

Camp Quality



2024 ANNUAL REPORT



A NOTE FROM THE BOARD CHAIR, MATT.

Dear Camp Quality Friends and Supporters,

At a recent board meeting I asked our directors to share their Camp Quality story in their networks and in their communities. What we do at CQ is special and I think it's important to share that as often as we can.

For me, I first learned about Camp Quality when Dan DeNoble asked me to volunteer at our Northern Ontario location. After turning him down a couple summers in a row I finally decided to take a week off my summer jobs and try it out. It helped that one of those jobs was working for Dan's mom, Cathy, at the Valley East, Ontario Dairy Queen and he'd already pressured her in to giving me the time off.

That first summer I saw the magic of our Camp Quality programs. Seeing kids have the time of their lives that week was truly special. I went back several summers in a row, making life-long friends and some incredibly special memories.

In 2024 I attended a Camp Quality program for the first time in a decade. After my weekend at New Heights I can tell you the volunteers and kids may change over the years, but the camp magic hasn't changed one bit. Camp Quality remains an incredible escape for a group of resilient kids to get together and create new memories each summer and throughout the year.

In communities across the country our dedicated volunteers and staff are working together to bring that very same camp magic to kids and families affected by childhood cancer. To each and every one of them I want to simply say thank you. Thank you for everything you do to make Camp Quality so special.

It is my pleasure to share with you our 2024 Annual Report. Your support is important to us. Camp Quality would not be able to provide programs for families affected by childhood cancer without you and our many volunteers.

Together we can ensure every child affected by cancer has a special place at Camp Quality.

With gratitude for your generosity,
Matt Harris, Board, Chair

- Matt Harris



Matt volunteering
at camp in 2011

& still volunteering
in 2024



CAMP FOUND US AT THE RIGHT TIME

A MESSAGE FROM MAUREEN (CAMPER PARENT)

2016



Camp Quality has been a big part of our family's lives for 10+ years. When our son Jack was 4 years old, we were blessed with a baby girl, Lauren. She was diagnosed at **one week old with a rare pediatric cancer**, and our family spent the next few years flying across the country for treatment. We heard about Camp Quality a few years later through a local radiothon raising funds for Camp Quality's summer camp, and Jack was the first to go when he was 7. **We were very nervous to send him, but at drop off we felt so welcomed that our worries lifted.**

A few years later Lauren joined her big brother at camp. She was so excited to finally get to go for the week, and she loved having a companion who took part in every morning polar plunge with her, and it remains one of her favourite memories from her first year at camp. We have also experienced much fun at family camp weekends with other families, and **have enjoyed the chance to get to know fellow campers and their families.** Lauren has continued with camp and our Jack recently aged out.

Last year, Lauren also enjoyed participating in her first year of teen leadership camp, New Heights. Camp Quality has truly made a huge difference in our family's lives. **It has given my husband and I time to recharge our parenting batteries; it's given Jack and Lauren joy, independence, self-confidence, a sense of belonging, and memories and friendships they will always treasure.** Many thanks for truly changing our lives!

2024



CAMP QUALITY, QUANTIFIED!

2007 CAMPER
EXPERIENCES

59 CAMP-AT-HOME
VIRTUAL CAMPERS

27 CAMP
PROGRAMS

251 DEDICATED
VOLUNTEERS

1,254 crafts made



6,032 games played



35,000+ volunteer hours



41 sunsets enjoyed



1 CQ Program
Experience=

- 1 Fun Day
- 1 Day Overnight
Camp



OUR IMPACT

97% of campers made at least one new friend at camp.

82% of families agree that their camper's independence has improved.

87% of campers felt a strong sense of community and belonging.

88% of families say that their camper's overall confidence increased.

72% of campers developed new skills and abilities.

97% of families agree that their Camper gained confidence to try new activities.

