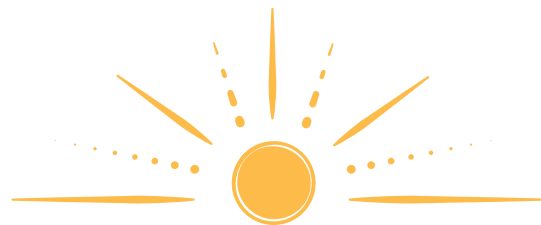


# ANNUAL GENERAL REPORT

YEAR 2024

THURSDAY | APRIL 10 | 2025



MANITOBA  
**CAMPING**  
ASSOCIATION

SUNSHINE  
**FUND**

# AGENDA

THURSDAY | APRIL 10 | 2025

1. Call to Order
2. Welcome - Land Acknowledgement, Introductions
3. Establish Quorum
4. Adoption of Agenda
5. Adoption of Minutes from 2024 AGM
6. Reports:
  - a. MCA President - *Jared Clarke*
  - b. MCA Executive Director - *Kim Scherger*
  - c. Nominations - *Audrey Hicks*
7. Accreditation and plaque presentation
8. Audited Financial Report & Appointment of Auditors - *Todd Buhr*
9. New Business
10. Adjournment





# ADOPTION OF MINUTES FROM 2024 AGM

Manitoba Camping Association AGM Minutes

April 10, 2024 | 11:30 am

MCA Office

## 1. Call to Order - Jared Clarke

## 2. Welcome - Land Acknowledgement, Introductions - Kim Scherger

## 3. Establish Quorum

In attendance: 16 Camps & the MCA were represented by 28 people

NAME   In-Person Attendance	CAMP
Dan Ingram	Circle Square Ranch
Erin Kangas	MCA Board
Nancy Paschke	Camp Nutimik & MCA Board
Andrew Sevigny	Dauphin Bible Camp & MCA Board
Sydney Boerchers	Dauphin Bible Camp
Janet Peters	MCA Board
Brittany Girard	YMCA - YWCA Winnipeg
Mike Whalen	YMCA - YWCA Camp Stephens
Lexie Yurman	BB Camp & MCA Board
Leanne Slobodian	MCA Board
Carla Ackerman	Red Rock Bible Camp
TJ Penner	Gimli Bible Camp
Dale Wiebe	Winkler Bible Camp
Lisa Van dijk	Luther Village
Dani	Luther Village
Jared Clarke	MCA Board
Ian Baruch	Camp Massad & MCA Board
Jim Crow	Camp Arnes
Andrew Stienstra	Camp Arnes

NAME   Zoom Attendance	CAMP
Chelsie Zylstra	Turtle Mountain Bible Camp
Jeff Hofer	Camp Manitou
Don Roe	Gimli Bible Camp
Michael Bergen	Valley View Bible Camp
Nadya Langelotz	Camps with Meaning

**Guests:** Kim Scherger (MCA Staff), Rick Scherger (MCA Staff), Dana Moroz (MCA Staff), Kayla Yakielashek (MCA Staff), Todd Buhr (Accountant), Jisoo Jang (CCI), Toy Stewart (CCI), Aenx Miers (CCI)

**Regrets:** N/A

#### 4. Adoption of Minutes from 2023 AGM

MOTION TO ADOPT MINUTES

Moved | 2nd | Carried

(MSC2024-01)

#### 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 - Andrew Sevigny

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

New nominations: Audrey Hicks, Todd Buhr, Chelsie Zylstra & Dan Ingram

**MOTION TO ACCEPT THE REPORTS AS PRESENTED**  
(MSC2024-02)

Moved | 2nd | Carried

## 6. Accreditation and Plaque Presentation

Rick presented the plaques and special thanks to “Laser all the Things”.

Accreditation Plaques presented

- Camp Arnes
- Camp Assiniboia
- BB Camp
- D-Camp Briardale
- Gimli Bible Camp
- Luther Village
- Camp Manitou
- Mini-U Camps
- Camp Nutimik
- Camp Cedarwood
- Camp Quality
- Red Rock Bible Camp
- St. Malo Catholic Camp
- Camp Wannakumbac
- Camp Wasaga
- Variety Camp Brereton
- Calvary Temple Camp

## 7. Audited Financial Report & Appointment of Auditors - Leanne Slobodian

Report has been sent out and audit completed by Scarrow & Donald and no issue was found with the financials.

