expectations are high. They were met once again.'*
- *'Both kids loved the experience. The facility is fantastic (in terms of both) the building and access to the grounds. (I would tell other people) they should sign up if they can.'*
- *'Exceeded expectations by accommodating our son and making sure he had a good time. It was excellent.'*
- *'Exceeded! I was looking for an event/adventure to mark our children's' March Break beyond my own creation. Thank you for enriching both of our boy's lives. We have been a part of Camp Kawartha summer programs for the past 3 years and know you have a solid reputation. Winter camp extended our appreciation. Thank you.'*



"Do not try to...[teach] a great many things. Awaken people's curiosity. It is enough to open minds; do not overload them. Put there just a spark. If there is some good inflammable stuff, it will surely set fire."

- Anatole France