

Camp Warwa is dedicated to improving the lives of children by providing experiences in the outdoors. Located on Lac Ste Anne, Camp Warwa has been making a difference in the lives of Alberta's youth since 1980.

Camp Warwa

Annual Report 2017

Adventure. Friendship. Naturally.

Board Presidents Message

Camp Warwa has been fulfilling its' mission of enriching the lives of children through programs in the outdoors for over 35 years, and it is astounding when you think of all the people – campers, staff, volunteers & supporters that have been touched by the Camp in that time. Camp Warwa continues to excel by most measures: in our programs; in supporting youth to experience camp who would otherwise be unable to afford such an experience; in the growth and financial health of the organization, and yet we face many of the challenges not for profit organizations do in this changing world.

In the past year the Board has begun breathing life into the goals and objectives outlined in our Strategic Plan. While a living document, the plan is guiding the Society, our Board and the Camp Staff to realizing the vision of what Camp Warwa can be at our future best. It also allows us to tell our story to our current and future supporters as we work to carry out the vision.



Ian Hosler, Board President

We had a number of highlights last year that are worth sharing:

- We enjoyed continued support from the Canadian Progress Clubs of the Alberta North Zone with people power, donations of cash & goods, support for the Friendship Fund, equipment and expertise.
- The Facility Committee has done a lot of good work this past year in the planning of the new dining hall project, and the staff have undertaken quite a lot of work to upgrade & repair the facility.
- The External Relations Committee has done great work in researching opportunities for supporting grants, sponsorships etc. as well as honing our communication tools to enable us to move forward and achieve our goals.
- The Internal Relations Committee has moved us along in a number of key human resources areas, and also undertaking a review of the Society's Bylaws as outlined in the strategic plan.
- Thanks to the great work of our camp staff, while the number of campers attending continues to grow, we have operated a very safe program with no major incidents last year.
- The Community of Camp continued to grow, with better connections with Alumni, families attending and our supporters.

None of this success would have been possible without the outstanding work of the Camp Director and Camp Staff, the dedicated work of the Board of Directors and the outstanding support of the Canadian Progress Clubs of the Alberta North Zone.

On behalf of the Board of Directors I would like to personally thank each and every one of the Staff, Volunteers, Alumni, Friends and Partners for their dedication to continuing to make a difference in the lives of the youth we serve through our facility and programs and congratulate everyone on a safe and successful 2017.

I look forward to another banner year in 2018.

Ian Hosler, Board President

We are thankful for Ian's long-standing service to Camp Warwa. His leadership, commitment and countless hours of hard work make a tremendous impact every year

Executive Directors Message

I am very proud of what we were able to accomplish in 2017. It was a year of transition: transitioning staff models, transitioning to year-round camps, transitioning from an inward focus on program development to an outward focus towards external relations.

Over the past five years we have been successful in developing our programs and growing our client capacity. Summer camp enrollment is maxed, and we are very challenged to find any more space in our spring season for more group bookings. Introducing Winter Season rates have made us a great fit for Guide and Scout groups between Thanksgiving and mid-April. Offering our own camps throughout the shoulder seasons has also been successful, allowing us to serve even more campers. It goes without saying that this growth is primarily due to the performance of our exceptional program staff, as well as the leadership provided by our passionate management team. We get consistent feedback from our camper families and clients that they choose Camp Warwa because of the quality of our staff.



Gerrit, his wife Faith and their two boys Erik and Connor.

In 2017 we wrapped up the majority of pending facility projects to free up capacity for the dining hall project in 2018. It was also important to develop our staff structure to allow the Camp Director and Coordinators to effectively manage operations, freeing up our Executive Director to put more energy towards projects and external relations. We also began the process of sourcing financing, grants and sponsorship for the new dining hall project.

Our success over the next five years is directly tied to our ability to build a new dining facility. A new hall is not only essential to allowing us to serve more children, but also to ensure our ability to operate our current programs. We have identified that for us to take this next step as an organization, the time has come to turn our focus outward and look to engage more people in Camp Warwa. We'll need to engage more volunteers, attract more donors and form partnerships with other organizations. This path requires us to develop our capacity to communicate our needs and vision, recognize contributions from supporters, and provide engaging and meaningful volunteer opportunities.