Special thanks to Leanne

**MOTION TO ACCEPT FINANCIAL STATEMENTS AS PROVIDED**

Moved | 2nd | Carried

(MSC2024-03)

**MOTION TO APPOINT AUDITORS, SCARROW AND DONALD LLP FOR 2024 AUDIT**

Moved | 2nd | Carried

(MSC2024-04)

## 8. New Business

**a. Board of Directors** - Outgoing and Election of New

**MOTION TO APPROVE NEW SLATE OF BOARD MEMBERS**

Moved | 2nd | Carried

(MSC2024-05)

Special mention that the MCA is a community that works together and we are here for each other. Please connect with each other over lunch and stay connected.

## 9. Adjournment

**MOTION TO ADJOURN**

Moved | 2nd | Carried

(MSC2024-06)



**a. President's Report**

# Jared Clarke

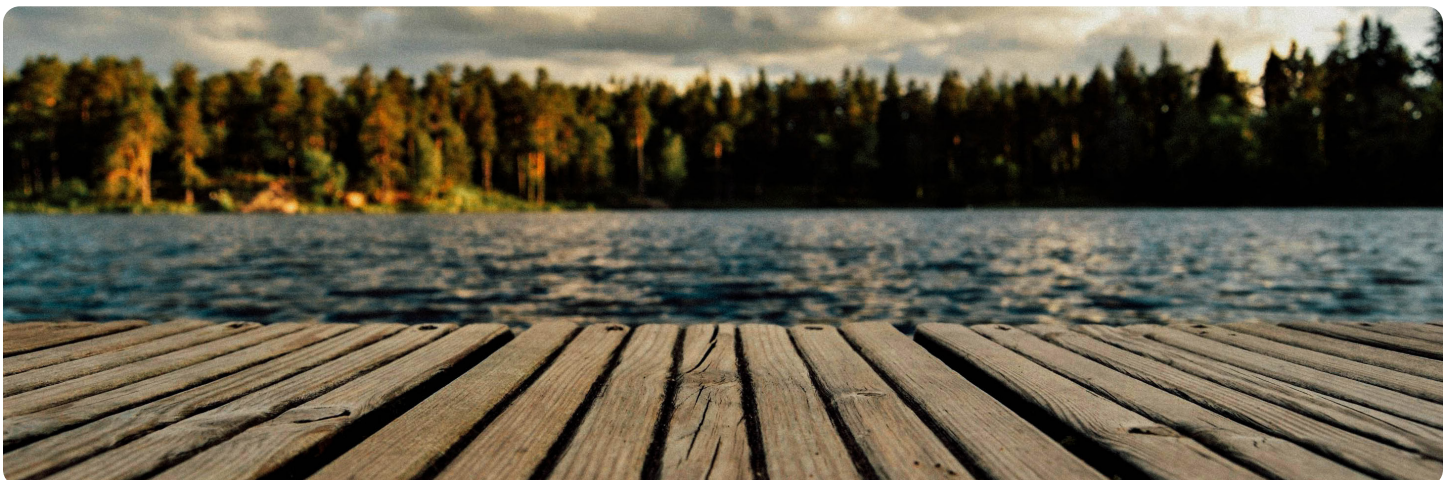
To the members of the MCA:

It is an honour and 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. It was an honour for me to be a part of training up the next generation of Camp leaders at the International Camp Directors course that was hosted here at Roseau River Bible Camp in the fall. 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.

Sincerely,  
**Jared Clarke**  
President MCA



## b. Executive Director's Report

# Kim Scherger

What a year for the MCA! Recently in conversations, random people have asked me if I/the MCA has started to gear up to have a busy season in the next couple months...my response has literally been a laugh, followed by "the entire year has been a busy season for us..."

