

Around the MCA

I was able to participate in a late October weekend training event with the Outdoor Council of Canada, taught by Wilderland Adventure Company owner Matt Peters and staff Kyle Kushnier. The Field Leader training teaches risk and group management in order to create and deliver quality outdoor experiences. One is taught essential leadership skills (or current skills are enhanced) to offer higher quality experiences for participants. Two components make up the course: a leadership part and an activity part.

This course offers a solid foundation for any outdoor leader, experienced or not, to successfully plan and lead a group in any sort of activity, indoors or outdoors. Once successfully completed, you will be designated as having a "Field Leader (Hiking) certification. I highly recommended this training for camp leaders or individuals who participate in any outdoor (or indoor) group experiences.

– Kim Scherger, MCA executive director



Donor Appreciation Luncheon and Fundraiser

Our fourth annual Donor Appreciation Luncheon and Fundraiser was a success. On Wednesday September 21, we began the beautiful Fall season thanking our Sunshine Fund donors for their generous support to help send kids to camp. Held at the Caboto Centre, Sorrento's catered the delicious meal, donors, camp directors, board members and others learning about our donation opportunities attended.

The programme consisted of music by Ron Miechkota, 4 guests speaking about their experiences with the Sunshine Fund: Paul Samyn, Winnipeg Free Press editor touched on the partnership with the Sunshine Fund and his experience working at and volunteering at camp growing up as well as how camps have been hurting through the pandemic but are rising up the best they can; Jo-Anne Pelzer, a BellMTS volunteer spoke about their volunteer group and the things they do in order to have funds to donate to charities, and why the Sunshine Fund is one of her top three funds she recommends volunteers donated their money too; Rhonda Youell, a past Sunshine Fund parent and current donor spoke about her ability to use the fund when she needed it to send her kids to camp and how camp hugely and positively impacted her now grown children's lives and how she continues to give to the fund; Neil Steward, MB Pioneer Camp executive director, spoke about Sunshine Fund campers going to MPC and the impact it has (financially and life benefits) on the 14% of their campers who attend.

The luncheon was a wonderful opportunity to connect with new and returning donor guests and thank them for making the Sunshine Fund possible. In the 43 years the Fund has been around, over \$4 million dollars has been given to camps in registration fees for campers. To put that into perspective, since 1979, the Sunshine Fund has sent about 26,924 children to camp. That's almost 27,000 lives that have changed because of camp experiences, because of the Sunshine Fund.



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The Manitoba Camping Association Newsletter

The MCA/Sunshine Fund is Growing and Expanding

As we continue navigating our ever-changing world, the MCA is moving forward and hiring a part time (.6) position as a Community Outreach Coordinator.

In order to learn how we as an organization can best serve the families that benefit from the Sunshine Fund, this role will be to establish contacts and build resources in the community through cultivating meaningful relationships with Sunshine Fund families connecting with them directly and regularly.

Connecting with other community outreach organizations and with social workers to provide education about the importance of camp for all children, about the Sunshine Fund, and to assist with the application process in order to get more kids to camp.

Please see our website (mbcamping.ca) for full and detailed job description/duties/qualifications and pass this on to anyone you know who might be interested.

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2023 LINKED

MCA/CCI Conference
Winkler Bible Camp
March 7-9, 2023



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Bounce-back Year for the Sunshine Fund Dana Moroz

I would like to take this opportunity to thank all our donors, stakeholders, corporations and grantors for your support.

Our charity had an incredible bounce-back year and we were able to help 403 children attend summer camp. Each year, we rely on our supporters to help the underserved children in our province, and we are grateful to everyone who helped us reach this integral goal this summer.

It has been such a positive year for both kids and parents who request funding from our Sunshine Fund. Finally, after

two very difficult summers, the number of children we were able to fund in 2022 has tripled from the previous year.

We ask you to help us carry on our mission in 2023. Please donate to the 5th annual Sunshine Fund year-end campaign. **Concord Projects Foundation** is getting the campaign started with a \$10,000 matching gift. **Concord Projects Foundation will match every dollar donated up to \$10,000.** Help us reach our goal of sending 600 Manitoba children to camp in 2023.

MCA Planning Lifeguard Courses

The MCA has been in discussion with Lifesaving Society Manitoba in order to organize opportunities for current and future camp staff to get training and certified as lifeguards.

Please take a moment to identify possible candidates that could benefit from this opportunity.

We are working on getting some sponsorship partners to assist with the cost. We ask that camps also look to add the training events to their budget as well.

Keep an eye on our website for more details as they are confirmed.

The Canadian Red Cross is winding down its swim and lifeguard programming to direct more attention to surging humanitarian demands in other areas.

