

A Message from the Board Chair and President/CEO

Friends and Colleagues:

This year has been filled with the challenge of the continuing COVID-19 pandemic and staffing and supply chain shortages — but also replete with hope and opportunity for our field. Kids needed camp more than ever before, and we worked together to provide high-quality camp experiences to as many as we possibly could. Parents value camp as they never have before, and policymakers have recognized that the learning that happens during the summer is critical to the recovery and growth of America's children. Together we learned so much this last year. We found new ways to innovate and live into our missions, and we've overcome hardships that were unimaginable only a few years ago. We are so much stronger as a field and more resilient than ever. Our dream of a shared future that provides more children — of every background, racial/ethnic group, identity, and ability — with the much-needed positive and lifelong benefits of a camp experience seems almost within our collective grasp.

ACA has been there with you every step of the way. Going far beyond our regular accreditation and support services, we have been your partner during this challenging time. We have worked tirelessly to serve our field by providing evolving tools like the Field Guide for Camps to help you operate safely throughout the pandemic, and by working with national, state, and county health departments to advocate for evidence-based, realistic guidance for day and overnight camps. Following on our highly successful advocacy to optimize Paycheck Protection Program funding for our field, we continue to work for targeted industry relief and a full restoration of our beloved J-1 visa cultural exchange programs.

In line with our strategic plan, we have also made strides in 2021 to focus on expanding the reach, relevance, and impact of camp. It is our pledge to identify and work to resolve cultural, economic, and other barriers to camp, because every child deserves to experience the life-changing opportunities camp can offer.

The American Camp Association is truly grateful to every thought leader, entrepreneur, child advocate, and creative professional who pours their heart and soul into improving camp experiences every season. In other words, we are grateful to you and the talents you lend to the camp industry. So many children have discovered the best version of themselves at camp through building on their strengths, improving their skills, and learning how resilient they truly are. Thanks to you, our field remains steadfast and strong despite the challenges we have faced. Your dedication, perseverance, and support will continue to prepare an increasingly diverse group of today's youth to become tomorrow's engaged citizens and leaders through positive and transformative camp experiences — and we are beyond thankful.

Som Rosenson



26 MILLION

Campers and
Their Families Impacted

\$26 BILLION

Industry Impact

15,000+

Camps

1.1 MILLION

Seasonal Staff

MEMBERSHIP



Collectively, the American Camp Association (ACA) impacts 26 million campers and learners annually. ACA helps you make an impact in the lives of the children you encounter every day in your work.

ACA provides educational resources, research, advocacy, and outreach to parents, families, and other professionals to build safer, healthier, more fun environments where children and youth can become leaders, environmental stewards, and a socially, emotionally skilled population.

ACCREDITATION

The ACA accreditation program is an independent national peer-review program of camp operations. The Annual Accreditation Report is an integral program component; this program framework was updated to support and emphasize accredited camps' ongoing improvement of their policies, procedures, and practices. Over 600 trained volunteers reviewed 1,900+ Annual Accreditation Reports of currently accredited camps. Additionally, we developed a robust plan for summer 2021 site visits that maintained rigor, integrity, and educational emphasis and allowed camps to continue with the accreditation cycle, meet accreditation criteria and prioritize the health of staff, campers, and ACA volunteers.