We know the positive effect a camp experience has on a child. Increasing confidence through experiences, building friendships through community living and growing connection to the environment through hands on experience with nature. Now it's time to tell the rest of Alberta and invite them to join us in making a difference.

Gerrit Leewes, Executive Director

“How do you change the world? You can't, it's too big. Instead, change the world of children. It's smaller, and way more fun. Tell children what they're good at. Help other people where children can see you do it. Play hide and seek in the forest and pretend you don't see them; just so they hide with their face touching a tree five minutes longer. Do this, and in 50 years there will be no need to change the world.” - Gerrit 'Wind' Leewes

Our Programs

Camp Warwa operates year-round, providing custom group bookings and unforgettable summer camps.



Outdoor Education

Camp Warwa runs a year-round outdoor education center, providing programs to local schools and community organizations. During the peak seasons of spring and fall, there are hundreds of campers on site each day, each one having a quality outdoor experience facilitated by our trained staff. Affordable packages and custom programs continue to make us a strong choice for local groups.

Winter, Spring and Fall Camps

2017 marked our biggest steps into running camps outside the summer season. PD Break Camps, Spring Break Camp, Leadership Weekend, Fall Camp, Family Camp. These new programs have unlocked the potential of our shoulder season and will provide a strong opportunity to serve greater numbers of children.

Summer Camp

Our popular summer camps continue to grow and develop. Every program focuses on building confidence, making friends and developing a connection with nature. We increased our summer capacity from 750 to 968 in 2017. Most summer spots are filling within the first week of January, return rates remain above 70% and our prices are under those of comparable camps.

We experienced some school cancellations in 2017 as schools were impacted by budget cuts and changes to their fee policies. We were able to backfill those cancellations and offset the impact by attracting more Guide and Scout groups.

The Children We Serve

Camp Warwa is open to the general public and serves campers from all cultural backgrounds. Our inclusive values appeal to a wide range of families, and our Friendship Fund subsidy program ensures that camp is an option for everyone. Parents choose Camp Warwa for their children because they appreciate the variety of activities, the caring staff, and that they can trust us to always put the needs of their child first. Every child is unique and every child is welcome at Camp Warwa.



○ Explorer Girls Lake ○○ Adventurer Girls Alpine Hike ○○ Fall Camp! ○○ Explorer Girls ○○○ Voyager Boys

Children Served	2017	2016	2015
Summer Camp	968	750	665
Outdoor Education Programs	6472	6161	5915
Year-Round Programs	194	31	-
Total Children Served	7634	6935	6580

Our programs help campers connect with themselves, others and nature. These are our 3 Pillars.

Developing Our Facility

One of our goals for 2017 was to complete all major facility renovations and improvements necessary to sustain operations. The strategy here is to maintain our level of camper service while freeing up future capital to engage the Dining Hall Project. Several renovations were completed in 2017 to aging structures including our Office, Hosler Hall, Coordinator Residence, Wash House, South Pavilion Dormitory and Camper Lodges.

2017 Major Facility Projects	Scope
Office Full Renovation \$11,200	Increased capacity from 5 office staff to 9, improved meeting space, professionalism & networking.
Coordinator Residence Full Renovation \$12,700	Increased capacity for year-round Coordinators from 2 to 3, as well as improved quality of accommodations.
Wash House Full Renovation \$11,600	This high client traffic building now features new sinks, hardware, pine wainscoting, finishing and paint throughout.
Camper Cabin Expansion \$8,700	We extended the counselor room in each of our 4 cabins to increase capacity from 2 staff to 4. This allows for 2 groups of campers in each cabin and maximizes our capacity.
South Pavilion Bathrooms & Windows \$7,500	New large windows improve the aesthetics of the rooms, as well as adds much needed cool air flow in the summer months.
Hosler Hall Bathroom \$2,000	This bathroom is now suitable for clients using the hall as meeting space.