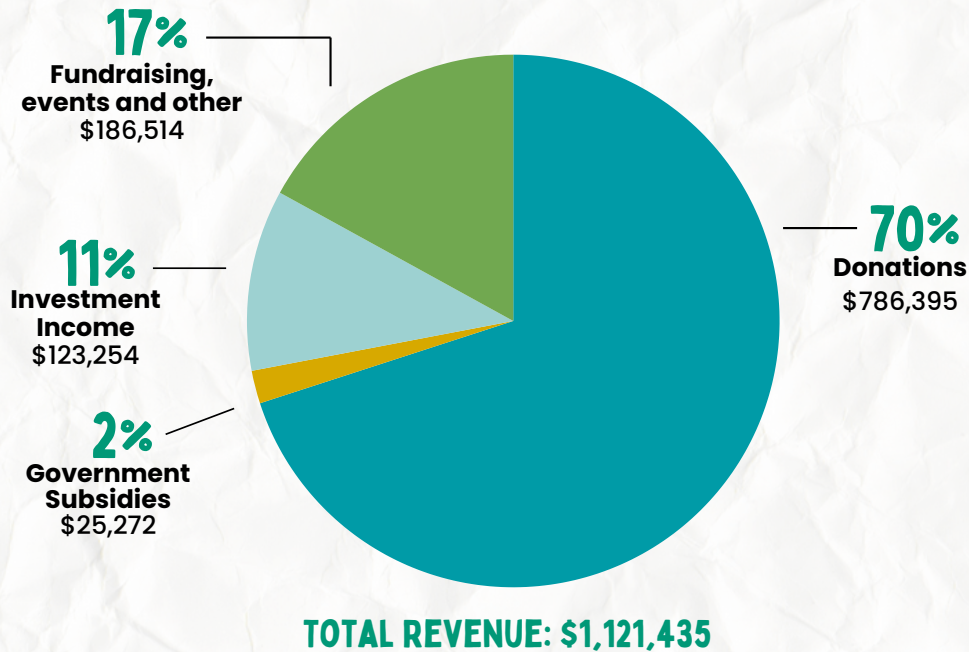
Numbers based on our summer post-program surveys for parents & campers.

2024 FINANCIALS

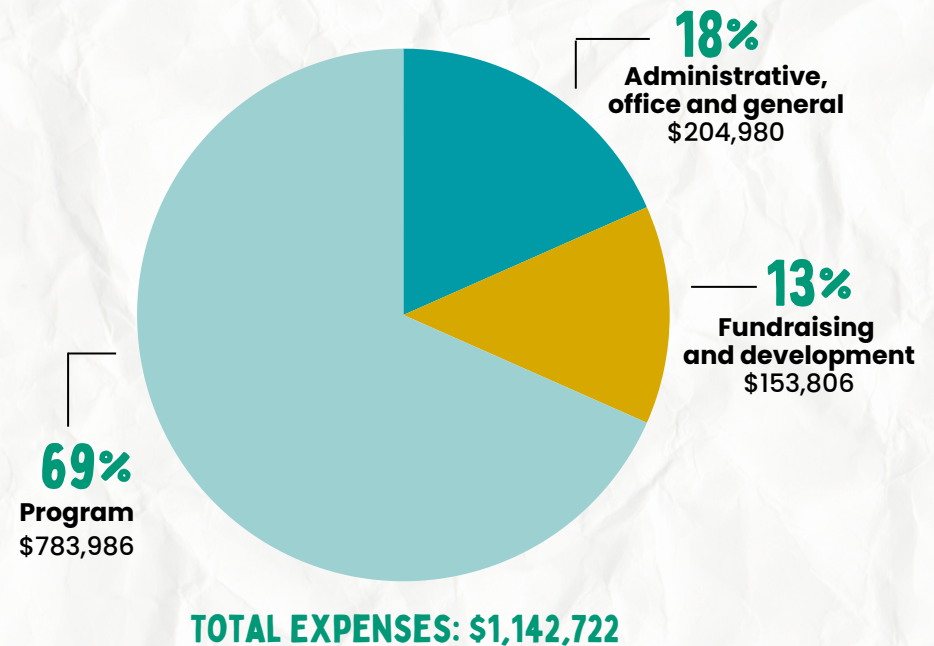
Camp Quality Canada

Year Ended December 31

REVENUE



EXPENSES



In 2024, thanks to the incredible generosity of our donors and partners, Camp Quality Canada raised over \$1.12 million to create meaningful experiences for children and families impacted by cancer. We made thoughtful investments to expand programs and strengthen infrastructure, ensuring we can meet the growing needs of our community. Through careful financial stewardship, we stayed focused on long-term sustainability while directing the majority of funds to camper-centred programs. We closed the year with net assets of \$1.68 million, a reflection of our ongoing commitment to responsible management and to making a real difference in the lives we serve.

