American Camp Association 2012 Annual Report

The Year of Convergence



Letter from the President

Tisha Bolger



from a school teacher who brought a group of children to camp. The letter enthusiastically described the campers' experience:

If I simply told you that camp had been a fun and positive experience for the girls, you would not know of Teesha's

beaming expression on the bus ride home as she recalled her first time ever in a canoe. You would miss the slowly emerging, irresistible smile spreading over Nou's face — and she is a reluctant smiler — as she mastered the finer points of bocce ball and felt a sense of true accomplishment. You would miss Melinda's almost breathless exclamation as we stood away from the campfire looking into the woods. "I've read about fireflies for a long time," she said. "But I've never actually seen them before."

I recently received a letter As camp professionals, we love to hear these stories, not just because of the sheer delightfulness of a child's excitement, but because these stories reaffirm for us the transformative power of camp. We know now, more than ever, what camp can do for a child; the cooperative and collaborative camp experience builds strengths, increases skills, and gives children a sense of purpose. The modern camp experience prepares children to fully participate in the 21st century.

> Like our campers' experiences, ACA is increasing its strength and efficacy in the 21st century through creating vital partnerships; merging ideas; and adding our voice to broad goals for increased awareness and greater strength, relevance, and sustainability. Through partnership and engagement with our members and beyond, we can grow our message that all children deserve a quality camp experience — and with it, the opportunity for a successful future.

> > Lisha Poly

The American Camp Association (ACA) has been enriching and advancing the camp community for more than one hundred years with the goal of offering the benefits of the camp experience to as many children and youth as possible. ACA works with camp and youth professionals and families to share knowledge, skills, and experience while creating safe, quality, and developmentally appropriate learning environments that contribute to positive youth development. Through our diverse membership and exceptional programs, children, youth, and adults have the opportunity to learn powerful lessons in self-awareness, citizenship, responsible decision making, building authentic relationships and leadership skills, and developing health and wellness behaviors — all within a context of greater exposure to the natural world.

Letter from the CEO

Peg L. Smith



To understand the importance of youth development, we must understand and appreciate the concept of the whole child. Although there are distinct and unique ages and stages of development — human development — the common denominator is the human being, a single biological unit. Whatever we do as professionals, we must understand that our individual

impact will be positively or negatively impacted by our ability to be a part of the larger system that is working to ensure our children and youth grow up to be productive, healthy citizens.

As a community, we have often set ourselves apart from the mainstream. We do so figuratively and literally. Many of our camps are "off the beaten path," so to speak. Yet, our societal promise to enrich lives through the camp experience is without boundaries if children are to thrive. We, as a community, cannot view ourselves as a stand-alone solution. It is true that we certainly want to be seen as an essential experience for growing and developing children and youth, but we cannot be recognized as such if we are unable to articulate our value within the context of the larger system. We will not be "invited to the table" if we are not willing to listen and learn from others, even those who might appear to threaten our existence.

We can take our lesson from nature — a form of creative disorder. We view nature with honest awe and appreciation as well as respect. Nature is a macrosystem made up of microsystems. The same is true for the system impacting the lives of children and youth. It is the convergence of all the microsystems touching a young person's life that impact success. The camp community serves as one of those viable microsystems.

We must also work toward convergence within the camp community. Exploring our community for complementary overlaps will inform our points of synergy, and our voice will be recognized when shared, even amidst other voices found in the larger system of youth development. Convergence in the camp community enhances our opportunities to converge with any number of external structures and networks designed to meet the needs of children, youth, and families.

If we can draw upon local, national, and regional networks and systems all moving toward a similarly desired outcome, we must do so by advocating not for "camp" or a "program" but for what is good for kids. Our articulated value and benefit, although with emotional appeal, must have demonstrated validity. We need to hear what others feel must be accomplished in order to meet the 21st century needs of children, youth, and families and articulate how we add value to that equation. We will need to find comfort in this environment of open-ended change in order to be a viable part of the transformation. It is true that we will be frustrated by the incremental nature of the work and overwhelmed by the revolutionary action. Regardless, convergence is powerful and, if successful, can create harmony.

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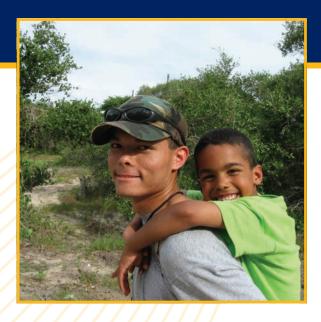
The mission of the American Camp Association is enriching the lives of children, youth, and adults through the camp experience.