One of our first big events in 2024 was participating in the Manitoba Outdoors Show at the end of January, with six MB camps joining us for it. We created a great partnership with John (the event coordinator) for a few years. He believed in camp and always gave us a 50% discount...he said people always loved our 1000 square foot camp involvement. Unfortunately, that was our last time for that Show, as John passed away in January 2025.

As our office lease was expiring in 2024, we moved in April to a second floor space, one block away that is nearly twice the size. Updates were arranged prior to move in and they painted, carpeted/laminated our new space; bonus is we are paying less than for our old space: a win-win. The main building hallway/stairwell/lighting and washrooms have recently been renovated, so things are looking lovely.

Our annual Linked MCA-CCI conference was held during our regular first-week-of-March time frame at Camp Arnes. The blizzard didn't hamper everyone's spirits too much. We brought in keynote speaker Joel Hilchey from southern Ontario; he was a dynamic presenter using mouse traps, juggling and getting himself inside a giant balloon. Breakout sessions ranged from conflict management, communication, inclusion, project management; these were some of the education pieces for our camps attending. National CCI board members joined us and were part of the leadership of keynote and sessions. Was a great conference for approximately 80 people. They keep getting better each year!

Advocacy for camps was added to the agenda quite suddenly early in May when one-third of the camps who applied for funding were denied funding for no apparent reason, later than normal in the spring, and the media and government had a hay-day with this. Television, radio and newspaper interviews became priority for Kim for about 3 weeks, which started visits to the Manitoba Legislature for Question Period (we were 15 strong with camp directors, MCA board members and staff), and meetings with Honourable Ian Bushie's office (Minister of Municipal and Northern Relations {Urban Hometown GreenTeam portfolio} at the time). An excellent relationship began with them and \$150,000 was granted to the MCA finally in July to administer to those camps denied funding. I cannot say enough to camps, get to know your MLA.

With the marketing budget increased by the board for 2024, we ventured into new marketing territory with Rick creating digital billboards, bus benches and radio commercials, advertising three themes: 'go to camp', 'donate to the Sunshine Fund' and 'use the Sunshine Fund'. Hope you saw/heard some of them/these.

March to June brought lifeguard and first aid training, partnering with the YM/YWCA and finally being able to offer the NL Waterfront Crossover Course for our camps' lifeguards. Five lifeguards now have their NL Waterfront. There will be more opportunities for this annually.

We also expanded our Sunshine Cookie Day (2nd year) by partnering with the bakery next door to us - White Birch. They baked almost 900 cookies which were sold out by 2pm, thanks to our promo efforts and bringing in QX104 Radio on location for 4 hours.

## Executive Director's Report cont.

We moved from preparing for accreditation visits with camps to going to those visits starting early July and throughout the summer. We visited 14 camps across Manitoba: from the western edge of Riding Mountain to as far east as Dryden, ON. Welcome to newly accredited Beaver Lake Camp, ON, now an MCA member camp. Thanks to staff Kayla, board members Audrey & Nancy and other camp directors Steve, Dan, Becky, Andrew S, Lexie, Ad, Howard, for your assistance with our visits. Reports of the visits and quite a bit of follow-up and reviewing standards happened over the summer and fall, keeping staff and the Standards and Accreditation committee very busy.

The Fall brought staff changes with Rick leaving and moving on to his next adventure; we are grateful for the 6 years he worked for the MCA - setting up and running our communications and marketing department for the MCA/Sunshine Fund.

Filling that role, we were very fortunate to hire on Bowen Wiebe who brings to the MCA, besides a love for camp from growing up/working there, his experience in communicating, marketing and brand design. Bowen began just before our annual Donor Appreciation Luncheon mid September and continues to show his incredible talent modernizing our MCA/SF brand in all he does/promotes and organizes for us.

In October, we hosted the five-day International Camp Director Course (ICDC) for 12 participants from Manitoba, Saskatchewan and BC camps. This was an incredible experience hosted at Roseau River Bible Camp for trainers Kim (MCA) and Jared Clarke, with assistance from Bowen and Kayla. Our hope is to offer it every second year in Manitoba, the next one in the Fall of 2026.

The year ended with Kim attending the CCI National conference in Montreal, connecting and learning with so many of our MCA camps...a great experience.

