



CAMP OUCH & CAMP TRILLIUM



2020

ANNUAL
REPORT



IMPACT

YOU CAN TRUST

Camp Ooch & Camp Trillium (merged in 2020) is a privately funded, volunteer-based organization that provides children with cancer and their families with unique opportunities for growth through fun and challenging camp-inspired experiences.

We strive to ensure that every child with cancer in Ontario, and their family, has access to fun, enriching, and magical experiences—irrespective of geography, financial status, ability, and/or medical care needs.

Our camp-inspired programs deliver fun, friendship, and community to children and their families at no cost to them year-round, all across Ontario. New in 2020 were virtual programs that reach kids and families living in isolation wherever they are.

At Camp Ooch & Camp Trillium, we define kids by who they are, not by the disease they have—we give kids the chance to just be kids, together, and with their families.



Message from the CEO and Chair of the Board

In January 2020, Camp Ooch & Camp Trillium took a historic step and merged two leading pediatric oncology camps together, to enable broader support for families across Ontario.

Staff began to integrate every aspect of our operations from day one. COVID arrived soon after, but our newly merged team did not miss a beat, moving into high gear to meet the needs of every family member affected by childhood cancer. We launched our first ever virtual program for March Break in the first days of COVID. This, and other programs like it, proved critical, connecting and engaging 1,650 kids and their families in 2020, including more than 200 families new to cancer.

Virtual summer camp had kids spending time outside and away from screens—with flexible schedules, and physically and socially interactive activities that borrowed traditions from both camps. Surveys told us that kids and parents felt a sense of inclusion and connection. COVID, as it turned out, could not stop camp!

The silver linings of virtual programs are many—we reached more families from Ottawa, Kingston, London and Hamilton in 2020 compared to all of 2019, since geographic barriers were removed, and kids in the hospital were able to attend virtual summer camp. In-hospital programs resumed in-person in the fall with one-on-one bedside visits from program specialists in full PPE. Our volunteer community stuck by our side, supporting programs, packing camp-in-a-box kits, and joining online socials or committees.

COVID presented other challenges—with a 30% decrease in revenues we had to restructure to weather the pandemic. We successfully launched unique, virtual events like the Sporting Life 10K and the Paddle Project to keep our community of supporters connected to our mission. We were touched and inspired by seeing our community of supporters give what they could to ensure programming continued throughout the crisis.

A lot has changed because of COVID-19—but the needs of kids and families haven't, in fact they have deepened. Childhood cancer hasn't taken a pause. But neither have we—thanks to supporters like you!



Alex Robertson
Chief Executive Officer

Don McCreesh
Chair, Board of Directors

Alex Robertson, CEO & Don McCreesh, Board Chair

[FROM US](#)[IMPACT](#)[HIGHLIGHTS](#)[COMMUNITIES](#)[PATH TO PLAY](#)[CAMP MAGIC](#)[FINANCIAL](#)[THANK YOU](#)

Camp is more than a place, it's a community.

Our community rallied in 2020 to make sure that kids and families felt supported and connected, despite the deepening isolation forced upon them by the COVID-19 pandemic. Our virtual camp programs are accessible and engaging, maximizing a Camper's ability to get moving, thinking, and interacting with their peers. Customized camp experiences delivered year-round by experienced staff and volunteers offered a healthy mix of activities for the whole family at home, or in the hospital.



Summer Camp

Virtual summer camp still keeps kids connected to camp friends, builds camp memories and teaches new skills. Camp traditions and cabin time continue online, and kids discover a new level of self-confidence, just like before!



In-Hospital

Bedside one-on-ones are fun for kids and give parents respite during stressful times. Kids experiencing deep isolation are safely interacting online with other kids both inside and outside the hospital.



Community

Virtual programs for the whole family are engaging and get everyone moving and interacting with their peers. Programs are enhanced with the delivery of camp kits, paired with engaging programs for all ages.



416
volunteers

supported
our programs
in 2020

1,650
campers and
their families

participated in camp-
inspired programming
in the hospital or
virtually from home



4,200
one-on-one
in-hospital
experiences

were created at 3
Ontario paediatric
oncology hospitals

200
new families

accessed
programs for
the first time



39%
more families

living outside the
GTA participated
in our programs



9,500
virtual
experiences

were
delivered
across
Ontario





Connecting us all!

Cancer doesn't stop at city or regional boundaries, and now, neither do we!