Growth Strategy Updates

PROFESSIONAL DEVELOPMENT CENTER

- Professional development opportunities developed by ACA local/affiliate/administrative offices and 8 external organizations (through our Educational Endorsement Program) totaled 1,086.25 hours of continuing education credits (CECs) for 9,429 learners to document their commitment to lifelong learning.
- Field/Affiliate/Administrative staff developed mentoring programs implemented at the local level, matching camps new to accreditation and new standards visitors with interested ACA volunteer mentors.
- Through the Job Center and ACA's Colleges and Universities Directory, members and customers were connected with 1,000s of job opportunities and formal education degree programs.





GOVERNMENT RELATIONS & PUBLIC POLICY

- ACA continues to advocate for the accessibility, timeliness, affordability, and completeness of criminal records checks for those people who work with children through the Child Protection Improvements Act.
- ACA supported the creation of an Environmental Executive Order — which will reconnect Americans with the great outdoors; provide opportunities for healthier lifestyles; prepare our youth to compete in the 21st century global economy; increase our nation's environmental literacy; ensure stewardship of our environment; and help ensure the most efficient use of existing environmental, conservation, and outdoor programs.
- ACA joined forces with 1,000s of other organizations to support the No Child Left Inside Act — which would advance environmental literacy for all of our children.

MEMBERSHIP & CUSTOMER SERVICE

- ACA implemented a free membership campaign for individuals who had never yet taken advantage of being an ACA member. This introduction to ACA reached many from afterschool programs, YMCAs, JCCs, Girl Scout programs, religiously affiliated programs, school programs, and even programs outside the U.S.
- ACA's individual membership reached a high of 10,000+ members in December 2011 — more individuals than ever before. Membership is currently 9,000+.
- 1,083 free individual members have become learners in ACA's Professional Development Center.



More Camp Experiences for More Kids

ACA, Keystone's Operation Summer Camp program provided 13 military children with a summer camp experience in 2012. Since the program's founding in 2003, ACA camps have donated more than \$400,000 in camper scholarships for over 150 children whose parents were deployed with the Pennsylvania Air National Guard's 111th Fighter Wing and other troops. Anna Richar, Airman and Family Readiness Group manager for the 111th, says, "Operation Summer Camp provided military kids the opportunity to experience a summer camp without added expense and stress. Coping with deployment is a very painful experience for children, and Operation Summer Camp gives them the support they need and puts a smile on their faces. I want to take this opportunity to thank the wonderful ACA camps who make this possible and support our military kids."



20/20 **VISION**

www.ACAcamps.org/2020

Our world's global landscape necessitates expanded understanding, communication, and collaboration between diverse racial, ethnic, economic, and geographic populations . . . the very same values and skills gained from quality camp experiences.

That's why, for a better world, ACA has committed to directly impacting the lives of 20 million children by the year 2020. How will we get there?

- Illuminating best practices for outreach to diverse communities. (See ACA's 20/20 Toolbox at www .ACAcamps.org/campmag/2020-toolbox.)
- Strengthening camp professionals with highquality, timely development resources.
- Advocating on behalf of children, youth, and families and the value of camp experiences.

ACA has begun efforts to track diversity trends in camps across the country.

FIND A CAMP

www.ACAcamps.org/findacamp

ACA strives to help more families find quality camp experiences — and in particular, to understand the importance of the health, safety, and programming values of ACA-accredited camps.

In 2012, ACA took a broader, more inclusive approach to its popular Find a Camp database, allowing all camps — accredited or not — to be listed. The larger database will attract more parents and families, while simultaneously introducing them to the concept of ACA accreditation and what it means for a camper's experience.





All children, youth, and adults should have a quality camp experience. You can help make this happen — Send a Child to Camp!

SEND A CHILD TO CAMP FUND

www.ACAcamps.org/support

All children, youth, and adults should have a quality camp experience. You can help make this happen — Send a Child to Camp!

Through the Send a Child to Camp Fund, ACA connects donors with deserving campers to attend ACA-accredited camps across the country. It takes just \$35 to send a child to camp for one day and \$500 for one week. In fiscal year 2012, ACA's Send a Child to Camp Fund raised over \$100,000 to serve 117 campers. Since 2009, the Send a Child to Camp initiative has grown by 4,360 percent.

