

RE:CONNECT

WHAT TODAY'S KIDS NEED



2013 ANNUAL REPORT





LETTER FROM THE PRESIDENT

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

Recently, I was reminded of the power and rejuvenation of free, unstructured time in nature as a visitor to the Gunflint Trail. The Gunflint Trail is fifty-seven miles of road that leads from the North Shore of Lake Superior to the Boundary Waters Canoe Area Wilderness, very near the Canadian border. The original path that has today become the “Gunflint” was originally an overland footpath used to travel from the inland lakes to the shore of Lake Superior.

No one knows precisely when the footpath was established, but we know it was long ago. It was first used by the native Ojibwe who have called that area of Minnesota home for thousands of years. With the availability and popularity of cars and the discovery of recreational opportunities and natural resources, it wasn’t long before the path was widened to a road. And this road reconnects me to nature in a profound way.

This area of Minnesota is a gift; it allows anyone who is traveling through it to take a journey. I wandered, I explored, and I was able to get that feeling. You all know what I mean—the feeling of really getting away, clearing my mind in the open space on quiet lakes and trails. This is the time I treasure; I treasured it as a child at camp and I treasure it now as an adult. It’s a time to explore the places that let me look a little deeper into myself because it’s quiet enough and wild enough to let me reconnect with myself and what’s important. In only a few days among nature and exploration, I reconnected back to myself, and I’m a new woman.

Kids today need access to nature. They need experiences in community, away from a screen. Kids today need camp experiences.

And, by the way, Gunflint Trail has no cell service . . .

A handwritten signature in black ink that reads "Tisha Bolger". The signature is written in a cursive, flowing style.

Tisha Bolger
President

(Source: Willis H. Raff, 1981, Pioneers in the Wilderness, Cook County Historical Society)

LETTER FROM THE CEO



Why in today's world, with the plethora of opportunities for young people to "connect" with 24/7 communication systems, would ACA suggest it is time to "**RE**:Connect"?

It is important to remember that to connect is also defined as a mental and emotional process—not just through an e-mail, text, or social media. The cause and effect of quality connections that embrace positive mental and emotional feelings can enhance a sense of harmony with oneself, others, and the world.

Hope and harmony are as important for young people today as the academic skills that the cacophonies of public voices are demanding. Yet, a young person's access to the elements of hope and harmony is approaching a frighteningly deficit model.

Consider that today the average radius of play for kids is 500 feet. This fact alone illustrates a form of deprivation—less time and access to the natural world, less opportunity to see friends in person, and fewer chances to explore, be challenged, and be curious about new surroundings. The cause and effect of such disadvantages may cause unwanted impairments—handicaps, if you will. Positive, comprehensive child development cannot be placed on the endangered species list.

So, the ACA camp community is committed to providing young people with the opportunities to **RE**:Connect with experiences that create the foundation for future success—as individuals, parents or caregivers, and citizens of a community and the globe.

A handwritten signature in black ink, appearing to read 'Peg L. Smith'. The signature is fluid and cursive, with a large initial 'P'.

Peg L. Smith
Chief Executive Officer

ACA is a national association representing

- 10,000 individual members
 - 2,600 camps
 - Over 2,300 of which are ACA-accredited
- ... and growing!



In our technology-saturated world, camp experiences *RE:CONNECT* children to real learning, to each other, and to themselves.

WHAT DOES IT MEAN TO *RE:CONNECT*?

Technology seems to change everything: the way we do business; the way we interact with one another; the way we unwind. But there's one area that remains unchanged, with or without technology—what kids need for success.

KIDS NEED *TO LEARN BY DOING*

KIDS NEED *MORE TIME IN NATURE*

KIDS NEED *REAL RELATIONSHIPS*

These are the things that children gain from quality camp experiences. These are the things they have always needed—now possibly more than ever.

THAT'S WHY WE BELIEVE . . .

KIDS NEED *CAMP EXPERIENCES.*

Radius of Play

500 ft.

The radius of play for children today is less than 500 feet (roughly 18 acres).



146 acres

Camps typically utilize 146 acres of land (ACA Sites, Facilities, and Programs Report, 2011)

Screen Time

7 hours

Kids spend more than 7 hours a day in front of a screen.



