

Manitoba Camping Association

Annual General Report | For the year 2025

Meeting held on April 9, 2026



AGENDA

Thursday | April 9 | 2026

1. Call to Order
2. Welcome – Land Acknowledgement, Introductions
3. Establish Quorum
4. Approval of Agenda
5. Adoption of Minutes from last year's AGM
6. Reports:
 - a. MCA President – Jared Clarke
 - b. MCA Executive Director – Kim Scherger
 - c. Nominations – Lexie Yurman
7. Accreditation
8. Audited Financial Report & Appointment of Auditors – Todd Buhr
9. New Business
 - a. Board of Directors Re-election
 - b. Other
10. Adjournment



4. Approval of Agenda

Manitoba Camping Association 2024 AGM Minutes

April 10, 2025 at 11:30 AM

MCA Office

1. Call to Order
2. Welcome, Land Acknowledgement, Introductions
 - a. Kim – Welcome to all!
 - b. Land Acknowledgement
 - c. Jared Clarke, Kim Scherger, Audrey Hicks,

3. Establish Quorum

In attendance: **15** Camps & the MCA were represented by **29** people

In-Person Attendance

Dan Ingram
Nancy Paschke
Andrew Sevigny
Sydney Boerchers
TJ Penner
Jared Clarke
Andrew Stienstra
Chelsie Zylstra
Duane Goertzen
Nadalene Cooper-Khan
Gemma Bennet & Robbi
Brent Johnson
Elton DaSilva
Dale & Candace Wiebe
Roland Rivard
Spencer Kushnir
Emma Wynne
Nate Remple
Dana Moroz
Todd Buhr
Kim Scherger
Kayla Yakielaschuk

Camp

MCA Board / Circle Square Ranch
MCA Staff- Standards and Accreditation Coordinator
Dauphin Bible Camp
Dauphin Bible Camp
Gimli Bible Camp
MCA Board - President
Camp Arnes
Turtle Mountain Bible Camp
Roseau River Bible Camp
MB Government
YMCA Camp Stephens
International Music Camp
Camp Arnes
Winkler Bible Camp
St Malo Catholic Camp
Manitoba Pioneer Camp
Camp Nutimik
Manitoba Pioneer Camp
MCA Staff - Sunshine Fund Manager
MCA Board Treasurer
MCA Staff - Executive Director
MCA Staff - Community Outreach Coordinator

Zoom Attendance

Jeff Hofer
Kathryn Avery-Deines
Michael Bergen
Ian Baruch
Erin Kangas

Camp

Camp Manitou
Rock Lake United Church Camp
Valley View Bible Camp
MCA Board
MCA Board

4. **Adoption of Minutes from 2023 AGM**
MOTION TO ADOPT THE AGM REPORT
MSC2025-01

MOTION TO ADOPT MINUTES
MSC2025-02

5. **Reports**

a. **MCA President** – Jared Clarke - The MCA is in an incredible position because of the incredible staff that we have. They represent camp well everywhere they go and create incredible resources to send kids to camp through the Sunshine Fund. Special thanks to Kim and the MCA Team for all you do. Special thanks to those leaving the Board – we appreciate what you brought to the team: Leanne, Janet, Andrew

b. **MCA Executive Director** – Kim Scherger - Special thanks to the MCA Staff. Kayla will be focusing more of her work in Winnipeg rather than outside the city. There were some great events last summer. Sunshine Fund applications are now online and numbers are climbing back up. Last year Sunshine Fund sent 548 kids to camp. Dana is doing a great job with grant writing and has found some new grants for this year. Kim is now a trainer of the International Camp Director Trainer course and will be running the course in the Fall with Jared. Shared appreciation for the Board and how they are always willing to step in and help

c. **Nominations**

Continuing on in MCA Board positions: Jared Clarke, Lexie Yurman, Erin Kangas, Nancy Paschke & Ian Baruch

New nominations: Andrew Sevigny, Carla Ackerman

MOTION TO ACCEPT THE REPORTS AS PRESENTED
MSC2024-03

6. **Accreditation and Plaque Presentation**

Beaver Lake, Dryden

7. **Audited Financial Report & Appointment of Auditors** – Todd - Clean Audit. Statement of position as of Dec 2024. Noted Net Assets – surplus of the MCA. Healthy position, no concerns. Statement of operations: money in, money out (revenue), net increase 144,000. Last page listing the surplus. Ending with the cash position how it changed from 2023 to 2024.

