

DEFINE the Camp Experience

2011 Annual Report

american
CAMP
association®

success • play • overnight • science •
culture • games • day • run • children •
youth • agency • **rise** • kayak • climb •
sing • bloom • nontraditional •
adventure • horseback riding • safety •
music • CIT • friends • civility • grow •
girls-only • special interest • meal time •
able • read • jump • stories •
leap • volunteers • nature • learn •
independence • ice breaker • summer
job • **expand** • parents • joy •
religiously affiliated • bike • explore •
swim • belong • nonprofit • integrity •
directors • campfire • summer • coed •
family • year-round • reach • sleepaway •
fun • boys-only • reward • resident •
discover • standards • leadership •
counselors • marshmallows • staff



A Letter from the President

Dear Colleagues,

What is the camp experience? This is a question I often hear asked and discussed. I have come to understand the camp experience through my own experience at camp.

My first year as a camp counselor was in 1964 at a YMCA boys' resident camp. Our camp was very diverse — some campers came from families of means, some were on camper scholarships, and some were sent to camp by the courts as an alternative to being sent to a juvenile detention facility.

It was the experience of the group of boys sent by the courts that demonstrated the camp experience. During our first few days of camp, these boys spent much of their time talking about how they were going to escape — and in fact, a couple gave it a go only to find the woods a bit more intimidating than the streets of Los Angeles. Slowly the boys began to engage in the camp community, by developing relationships with campers from different backgrounds and participating in camp activities.

Many had never seen a horse (let alone *ridden* one), climbed a mountain, or water skied. These new experiences and challenges opened whole new possibilities of what each of them could do. During the summer, the counselors for these boys became their mentors, and through many one-on-one discussions, they talked about futures of promise. By the end of the session, the boys who left the camp were very different from the angry and defiant boys who came to camp.

After that first-year experience, I was hooked. I knew that if a summer at camp was able to have that profound effect on a camper, then camp was something I wanted to be a part of as my life's work.

Over the years I have seen the above experience played out over and over. Camp brings out the sense of wonder in a child and provides the opportunity to apply what is learned in the classroom through nature hikes, map and compass work, arts and crafts, creating campfire skits, and so much more in an environment of adventure and fun. It is an opportunity to develop self-confidence, social skills, and learn and hone individual talents and skills.

Another lesson I learned came the first summer I stayed at the camp after the campers and most of the staff had left. I woke up to an empty camp, and it was that morning I realized camp was not a place, but rather the *community* that had formed.

Much like the fact that it is not the saw that builds a good house, but the carpenter, the camp experience is not the *place* — it is the leaders and how they make use of the place called camp to create the camp experience. Developing and training camp leaders is an important part of ACA's work to build a stronger camp experience.

And while these were my personal camp experiences, I've learned through my involvement with ACA and the children and youth that ACA supports that my experiences are the norm . . . not the exception.

Sincerely,



Art Wannlund



ACA's Mission

The mission of the American Camp Association is enriching the lives of children, youth, and adults through the camp experience.



rise \ˈrīz\ to exert oneself to meet a challenge

Camp offers opportunities for children and youth to **rise** to their potential while being supported by quality staff and programs.

Professional Development

ACA's Professional Development Center (PDC) offers:

- Educational experiences that raise the performance bar for directors, staff, and other youth work professionals.
- Opportunities to invest in and develop quality staff, resulting in quality experiences for our youth of today — our leaders of tomorrow.
- Quality courses and conferences based on thirteen core competencies, endorsement of external professional development opportunities, and the ability for members to document and track continued professional education to attain personal career goals.

Learn more at www.ACAcamps.org/PDC.

ABLE



able \ā-bəl\ having sufficient power, skill, or resources to accomplish a goal

Camp experiences help children and youth discover new abilities and develop existing ones. Campers become **able** — to make new friends, find the wonder of nature, think critically, increase academic achievement, and function independently. ACA is the voice that highlights and reinforces these important outcomes of the camp experience.

Public Policy

ACA is dedicated to expanding the understanding of support for the value of the camp experience — with parents, educators, the media, and particularly our elected leaders. Through our public policy efforts, we:

- Advocate to protect the safety of children, youth, and adults participating in the camp experience.
- Seek recognition for the camp experiences as an expanded learning opportunity, and an important part of the year-round education of the whole child.
- Serve as an important conduit between government, camp, and the public — advocating on behalf of children and families and alerting them and the camp community to legislative and regulatory issues impacting youth development.

For more information, go to www.ACAcamps.org/publicpolicy.