74%

74% of camps do not allow personal electronic devices at camp for campers (ACA Emerging Issues Survey, 2013)

RE: Connect

Camp experiences are opportunities for kids to unplug, get outdoors, get active, and make new friends. With so many new options for families to explore—varying session lengths, activities offered, and more—EVERY child can benefit from a camp experience.

★ Meeting the Needs of Today's Kids ★



Kids need at least 60 minutes of physical activity per day.

80%

Over 80 percent of all camps have campers engage in physical activity levels greater than an hour a day (Sites, Facilities, and Programs Report, 2011)

Physical Activity Level

Critical Skills



In today's workforce, employees are expected to be able to communicate, collaborate, and think critically.

According to ACA's Workforce Development Project, young adults working at camp reported gains in:

- communication skills
- problem solving skills
- leadership skills

CAMP OPTIONS

Camps continually evolve to meet the needs of today's kids and families. A wide range of program options are available based on:

SESSION LENGTH

3 days – 8 weeks,
Day Camps and Resident Camps

CAMPERS SERVED

Boys, Girls, Coed, Teens, Adult, Special Medical and Developmental Needs, Families, and More

AREAS OF FOCUS

Activity, Specialty, General, Cultural/Religious, and More

SCHOLARSHIPS OFFERED/TUITION

FEES: <\$100 to \$800+ on Average
SCHOLARSHIPS: 210+ Million Awarded by ACA Camps Each Year

EXPERIENTIAL EDUCATION

LEARNING IS NOT A DISCRETIONARY ACTIVITY

Through unique and innovative programming and partnerships, ACA camps capitalize on experiential education.

ACA's new partnership with the National Aeronautic and Space Administration (NASA) broadens the STEM-related (science, technology, engineering, and math) educational resources that are available to the camp community and enhances STEM-related professional development opportunities for camp professionals.

ACA teamed up with Scholastic to keep kids reading in the summer—promoting the Scholastic Summer Challenge, a program that encourages children to read and log their minutes to help set a new reading world record. Reading at camp provides campers with opportunities for quiet and reflection in addition to the active camp lifestyle.

INSPIRING ENVIRONMENTAL STEWARDSHIP

- Over 30 percent of ACA camps have recently added nature/environmental programs, while nearly 30 percent have added gardening programs, and 9 percent have added agricultural/farming/ranching programs.
- Trending now: Campers want to know where their food comes from! One in four ACA camps have added programs for campers to cook with food from camp's garden.



EDUCATIONAL ENRICHMENT AT CAMP



One in five ACA camps report adding STEM programming in the past two years.



In 2013, nearly half of all ACA camps reported partnering directly with schools either year round or as part of their summer school programs.

(Source: ACA's 2013 Emerging Issues Survey)



CONNECTING TO NATURE

BY INTRODUCING CHILDREN TO NATURE, YOU MAKE THEM AWARE OF NATURE

For many kids, camp is the first real access they have to nature, and ACA camps are constantly working to incorporate environmental awareness into the day-to-day lives of campers.

In 2013, it was estimated that the ACA camp community preserved over 400,000 acres of land, helping to ensure natural places in which kids can explore, discover, and learn.

ACA and field offices across the country participate in and partner with programs that impact awareness and delivery of nature experiences: state parks and recreation departments, the National Wildlife Federation, outdoor experience programs, Outdoor Afro, Leave No Trace, ecoAmerica, Children and Nature Network, state environmental literacy plans, and more.

AUTHENTIC RELATIONSHIPS

KIDS BENEFIT FROM PERSONAL AND PRIMARY RELATIONSHIPS

Forming friendships with peers and learning to rely on adults other than one's parents are critical to a child's social success. That's why ACA camps emphasize individual and group skills such as confidence, discipline, understanding, and control.

A huge component of the ACA, *Southeastern* and ACA, *Southern California/Hawaii* field offices' Camp Staff Training Day events (reaching over 850 camp counselors in 2013) is to teach social-skill building to the young adults working directly with kids. This year's topics included:

- The Perks of Playing Together
- Group Building Made Fun and Easy
- Connecting Kids through Special Events
- Relating to Your Campers
- Fostering Cooperation through Unique Games

Building social skills, while critical, is not always easily measured and evaluated. In 2013, ACA developed a statistically tested learning scale for camp staff and parents to measure campers' critical thinking, problem solving, collaboration, and communication skills.