Beyond the Send a Child to Camp Fund, data shows that ACA camps each typically award 56 scholarships a year, and the typical dollar value of scholarships awarded amounts to \$45,000. In FY 2012, ACA camps raised over \$215 million in scholarships to help send children to camp.

For the second year in a row, ACA, New York & New Jersey gathered hundreds of campers, camp alumni, and camp staff from day and resident camps across the Northeast for Camp Games for a Cause, a day of traditional camp color war and camp Olympic games at Columbia University's athletic facilities in New York City. The event raised money to provide low income children with positive camp experiences through scholarships, staff trainings, and program support. This year, the event raised \$20,000. Campers, staff, and camp alumni were broken up into teams to compete in camp color war and camp Olympic game favorites such as volleyball, gaga, dodgeball, wacky relays, tug of war, and a square dance competition. Camp spirit was abound as friends gathered and played games to help those less fortunate have the wonderful camp experience they once enjoyed.



Stronger Resources

EDUCATIONAL ALLIANCES

www.ACAcamps.org/partnerships/educationalalliance

ACA forms Educational Alliances with partners such as universities, associations, nonprofits, and businesses to work toward common educational goals. In FY 2012, ACA cultivated new education resources with:

- Teach for America to develop webinars on leadership and personal development for early-career directors and frontline camp staff: Developing Your Brand Identity, Resume and Interview Workshop, and Developing Your Leadership Potential.
- Outdoor Afro to support ACA's efforts in reaching underserved populations with information about the camp experience. Rue Mapp, founder of Outdoor Afro, authored a new ACA online course titled Cultivating Camp Relevancy for Diverse Audiences.
- The Redwoods Group to increase the social impact of camps and to provide webinars for directors and other camp professionals in the areas of Scaling Social Impact: Camp's Role as a Social Enterprise, Creating Layers of Protection in Aquatics Environments, How to Abuse-Proof Your Camp: Procedures for Preventing Child Sexual Abuse, and How Safe Property Enhances the Camp Experience.

View webinars and courses from these educational alliances at www.ACAcamps.org/einstitute.





In support of future camp staff who are still in college, ACA, Texoma created a unique pre-professional program. The ACA field office formed relationships with student organizations, career services, and recreation faculty of two local universities and plans on reaching out to more in the coming year.



2012 NATIONAL CONFERENCE

www.ACAcamps.org/conference

ACA's national conference, true to its theme of "Convergence: Vision/Learning/Innovation," featured diverse programming around the same central focus: empowering youth development professionals with ways to remain vital, relevant, and successful.

- Hundreds of workshops, educational sessions, and networking opportunities.
- Senior Leadership Track offered seasoned camp directors and owners opportunities to interact with Fortune 100 executives and nationally recognized leadership experts.
- Camp/School Partnerships Track brought together educators and camp professionals who recognize the exceptional learning environment and experiences offered to students via camp.
- A special, one-day Children and Nature "conference" within a conference" with a lecture presented by Richard Louv.

The event drew record crowds of camp and youth development professionals from around the world including the largest number of student participants to date.

COLLABORATIVE **PROFESSIONAL** DEVELOPMENT

www.ACAcamps.org/pdc

ACA collaborated with the following leading perspectives in youth development to produce indepth, diversified training materials for camp and youth development professionals:

- Key camp administrators to develop an online Middle Managers Certificate of Added Qualification course that addresses the core competencies needed for career advancement.
- YMCA of the USA to develop the Basic Camp Director Certificate course that brings together ACA content and the Y (as well as other) audiences.
- 34 subject matter experts to offer 62 aligned conferences, courses, and events (primarily face-toface) that resulted in 24 online courses, 20 webinars, 22 recorded webinars, 2 online standards courses, and 3 certificates of added qualification.



Greater Impact

EXPLORE 30 CAMP READING PROGRAM

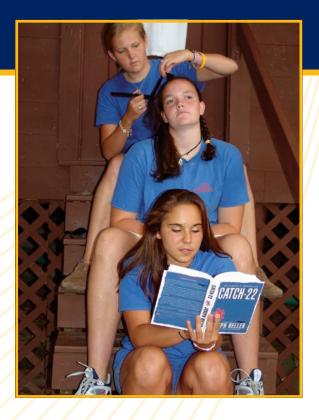
www.ACAcamps.org/explore30

ACA's Explore 30 program addresses summer learning loss by providing youth with at least 30 minutes of reading time per day. In FY 2012, ACA enlisted support for this national initiative from numerous partners and business affiliates, including: the American Patch Company, Balzer and Bray, Candlewick Press, the Children and Nature Network, KiKi Magazine, Little Brown Books, Macmillan Children's Publishing Group, Penguin Books, Sesame Workshop, Scholastic, and the Young Adult Library Services Association, with additional funding from the PNC Foundation and the Dollar General Literacy Foundation.