Research

Through outcomes-based research, ACA has made it possible to:

- Provide statistical data and practice-based evidence about the power of the camp experience.
- Translate research efforts into improved practices, enabling a strong approach to supporting the business of camp and the improvement of the quality of the camp experience.

Visit www.ACAcamps.org/research.

EXPAND



expand \ik-spand\ to spread or stretch out; unfold

At camp, children grow and mature — they are able to open their hearts, minds, and worlds while being surrounded by new experiences. For many children, a camp experience is the first time they are able to interact with nature and the outdoors. ACA believes that all children deserve the chance to **expand** their horizons through a camp experience.

Send a Child to Camp Fund

ACA's Send a Child to Camp Fund is a program designed so that individuals and organizations can directly support the many children who are financially underprivileged and whose lives we can change for the better through the camp experience.

In 2011, the Send a Child to Camp Fund raised \$39,000, allowing 78 children to enjoy and learn from the camp experience.

More at www.ACAcamps.org/support/change-a-life.

20/20 Vision

ACA's 20/20 Vision is a commitment to serve 20 million children, youth, and adults through the camp experience by the year 2020. Recognizing the importance of reaching out to a broader, more diverse community, ACA has:

- Reorganized its board to include professionals from both within and outside of the camp community.
- Developed resources for members, such as online webinars and the "20/20 Toolbox" article series, on how to reach out to nontraditional campers and staff.
- Continued to reach out to a more diverse group of camp and youth serving professionals.

Resources available at www.ACAcamps.org/knowledge/target.



fun \ˈfʌn\ “the feeling you get when you are learning”
— Michael Brandwein, educator, speaker, and author

Camp is **fun!** But it’s also so much more. When children are allowed time to play, they develop creativity and problem-solving skills. Camp is one of the last frontiers where this type of learning is encouraged.

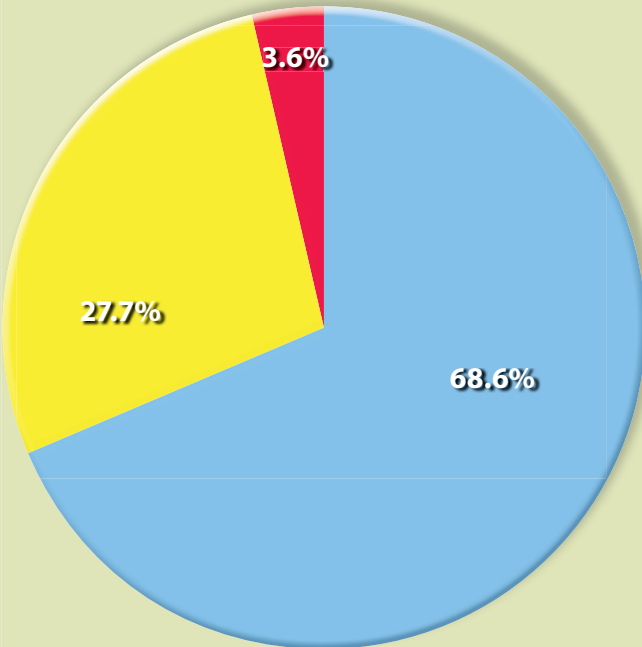
Health and Safety

In order to maintain the high quality programming that allows children to have fun, be safe, and learn while doing it, ACA has instituted accreditation standards. ACA’s accreditation program:




- Educates camp owners and directors in the administration of key aspects of camp operation, particularly those related to the health, safety, risk management, and welfare of campers and staff.
- Creates and reviews the standards that camps follow to ensure all campers have a physically, mentally, and emotionally safe camp experience.

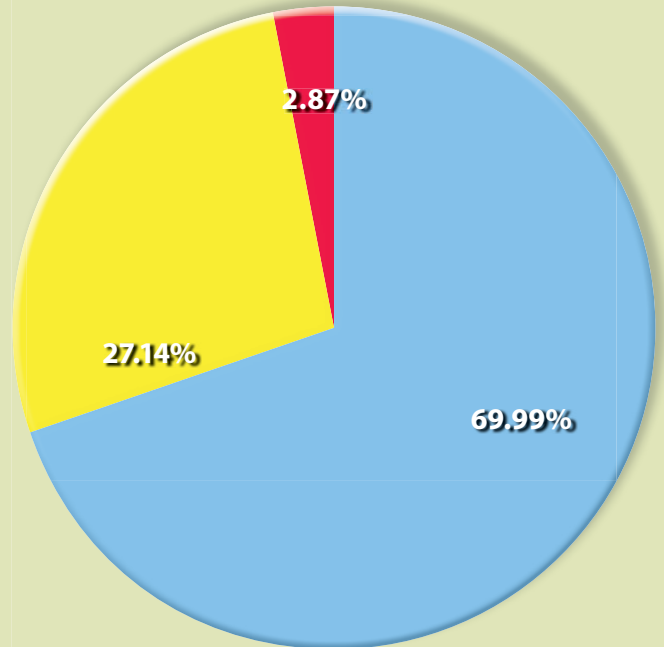
Find more at www.ACAcamps.org/accreditation.