BUSINESS DEVELOPMENT

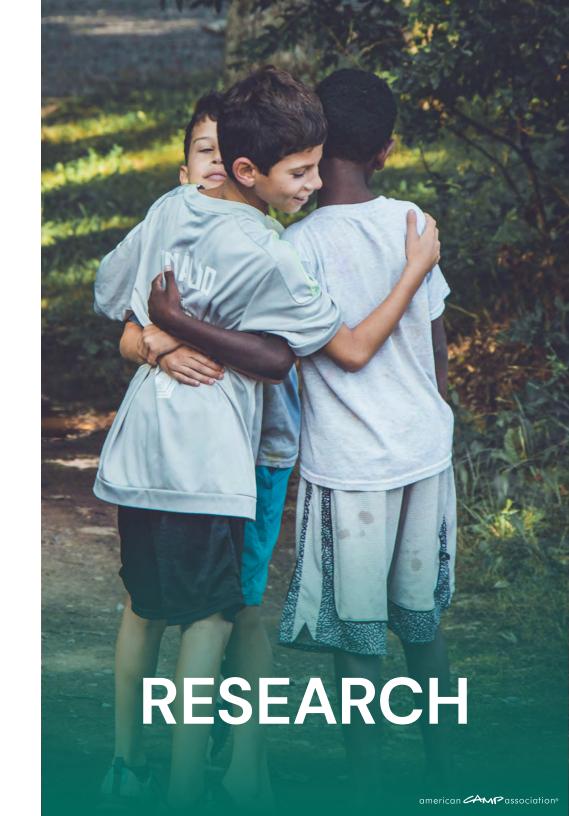
The American Camp Association's sponsors, advertisers, exhibitors, and corporate and brand partners provided nearly \$800,000 of support to the Association. These funds are used to support research, education, and training that promotes the highest level of health, safety, and risk management at camps.

This work could not have happened in 2020–21 without the support of our corporate and brand partners like Quest Diagnostics, Quaker, Trinity/HPSI, and The Redwoods Group, just to name a few.

ACA collaborates with a diversity of organizations, including businesses, agencies, associations, foundations, and educational institutions.

In fiscal year 2021, the American Camp Association's Youth and Staff Impact Study — a multiyear research project funded by ACA with additional funding from the ACA, New York and New Jersey Affiliate — entered its fourth year under the direction of a university research team. In addition to exploring the lasting impacts of camp experiences from the perspectives of campers, staff, and families, we are identifying the barriers families face to camp enrollment and how camp providers can make camp accessible, relevant, and inclusive to all young people.

The ACA research team is also supporting two major grant-funded initiatives. The Camp Program Quality Initiative, in its second of two years, included a community of practice and resource development for program quality assessment and continuous quality improvement in camps. The Leadership Pathways Project launched in the spring by granting financial support for 22 camps' counselor-in-training (CIT) programs. During this three-year project, grant recipients will work as a cohort to identify and test strategies to increase accessibility to CIT programs for young people who might not otherwise have access to this camp staff pathway.



A Message from the ACA, NY and NJ Board President

This year proved to be another challenging one for our industry. We were thankful to be able to operate our camps. However, implementing COVID-19 mitigation protocols along with a staffing shortage and other challenges certainly made this summer one of the most difficult. The silver lining throughout it all was giving children the camp experience that they needed this year more than ever before. That made all the hard work worth it.

After a year where many camps didn't open in 2020, or opened at limited capacity, we knew that our membership was going to need assistance. Our affiliate worked closely with ACA, Inc. to provide payment options for our members and offered 75 percent of our events free to our members. Our staff was available to consult, listen, and share information as difficult decisions needed to be made. We are thrilled to have welcomed 68 new member camps and 7 newly accredited camps to our ACA, New York and New Jersey family. We hope you recognize the dedication ACA, NY & NJ has for the camp industry, and that you continue to value your membership in our organization.

The ACA NY & NJ is moving forward with our commitment to expand the "camp tent" by increasing the representation of historically marginalized communities. To that end, our DEI Committee continues to support the organization and our membership with resources, education, and professional development designed to foster inclusion. These tools are provided for members to use within their own programs to make those programs and the broader camp community more diverse, equitable, and inclusive.

When we were sure we wouldn't be able to plan for an in-person Tri-State CAMP Conference, the ACA, NY & NY team collaborated with our ACA, New England colleagues to create the virtual Northeast CAMP Conference. While nothing can compare to the learning, networking, and excitement of being together at Tri-State, we are so proud of the lemonade we made out of lemons. We offered 140 educational sessions and roundtables, had 130 presenters from diverse backgrounds, offered dozens of networking opportunities, and had fun social events such as a scavenger hunt and mixology class. Over 1,650 camp professionals attended the three-day conference from all over the country and beyond. It was an amazing experience, but we can't wait to be back in person for Tri-State 2022!