Water Safety Instructors must transfer their memberships to Lifesaving Society Manitoba or will have to recertify.

The Power of the Sunshine Fund

When reflecting on the summer of 2022, one heart warming story always comes to mind. Linda, a single parent, had just started out on her own and rented an apartment.

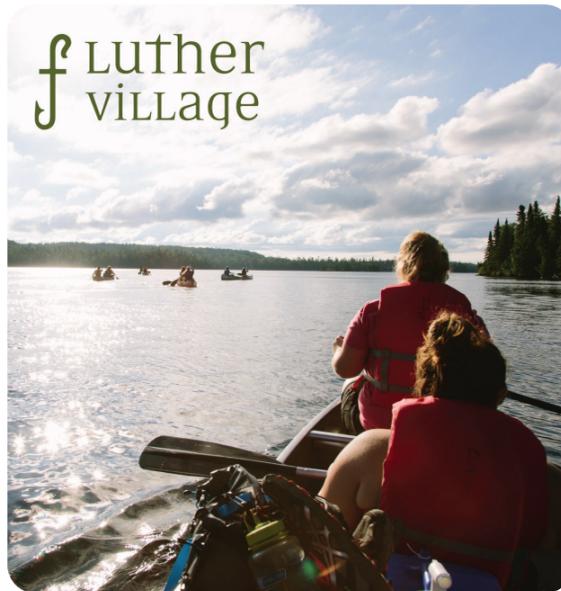
She and her daughter loved their space but when Linda lost her job, things became increasingly difficult as bills began to pile up and normal living expenses were on the rise as well.

When Linda reached out to the Sunshine Fund, she received help filling out her form and then two weeks later received an email

notice that the Sunshine Fund would fund her daughter's camp this summer.

She was completely overjoyed: "I can not thank you enough, with us having to cut back on many things right now, I am so glad that summer camp for my daughter is not one of them. She lives for that week away and always comes back so refreshed and has this happiness about her that seems to linger on."

It's conversations like these that reaffirm the importance of the Sunshine Fund. Giving a child the opportunity to have that week away at camp can change their world for the better.



Momentous Sector Specific Funding Allotted to MCA Camps

Kim Scherger

We did it. After much lobbying of the Manitoba Government and advocating for our Manitoba camps, we were successful with getting the Manitoba Government to understand how much our Manitoba camps have suffered with little or no income during the pandemic (2.5 years...); we were successful in receiving a sector specific grant for our camps. The MCA received a grant through The Province - Municipal Relations, of \$750,000. This was for overnight Manitoba owned and operated camps to apply for fixed costs from April 1, 2021-March 31, 2022.

Thirty-one camps received a portion of the funding after applying for the grant, which was approximately 29% of the fixed cost amounts submitted; \$50,000 was the maximum amount allotted and 3 of the 31 camps were at that threshold; approximately 16% of their budgets.

With camps still struggling to come back from huge expenses and loss of revenue and running camp throughout the worst of the pandemic, this small portion of funding toward camps fixed costs was greatly appreciated by the camps to be acknowledged with funding for their sector.



Accreditation

We want you to know we are still accrediting camps in Manitoba. As overnight camps were not allowed during the pandemic crisis in 2020 and 2021, we got back to visiting sites this past summer. Thirteen camps with new camp directors had a pre-accreditation visit, preparing them for next years accreditation visit.

Our team of accreditors, made up of the MCA executive director, and another 2 or 3 members of either the Standards and Accreditation committee, the MCA board or directors with years of experience from other camps, visit each of our accredited camps every three years to ensure camps are safe and follow best practices in safety, risk management, programming, supervision, and government requirements (water, food, etc.) in the Manitoba Recreation Act. The two years in between visits, camps sign a statement of compliance promising to follow the standards of our industry. (Interested in seeing what the standards are all about? You can find the MCA Standards Manual on

our website or here: https://www.mbcamping.ca/_files/ugd/23ea49_75e6bab930df4b66b6c85ace19124f67.pdf)

COVID didn't keep us from keeping camps safe; camp directors and staff at our Accredited camps have continued to work hard at ensuring safety for campers and staff at all times. Camps have been incredible with their resilience over the past 2.5+ years and they are working hard at continuing to be their best in communities across Manitoba and NW Ontario.

Know someone who should go to or work at camp? Thinking about giving the gift of camp this Christmas season? You can find a list of our Accredited camps on our website or here <https://www.mbcamping.ca/find-an-accredited-camp>.

Remember, Accredited camps are the ones that follow our Standards and should be number one on your list of going to or working at camp.

Winnipeg Free Press

The MCA/Sunshine Fund would like to thank the Winnipeg Free Press for including a weekly Sunshine Fund story during camping season.

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