



2023

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

I am pleased to share with you the exciting developments and achievements that have marked the past year at Camp Amy Molson. First and foremost, it brings me immense joy to report that this year marked a significant turning point for us. After enduring the challenges of the past few years due to the pandemic, the summer of 2023 began to feel like a true return to normal. We were able to welcome our regular number of campers to each of our sessions, and this milestone is a testament to our resilience and dedication.

The demand for our services has grown exponentially in the post-COVID world, as evidenced by the 50-camper waitlist for each session. This clear need for overnight camping reaffirms our mission and underscores the importance of our work.

In our pursuit of excellence, we have also made strides in our fundraising efforts. "Picnic with a Purpose," our second in-person fundraising event this year, was a resounding success. This event not only brought our community together but also showcased our commitment to the cause and the incredible generosity of our supporters.

Furthermore, governance remains a cornerstone of our organization's success. We conducted a comprehensive review of our governance practices and are proud to announce our compliance with the Code de gouvernance. This achievement speaks to our dedication to transparency, accountability, and ethical standards.

Camp Amy Molson's infrastructure plans are advancing as well, with a dedicated committee overseeing the renovation of our washhouse. These improvements will enhance the overall camp experience for everyone.

Mental health is a priority, and we've placed a strong focus on providing support for both our campers and staff. We have developed takeaway tools that can be used post-camp, ensuring that the impact of our programs extends beyond the summer months.

Last but certainly not least, I would like to express my deep gratitude to our incredible staff, our campers' families, our dedicated board members, and our generous donors. Your unwavering support and commitment have been instrumental in our success, and we could not have come this far without you. Thank you for making all of this possible.

As we look ahead to the future, I am filled with optimism and excitement. Together, we will continue to make Camp Amy Molson a place of growth, happiness, and transformation for all who attend!

With warm regards,

**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 2022-2023

- .....
- President - Cynthia Joy
  - Vice President - Brian McGirr
  - Treasurer - Elise Pesant
  - Secretary - Catherine Rousseau
  - Director - Jake Burack
  - Director - Josephite McNamara
  - Director - Jeff Clarke
  - Director - James Watts





# 2022-2023 Timeline

OCT

## The Spooktacular Soiree

CAM4Ever organized a Halloween event that was held at Tyndale's Community Centre. Children from the neighborhood were invited, and the event was a memorable experience for all, filled with thrills and chills.

## The WHObilation Holiday Party

With the assistance of some Whos' and a special appearance from Santa Claus, we were able to create a magical Christmas celebration for campers, bringing joy and wonder to all who attended.

DEC

## Santa's Little Helpers..

We partnered with Dollard Centre De La Petite Enfance to provide Christmas baskets filled with food and gifts to families in need. Our leadership team dressed up as Santa's elves and personally delivered the gifts to spread holiday cheer.

APR

## Letter Writing Campaign

Our Board of Directors participated in another successful letter writing campaign to update donors on our present needs. Thanks to this campaign we were able to meet our campaign goals!

# 2022-2023 Timeline

AUG

## Tyndale Family Camp

An exciting collaboration with Tyndale St-Georges saw a congregation of 84 people engaged in enchanting activities, including nature trails and beach outings. The event was a success, leaving families grateful and content.

## Picnic with a Purpose

On September 3rd, a fundraiser was held, featuring a farm-to-table meal by renowned Montreal chefs, farm tours, live music, swimming, and boating. The event celebrated and supported empowering young hearts and minds.

## Farm and Wilderness Camp

Young Roots Farm engaged campers aged 12-17 to discover themselves through nature and personal passions. The program included workshops and meditations and was a success with the largest group yet.

SEP

## Black Healing Centre

In September, we partnered with Montreal's Black Healing Centre, a community organization centering on healing and mental health for black people. We provided 2 days of nature immersion experience for up to 20 participants of this organization.

## Corn the Roasting XI

Wowza! The 11th annual corn roasting event was a total hit! With a whopping 100+ attendees and volunteers and not one but two buses, it was a day to remember.



## 2023 SEASON

Camp Amy Molson's Summer season has come to an end and we are excited to share with you some of our accomplishments and challenges! At the start of 2023, we launched our registration with three 2-week sessions which were completely filled by May 2023. We had a waiting list of approximately 50 children for all three sessions. It is evident that the demand for a summer camp experience has only amplified since COVID.

**Staff hiring and retention** - One of the areas that we were focused on this year was increasing our staff retention and dealing with the labor shortage that we knew to expect in the summer months. We remain committed to offering our staff a competitive salary and continue to focus on ways to be able to increase their compensation. We also implemented a number of strategies to ensure that our staff's wellness was at the forefront of our decision making.

# Summer Camp

## A CLOSER LOOK



The **Camp Support Coordinator** position was a success last summer and was continued again this year. It proved to be a valuable resource for both campers and staff who needed additional support while adjusting to camp and dealing with various challenges throughout their stay. However, due to high demand, the available resources were sometimes insufficient.

Our **Healthy Habits Initiative** continued this year, with an emphasis on staying hydrated and engaging in physical activity multiple times a day. Our campers were able to receive reusable water bottles from the health center throughout the summer, promoting healthy habits and environmental sustainability.