Over the past year, ACA, NY & NJ offered over 35 virtual webinars, roundtables, and in-person get-togethers to prepare camps to open for summer 2021. Many of these professional development offerings featured camp colleagues who operated in 2020 and took the time to share their experiences and best practices of running a camp amid COVID-19. We are beyond appreciative to those who helped others learn. The sharing of information among colleagues is one of the most valuable aspects of the summer camp profession and was imperative this past year.

We have always recognized the importance of the advocacy work we do at the local level. The challenges of the pandemic have made it clear how important it is for each of our camp's voices to be heard. During this past year, our advocacy groups throughout the Northeast worked tirelessly to ensure that our camps could open in 2021 in a safe and reasonable way. In addition to meeting the immediate needs of operating in the pandemic, our advocacy efforts also achieved an important long-term goal. After ten years of lobbying in New York, a bill was signed into law that will allow camps to hire licensed professionals, including mental health professionals. This law will be in effect for summer 2022. Thank you to each and every person who didn't stop working on behalf of our industry over the years, including this critical past year.

There is no doubt that our camps took a financial hit over the past 20 months, especially our nonprofit members. ACA, NY & NJ is proud to have helped alleviate this problem through the Scott Ralls Fund. The Scott Ralls Fund, which honors a longtime volunteer and past president who passed away last year, provided \$150,000 in microgrants to our accredited ACA, NY & NJ nonprofit camps to help offset the costs incurred due to COVID-19. For 2022 and moving forward, we are thrilled that, through this fund, we will be able to provide larger grants to assist our nonprofit camps in investing in their facilities.

These certainly have been difficult times. However, we can be both proud of and grateful for the way we have helped one another get through the past two summers. With more eyes on us than ever, we proved ourselves to be the leaders in child development that we have always known ourselves to be.



A Message from the ACA, New England Board President

2021 didn't provide full relief from 2020 like we had hoped, but camp in New England is like the rest of the country: resilient, creative, committed, and innovative. The staff and volunteers at ACA, New England rose to the moment time and again throughout the year to provide meaningful and useful professional development, accreditation services that were flexible to the COVID regulations in all six states, and advocacy and regulatory support for the industry in partnership with each state camp association.

Highlights from 2021 include:

- Partnership with ACA, New York/New Jersey to offer the virtual Northeast Camp Conference. Our affiliates came together in one unified virtual conference that served the needs of camp professionals from across the country. As we've all likely experienced, the silver lining of virtual events is that colleagues can attend from anywhere, and the Northeast Camp Conference was a prime exmple. The sessions were practical and thought-provoking; the opportunities for networking were engaging and meaningful; and the access to vendors supported those who support our industry.
- The New England Board of Directors launched diversity, equity, inclusion, and belonging initiatives to model the importance of this work to our members and grow as an organization. The DEIB committee has been meeting regularly to set goals, dive in to what DEIB work with camps means, and start our personal work toward greater understanding. The board participated in two sessions with an outstanding facilitator to begin to understand and look at ourselves and how we relate to and understand this work. We are excited to continue leading and providing resources to membership and outreach to increase both the number of Black, Indigenous, and People of Color involved with camping and, more importantly, the inclusion and belonging in our membership. While we build upon the work started so far, our Board, many of our stakeholders, and a multitude of camp professionals throughout our region have begun thinking about and addressing the appropriation of Native American culture in our traditions and how we can honor those who lived on our lands before us.
- Accreditation support, visits, and success. ACA, New England supported 63 visits this summer. Visits were in person, virtual, and
 hybrid depending on the comfort of the camp and visitor and the regulations in the state. The staff were incredibly flexible and
 supportive of everyone's needs to ensure that visits were conducted completely and equitably.

Now, with a year under her belt, Michele Rowcliffe (executive director) is leading her staff and our association into our next chapter. We are excited to begin offering some professional development in person, including the 100th New England Camp Conference! New England is host to the longest-running camp conference in the country. We plan to celebrate the successes of the past 100 years and the amazing work to come in the next 100! We will also, *finally*, we able to honor Bette Bussel in her retirement, and appreciate the amazing work she did with ACA, New England over 30 years. Please join us in March as we celebrate.