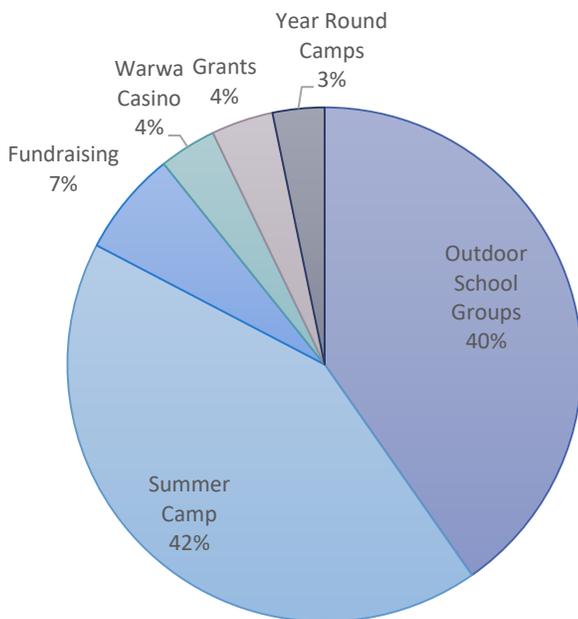
The new Dining Hall project continues to progress. The design has been completed and we are now working on the fund development plan for the project. The official project announcement and campaign will begin in 2018.

Financials

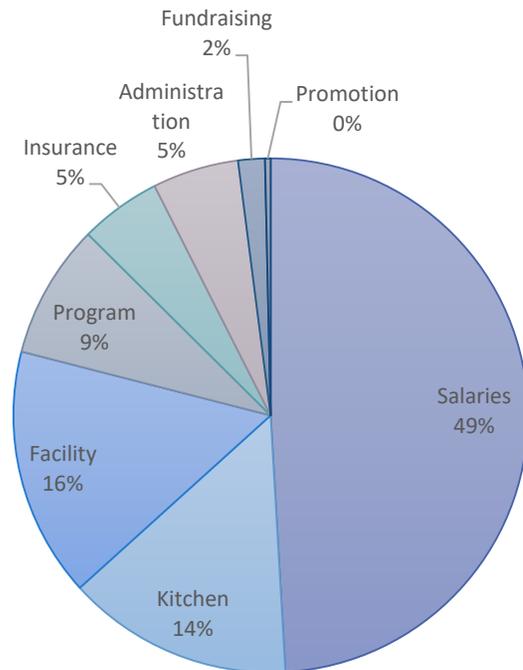
In 2017 we used our increased revenues to invest back into the camp with renovations to update aging infrastructure and projects that built capacity for more children. This improved financial position gave us the confidence we need to continue to advance the dining hall project.

Operations	2017	2016	2015
Revenue	\$785,000	\$738,000	\$650,000
Expenses	\$749,000	\$656,000	\$622,000
Net	\$36,000	\$82,000	\$28,000

2017 Operational Revenue



2017 Operational Expenses



Our biggest gain in 2017 was a \$70,000 increase in Summer Camp revenue. Year-Round Camps are a new revenue source with potential for long term growth.

Committees of the Board of Directors



Internal Culture Committee

- The committee completed our bylaw review and assisted with several human resources projects including a staff salary grid and advising additional positions to our staff team.



External Relations Committee

- The committee has focused on donor recognition and fund development strategy, as well as work towards grant applications for the dining hall project.



Program Committee

- This committee is currently seeking members. The focus is on developing and reviewing camp programs, so it is a great fit for alumni. To get involved just contact Ian, our Board President.



Facility Committee

- The design of the new dining hall has been completed and the committee is working towards confirming logistical details.

Our committees are essential to helping Camp Warwa thrive. Members of the society are encouraged to consider joining a committee; it's a great way to make a difference.

Support for Camp Warwa

Friends of Camp Warwa

Friends are supporters who donate \$25 or more, or volunteer for at least a day.

