



2022

Activity Report

ABOUT CAMP AMY MOLSON

WHO WE ARE

Camp Amy Molson is a sleepaway summer camp for youth aged 5-14. We offer three summer sessions of 2-weeks each. We also offer a five-day farm and wilderness program. We operate in Grenville-Sur-La Rouge on 180 acres of land.

MISSION STATEMENT

Our mission is to provide children living in vulnerable circumstances with an affordable, happy, outdoor experience, in which they can build self-confidence, develop positive relationships and learn valuable life skills in an environment that promotes group learning and nurtures each child individually.

VALUES

At Camp Amy Molson, our three core values are, Respect, Community, and Empowerment. All three are an integral part of all programs, training and teaching. They inspire and guide all of our organizational decisions.



OUR EXECUTIVE DIRECTOR

After 2 years of the pandemic and living with uncertainty, we were enthusiastic to resume our full services this summer. Of course, there were still covid related obstacles that we needed to overcome, however we were able to do so thanks to the dedication of our summer leadership team, our camp staff and our Board of Directors. We are grateful that we were able to provide our families with this important service—our campers needed the opportunity to reconnect socially, to disconnect from technology and to truly enjoy being kids! This summer, we were able to expand our services and offer a camp support specialist team who was dedicated to providing support services to both our campers and our staff. We also launched a mentorship program as a means of supporting the development of our new staff and the leadership skills of our veteran staff. Despite navigating the challenges of the last few years, our Board of Directors also undertook a number of new initiatives- we were able to pivot our fundraising efforts and succeeded in attaining our fundraising numbers even though we were not able to have in person events. Our Governance Committee diligently worked on a complete overhaul of our bylaws as well as implementing other best practices into our Governance structure. I am proud to be part of an organization that is committed to its own growth and is diligent in being responsive to the community that it serves. Thank you to all of our campers, our families, our staff and our donors. We could not do it without each and every one of you!

SHAUNA JOYCE
EXECUTIVE DIRECTOR



Director Team & Board of Directors



SHAUNA JOYCE
Executive Director



DANE SAVOURY
Director of Operations



JAMES O'HAGAN
Camp Director

Board of Directors 2021-2022



- President - Cynthia Joy
- Vice President - Jean Morin
- Treasurer - Jia Liang Shen
- Secretary - Catherine Rousseau
- Director - Jake Burack
- Director - Darlene Job
- Director - Josephite McNamara
- Director - Brian McGirr
- Director - Jeff Clarke
- Director - Michael Palmer



2021-2022 Timeline

OCT

Mount Royal Hike

Staff, campers and families joined together for a hike at Mount Royal for our 2nd CAM4Ever event. This was a great chance to see everyone and enjoy time together safely.

Halloween Online

CAM4Ever put together an incredible event for our campers where they were able to safely participate at home and still receive amazing prizes. The contests and challenges were a huge hit with our participants.

NOV

Christmas Baskets

Through our partnership with Dollard Centre De La Petite Enfance we were able to bring our families, Christmas baskets with food and presents. Our leadership team dressed as Santa's elves did the deliveries just in time for Christmas.

DEC

Valentines Day Mail

Love was in the air, and in the mail. Our creative development team put together over 200 personalized cards for our campers which we sent out for Valentine's Day. Our campers felt the love!

FEB

Letter Writing Campaign

Our board of directors launched another successful letter writing campaign in order to raise funds for CAM. A huge thank you to all of our partners and contributors.

APR

2021-2022 Timeline

JUL

Tyndale Day Camp

This year, our relationship with Tyndale St Georges yielded another collaboration in the form of a day trip for their day camp. Campers were able to come up for a day of boating and swimming with programming from our very own staff.

Native Montreal Partnership

In collaboration with Michelle Desruisseaux, former CAM alumni, we were pleased to welcome, Native Montreal to our camp. They experienced the farm, lake and so much more. Looking forward to future collaborations.

AUG

Tyndale Family Camp

Over 20 different families joined us this year for our 10th annual Tyndale Family Camp weekend. Staff regaled families with animation at different activities, shows and campfires. One of our best years ever. We're excited for next year.

Farm and Wilderness Camp

The Young Roots Farm, a subsidiary of CAM was able to host their 7th farm and wilderness camp. This camp once again welcomed many different children aged 12-17 for a week of workshops, meditation, and learning about personal interests and how the world is connected.

SEP

Corn the Roasting X

Two buses, and a record breaking 150+ helped make the 10th annual corn roasting event one for the books. We were so pleased with the crowds and the events and programs. This was a day to remember!



2022 SEASON

We were back in full swing for our 2022 summer season. Operating at 95% capacity, we were pleased to welcome over 280 different campers to participate in our summer camp program. We were glad to be back to normal in terms of our sessions and were fully booked well before the summer seasons were even close to starting.

This summer did bring its share of challenges that had to be overcome. We saw as expected an increase in mental health issues in both staff and campers. We were not unprepared though and with the implementation of a new position, Camp Support Coordinator, we were able to provide additional support to those in need. Through careful planning and by making necessary adjustments, we were able to deal with covid cases in a way that allowed our camp to continue to run and operate. Campers and staff were kept safe and protected by increasing certain safety protocols which allowed us to have a successful summer season.

Summer Camp

A CLOSER LOOK

We are truly grateful for our leadership team and our board of directors for helping to plan, coordinate and adequately provide support throughout this challenging summer season.

We were able to renew and forge new relationships and partnerships with other organizations. In particular, Native Montreal. They were able to visit our site for a day of programming and activities. This was made possible with the help of Native Montreal's coordinator, Michelle Desruisseaux, a former CAM alumni. The group came up with children and teens as well as staff in order to help facilitate the day. We are hopeful that we will be able to continue this partnership moving forward. In addition, our camp was visited by Tyndale St Georges Day camp for one day. About 60 children came up with their counselors. We were able to enjoy the lake, the farm and many of the programs and facilities that our camp offers.