The primary goal of our historic merger on January 1, 2020 was to create a province-wide organization that reaches every child and family affected by childhood cancer in Ontario, and expand our camp-inspired programs to meet them wherever they are in their journey.



Our in-hospital program partners

- SickKids
- McMaster Children's Hospital
- Children's Hospital at London Health Sciences Centre
- Southlake Regional Health Centre
- Credit Valley Hospital (Trillium Health Partners)
- Rouge Valley Centenary (Scarborough Health Network)

📍 Camper communities across Ontario

Ajax	Brampton	Concord	Markham	Sault Ste. Marie
Alliston	Branchton	Corbyville	Maxville	Scarborough
Arnprior	Brantford	Courtice	Milton	Schumacher
Aurora	Brighton	Dunville	Mississauga	Sharon
Baden	Bright's Grove	Dunrobin	Mitchell	Skead
Bancroft	Bruce Mines	East York	Mono	St. Catharines
Barrie	Burlington	Eganville	Moorefield	St. Thomas
Beamsville	Caledon	Embro	Mount Albert	St. Williams
Beaverton	Callander	Essex	Mt. Brydges	Stevensville
Beeton	Cambridge	Etobicoke	Nepean	Stittsville
Belleville	Carleton Place	Foxboro	New Lowell	Stoney Creek
Bolton	Chatham	Gatineau	Newmarket	Stouffville
Bowmanville	Clayton	Gloucester	Niagara Falls	Stratford
Bradford	Collingwood	Goderich	Nobleton	Sudbury
		Gravenhurst	North Gower	Tavistock
		Grimsby	North York	Thornhill
		Guelph	Norwich	Thunder Bay
		Hamilton	Oakville	Timmins
		Hammond	Orangeville	Toronto
		Harriston	Orillia	Uxbridge
		Kanata	Orleans	Vanessa
		Keene	Oro-Medonte	Vaughan
		Kenora	Osgoode	Victoria Harbour
		Keswick	Oshawa	Waterdown
		Kingston	Ottawa	Waterloo
		Kitchener	Paris	Welland
		Kleinburg	Peterborough	Wheatley
		Limoges	Port Colborne	Whitby
		Lisle	Port Hope	Williamsville
		Little Current	Port Perry	Windsor
		London	Richmond Hill	Woodbridge
		Manotick	Ruthven	Wyoming
		Maple	Sarnia	

Toronto Head Office

Hamilton Head Office

Ooch Muskoka

OuR Island

Rainbow Lake



Path to Play Outdoor Accessibility Project

Thanks to the generous support of our community, it will now be possible for all Campers to experience the magic of camp, barrier-free, indoors and outdoors!

Given the suspension of our traditional overnight camp programs, significant progress was made on a historic outdoor accessibility project at Ooch Muskoka.

This critically important project will create a socially inclusive environment where Campers of all abilities can develop friendships with their peers and navigate camp with dignity and independence.



New lengthwise decking along the waterfront gives wheelchair users an easy ride to and from various waterfront activities.



A new Camphitheatre overlooks the waterfront, with rows of accessible seating. It serves as the primary gateway to even more accessible paths along the shore.



A new fishing dock supports wheelchair users. A shade canopy provides essential sun protection for Campers who are sun-sensitive, especially during treatment.



The expanded canoe dock with E-Z launch allows Campers with limited mobility to get into a canoe or kayak safely and independently. Now, a cabin group can launch into the water all at once.

CAMP MAGIC IS IN THE AIR!

During a magic-themed campfire, an eager Camper showed an example of some real-life magic—she had just gotten her port removed after finishing treatment. She was so excited to share this important update with all of her camp friends, and even used her magic wand to make the port disappear for everyone to see! In times like these, virtual camp is a great reminder that camp magic is still out there and we are still with kids and families during significant milestones of their childhood cancer journey.

Improving access to programs

New opportunities arose in 2020 to create greater access for Campers of all abilities in all locations across Ontario.

Programs delivered via Zoom technology allowed us to coach Campers using auditory instructions, optimize its chat function or share keyboard shortcuts to help level the playing field for all.

Geographic barriers dissolved with the rapid adoption of virtual programming, and our Path to Play project will soon maximize outdoor accessibility as in-person programs resume in 2021.

Partnerships continued virtually with Camp Oki (congenital heart disease) and Camp Jumoke (sickle cell disease).