No questions from attendees.

Note from Jared – in recent years, MCA has accumulated a lot of cash. Insight to what the board is doing: a committee has been formed to assess and determine options for investment that will best

serve the MCA and SF. Todd has come on the field to provide wise guidance in the area of finances and donations.

Todd making the motions:

MOTION TO APPOINT AUDITORS, SCARROW AND DONALD LLP FOR 2025 AUDIT
MSC2024-04

MOTION TO ACCEPT FINANCIAL STATEMENTS AS PROVIDED
MSC2024-05

8. New Business

a. Standards and Accreditation Update

Highlighting the standards required for MCA and completed a new file to help provide clarity.

E.g. Swimming, Water sports, Ropes course, Archery

Focusing on best practices, including areas that were missing.

Recognizing that the camp landscape is broad, and sites/programs are very different.

Attention and commitment is made to make sure that the standards are accessible for each camp in their unique setting. Three areas completely revised:

1. Lifeguard & Swimming (was waterfront. Now has its own section)
2. Watercraft
3. Climbing

Question from Andrew: Asking, S2 , headcount – questions, how does SW17 get involved.

Answer from Nancy: The buddy system is a Waterfront system. Not a pool system.

b. Board of Directors –

Continuing in MCA Board positions: Jared Clarke, Lexie Yurman, Erin Kangas, Ian Baruch

New nominations: Andrew Sevigny, Carla Ackerman

MOTION TO APPROVE NEW SLATE OF BOARD MEMBERS
MSC2024-06

9. Adjournment

MOTION TO ADJOURN
MSC2024-07

6. Reports

A | President's Report

Jared Clarke

To the members of the MCA:

It is an honour and a pleasure to serve the membership of the MCA in the position of President. I have enjoyed having the opportunity to get to know the fantastic people involved in the camping movement in our region. This year I had the opportunity to join Kim in advocating for the value of Camp with both elected officials and with key Foundation partners. I am excited about the many new things that are happening through the MCA office and firmly believe we have been blessed with a fantastic spokesperson for our industry in our Executive Director Kim and the wonderful staff in the office. I so appreciate her hard work and dedication to advocate on behalf of camps.

I would also like to thank the membership, for continuing to take part and lean into the camping industry. We are better together, and it is this collaborative spirit that makes the camp community such a special place to be a part of. From conferences to random visits at camps it is the community aspect that keeps the association alive and vibrant.

I would like to take a minute to thank all of the members of the board who give of their time and resources to serve the membership. They do a fantastic job and serve with the best interests of the association in mind. Once again it has been a privilege to serve our members in this role and I look forward to the years to come as the camping community continues to grow to meet the needs of the youth in this province.

B | Executive Director's Report

Kim Scherger

This comment has been made to me a few times over this past year: "...and you thought your job would be easier with more staff..."; not that I thought it would be easier, I just knew we would get many more things accomplished. And we are.

The staff I am privileged to work with is my first highlight - Dana, Bowen, Kayla, Nancy - they are incredible individuals who work together toward shared goals: strengthening our camp community, helping more kids attend camping through the Sunshien Fund, raising awareness among families about the fund and encouraging more individuals and businesses to donate.

An exciting change for the MCA in February was the creation of a new part-time position of Standards and Accreditation Coordinator. Nancy Paschke was hired for this role. Her experience as a past camp director for many years and knowing the standards and what accreditation means has been beneficial. We have

valued the work she has completed over the year in overhauling both our reporting process/forms for accreditation visits and the Standards Manual.

Our annual Linked MCA-CCI conference was held during our regular first-week-of-March time frame at Roseau River Bible Camp. What a wonderful time together with 80+ camp people. Matt Wilfrid, CCA Executive Director, was our MCA keynote speaker and Steve Zacharias was the CCI keynote. They both led breakout sessions as well. The 12 breakout sessions over the course of the conference ranged from staff care, staff retention, creating a culture of innovative programming, power of social engineering, project management, hospitality, training trainers on facilitation, understanding adolescent motivation (or lack of) and CCI themed discipleship as a process. Our Vendor lunch was a hit with the vendors being able to chat with camps about their needs and how they can help them. Another successful conference.