Financial Analysis






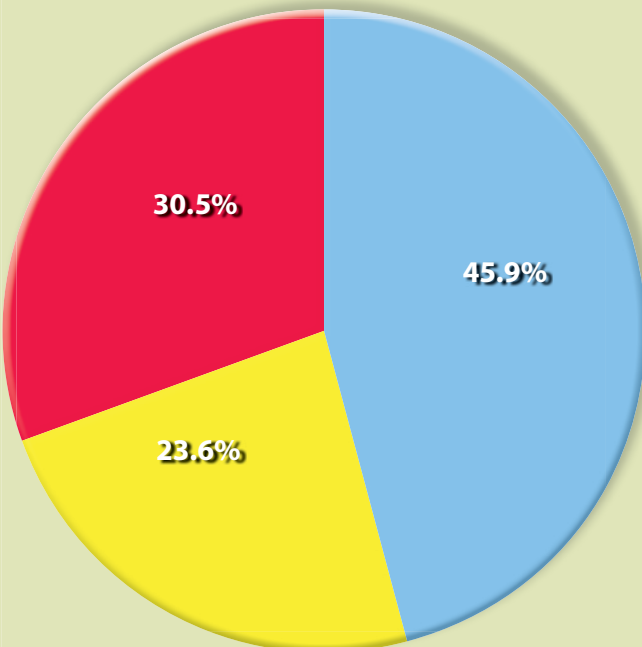
2010 EXPENSES

	Program Services	2,783,121	68.6%
	General and Administration	1,123,599	27.7%
	Fund Raising	147,497	3.6%






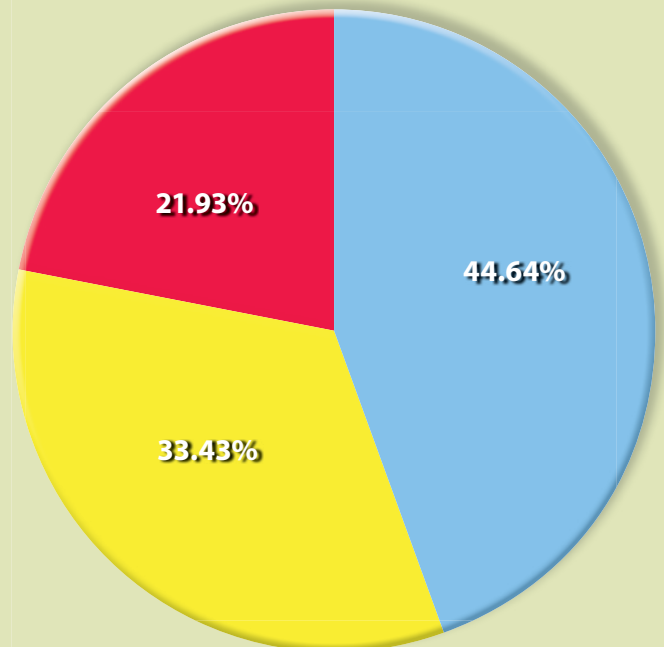
2011 EXPENSES

	Program Services	3,397,951	69.99%
	General and Administration	1,317,677	27.14%
	Fund Raising	139,268	2.87%