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Betsy Kelder President — ACA, New England

A Message from the ACA, Illinois Board President

The start of 2021 found many of us distressed, hopeful for a sign of the pandemic ending and a vaccine for our communities, but not much in sight. Many of us were not able to run in 2020, and we saw many camps close. Despite Illinois overnight camps not being able to run in 2020, our professionals remained creative, flexible, and resilient — ready to build camp in the frame of a pandemic. ACA, Illinois continued to hold regular drop-in opportunities for our members, providing a space to share concerns, successes, information, and brainstorm ideas for summer 2021. Especially active was the Government Relations committee, working to strengthen relationships with the State of Illinois and increasing the awareness that camp is essential to both Illinois and the people our camps serve. We were able to work together to advocate for guidelines that were received in the spring.

ACA, Illinois was the proud recipient of a Healing Illinois Grant — a grant "directed at building a bridge towards a more racially equitable Illinois," a purpose very aligned with the work of our association. Thanks to the grant, we were able to host three professional development opportunities for 327 individuals: a "How to Create Systemic Change" book club, the 3rd annual Women In Camp Summit, and a workshop with Candace Doby around "Understanding, Developing, and Leveraging Courage to Effect Organizational Change." Professionals from over 300 camps took the opportunity to focus on their efforts to become anti-racist organizations.

As I started my second term as president of our board, ACA, Illinois welcomed six new board members to our small but mighty organization. Our new members represent higher education, YMCA, private camps, and a zoo camp. We entered our new fiscal year energized with all camps able to run in some fashion, accreditation visits going, and the reactivation of our Fund Development, DEI, and Membership committees in full force.

The heart of our work at ACA, Illinois has been closely tied to our foundation, which is an association committed to funding camp experiences for economically disadvantaged children and families. In 1971, former Chicago Camping Association President Eleanor Eells worked to secure public aid funds with the goal to help offer camp programs and essential services to young people and adults to provide life skills needed to break the cycle of poverty. ACA, Illinois maintains its own 501(c)3 status to partner with the Illinois Department of Human Services (IDHS) to purchase camping services on behalf of IDHS clients. The work has continued throughout our association's history. Through the advocacy of Executive Director Colette Marquardt and our staff team, ACA, Illinois was able to continue much-needed services for Illinoisans. This year, 6,655 youth and adults in Illinois received camp programs and essential services through our DFI Title XX Camping Services and Campership Programs. Ms. Marquardt continues to build relationships with our partners at the state level, an essential piece of the continued work to educate Illinoisans that camp has the power to transform lives, provide fundamental services for children and families, and disrupt the effects of poverty.

Cat Curry
President — ACA Illinois





Transforming the lives of millions of children, youth, and families requires the concerted effort of many. ACA could not be effective in inspiring and safeguarding futures without the help of our individual, family, camp, foundation, and corporate supporters.

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We have made every attempt to make sure we have our donors' names correct on this list. Please inform us if we need to make any corrections in the future by contacting Andrea Stearley at astearley@acacamps.org.

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Maine Summer Camps

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Camp Greystone

Sky Ranch

Timber Lake Family of Camps

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Camp Champions

Coastal Camps

Konigsberg Properties

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Cheley Colorado Camps, Inc.

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Pali Overnight Adventures

Pierce Country Day Camp Pierce Country Day Camp

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Foundation Supporters



H. E. Butt Foundation — A multiphase strategic grant to support the development of resources for fostering mental, emotional, and social well-being among campers and staff. The first phase of the project includes a needs assessment of camp directors, which will be designed and analyzed by an all-volunteer committee of camp practitioners and mental health professionals.



Foundation for Jewish Camp — Generous support for ACA's ongoing strategic initiatives in the field of camp including education, research, and advocacy.



The Leona M. and Harry B. Helmsley Charitable Trust — A grant to support a three-year professional development initiative. ACA provides an online customized learning management site; annual, in-person, half-day trainings; digital and print resources; as well as support for camps seeking ACA accreditation to a cohort of medical camps. Camp professionals participating in the cohort specifically serve campers and families experiencing type 1 diabetes.