Advocacy in the spring and late Fall of 2024 helped to keep things positive for our accredited camps and for the Urban Hometown Green Team funding in 2025. Accredited Camps became one of the priorities for this funding in 2025. Not one accredited camp was denied funding in 2025. I am staying connected with our Government MLA friends via meeting with them a couple times a year at the minimum. When Nancy and I met with Hon Glen Simard and his staff in December, it was almost like we all were old friends reconnecting. I want to ensure our MLA's continue to see the value and importance of camps and why they need to continue to support camps.

Lifeguard and first aid training remained a part of what the MCA offered with the YM/YWCA, TNYF Training Centre, Proficient Training and Camp Cedarwood.

Our Marketing continues to look and sound consistent and wonderful with Bowen's expertise and talent. We continued with digital billboards, bus benches, radio commercials, radio partnerships, and of course our massive summer campaign with the Free Press. Editor Paul Samyn agreed to let us add a story early in September thanking Sunshine Fund donors, then brought a reporter and photographer to our Donor Appreciation Luncheon later in September to write a wrap-up story of the Sunshine Fund and summer campaign with them. What great publicity for the Sunshine Fund. In June we held our third annual Sunshine Cookie Day with White Birch Bakery next door...over 1000 cookies were sold!

Community Outreach coordinator, Kayla has been finding more opportunities to visit schools and community centres who have children in the demographic of those who can use the Sunshine Fund. Her love of camp and diligence in promoting camp/the Sunshine Fund is part of what motivates her. Her creativity had her grant approved and completely funded through From the Ground Up (MB Government) for a Leadership Training Course that took place over two months in the spring. See the details in her summary below.

Through the Sunshine Fund, we were able to send 681 children to summer camp in 2025, costing us over \$357,000 to do so. Dana's 10 years with the MCA/SF, her diligence and hard work both in incredible grant-writing and relationship building with our donors has helped us to reach the amounts needed to send kids to camp. This has been crucial with some big grants folding or no longer giving to us/changing their priorities. Dana's detailed information is below.

Accreditation visits are discussed in detail in Nancy's work summary below; my synopsis is we put on almost 4000 kms visiting 24 incredible and unique camps across Manitoba, NW Ontario and to the International Peace Gardens during the entire month of July (and a couple visits in June). Lots of adventures, lots of good conversation with camp directors, MCA staff (Nancy, Kayla, Bowen) and volunteer visitors - thanks Audrey and Andrew S for sharing your camp knowledge at these visits. We continue to learn from each other to make this experience better each year.

Wrapping up the fall and winter:

- Our Donor Appreciation Luncheon featured some incredibly moving stories from our speakers, which led to a \$15,000 matching donation for our Year-End campaign (for two years) from an individual attending who challenged our donors to give more.
- We created a small partnership with local roaster Colosimo Coffee for our own brand of Coffee, Sunshine Roast, to be sold at future events.
- Staff retreated together at camp to plan our upcoming year. Thanks Circle Square for our adventure.
- Kim and Bowen were asked to rewrite/modernize two modules in the ICDC curriculum (to be used internationally!)
- Professional development for the staff was attending the Global Leadership Summit in Winkler
- Linked Conference planning for 2026

My thanks to the MCA Board of Directors - your support of the MCA, the staff, and your camp expertise and passion is always appreciated for this amazing organization.

Member camps (and those we are having conversations with to become members...) thank you for working with the MCA - I always appreciate our conversations and continued relationships with the work we do together. Remember to let us know how, when we ask, "how can we help?"