2010 REVENUES

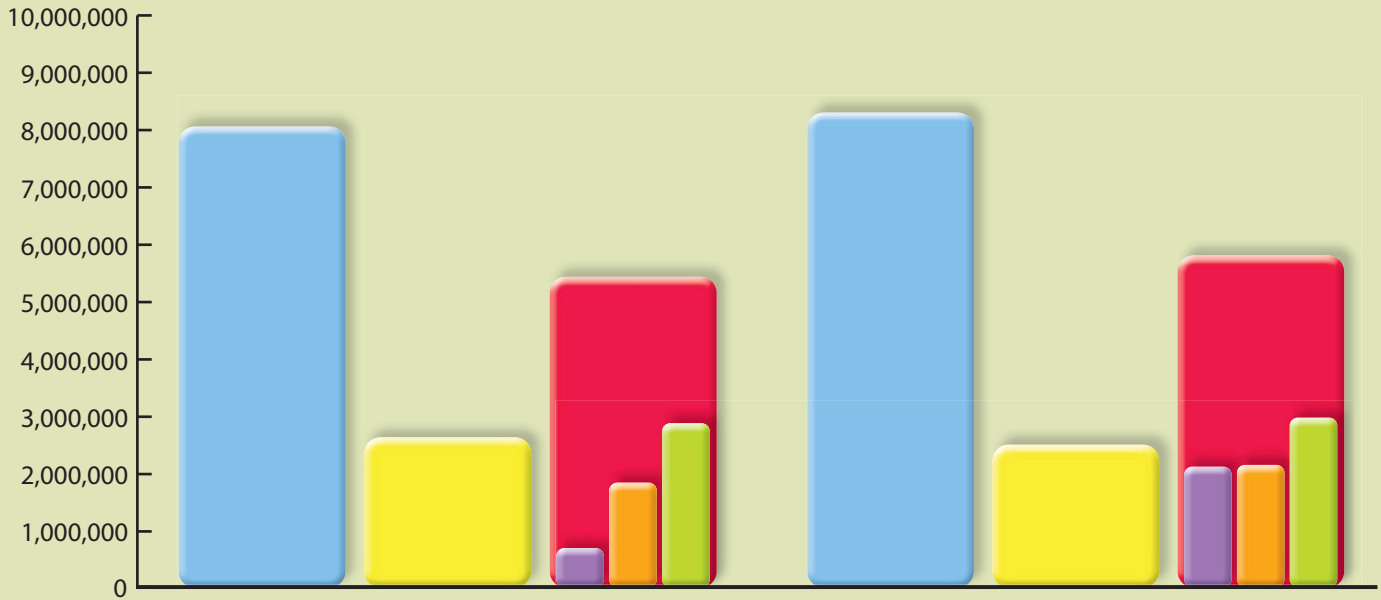
	Dues and Fees	2,093,963	45.9%
	Contributions and Grants.....	1,077,575	23.6%
	Program Services and Investment Income.....	1,388,815	30.5%



2011 REVENUES

	Dues and Fees	2,613,502	44.64%
	Contributions and Grants.....	1,957,168	33.43%
	Program Services and Investment Income.....	1,283,692	21.93%

FINANCIAL POSITION ANALYSIS



2010

	Assets.....	6,431,581
	Liabilities	2,095,669
	Net Assets	4,335,912

Net Asset Analysis

	Unrestricted	554,254
	Temporarily Restricted.....	1,473,503
	Permanently Restricted.....	2,308,155

2011

	Assets.....	8,283,632
	Liabilities	2,491,448
	Net Assets	5,792,184

Net Asset Analysis

	Unrestricted	1,692,782
	Temporarily Restricted.....	1,718,216
	Permanently Restricted.....	2,381,186



ACA Supporters

FISCAL YEAR 2011 (JULY 1, 2010–JUNE 30, 2011)

It is with gratitude that ACA acknowledges the generosity and support of the following donors. Donors include all those who have generously given to ACA's Annual Fund, Legacy Fund, Send a Child to Camp Fund, and *Because of Camp . . .*® outdoor advertising campaign.

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We are grateful to each member who believes in the purposes of organized camp and who wants to ensure that camp continues as a growing, educational opportunity for those who follow. The Acorn Society is a program to recognize those who include the American Camp Association and/or the American Camping Foundation in their estate planning or make outright gifts to the Endowment Fund. To qualify for the Acorn Society by way of cash contributions requires a minimum contribution of \$25,000 payable over a period of not more than five years.

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 Joanna Warren Smith — Santa Monica, California
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 Suz Welch — Boone, Iowa
 Scott Whipple — San Francisco, California
 Velta Wieters — Sarasota, Florida
 Douglas Wiik — Upper Holland, Pennsylvania
 (1 Anonymous)

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 Ruth T. Howe
 Ruth Isserman
 Dorothy Jean Kerr
 Edie Klein
 Millie Kriebel
 Wilbur Kriebel
 Frances Kruger
 Joseph Kruger
 Charles Kujawa
 James LeMonn
 John MacBean
 Roderick MacRae
 Tom Manison
 Judy Miller
 Stanford Miller
 Judith Myers

Living Endowment

Carl Andersen
 Ralston Bauer
 Barbara Braxdale
 Max & Marion Caldwell
 Reynold Carlson



Ruth Carlson
 Betty Cobb
 Judy Cote
 R. F. "Brownie" Cote
 Dorothy Curtin
 Tom Curtin
 Elizabeth Danforth
 Louise Davis
 S. Cooper Dawson
 Karl Dowd
 Jacqueline Ellena
 Jesse Farrow
 Paul Frisbie
 Howard Gibbs
 Len Gordon
 Libby Halpern
 Ted Halpern
 Catherine "Kit" Hammett
 Helen Haskell
 Dan Hemphill