Summer 2012 Facts:

- 245 participating camps in 41 states
- 145,000 youth served (ages 3 through 18)
- 49 percent of youth were from low-income and poverty-level communities





STANDARDS

www.ACAcamps.org/accreditation

In FY 2012, the work of the Council on Accreditation, National Standards Commission, subject matter experts, member reviewers, and the Accreditation/ Education Task Force culminated in revised and reformatted ACA Standards. These updated standards:

- Continue to be current and relevant.
- Are more clear and concise.
- Use up-to-date technology, streamlining the accreditation process.

ACA, New England worked with the Summer Fund — which leverages resources from the philanthropic sector to provide underserved youth with safe, quality summer program opportunities — to evaluate summer camp programs. Staff and volunteers confirmed camps were meeting basic standards for health and safety, prepared the camps to measure outcomes, and recommended future evaluation models and tools.



RESEARCH

www.ACAcamps.org/research

ACA's industry-relevant research influences higher standards in programming:

- 21st Century Skills ACA and faculty from Texas A&M University's Department of Recreation, Park and Tourism Sciences partnered to explore how camp employment assists young adults' development of 21st century skills, making them more marketable when finding careers.
- **Program Quality** ACA worked with the Weikart Center to create a cobranded tool (Camp-Program Quality Assessment or C-PQA) for measuring program quality in camps and provided training materials and resources to support the use of the C-PQA in program improvement processes with Camp Fire USA.
- Youth Outcomes ACA and the Not-For-Profit Council joined efforts to create national norms for the ACA Youth Outcomes Battery (YOB). These norms allow users interested in measuring youth developmental outcomes to compare their results to national averages in general as well as by gender, age, and type of camp.
- Healthy Camps Through funding from Markel Insurance, and with representatives from the Association of Camp Nurses, the American Academy of Pediatrics, and the Centers for Disease Control and Prevention, ACA began implementation of the Healthy Camp Education and Monitoring Program. The program explores the intersections of technology, camp health care, and professional development and provides resources on this topic.

In May 2011, ACA, Southern California / Hawaii hosted a legislative workshop to explore both local and national public policy topics, such as: California organized camp regulations, OSHA, labor issues, emergency preparedness, and California meal tax. The 45 workshop participants were also updated on advocacy tools, federal and state legislative issues, and social responsibility.



ACA National Board of Directors

Leadership Converges

In 2007, ACA's National Board of Directors began a development process to enlist members that could provide perspectives from varying demographics, geography, expertise, affiliation, skill, competence, and experience. Today, half of ACA's board members are from the public at large, and members' unique qualities unite to fortify ACA's common focus of better camp experiences for all.

In 2011, the board was awarded the Prudential Leadership Award for Outstanding Nonprofit Boards, due in large part to their successful endeavors toward leadership convergence.

The award also recognized the retooling and legal unification of the organization as one association with one governing board — comprised of strong local volunteer groups focused on operations and centralized administrative functions facilitated by distributed leadership. Today ACA recognizes the importance of personal responsibility and accountability and the power of collective action, and it's capacity and impact has grown exponentially as a result of the governance and operational transformation.

Executive Committee

Tisha Bolger, President
Dayna Hardin, Vice President
Steve Baskin, Treasurer
Scott Brody, Vice President
Edward (Skip) Walton, Vice President
Peg Smith, CEO

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David Berkey
Anthony deGuzman
Ellen Gannett

Ed Greene, PhD Jennifer Bender

Melanie Lockwood Herman

Tom Holland

Niambi Jaha-Echols

Kurt Podeszwa

Rick Roth

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Glynn and Jo-An Turman

Ex Officio Member

Ann Sheets

Association of Independent Camps President

Tommy Ferguson

For board member bios, contact information, and more, visit www.ACAcamps.org/board.

ACA **Supporters**

FISCAL YEAR 2012 (JULY 1, 2011 TO JUNE 30, 2012)

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 e campaign.

