



# 2022 Annual Report

[WWW.CAMPQUALITY.ORG](http://WWW.CAMPQUALITY.ORG)

# A NOTE FROM THE BOARD CHAIR:



Hi Friends,

As I write my final note as the Board Chair, I am reflecting on the joy of camp and the healing power of laughter that Camp Quality brings to families and children living with childhood cancer and blood disorders.

When I joined the CQC board in 2019, my focus was on assisting with the new strategic plan, governance and board effectiveness, and deficit reduction. Then COVID hit and put us into crisis management mode. But we responded, launching virtual camp programming and shifting our focus on fundraising events to grant-writing efforts. Our people – staff, volunteers, campers, families and this board all kept the faith in our organization and we carried on. We achieved our financial targets. Our staff team showed fortitude and kept us running.

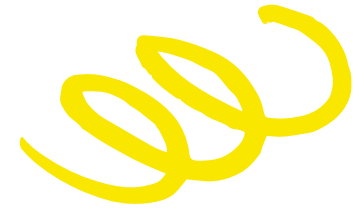
This past year, with the support of our new Executive Director, Fiona Fisher, we grew as a community in our recovery from the pandemic. We returned to in-person camps, while continuing to offer a virtual programme. Our staff team has brokered new, better relationships with our COCs and other community partners. We are rebuilding our events fundraising, and have diversified to put us in a better financial position with less exposure to risk. We have a strong board that has demonstrated the ability to attract incredible new talent .

Thank you everyone – your work is important, and it has made the difference. CQC is here today because of you and your ongoing support.

I believe that the work we do is important, and was instrumental in our survival and our thriving today. I believe in the joy of camp and the healing power of laughter that bring strength to families and children living with childhood cancer and blood disorders.

Thank you everyone, it has genuinely been an honour to act as board president and I look forward to taking on the role of past president and supporting our new President, Matt Harris.

# In 2022, We Returned to In-Person Camp



## A Message from Noura (Camper Parent)

In 2022 my daughter Lara attended Camp Quality. The support and community that it helped us find was incredible. The focus on having fun while also providing a supportive environment for children with cancer was exactly what we were looking for.

Sending your kids away to overnight camp can be a challenge when there are medical concerns but I felt very comfortable sending Lara to Camp Quality as I knew she was in good hands and would be well taken care of.

Lara enjoyed all aspects of camp and loved the intentional free-time that allowed her to independently decide on what activities she wanted to do. Arts and crafts are her favourite, she enjoyed creating tie-dye shirts and painting rocks with her fellow campers and companions. Her time at camp has made her more independent and given her the opportunity to build confidence. I am grateful to see my child smile and enjoy these experiences thanks to Camp Quality.



# Our Reach

## We served:

**163** One-Week Campers

**37** Virtual Camp-at-Home Campers

**72** Family Camp and Fun Day Campers\*

**232** Dedicated Volunteers

\*including parents and guardians

## And we had...

**855** S'mores eaten 

**30** Campfires 

**855** Penguin Plunges 

**21986** Smiles 

Infinite memories created



# 2022 Financials

## Camp Quality Canada Statement of Operation

Year Ended December 31

<b>REVENUE</b>	<b>2022</b>	<b>2021</b>	<b>EXPENSE</b>	<b>2022</b>	<b>2021</b>
Donations	730,251	472,089	Programs	624,559	312,737
Government Subsidies	73,246	88,529	Fundraising and Development	136,644	133,167
Investment Income	(18,464)	85,715	Administration, office and general	174,368	199,765
Fundraising, events and lottery	195,700	83,795	<b>Total Expenses</b>	<b>935,571</b>	<b>645,669</b>
Other Income	1,958	804	<b>Excess of revenue over expense</b>	<b>47,120</b>	<b>85,263</b>
<b>Total Revenue</b>	<b>982,691</b>	<b>730,932</b>			

	Operating Reserve	Family Assistance	Program Development	Corporate Development	Unrestricted	2022 Total	2021 Total
Net assets, beginning of the year	984,977	30,000	150,000	150,000	383,774	1,698,751	1,613,488
Excess of revenue over expenses	-	-	-	-	47,120	47,120	85,263
<b>Net assets, end of year</b>	<b>984,977</b>	<b>30,000</b>	<b>150,000</b>	<b>150,000</b>	<b>430,894</b>	<b>1,745,871</b>	<b>1,698,751</b>

# Our Donors



## \$50,000+

KOA Care Camps  
Walmart Canada Corp.  
KRP Properties  
Canadian Tire Jumpstart Charities

## \$20,000+

Ontario Trillium Foundation  
Mr. Lube Foundation  
True North Youth Foundation

## \$10,000+

TD Securities Underwriting Hope Fund  
CIBC Children's Foundation  
TELUS Friendly Future Foundation  
Westminster College Foundation  
Sun Communities  
SC Johnson  
Mackenzie Investments Charitable Foundation  
Al Moonie  
Cabela's Outdoor Fund

## \$5,000+

Winnipeg Foundation  
Mac's Convenience  
Pond Hockey on the Rock Inc  
Mr. Lube Central c/o Superior Shercor Ltd  
Tradelogiq Markets Inc  
Starbucks Coffee Company  
Thunder Bay Community Foundation  
Alice and Murray Maitland Foundation  
Toronto Star Children's Charities  
Vishen Maharaj  
TD Bank  
Sudbury Community Foundation  
S & E Services Limited Partnership  
J.P. Bickell Foundation  
Dream Industrial Management Corp  
CI Investments  
BRant Community Foundation



# Our Team



## Board of Directors (Volunteer)

Fred Gladly, Board Chair  
Matt F. Harris, Vice-Chair  
Erin Godard, Treasurer  
Kyra Winfield, Secretary  
Dr. Vicky Breakey  
Bharat Choudhary  
Rob Keslick  
Anna Kinastowski  
Alyshah Nurani  
Darin Thompson  
Lois Weidman



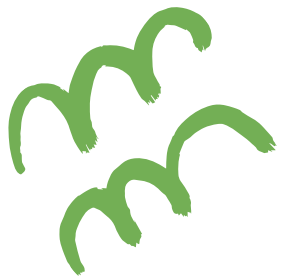
## Camp Directors (Volunteer)

Vinnie Paolucci, CQ Eastern Ontario  
Sarah ter Huurne, CQ Eastern Ontario  
Lauren Lambert, CQ Manitoba  
Ainsley Kullman, CQ Manitoba Past Director  
Jenni Beharry, CQ New Heights  
Natalie Downing, CQ New Heights  
Veronica Charrette, CQ Northern Ontario  
Stephanie Kramp, CQ Northern Ontario  
Samantha Stovel, CQ Northwestern Ontario  
Jana Douglas, CQ Southern Ontario  
Julia Zinn, CQ Southern Ontario  
Laura Calvert, CQ Southern Ontario Past Director

## CQ Staff

Fiona Fisher, Executive Director  
Lauren Burke, Senior Director of Programs  
Natalie Downing, Volunteer Coordinator  
Samantha Greenberg, Medical Coordinator (p/t)  
Anzette Fernandes, Manager of Community Giving & Corporate Engagement  
Manal Al Halabi, Bookkeeper and Administrative Coordinator  
Maya Stern, Manager of Grants (p/t)





**WE COULDN'T DO IT WITHOUT YOU**

**THANK YOU!**