An end-of-year budget decision was made by the board to include a new staff position in 2025 for a Standards and Accreditation Coordinator. This role will aim to alleviate the workload that has been heavily increased over the past few years with many new camp directors and helping camps prepare for accreditation. Having someone in the role to constantly be involved with and review our standards and accreditation process will be another sign of growth and focus on the importance of standards and accreditation within Manitoba and northwestern Ontario.

My thanks go to the incredible team I now work with - Dana, Bowen, Kayla, Nancy (2025) and our summer student Eve; they help to make our work exciting and together we are encouraging and supporting each other while we work for MCA camps and the Sunshine Fund.

Thanks also to the MCA Board of Directors - you are there checking in with me and supporting our amazing organization with your expertise in many different areas in and out of the camp community. Lastly, thanks to our member camps and those thinking about joining the MCA; I appreciate our conversations and the continued relationships and work we do together.

Sincerely,  
**Kim Scherger**  
Executive Director



## Executive Director's Report cont.

### **Dana Moroz** | Sunshine Fund Manager

2024 was a very successful year for the Sunshine Fund! I am proud we have made a significant impact in 2024 by sending 603 children to summer camp. \$292,000 was spent to accomplish this goal. The appreciation for the gift of summer camp is evident in the Winnipeg Free Press Sunshine Fund family stories.

We faced new challenges in 2024 when two long term donors decided to cut funding completely and a third donor informed us that their Foundation was closing its' doors in December of 2025. The Thomas Sill Foundation transferred its' funds to the Winnipeg Foundation and restructured how funding would be distributed. All funds are now only distributed in rural areas of Manitoba where Mr. Sill made his living. Therefore, the MCA no longer has the option to apply for funding. Secondly, the Winnipeg Foundation where we were granted \$20,000 annually to support camperships, they have also denied us further funding due to not aligning with the Human Right's code (their perspective).

Our donors came through for us again this year, and our online donations had a retention rate of 69.2 %. In my opinion, our donors are responding positively to the way we are stewarding them throughout the year. I was able to visit with many donors last September during our luncheon, and it was great to see a lot of repeat attendees. Those who attended had exceptionally positive feed back about all aspects of the luncheon.

Each donor who donates to us is thanked via a handwritten letter, an email note or a phone call. This is done on ongoing basis as donations come in year-round. Grant writing is also done year-round and I apply to new grantors every year with the goal of expanding our grantor base.

Starting in February of 2024, our Sunshine Fund application processed opened up (with an online option for the first time) and with the help of our summer student, we were able to process all applications that came in. Our goal is to continue in the same manner in 2025, with the hope of reaching a goal of 650 children to summer camp.

Finally, I want to add that I really appreciate the entire Board, and your ongoing support. I also want to add that Kim is an excellent leader of this team, and I am very grateful to be working along side her and my colleagues.

### **Bowen Wiebe** | Communications and Marketing

I am pleased to share key accomplishments that have strengthened our organization's presence and outreach. As I stepped into the role in September, looking back, we have made progress in enhancing our visibility and engagement.

#### 2024 Accomplishments:

##### Website Redesign & Launch

Successfully designed and launched a new website, improving user experience, accessibility, and engagement with our programs and initiatives.

##### Branding Refresh

Revised the logo and branding for both the Manitoba Camping Association and the Sunshine Fund, modernizing our look and strengthening brand recognition.

## Executive Director's Report cont.

### Successful Year-End Campaign

Despite the Canada Post strike, we ran a strong year-end fundraising campaign, demonstrating adaptability and resilience in reaching our donors.

### Revised our Camp Communication

Created a regular schedule to distribute and connect with Camp Members. Providing information on training, grants and MCA updates.

### Looking Ahead to 2025:

Building on this momentum, we plan to expand our marketing efforts with increased campaigns utilizing: Billboards, Radio advertising, Bench signs

These initiatives aim to enhance awareness, encourage program participation, and drive more donations to support our mission.