Abby & Thomas Griener
Alex Decon
Andrea Russell Cote & Serge Cote
Andrew & Deb Rivet
Andy & Lianne Horvath
Anjum Nafis & Nee Khoo
ATCO Gas
Beth Comba
Bryn & Maril Murray
Camille Beaudoin & Eric Rebalkin
Carey & Gordon Klassen
Chaymie & Chris Blasko
Chelsey & Jerritt Pawlyk
Christina & Blaine Fox
Christine & Denis Lefebvre
Chuang Du & Peng Wang
Colinda & Murray Hunter
Danuta Woronowicz & David Smith
Daphane Hayward
Dawn Freeman & Scott Peters
Don Dunstall
Dustin Sorenson & Kate Osterwoldt
Ellen & Cory Brown
Giselle Cotta & Robert Hutchinson
Heather Harling
Jennifer & Ian Walker
Judy Hunter-Ljuden
Kim & Dave Formenti
Kim & Matthew Simmonds
Kim Shula & Cal Shulha
King & Company Chartered Accountants
Krissa Sidoroff
Kristine & Slade Lerch
Marielle & Bryan Layton
Melanie Simard & Chad Dickson
Michelle Byer & Mark Steinhauer
Naomi Minja & Carol Belanger
Natalia Ivanova & Semyon Chaicenets
Natalie & Curtis Masters

Patricia & Alastair Hopwood
Qiongyan Fang & Guohui Lin
Paige Derworiz
Rebekah Salayka & Christopher Dunbar
Rohan Sample
Sandra & Tony Andrews
Shannon Tait
Sherri & Brian Wawrow
Stephen Mater & Jessica Mueller
Susan & Leo Balcaceres
Syn Campbell
Tanya Jorgensen & Ron Lindemann
Terri & Ian English
Victoria & Mac Collins-Hood
Victoria Foster

Heroes of Camp Warwa

Heroes are supporters who donate \$300 or more, or volunteer on a regular basis.

Christine Lefebvre
George & Lillian Simpson
EPCOR Helping Hands Program
James Nygren
Patricia Curtis
Wayne Larocque

Champions of Camp Warwa

Champions are supporters who donate \$1,000 or more, or volunteer on a long-term basis.

AGLC – Gov of Alberta
Bev Fausak
Canada Summer Jobs Program – Gov of Canada
Craig Henderson
CPC Children's Charitable Society
CPC Edmonton South
CPC Sherwood Park
CPC SILKS
CPC St. Albert
Sheri Derworiz
STEP Program – Gov of Alberta
Urban Spirits Rotary Club

Supporting Children in Need

THE FRIENDSHIP FUND

The Friendship Fund camper subsidy program matches families in need with generous sponsors to ensure that any child can have a camp experience. Service Clubs, Local Businesses, Camp Alumni, Summer Camp Families and many caring others support the fund and sponsor a child. We are committed to continuing to grow the Friendship Fund as we grow our programs, to ensure that a memorable summer camp experience is available to everyone. Each of our donors receives a copy of their campers Cabin Letter: the story of their week at camp, written by the cabin group. It's a special gift for the special people who give the gift of camp.



Friendship Fund	2017	2016	2015
Campers Supported	75	71	58
Funds Raised	\$27,250	\$30,300	13,900

Thank you to all our generous donors!

THANK YOU AS WELL TO ALL OUR AMAZING SUPPORTERS WHO CONTRIBUTE THROUGH OUR ANNUAL TELEPHONE CAMPAIGN!

We take great pride in that when a family asks for support, we have always been able to say "yes".

Pride in Being Canadian



The Canadian Progress Clubs of Northern Alberta have a longstanding connection with Camp Warwa that goes back to the founding of Camp in 1980. 38 years later Progressions continue to be unwavering in their support through generous donations, fundraising events and serving on the Camp Warwa board of directors. Their generosity has raised over 1 million dollars for camp since 1980!

Our relationship with the CPC is so much more than donations though. Their motto: "It's great to be Canadian" has given direction for our organizational culture, as well as to the values we pass on to our campers.

We are very thankful for the CPC and their generous support in 2017!

CPC Edmonton South \$8,600

CPC Sherwood Park \$5,000

CPC SILKS \$4,600

CPC St. Albert \$3,450

CPC Edmonton Downtown

Service Beyond Self

Our Board of Directors is instrumental in guiding our organization to the best version of itself. Thank you to all our dedicated volunteer board members!

Ian Hosler

• President

Brian Stanley

• Secretary

Paul Begin

• Past President

Ron Bokenfohr

• Director

**Joan
Guillemete**

• Vice President

Tyler Ennis

• Director

Glenn Graae

• Treasurer

Luckas Horvath

• Director

There are so many people who support Camp Warwa, and we are thankful for all of them!