



# CAMP AWAKENING

## ANNUAL REPORT 2014



Explore wonders of nature



Challenge perceived limitations



Lasting friendships



Lead healthy, active lives

# ABOUT THE YEAR

Celebrating our 32nd camping season, Camp Awakening continues to encourage youth with physical disabilities to unplug from the constant buzz of cell phones and computers to make genuine face-to-face connections; lead healthier, more active lives; discover the wonders of nature and challenge their perceived limitations through our innovative and integrated outdoor recreation programs.

Camp Awakening is not a specific place, but rather a programming philosophy... an encouraging community... a unique way of being inclusive... and an award-winning outdoor recreation experience.

In 2014, we provided three distinct & integrated programs for children and youth with physical disabilities:

1. Boys summer camp @ Kilcoo Camp in Minden, ON.
  - Four sessions during July & August for campers 9-18 years.
2. Girls summer camp @ Camp Oconto in Tichborne, ON.
  - Four sessions during July & August for campers 9-18 years.
3. Youth Leadership Development Retreat @ YMCA Geneva Park in Orillia, ON.
  - One week, co-ed retreat for youth 19-24 years offered in partnership with March of Dimes Canada.

We are disappointed to report that this year's Family Camp Weekend scheduled for June was cancelled due to the last minute withdrawal of several camper families. It was a tough decision, but we felt we could not proceed with so few participants. We are working towards the development of a Family Camp Weekend to be held in winter 2015.



## Our Mission:

Camp Awakening provides integrated summer camp, leadership, and outdoor recreation programs for children and youth with physical disabilities. Our goal is to create a fun, safe and supportive environment where campers can increase independence, learn new skills, develop confidence and make lasting friendships.

# MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

Thank you for empowering kids with physical disabilities.

As a registered charity, Camp Awakening relies on the generosity of the community - people like you! - to provide youth with disabilities such as cerebral palsy, spina bifida, muscular dystrophy and juvenile arthritis with a profound and often life-changing outdoor recreation experience.

Your investment ensures that campers of all ages realize greater independence; form lasting friendships; build important life, social and wilderness skills; unplug from technology to discover the wonders of nature; and learn to lead healthy active lives.

With 60% of camper families requiring financial assistance, your meaningful support guarantees that we never have to turn a camper away.

We truly thank you for investing in Camp Awakening's innovative, inspiring and integrated outdoor recreation programs. Keep Paddling!

Sincerely,

*Laren Stadelman*

Chair

*Tracy Morley*

Executive Director

## 2014 Staff

Tracy Morley, *Executive Director*  
Sarah Facey, *Assistant Director (new position created in November 2014!)*

Tomas Donatelli-Pitfield, *Boys' Program Director*  
Joshua Lister  
Andrew Burt

Dominique Soubry, *Girls' Program Director*  
Monica Beckett  
Kaleigh Egan



## 2014-2015 Board of Directors

Laren Stadelman, *Chair*  
Jamie Macintosh, *Vice Chair*  
Andy McLean, *Treasurer*  
Anne Carty, *Secretary*  
Adam Chamberlain, *Past Chair*  
Lisa Butler  
Paul Chamberlain  
Sue Hayes  
Jennifer Istvan  
David Latimer (*ex-officio*)  
Bruce Logan  
Meghan Payne  
Barb Prevedello  
Lisa & Bruce Wilson (*ex-officio*)



# BRING YOUR LOVE OF THE OUTDOORS...IN!

Camp Awakening outdoor recreation programs are innovative and unique and we're always encouraging our campers to try something new. We think this should apply to our fundraising events as well, so we tried something new this year.

We invited supporters to bring their love of the outdoors inside. As in "stay in"!

Instead of our Big Night OUT fundraiser at The Second City, this past winter Camp Awakening created the first ever Big Night IN! The event ran for one week from Saturday, February 22nd to Saturday, March 1st and hosts picked the day or evening that worked best for them.



Here's how it works...

We asked members of the Camp Awakening community to capture the magic of sharing a meal with friends and host an evening "IN" with friends or family. A suggested \$25 donation was requested from each guest or individual to support Camp Awakening and youth with physical disabilities. Together, this new event raised over \$5,400!

## MEET SARAH - OUR NEW ASSISTANT DIRECTOR!

Sarah Facey joins Camp Awakening in the brand new Assistant Director role. She brings with her 19 summers of camp experience - 10 of those as a staff member. In those 10 years she has held a variety of leadership positions, most recently as a Day Camp Director. She could not be more excited for her new role as Assistant Director of Awakening!

For Sarah, summer camp played a monumental role in her childhood so naturally she believes that all children deserve the chance for the same experience. This philosophy drives her passion to work within the non-profit sector as well as communities serving children and youth with different abilities.