TO VIEW OUR COMPLETE FINANCIAL STATEMENTS, PLEASE VISIT: [CAMPQUALITY.ORG/OUR-IMPACT](https://campquality.org/our-impact).

OUR 2024 DONORS

\$40,000+

Care Camps Foundation
KRP Properties

\$10,000+

Ottawa Community Foundation
KPMG
CIBC Children's Foundation
True North Youth Foundation
Canadian Tire Jumpstart Charities
TD Securities - Underwriting Hope Fund
Mr. Lube Foundation
Winnipeg Foundation
Mount Forest Lions Club
Mackenzie Investments Charitable Foundation
Westminster College Foundation
The Harry E. Foster Charitable Foundation
The Catherine And Maxwell Meighen Foundation
Paterson Foundation
Al Moonie
VIRTU Financial Inc.
Golden Links Club
Cabela's Outdoor Fund
Amgen

\$20,000+

Charities Aid Foundation of Canada
Staal Family Foundation
Walmart Canada Corp
Copper Cliff Maintenance
Bassin' For Kids
Alva Foundation
SC Johnson



2024 DONORS CONTINUED

\$5,000+

Pond Hockey On The Rock Inc.

Macs Convenience

Christina Mary Hendrie Charitable Trust –

Anderson Strathern LL

Waterloo Community Foundation – Lyle S.

Hallman Foundation

Nasdaq

Fidelity Canada

Ian Bodnar

Sun Communities

Sudbury Charities Fund

StoneX Financial Canada

Kiwanis Club of Ottawa Foundation

Brant Community Foundation

Karen McAndrew

CIBC

Genstar Development Company

Tradelogiq Markets Inc.

Thunder Bay Community Foundation

Frank Thomas

Sudbury Community Foundation

Stikeman Elliot

Alice and Murray Maitland Foundation

Allard Foundation Ltd

ATB Financial

Bennett Jones LLP

Calgary Flames Foundation

CI Global Asset Management. CI

Investments Inc

George Lunan Foundation

Guelph Community Foundation

John Andrews Foundation

Kinsmen Club of Winnipeg

Mawer

MNP LLP



OUR TEAM

Camp Directors (Volunteer)

Vinnie Paolucci, Eastern Ontario
Lauren Lambert, Manitoba
Jenni Beharry, New Heights
Natalie Downing, New Heights
Breanne McTiernan, Northern Ontario
Stephanie Kramp, Northern Ontario
Samantha Stovel, Northwestern Ontario
Julia Zinn, Southern Ontario

Board of Directors (Volunteer)

Matt F. Harris, Board Chair
Fred Glady, Past Board Chair
Lois Weidman, Vice-President
Kyra Winfield, Secretary
Erin L. Godard, Treasurer
Dr. Vicky Breakey
Darin Thompson
Rodney Yip
Hannah Brooks
Mike Commito
Bharat Choudhary*
Anna Kinastowski*
Alison Brimmer*
Xue Yan*
Loraine Seguin*
Carrie Gervais*
Nabeel Khan*

* = ended their term May 2024

* = started their term May 2024



CQ Staff

Fiona Fisher, Executive Director
Lauren Burke, Sr. Director, Operations and Strategy
Manal Al Halabi, Sr. Coordinator, Finance and Administration
Nathan Whan, Camp Coordinator
Emily Langer, Community Engagement and Outreach Coordinator
Andrea Dawber, Lead, Fund Development (p/t)

CQ Summer Staff

Callie Giffin, Camper Support Specialist
Mitchell McHale, Summer Photographer & Content Specialist
Lauren Rossi-Zalmons, Aquatics Specialist
Kelsey Delesalle, Travel Nurse





CAMP
Quality



BECAUSE OF **YOU**, CAMP IS **POSSIBLE**

THANK YOU!