CAMP IS THE CONNECTOR Two skills deemed critical for success in tomorrow's workforce are communication and collaboration, which include the ability to: listen effectively; articulate thoughts in verbal, written, and nonverbal forms; work effectively with diverse teams; and assume shared responsibility for projects.

- **CONSIDER:** By the time a boy is twenty-one, he will have played over 10,000 hours of video games. Compare that to the 4,800 hours of study and class time it takes to earn a bachelor's degree. (*Source: Zimbardo and Duncan, 2012, The Demise of Guys*)
 - **RE:CONSIDER:** Camp is a unique opportunity to unplug and interact with nature, peers, and role models on a deeper level.
-

SENDING MORE KIDS TO CAMP

THERE IS A CAMP EXPERIENCE FOR EVERY CHILD

- The ACA camp community annually provides nearly \$216 million in camp scholarships.
- ACA business affiliates have become strong supporters of the Send a Child to Camp Fund. Contributions from just four businesses (Chaco, Colorado Yurt, Late July, and Rocky Mountain Sunscreen) totaled \$27,000.
- ACA partners with UltraCamp Foundation and SCOPE to distribute funds to deserving campers nationwide.
- The ACA, *New England* affiliate office's annual Camp Champions Celebration raises money for their camp scholarship fund. This year more than 150 campers ranging between the ages of six and sixteen from all six New England states received financial assistance—a 50 percent increase from last year.

OPERATION SUMMER CAMP

When a parent serving in the National Guard is suddenly deployed, the financial, emotional, and logistical impact on a family is enormous. The ACA, *Keystone* field office, in partnership with the Pennsylvania Air National Guard 111th Fighter Wing, created Operation Summer Camp (OSC) to give military children the gift of a summer camp experience. Each year, between ten and twenty day and overnight ACA-accredited camps contribute camp slots (ranging from one to eight weeks) to deserving military kids.

- In fiscal year 2013, 18 boys and girls attended camp on OSC scholarships.
- Since 2004, approximately 250 military children have been given the gift of camp.
- ACA camps have donated more than \$450,000 in scholarships since the program started.

HEAL THE CHILDREN PROGRAM

In the aftermath of Hurricane Sandy, day and resident camps in the ACA, *New York and New Jersey* affiliate office provided scholarships to children whose families suffered from the storm through the Heal the Children scholarship program. The goal was to give these children the opportunity to have something to look forward to in the immediate future, provide a positive camp experience, and also give families the time and energy to focus on rebuilding their lives.

- Over 100 day and resident camp participants.
- Over 500 scholarships awarded.

ACA'S 20/20 VISION

ACA has committed to serve 20 million children by the year 2020. This is ACA's 20/20 Vision. Camps across the country are reaching out to campers from all cultural, economic, and geographic backgrounds to enrich their lives through the camp experience.



FIND A CAMP

In 2013, ACA's Find a Camp database received 1.5 million page views from parents and families looking for the perfect camp experience for their child. Find a Camp allows families to search for camps based on session length, price range, location, activities offered, and more.





PROVIDING HEALTHY, ENRICHING EXPERIENCES

CAMPS' #1 PRIORITY IS KEEPING KIDS
SAFE AND HEALTHY WHILE HELPING THEM
LEARN, GROW, AND HAVE FUN

The healthiest, most developmentally appropriate camp experiences start with well-trained staff. Camp and youth professionals take advantage of ACA in-person and online training to provide the highest standards of excellence in camp programming and operations.

ACA'S PROFESSIONAL DEVELOPMENT CENTER

Since its launch in 2011, ACA's Professional Development Center (PDC) has welcomed 8,955 learners. The PDC provides online and in-person courses and local, regional, and national training events. In fiscal year 2013, the PDC:

- Offered 1,972 eligible hours of continuing education.
- Awarded over 20,000 continuing education credits.
- Provided 27 online courses, 26 live webinars, 49 recorded webinars, and 4 comprehensive staff training certificates of added qualification.
- Topics include risk management, health and safety, quality programming and assessment, connecting children with nature, and more.