### Kayla Yakielashek | Community Outreach Coordinator

In 2024, I spent time looking for new opportunities for the MCA to get into the community. This was done through reaching out to resource centers, community organizations, and schools. From that, I attended a number of school conferences, community resources fairs, facilitated camp info sessions, and provided outreach materials to various organizations to have available to their patrons.

Aside from community outreach, my time was spent grant writing, attending a number of accreditation visits, helping with administrative work for accreditation, and attending various events and the International Camp Directors Course.

In the fall of 2024, we received a grant from the provincial government to facilitate a 6 week leadership development pilot program as part of community outreach efforts. The end of my year was spent on the planning process for this project, which will begin April 2025.



### c. Nominations Committee Report

NAME	ROLE			
Jared Clarke	President	2 year term	2nd term	2nd year
Lexie Yurman	Vice-President	2 year term	2nd term	2nd year
Erin Kangas	Member-at-large	2 year term	2nd term	2nd year
Ian Baruch	Member-at-large	2 year term	1st term	2nd year

- Jared , Lexie & Erin can renew for one more term (2 years)
- Ian can renew for his second term (2 years)
- All are letting their names stand for re-election

### New Nominations

#### **Andrew Sevigny**

Executive Director | Dauphin Bible Camp

Andrew comes with many years of experience in the camp industry. Starting as a teenager Andrew served at Valleyview Bible Camp for 7 summers in numerous roles, followed by 2 summers as a Program Director at Dauphin Bible Camp and a summer at Gimli Bible Camp as the Leader Development Program leader. In 2012 Andrew began full time at Dauphin Bible Camp as the Site Director and stepped into the Camp Director role in 2015 for 2 years. Following the summer of 2016 Andrew served at Roseau River Bible Camp as the Programs Director full time before moving back to Dauphin in early 2019 to take on the Executive Director role in which he currently serves.

Andrew has 6 years of experience on the MCA board previously before stepping away for a year after his 3 terms served. Andrew also serves on the Parkland Chamber of Commerce board in which he has been a part of for 5 years.

#### **Carla Ackerman**

Director | Red Rock Bible Camp

From childhood, I've been a camp girl: as a camper for 8 summers, the nurse's daughter, 8 summers of staff and 10 years of volunteering. Being a Camp Director is my dream job become reality! Before becoming the Director of Red Rock Bible Camp, I worked in Christian Higher Ed administration for over ten years. I'm married to a California-born guy and we have four adult children. Together we have lived in California, Costa Rica, Ecuador and now Canada: back to Manitoba where I was born and raised. There is nothing like a week at camp for a kid. We, as camp workers, have the incredible privilege to positively impact the lives of kids each summer. A lot of great growth can happen for a child at camp, impacting them for the rest of their lives.

## 7 ACCREDITATION

ANGLICAN MEMORIAL CAMP | Re-Accredited  
BEAVER LAKE CAMP | Accredited (First time Accreditation)  
CAMP KOINONIA & CAMPS WITH MEANING | Dual Re-Accredited  
CAMP NUTIMIK | Accreditation Stands  
CAMP STEPHENS | Re-Accredited  
CALVARY TEMPLE | Accreditation Stands  
MANITOBA PIONEER CAMP | Re-Accredited  
RED ROCK BIBLE CAMP | Accreditation Stands  
ROSEAU RIVER BIBLE CAMP | Re-Accredited  
TURTLE MOUNTAIN BIBLE CAMP | Re-Accredited  
VALLEY VIEW BIBLE CAMP | Re-Accredited  
WELLMAN LAKE UNITED CHURCH CAMP | Re-Accredited  
WINKLER BIBLE CAMP | Re-Accredited  
WILDERLAND ADVENTURES | No Accreditation - withdrew application

## 8 AUDITED FINANCIAL REPORT & APPOINTMENT OF AUDITORS

Todd Buhr

- Year end audit was completed for 2024 by Scarrow & Donald - see attached
- Auditors for 2025 to be appointed

Recommendation for Scarrow & Donald to be our auditors for 2025 audit

## 9 NEW BUSINESS

1. Standards Update (see attachement) - Audry Hicks & Nancy Paschke
2. Board of Directors - Outgoing and Election of New - Jared Clarke

## 10 ADJOURNMENT