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Grace Scheible

Tom & Meggan Schenk

Acorn Society

Acorn Society Members as of June 30, 2012

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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Salem, Oregon
Sheeri Weidman
Naples, Florida
Susan Welch
Boone, Iowa
Scott Whipple
San Francisco, California
Bobbi Wittenberg
White Plains, New York

Living Endowment

Carl Andersen Ralston Bauer Barbara Braxdale Max & Marion Caldwell Reynold Carlson Ruth Carlson Ann Chamberlain 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 June Gray Libby Halpern Ted Halpern Catherine "Kit" Hammett Helen Haskell Dan Hemphill John L. Holden

Ruth T. Howe

Ruth Isserman

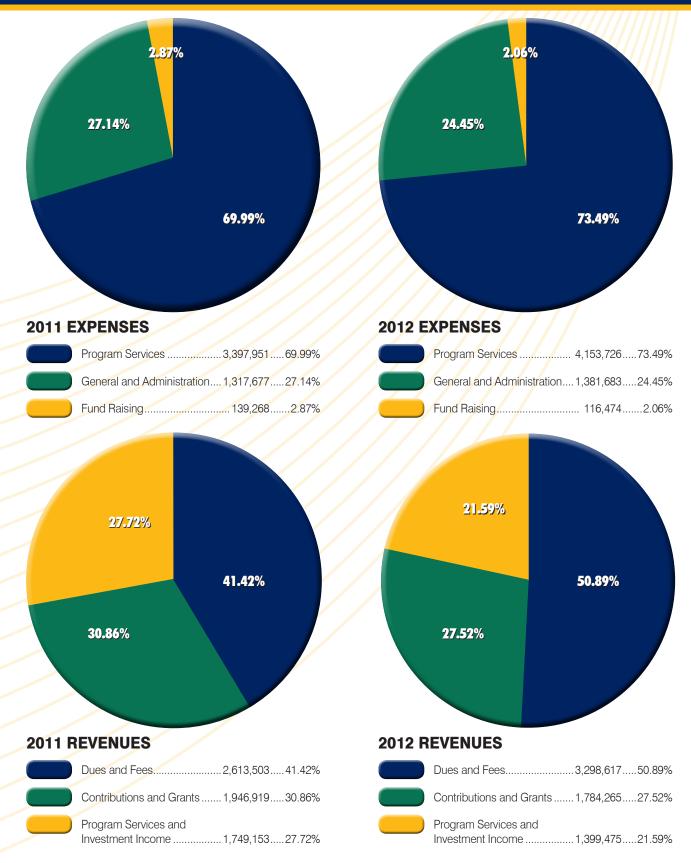
Edie Klein

Dorothy Jean Kerr

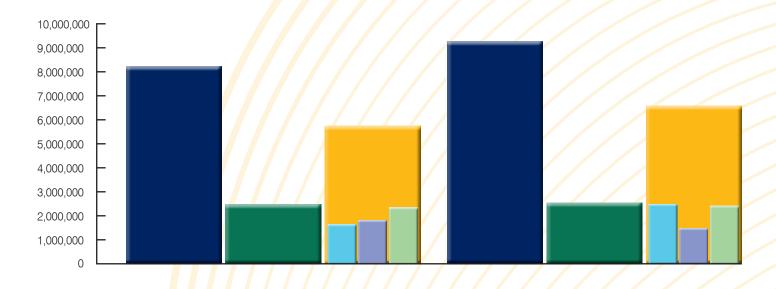
Millie Kriebel Wilbur Kriebel Frances Kruger Joseph Kruger Charles Kujawa James LeMonn John MacBean Roderick MacRae Tom Manison Judy Miller Stanford Miller Judith Myers Edna Newman Irving Newman Howard Patton Herman Popkin Glenn Poulter Rusty Poulter Barbara Rankin Fred Rogers Marlys Rogers Allen Sigoloff Sonya Staff Karen Stager Morry Stein George Sudduth Betty van der Smissen Robert Watkins Jack Weiner **Nelson Wieters**

Barbara Winslow

Financial Analysis



Financial Position Analysis



2011		
	Assets	8,283,632
	Liabilities	2, <mark>4</mark> 91,448
	Net Assets	5,792,184

2012		
	Assets	9,216,292
	Liabilities	2,593,636
	Net Assets	6,622,656

Net Asset Analysis

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

Net Asset Analysis

Unrestricted	2,555,692
Temporarily Restricted	1,596,434
Permanently Restricted	2,470,530



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