ACCREDITATION STANDARDS

- ACA-accredited camps meet up to 280 health, safety, and quality programming standards.
- 849 camps were visited in fiscal year 2013. ACA visits approximately one-third of all accredited camps on a yearly basis, as camps must have a visit at least every three years.

"I enjoy the diversity of opportunities ACA has for ongoing educational learning. Participating in conferences, webinars, and online courses through ACA are some of the important things that I do to keep current as a camping professional."

—Becky Gilles from Mass Audubon/Drumlin Farm Camp

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Andy Lilienthal
South Portland, Maine

Philip Lilienthal
Reston, Virginia

Thompson Lincoln
Brewster, Massachusetts

Helen Lingle
Greensboro, North Carolina

Armin & Virginia Luehrs
Eden Prairie, Minnesota

Mike MacDonald
Florissant, Colorado

Grace Macdonald
Mayfield, Michigan

Robin Manison
Friendswood, Texas

Vi Martin
Spokane, Washington

Charles McGrady
Tuxedo, North Carolina

Andrew & Jean McMullan
Vero Beach, Florida

Sue McMullen
Cape Elizabeth, Maine

Nan & Robert McKinlay
Redmond, Washington

Henry & Jill Meares
Mills River, North Carolina

Rhonda Mickelson
Estes Park, Colorado

Edith Middleton
Seattle, Washington

Darrow Milgrim
Sherman Oaks, California

Beverly Miller
Leawood, Kansas

Frederick Miller
Chatham, Massachusetts

J.I. Montgomery
Miami Beach, Florida

Theresa Phinney
Rancho Palos Verdes, California

Diane Pick
Waterford, Michigan

Nell Poolos
Gainesville, Georgia

Rodger & Candy Popkin
Hollywood, Florida

Rosalie Popkin
Key Biscayne, Florida

Gwynn Powell
Athens, Georgia

Linda Pulliam
Bullock, North Carolina

Kathy Ragsdale
Hunt, Texas

Marie Ray
Columbus, Ohio

Dennis Regan
Stamford, Connecticut

Robert Rick
Woodbury, Minnesota

Mary Rogers
Saint Louis, Missouri

Tom Rosenberg
Atlanta, Georgia

Mary Ellen Ross
Kane, Pennsylvania

William Rubenstein
Yarmouth Port, Massachusetts

Marge Scanlin
Manheim, Pennsylvania

Stephen & Barbara Schainman
White Plains, New York

Ed & Cathleen Schirick
Monticello, New York

Jean Schmidt Smith
Black Mountain, North Carolina

Ann Sheets
Fort Worth, Texas

Paul Sheridan
Deer Harbor, Washington

Carol Sigoloff
Saint Louis, Missouri

Frank Smith
Black Mountain, North Carolina

Katherine Smith
Springfield, Massachusetts

Richard Smith
Cherry Hill, New Jersey

Jay Stager
Northport, Maine

Amy & Tony Stein
Elmsford, New York

Alan Stolz
Westport, Connecticut

Carol Sudduth
Denmark, Maine