Edna Newman
 Irving Newman
 Howard Patton
 Herman Popkin
 Glenn Poulter
 Rusty Poulter
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 Allen Sigoloff
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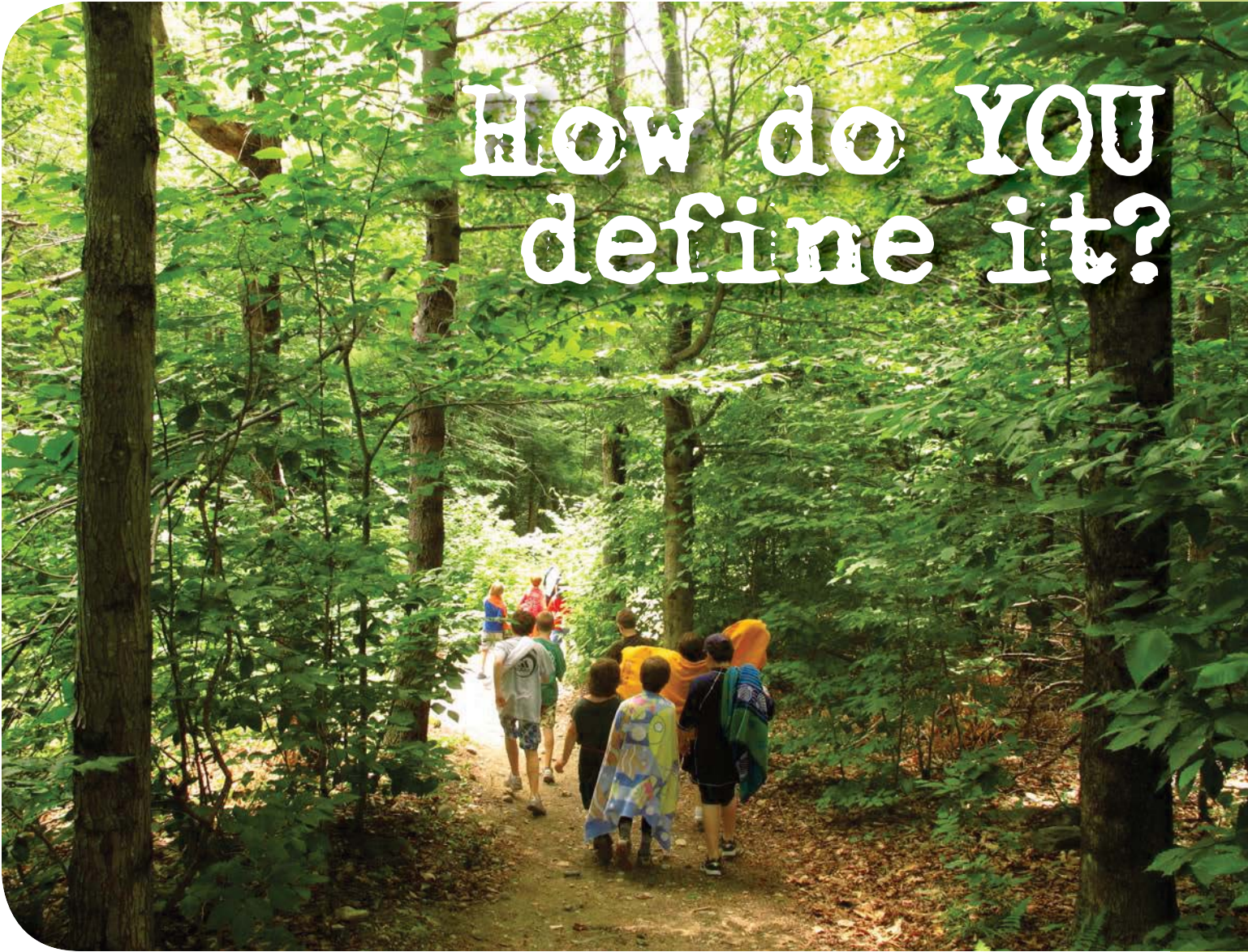
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The Camp Experience . . .



However **you define** the camp experience, ACA provides the tools and resources that help children and youth — and the staff in their charge — become their best. Camp is not just a place; it is an experience that holds tremendous potential for those involved to rise, become able, expand, and have fun. ACA strives to support the unending possibilities of this time-honored yet ever-evolving opportunity for growth and learning.