Sarah happily volunteers with the Ontario Camps Association where she sits on and chairs several OCA committees.



# 2014 STATEMENT OF OPERATIONS

REVENUE	Total 2014	Total 2013
Camp Fees	42,094	41,058
Donations		
Corporations	17,842	11,087
Foundations	93,314	93,892
Individuals	35,569	46,379
Others	17,847	12,319
Special Events	39,884	31,765
Investment Income	69,347	78,131
<b>TOTAL REVENUE</b>	<b>315,897</b>	<b>314,631</b>

EXPENSES	Total 2014	Total 2013
Camp Equipment & Operations	6,859	5,118
Camp Fees	84,634	83,798
Fundraising	5,531	8,736
Insurance	10,868	6,706
Rent	6,000	6,000
Office Expenses & Promotion	10,726	11,320
Professional Fees	9,000	9,575
Recruitment & Promotion	7,137	6,489
Salaries & Benefits	116,078	105,159
Staff Training	5,097	1,984
Transportation	15,699	15,256
Investment Management Fee	11,216	7,314
Other	4,000	24,115
<b>TOTAL REVENUE</b>	<b>292,845</b>	<b>291,570</b>
<b>EXCESS (deficiency) OF REVENUE OVER EXPENSES</b>	<b>23,052</b>	<b>23,061</b>

## WHAT OUR CAMPERS HAVE TO SAY...

**73** PERCENT OF CAMPERS SAID CAMP WAS AWESOME OR GREAT!



**65** PERCENT OF CAMPERS SAID A NEW SKILL THE LEARNED WAS MAKING FRIENDS.



CONQUER YOUR BIGGEST FEARS



YOU'RE ALLOWED TO BE SILLY



TRY NEW THINGS



GOT TO MEET GIRLS LIKE ME



**79** PERCENT OF CAMPERS SAID ACTIVITIES WAS THEIR FAVOURITE THING ABOUT CAMP



# 2014 HIGHLIGHTS AND MILESTONES

The Aquarians' open-water 'Swim For Camp Awakening' was held for the second time on June 14th at Kelso Conservation Area and raised more than \$13,800!!



Former Program Director Mitch Rea participated in DeGroote School Business' charity pitch day in November 2014. His team came in 2nd and earned a \$2,500 donation for camp PLUS they won the "student's choice award" which will provide Awakening with 20 hours of pro bono consulting services from the MBA's for Impact. Thank you Mitch!

The Jordana Lokash Foundation hosted a Family Hockey Challenge at the UCC rink on May 3rd raising \$6,000.



Selected as the beneficiary of Concord Bakeries' Weston Seeding Stronger Communities Employee Fundraising Campaign.



Awakening regularly participates in the Youth and Philanthropy Initiative (YPI) with high school students across Toronto. We are thrilled to share that Sydney, Charley and Madeleine from Crestwood Preparatory College had the best charity presentation for their school and earned Awakening a \$5,000 donation from the Toskan Casale Foundation.



We participated in the Scotiabank Toronto Waterfront Marathon's Charity Challenge for the second time on October 19th.



The summer of 2014 saw the expansion of in-camp leadership programming with the growth of the M.I.L.E.S session in July. M.I.L.E.S stands for: Motivation, Independence, Leadership, Empowerment and Skills and is a unique 3-week session for our 16-18 year old campers to help them further develop their life, social and wilderness skills.



# THANK YOU TO OUR GENEROUS DONORS!

The following cash & in-kind donations were made to Camp Awakening between January 1 – December 31, 2014

## ORGANIZATIONS

Absolute Comedy  
Airlie Foundation  
Amici Camping Charity  
Anonymous  
Boon Labs  
Build-A-Bear Workshop Bear Hugs Foundation  
Camp Oconto  
Canadian Association Of Gift Planners  
CIBC Children's Foundation  
DeGroot School of Business  
Diefenbaker P.S.  
Druxy's Inc.

George Lunan Foundation  
George Weston Limited  
Harry A. Newman Memorial Foundation  
Hydrokids-OPG Day Care  
Kawabi Alumni  
Kids In Camp  
Kilcoo Camp  
KRG Children's Charitable Foundation  
McCalden Designs  
Medieval Times Dinner & Tournament  
Microsoft Citizenship & Public Affairs  
Motivate Canada (ParticipACTION)

Nota Bene Restaurant  
Oconto Paddles  
Ontario Society OB-GYN  
The BLG Foundation  
The Brettler Minz Foundation  
The Cadillac Fairview Corporation Limited  
The Carbon Bar  
The Catherine and Maxwell Meighen Foundation  
The D.H. Gordon Foundation  
The Foster Hewitt Foundation  
The Jordana Lokash Foundation