The following are the work summaries from our staff team for 2025:

Dana Moroz | Sunshine Fund Manager

- Hosted the Sunshine Fund Coffee Break / instructional video for camp registrar
- Assisted with and attended the Linked conference and AGM
- Participated in Sunshine Cookie day in June
- Attended Golf Tournament in Selkirk in June
- Attended August leadership conference in Winnipeg at Oasis church
- Assisted with Donor Appreciation Luncheon in September; compiled guest list
- Attended CSR staff planning retreat in October
- Processed 681 Sunshine Fund applications
- Thanked all donors and stakeholders for their contributions via email or letter
- Printed and sent out 465 tax receipts to donors
- Continuous grant writing throughout the year; found 3 new organizations to apply for funding, Honda Canada, Canadian Tire, and CIBC, and found sponsorship for 2026 Luncheon
- Helped summer student manage the Sunshine Fund workload

Bowen Furletti | Marketing & Communications

I am pleased to share several key accomplishments over the past year that have strengthened our organization's visibility, engagement, and overall impact across Manitoba. Here are some of the 2025 highlights:

1. Consistent Communication

Maintained regular bi-weekly email communications to camps, ensuring timely updates, resource sharing, and ongoing engagement with our members.

2. Successful Donor Campaigns

Executed both spring and winter donor campaigns utilizing a mix of print and digital strategies. These campaigns successfully increased awareness of the Sunshine Fund and exceeded their respective fundraising goals.

3. Province-Wide Marketing Initiatives

Led and implemented multiple marketing campaigns across Winnipeg and Manitoba. These included radio advertisements on four stations, digital radio placement ads, billboards throughout Winnipeg, and bus bench advertising, working to enhance public visibility.

4. Business Membership Growth

Initiated efforts to expand business membership opportunities, with the goal of increasing access to resources and enhancing benefits available to Member Camps.

5. Sunshine Fund Application Improvements

Supported the development of a new Sunshine Fund application process designed to be more streamlined, user-friendly, and efficient for applicants. While there is still room for improvement, the updates provided a cleaner and more straightforward application.

6. Event Support and Execution

Collaborated with the team to successfully deliver key organizational events, including the Annual Linked Conference, Cookie Day, and the Donor Luncheon.

Overall, these efforts have contributed to stronger community connections, increased awareness of our programs, and continued growth in both engagement and support.



Nancy Paschke | Standards and Accreditation

Having now completed my first year as Standards and Accreditation Coordinator with the MCA, 2025 was very much a year of learning and getting to know our member camps and directors in the capacity of my new role.

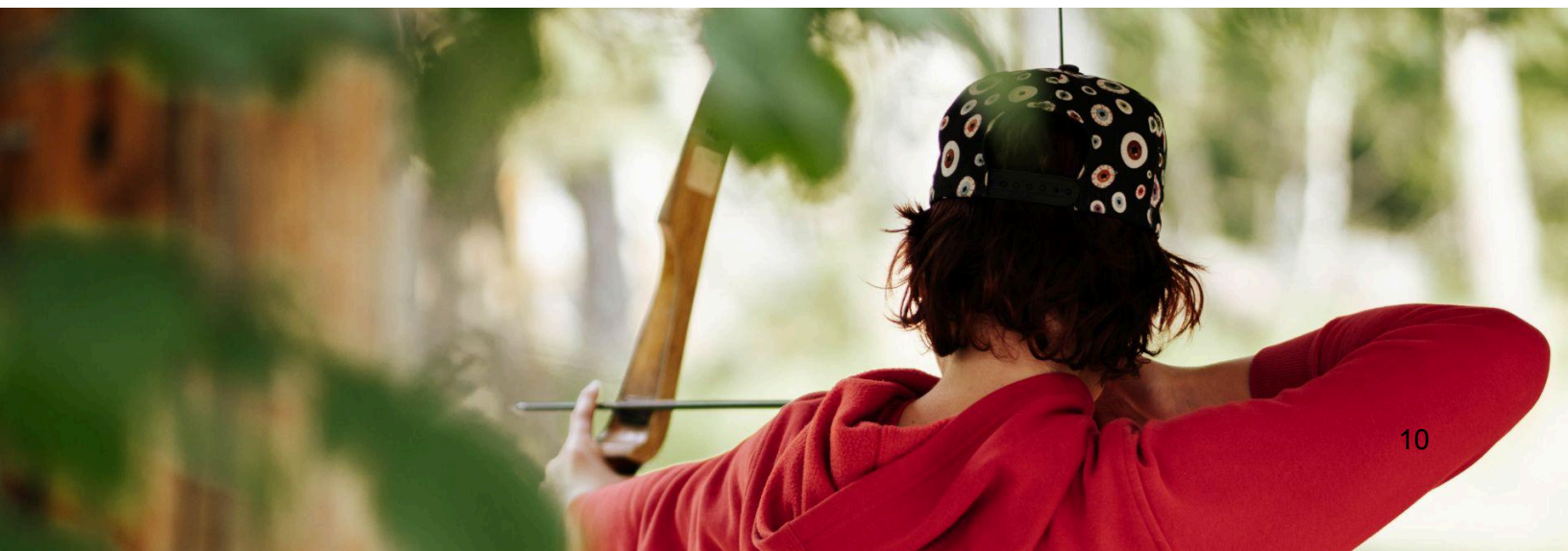
My work began with an in-depth review of the MCA Standards and industry standards. Working with the Standards and Accreditation Committee, we completed much needed updates and revisions to the standards and established clarity of accreditation expectations. A new system was created for the accreditation process (document reviews and site visits) and reporting system for all visit types, allowing the MCA greater integrity and consistency in the accreditation process.