Lilly Endowment — A two-year grant-funded initiative to develop systems of support for improving program quality in summer programs and camps throughout the country. Camps will gain access to a two-tiered system of trained coaches and observers, a program quality tool kit, and communications tools to engage with parents and stakeholders about the value of program quality. This project builds on earlier work to develop a camp program quality assessment tool (CPQA).

Additionally, a one-year grant to reinforce ACA's capacity to provide support to summer camps in the wake of the COVID-19 pandemic and, by extension, other out-of-school time youth programming. Support efforts include an extensive COVID-19 online resource center, a Field Operations Guide, topical webinars, surveys, an online fundraising tool kit, and other digital resources.



Margaret A. Cargill Philanthropies — A three-year grant to support ACA's strategic initiatives related to expanding equitable access and inclusion in summer camp experiences. Twenty-two day and overnight camps were selected to receive funds from this grant to design and expand counselor-in-training programs, with the goal of increasing access to camp staff opportunities for young people from diverse backgrounds.



The Redwoods Group Foundation — A grant to support the development of a Field Guide for Operating Day and Overnight Camps during the COVID-19 pandemic. Educational resources designed to provide camp and other out-of-school time professionals with a practical guide and tool kit to implement guidance and recommendations provided by the US Centers for Disease Control and Prevention and State Public Health officials.

\$150,000+





\$75,000+





Corporate Supporters

Sponsorship of annual conference, educational webinars, research, strategic initiatives, and other — as well as in-kind and financial contributions.

\$25,000 - \$49,999

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Donate

Through the American Camp Association (ACA), camps get the support they need to maintain best-in-class standards for health, safety, and risk management. They are inspired by research and innovation while connected in a network of support that helps camp professionals to provide meaningful experiences year after year for campers of all ages.

Please join us in supporting camps and camp professionals through a gift to ACA. Your generosity will help people just like you, who believe deeply in the power of camp, to continue to adapt and survive in our rapidly changing world. Your gift is an investment in the future, in the hope that the best is yet to come.

GIVE TODAY

For more information about how you can help ACA achieve our mission and vision, contact contribute@ACAcamps.org or 765-342-8456, ext. 305.

The American Camp Association is registered as a 501(c)(3) non-profit organization. Contributions to ACA are tax-deductible to the extent permitted by law.

Acorn Society

We are grateful to each member who believes in the purposes of organized camp and those who want to ensure that camp continues as a growing, educational opportunity for all who follow. The Acorn Society is a program recognizing those who have included the American Camp Association and/or the American Camping Foundation in their estate planning or have made outright gifts to the Endowment Fund.

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Honoring the foresight of Acorn Society members who are deceased. Their generosity serves as an enduring symbol of their commitment to young people and their belief in the value of a quality camp experience.



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Expenses, Revenues, and Financial Position Analysis

	2021	2020	Expenses	
Expenses	divo 400 Fewor		Expenses	
Program Services	2021 86%	86%	Program Services	
General & Admin	12%	11%	General & Admin	
Fundraising	2%	3%	Fundraising	
Revenue			Revenue	
Dues & Fees	45%	50%	Dues & Fees	
Contributions & Grants	43%	28%	Contributions & Grants	
Program Services & Invest Income	12%	22%	Program Services & Invest Income	
Financial Position Analysis			Financial Position Analysis	
Assets	\$17,579,8151	\$13,765,251	Assets	
Liabilities	\$2,789,762	\$3,617,761	Liabilities	
Net Assets	\$14,790,053*	\$10,147,490	Net Assets	
Net Asset Analysis			Net Asset Analysis	
Without Donor Restrictions	\$6,552,377	\$3,965,819	Without Donor Restrictions	
With Donor Restrictions for Purpose \$5,0		\$3,049,505	With Donor Restrictions for Purpose	
With Donor Restrictions in Perpetu	ity \$3,215,102	\$3,132,166	With Donor Restrictions in Perpetuity	
		1		

^{*}ACA increased their Net Assets by \$4,600,000 or 45.7% due to securing \$2,200,000 in program related grants and restricted contributions; and cutting \$2,400,000 in expenses in anticipation of decreased revenue due to COVID.

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