Steve Sudduth
Denmark, Maine

Peter Surgenor
Holmes, New York

David Tager
Honesdale, Pennsylvania

Judy Talbot
Liverpool, New York

Robert & Charlotte Talleen
Phoenix, Arizona

David & Lucia Thoensen
Lincolnshire, Illinois

Ed Turn
Andover, Connecticut

Dorothy Van Loon
Alameda, California

Wesley Voigt
Hendersonville, North Carolina

Ed "Skip" Walton
Ann Arbor, Michigan

Art & Rachel Wannlund
Woodland Park, Colorado

Joanna Warren Smith
Santa Monica, California

Frank "Scotty" Washburn
Salem, Oregon

Sheeri Weidman
Naples, Florida

Susan Welch
Boone, Iowa

Scott Whipple
San Francisco, California

Douglas Wiik
Upper Holland, Pennsylvania

Bobbi Wittenberg
White Plains, New York

LIVING ENDOWMENT

Janice Adams	Len Gordon	Judith Myers
Carl Andersen	June Gray	Edna Newman
Althea Ballentine	Libby Halpern	Irving Newman
Ralston Bauer	Ted Halpern	Alan Ordway
Allen Beavers, Jr.	Catherine "Kit" Hammett	Howard Patton
Barbara Braxdale	Helen Haskell	Jack Pearse
Max & Marion Caldwell	Dan Hemphill	Charles Poolos
Reynold Carlson	John L. Holden	Herman Popkin
Ruth Carlson	James "Pop" Hollandsworth	Glenn Poulter
Ann Chamberlain	Ruth T. Howe	Rusty Poulter
Betty Cobb	Ruth Isserman	Barbara Rankin
Judy Cote	Dorothy Jean Kerr	Fred Rogers
R. F. "Brownie" Cote	Edie Klein	Marlys Rogers
Dorothy Curtin	Millie Kriebel	Martha Lou Schove
Tom Curtin	Wilbur Kriebel	Allen Sigoloff
Elizabeth Danforth	Frances Kruger	Sonya Staff
Louise Davis	Joseph Kruger	Karen Stager
S. Cooper Dawson	Charles Kujawa	Morry Stein
Karl Dowd	James LeMonn	George Sudduth
Jack & Jacqueline Ellena	John MacBean	Betty van der Smissen
Jesse Farrow	Roderick MacRae	Robert Watkins
Paul Frisbie	Tom Manison	Jack Weiner
Grant Gerson	Judy Miller	Nelson Wieters
Howard Gibbs	Stanford Miller	Barbara Winslow

FINANCIAL ANALYSIS



Program Services	4,776,786	82.77%
General and Administration	871,537	15.10%
Fund Raising	122,756	2.13%



Dues and Fees	3,433,033	53.20%
Contributions and Grants	1,192,578	18.48%
Program Services and Investment Income	1,827,486	28.32%



Program Services	4,492,989	79.50%
General and Administration	1,029,734	18.22%
Fund Raising	129,161	2.29%

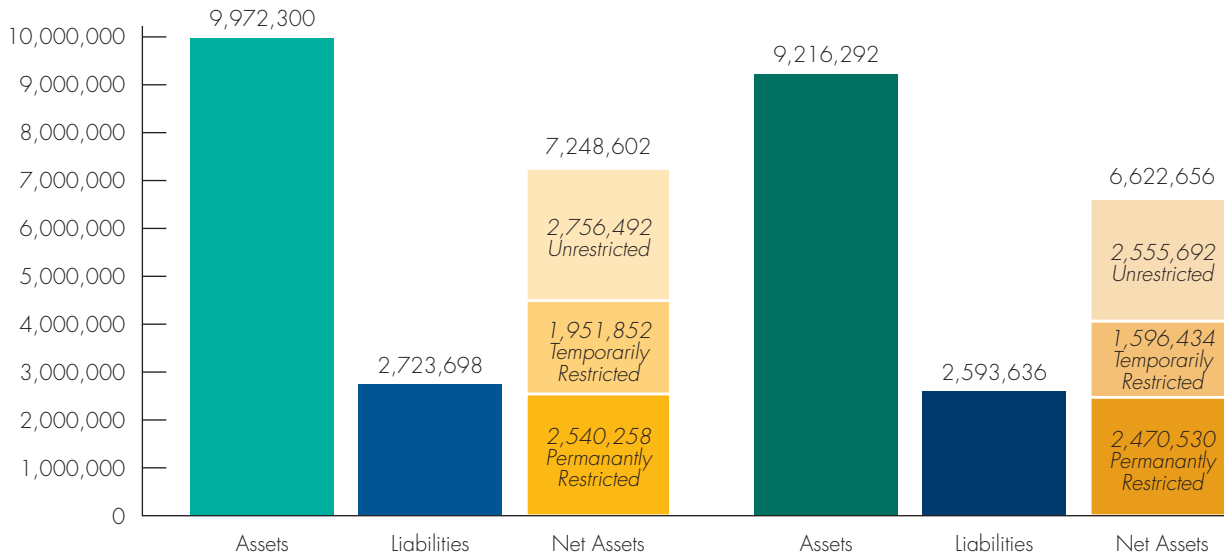


Dues and Fees	3,298,617	50.89%
Contributions and Grants	1,784,266	27.52%
Program Services and Investment Income	1,399,475	21.59%

FINANCIAL POSITION ANALYSIS

2013

2012





american **CAMP** association®

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Martinsville, Indiana 46151-7902

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