We completed 24 site visits to 22 camps during the summer months:

- Accreditation Visit (4 camps)
- Follow-Up Visit (6 camps)
- New Director Visit (4 camps)
- Accreditation Assessment (4 camps)
- Pre-Accreditation Visit (1 camp)
- Camp Stop-In (3 camps)
- Support Visit (2 camps)

To better support our member camps, Kim and I have worked to strengthen relationships with representatives from Transport Canada, the office of the Fire Commissioner, Manitoba Health, Lifesaving Society and the Canadian Camping Association. These along with other new relationships in the camping industry will remain a priority in my role as they allow us greater awareness as it pertains to regulations, equips the MCA with supports for member camps, and offers the MCA a stronger voice in the industry. Completing my Range Safety Officer certification through Archery Canada in 2025 also allowed me the ability to come alongside several member camps who required additional support for their archery programs. Additionally, I continued to assist Kim with our camp advocacy efforts with the Manitoba government.

It continues to be a privilege and pleasure to advocate for, walk alongside, and support our Manitoba and Northwestern Ontario member camps. I am grateful for the MCA Board, Standards and Accreditation Committee, Kim, and our MCA staff team. They bring so much wisdom to the table and are committed to the strength and success of our Member Camps. We are stronger together.



Kayla Yakielaschuk | Community Outreach

This last year, I was able to attend a number of events and schools to promote camps and help more families get connected through the Sunshine Fund.

Much of this outreach was done through:

- Hosting camp parent info nights at a number of schools
- Attending several community barbeques and family day events
- Having booths at markets and resource fairs throughout the city
- Attending tradeshow
- Connecting with youth organizations and resource centers to promote the Sunshine Fund to their participants.

Spring of 2025 was busy with facilitating a youth leadership development program, thanks to the province of Manitoba's From the Ground Up community grant.

This program ran over the course of two months, and focused on leadership and principles for working at camp. Topics included childcare, first aid, safe food handling, conflict and communication, and more.

Through this, participants were given opportunity to apply their learned skills at a local youth organization, and also helped to create "camper kits" and bake cookies for a local community group.

Over the summer I continued to attend community events, as well as attending a number of accreditation visits.

C | Nominations

Lexie Yurman

NAME	ROLE		Completing	
Todd Buhr	Treasurer	2 year term	1st term	2nd year of 1 st term
Chelsie Zylstra	Secretary	2 year term	1st term	2nd year of 1 st term
Audrey Hicks	Standards Liaison	2 year term	1st term	2nd year of 1 st term
Dan Ingram	Member-at-Large	2 year term	1st term	2nd year of 1 st term

- Todd, Chelsie, Audrey and Dan can renew for another term (2 years). This will then be their second, 2-year term.
- All are letting their names stand for re-election.

7. Accreditation

Camp Massad - Re-Accredited

Circle Square Ranch - Re-Accredited

Dauphin Bible Camp - Re-Accredited

Simonhouse Bible Camp - Re-Accredited

8. Audited Financial Report & Appointment of Auditors | Todd Buhr

- Year-end audit was completed for 2025 by Scarrow & Donald – see attached
- Auditors for 2026 to be appointed
- Recommendation for Scarrow & Donald to be our auditors for 2026 audit

9. New Business

- a. Board of Directors - Re-election of those letting their names stand
- b. Other

10. Adjournment