This summer we had our 11th...**Tyndale St-Georges Community Centre Family Camp Weekend**. We welcomed over 80 participants for a weekend of hiking, swimming, boating, farming and much more.



The weekend was animated by CAM staff who were available to run programming and build relationships with the campers and families. We were very happy with the end result and are looking forward to continuing to build and strengthen our relationship with Tyndale and the Little Burgundy community as a whole.

Our ongoing partnership with the **Faculty of Education and Research Project** conducted several crucial training sessions. Additionally, we are proud to be a part of a research project focused on promoting self-worth and preventing internalizing and externalizing problems in low-income youth. The study focuses on secure attachment, perspective-taking, coping, and optimism.

Our relationship with **Teen Haven** continues to evolve- they now offer important training to our staff team that is focused on Trauma Informed Care. In addition, we are committed to providing summer job opportunities for the older teens in their care.





---

## 2023 SEASON

---

# Farm Program

## A CLOSER LOOK

The "**Farm Forest Healing Refuge**" program aims to use the farm and forest as instruments of mental health support, offering activities, lesson plans, and tools to provide positive mindsets and perspectives to cope with eco-anxiety. In collaboration with mindfulness and well-being professionals, therapeutic nature-based education tools were created, including a pocket-size zine with daily mindful meditations, and camp journals for reflection and feedback. The program introduces mindfulness and meditation practices in a playful and engaging way, creating positive and long-lasting changes for campers.

**Broadening our scope:** One of our priorities was to network and run programs with BIPOC communities and organizations to provide important exposure to nature demographics. Our values around accessibility, equity, and inclusion fuel the work we do for our community. We are grateful for the collaboration with Montreal Black Healing Centre that was able to help us host a much needed and beneficial program.

**Farm and Wilderness Camp** ran for five days from Aug 21st until Aug 25th. We welcomed our largest group of 20 teenagers between the ages of 12-17 for a week of individual growth. Participants got to experience the farm on a more personal level and by way of workshops, goal setting and personal projects were able to grow and learn about themselves and their interests. We were able to have different individuals come in to lead workshops and sessions so that participants were able to have different viewpoints and perspectives. This year, we intentionally shifted our curriculum and programming towards building take-home skills. We allocated longer blocks of time per skill and planned for guest facilitators and workshops in line with this objective.





---

## 2023 SEASON

---

# Mental Health and Support (Camp Support Program)

## A CLOSER LOOK

The CSS team at Camp Amy Molson consisted of a Camp Support Services Coordinator and three Camper Support Workers, all of whom were selected based on their extensive experience working with the campers and the demographic. Their primary goal was to provide additional support to campers who were identified as "higher risk" and needed extra social, emotional, and behavioral services.

The CSS team worked with an average of 30 campers per session, and each camper met with their designated CSSW for a minimum of two times during the session. The team provided appropriate resources to campers and addressed any issues that arose promptly to guarantee that all campers were being invested in throughout the summer and given plenty of opportunities for growth and development.

The CSS program mainly focused on education focused around behavioural strategies, improved coping strategies and emotional regulation. For instance, if a camper had trouble expressing their emotions appropriately, the team would work with them to create a list of appropriate responses when upset and techniques to help them manage their emotions. Overall, the CSS Team played an essential role in ensuring that all campers received the support they needed to have a fun and positive experience at Camp Amy Molson.



The Camp Support Services Coordinator had a critical role in providing emotional, social, and psychological support to both the youth and staff at camp. Coming out of the global pandemic has revealed a plethora of mental health issues that require support. The program ensured that staff had access to additional resources whenever they were needed. Staff members could book sessions with the coordinator at any time, which led to reduced feelings of stress, anxiety and a feeling that staff members were “in this alone.”

During the two-week sessions, younger campers with emotional regulation issues were taught breathing exercises and other techniques to help them calm down or take space before their feelings escalated. By the end of the program, remarkable progress was seen in their emotional regulation and problem-solving skills. The positive impact extended to staff members as well, making the program a great success.



Our staff members emerged as the heroes of the summer season. Even those who initially felt uncertain about working with young people grew more confident as the season progressed, thanks to the unwavering support they received from their peers, leadership team, and the CSS coordinator. The team performed like a well-oiled machine, with everyone feeling supported and grateful for the program.

Despite facing some obstacles, the team tackled them head-on by rearranging schedules and ensuring that at least one member of the CSS squad was always prepared to step in. This enabled us to maintain workshop momentum and provide our campers with exceptional experiences.

As we embark on the second year of this initiative, we are more enthusiastic than ever about what lies ahead. We are continually adapting to the evolving needs of our campers and staff and are committed to securing funding for this essential program. Success is well within our reach!





# A Look at the Numbers...

548 camper spots were filled this year

96% 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

83 New campers joined our CAM family this summer

99% camper capacity despite hiring challenges and a labor shortage

(3) CAM4Ever events in the off-season for children and families

256 different campers were able to attend our summer camp program

84 participants were able to attend for our Tyndale Family Weekend

82 campers were supported through CSS program





## CONTACT US

Address: 5165 Sherbrooke St Ouest,  
Suite 210  
Montreal, Quebec  
H4A 1T6

(514)484-9919  
[office@campamymolson.com](mailto:office@campamymolson.com)  
[www.campamymolson.com](http://www.campamymolson.com)