Families dealing with the immediate and long-term impacts of childhood cancer carry a heavy financial burden. This burden was even greater due to COVID. That's why our programs are provided at no charge to families.



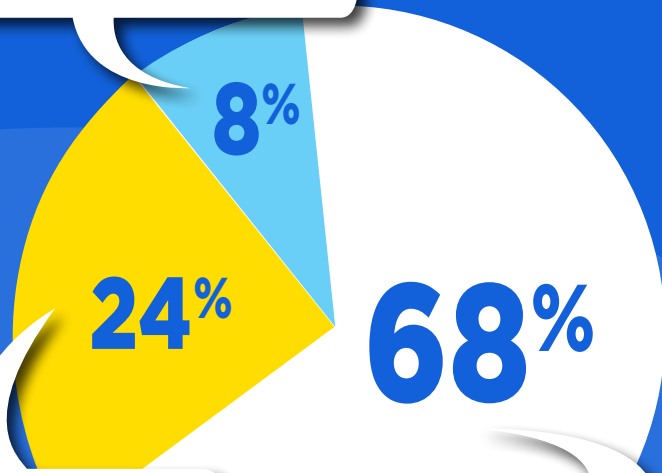


We are a charity that receives no annual government or hospital funding, and relies heavily on event revenue. The global COVID pandemic impacted revenue negatively by 30% in 2020. A successful conversion to virtual special events, plus the continued support of many committed donors carried us through an unprecedented year of disruption, change, and innovation.

Donor Dollars at Work

Total Revenue: \$10,050,592

A strong and **newly-merged administration** ensures a stable and accountable organization



Fundraising and awareness helps us engage and diversify a committed community of donors in the absence of in-person events due to COVID

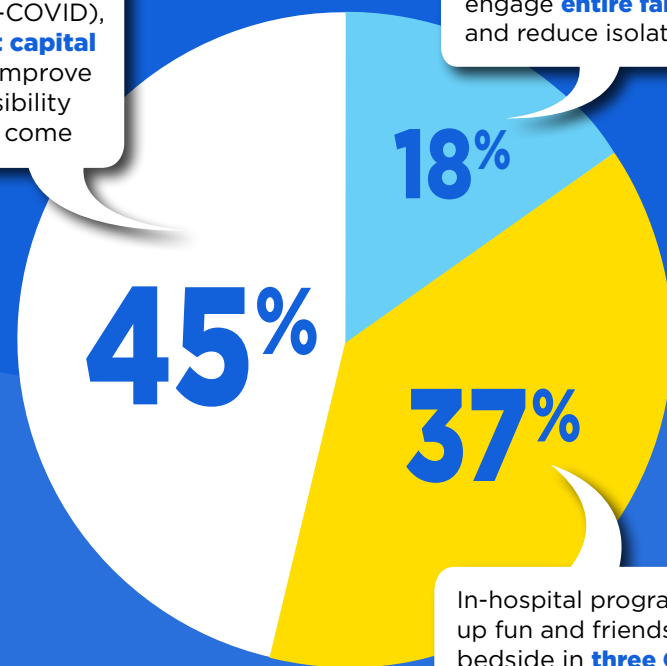
A **heavy focus on program delivery** and innovation throughout the pandemic enables us to reach a similar number of Campers as before

Overnight camp programs (pre-COVID), plus **important capital upgrades** will improve Camper accessibility for decades to come

Program & Capital Spending

Total Expenses: \$11,072,818

Community programs pivoted 100% to virtual formats to engage **entire families** and reduce isolation



In-hospital programs serve up fun and friendship at kids' bedside in **three Ontario paediatric cancer centres**

“

As parents we are so grateful that you were all able to pause, catch your breath and in true camp fashion, move mountains to ensure that the most deserving little souls were given the opportunity to be a part of such an incredible community.

We will honestly be forever grateful for our 2020 virtual summer camp experience. In fact, my sweet anxiety ridden gal has said on more than one occasion that she may just brave “real in person camp” next summer! This is incredible! THANK YOU!”

—Grateful parent

Contact Us:

Camp Ooch & Camp Trillium

1-888-464-6624

oochigeas@ooch.org

Charitable Business: 13111 6022 RR0001



@campooch



@campoochigeas



@campooch

THANK YOU!

**2020 Financial
Statements**

**2020 Volunteer
& Donor List**

**Detailed Impact
Report**