The Mariano Elia Foundation  
The Mary-Margaret Webb Foundation  
The Nick & Lynn Ross Charitable Foundation  
The Norman and Margaret Jewison Charitable Foundation  
The Norman Black Foundation  
The Toronto Star Fresh Air Fund  
Tippet Foundation  
Toskan Casale Foundation  
W.C. Wood Foundation

## INDIVIDUALS

Linda Abrams  
Janet Adamson  
Denise Agouri  
Margaret Anglin  
Elaine Asselin  
Aline Bardakjian  
Christopher & Cecilia Bardsley  
Sarah Barker  
Astrid Bastin  
Ana Baumeister  
Paul & Kaye Beeston  
Peggy Belcher  
Peter & Zoe Berry  
Susan Besse  
Jen Birenbaum  
Netanis Boger  
Vanessa Bond  
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Julie Borthwick  
Robert & Marjorie Bothwell  
Jim & Suzanne Bradshaw  
James and Joy Brickell  
Marion Britnell  
Elizabeth Randell & Brian Brittain  
Bob Brock  
Andrew & Pamela Brown  
Janet Brown  
Nancy Brown  
Deanna Bruno  
Lara Bryant  
Bonnie Burke  
June M. Bushell  
Lisa Butler  
Gail Butler & James Hayes  
Aliea Butt  
Elena Campisi  
Donald Carlisle  
John Carruthers & Susan Mendes De Franca  
Sheila Carter  
Ian & Pat Cartwright  
Anne Carty  
Antoinette Catricala  
Adam Chamberlain  
Paul & Sue Chamberlain  
Clive & Mary Chamberlain  
Paul & Sue Chamberlain  
Flora Chen  
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David & Valerie Christie  
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Kelvin Chui  
Sharon Clarke  
Caryl Colton  
Rachel Conduit  
Marc Cooper  
Mary Costakos  
Carol Cowan  
James Cowan

Stephanie Coyles  
Randy Cross  
Stephen & Donna Crowther  
David Currah  
Rob Dale  
Susan Dan  
Kate Davidson  
Bill & Kathleen Davis  
Douglas Davis  
Kelly Dawson  
Michael & Honor De Pencier  
John Doucet & Wendy Turpin  
David Driesman  
Peter & Bonnie Druxerman  
Lisa Dunbar  
Hal J. Dunlap  
David Dunlap  
Jim Easto & Nora Gillespie  
Donald Eldon  
Elisabeth Eldridge  
Terry & Margaret Evans  
Dave & Sandy Facey  
Don & Annie Fenn  
Ross & Brigitte Ferguson  
Norman Flett  
Sharon Fligel  
Katie Flynn  
Dean Fockler  
Douglas Fox  
Marcia Franklin  
Maha Gabarin  
Andres Gantous  
Susin Garber  
Natalie S. Gardiner  
Joyce Garinther  
Rachel Giffen  
Bronwen Gill  
Lori Goldhar  
Jane Good  
Aubrey Goosen  
Roy Gordon  
Treena Goulding  
Donald Graham  
Colin Graham  
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Douglas & Ruth Grant  
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Janice Greenshields & Neil Murray  
Jack D. Ground  
Adam & Susanna Haight  
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Robert C. Halliday  
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Keith Hambly  
Fred Hamilton  
Martha Hardy

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Russell Higgins  
Jane A. Hill  
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Florence Horton  
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David Huebel  
Ian Hull  
Anne Hull  
Stacy Irvine  
Susan Irving  
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Donalda Kelk  
Charles & Nancy Kennedy  
Monica Kerr-Coster  
Meghan King  
Leslie Knight  
Gillian Knightley  
Daphne Kostova  
Nupur Kotecha  
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Liisa Kuuter  
Michel Labbe  
June Labbett  
Gordon & Doreen Lak  
David Latimer  
Jenn Law  
Sandra Lazare  
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Barbara Lenet  
Daniel Levinson  
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Bruce Logan  
Jean Long  
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Bill & Jane Love  
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Janet MacInnis  
Joseph & Debby MacInnis  
Jamie & Ingrid Macintosh  
Ann Macintosh  
Barb Macintosh  
Don & Sarah Macintosh  
Cristine Maiera  
Andrea Mains  
Andrea Mak  
Emylia Marshall  
Belinda Matala  
Don & Arlene Matheson

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Shevaun McGrath  
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Susan Risenman  
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Charles Shames  
Jeanine Sheridan

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Michelle White  
Annette Williams  
George A. Wilson  
Michael & Margaret Wilson  
Bruce and Lisa Wilson  
Andrea Wojnicki  
Natalie Wong  
Mark & Sarah Worrell  
Paige Young  
Diana Zanidakas  
Jason Zitsow  
Georgina Zuliani

*Editor's note: Every effort has been made to ensure these lists are complete and accurate. Please contact Camp Awakening to discuss errors or omissions.*



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