Our ongoing relationship with Tyndale St Georges led to the 10th annual Tyndale Family Camp Weekend. This weekend saw 22 families and 86 participants from 0-70 come up to camp for 2 nights and 3 days of fun. Our staff provided animation, food, entertainment and lots of fun for the duration of the weekend. We were very pleased with the end result and were glad to have been able to host this event in a more normal fashion than we had before.

This summer was not without its obstacles, in spite of early hiring and posting on many job sites we did struggle with hiring enough staff members. We are hopeful that through some of the learning experiences from this past season, we will be able to start earlier, and find sufficient staff members for our upcoming season. In addition, we noticed that the additional toll of Covid and mental health issues were an added burden for the staff members throughout the summer. By establishing more partnerships in the future for funding we hope to be able to continue to provide the mental health support our clientele needs.



2022 SEASON

Farm Program

A CLOSER LOOK

Our Farm Program was started in 2012 by Liang Cheng who came to CAM with a vision for the future. Now, years later, our farm program continues to flourish under the supervision of our new Farm Coordinator, Ana Castillo

Ana, who has a background in sustainability and cooking has been involved at CAM for a number of years. They have been instrumental in ensuring that our farm program has been able to continue to grow and flourish.

Our award winning **Salad Bar** was created in order to encourage campers to try vegetables as well as encouraging the consumption of healthy foods. The campers were able to create their own salads with ingredients predominantly generated by our own farm. They were also able to help with the process of preparing the salad bar for the campers each evening.

Farm Camp was back and bustling this summer. In it's 7th year, we saw 18 participants aged 12-17 come to take part in the program. Campers were able to discover themselves and their interests through individual projects and workshops.

Young Roots in the City was a new initiative launched by Lynea Aboumrad. Formerly the coordinator of the CAM farm program, Lynea launched a new program with hopes to establish relationships and connections with our same campers and demographics in the city. Through partnerships with Tyndale, and many group homes, campers who weren't able to make it to camp were able to learn, grow and develop opportunities to flourish.



2022 SEASON

Mental Health and Support

A CLOSER LOOK

The Camper Support Services (CSS) Team was composed of four individuals: a Camp Support Services Coordinator and three Camper Support Services Staff. All of whom had experience working with our campers and demographic before.

Throughout the summer, the team was responsible for working with campers who had been identified as higher risk, meaning they displayed an increased need for social, emotional, and/or behavioural services. Given the typical population of youth that attend Camp Amy Molson, the Camper Support Services team was able to support, on average, 35 campers per session. Campers met with their designated Camper Support Services Staff at least twice throughout the session to check-in and work on various skills.

The staff ensured that appropriate resources were offered to these youth and that any difficulties that arose throughout the summer were promptly dealt with to ensure they had the best camp experience possible. In addition to this, the program had a primary focus of education, where campers met with one of the members of the CSS team to work on specific areas of difficulty. For example, a camper who was struggling with expressing their emotions in an appropriate manner (i.e. often lashed out physically or verbally at peers) may have worked with staff to come up with a list of appropriate ways to respond when upset, and strategies to self-manage their emotions (e.g. recognizing their emotions and verbalizing them, engaging in breathing exercises, taking space when needed, etc.).

In addition to working with youth, the Camp Support Services Coordinator had the responsibility of checking in on staff and providing additional emotional, social, and psychological support as

needed. This was a new initiative at camp as there has been an increase in the needs of staff, particularly since the start of the COVID-19 pandemic.

By having a designated support person available to meet with staff throughout the day and evening, this program ensured that staff had additional resources available to them at all times. Staff were able to book sessions with the Camp Support Services Coordinator as they felt necessary.

The impact of the program on both campers and staff was evident as the summer progressed. On a small scale, growth was seen in many of the campers that participated in the program when comparing the start of a 2-week session to the end of it. Particularly looking at some of the younger campers, where emotional regulation was often a focus in the workshops, campers were seen employing the breathing exercises they were taught to help themselves calm down or taking space away from the group before their emotions escalated. On a larger scale, when considering campers who attended all three sessions at camp, significant gains were seen in their emotional regulation as well as problem solving skills, all of which were often addressed in workshops. When considering staff, the success of the program was evident based



on feedback staff provided and observations made throughout the course of the summer. Staff who started off the summer doubting their abilities to work with the youth at camp became more confident as the summer progressed, and this is partly due to the continued support offered by their peers, leadership team, and the coordinator. Overall, staff seemed to feel well supported throughout the summer, and reiterated how thankful they were for the program.

While there were many successes this summer, there were also some challenges that were faced by the team. While the primary focus was to run workshops throughout the summer, this was not always possible as staff were often responding to more pressing issues as they arose. As challenges arose, the team reconvened and aimed to find solutions. A restructuring of schedules and ensuring that one member of the CSS team was always roaming and available to respond to calls allowed the team to run most workshops as planned.

While there is surely room for this program to improve, the positive impacts it had on both campers and staff are promising. These impacts demonstrate the necessity for this program to continue to grow and be offered to our campers and staff.

A Look at the Numbers...

509 camper spots were filled this year

89% of Campers were from households that were living below the poverty line

85% of Campers living below the poverty line were from the Montreal area

135 New campers joined our CAM family this summer

98% camper capacity was attained despite hiring challenges and a labor shortage

17 online video content posted for children and families

277 different campers were able to attend our summer camp program

22 families were able to attend for our Tyndale Family Weekend

105 campers were supported through CSS program



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