



2024

Activity Report

ABOUT CAMP AMY MOLSON

WHO WE ARE

Camp Amy Molson is a sleepaway summer camp for youth aged 5-14. We offer three summer sessions of 2-weeks each. We also offer a five-day farm and wilderness program. We operate in Grenville-Sur-La Rouge on 180 acres of land.

MISSION STATEMENT

Our mission is to provide children living in vulnerable circumstances with an affordable, happy, outdoor experience, in which they can build self-confidence, develop positive relationships and learn valuable life skills in an environment that promotes group learning and nurtures each child individually.

VALUES

At Camp Amy Molson, our three core values are, Respect, Community, and Empowerment. All three are an integral part of all programs, training and teaching. They inspire and guide all of our organizational decisions.



OUR EXECUTIVE DIRECTOR

As we reflect on the 2024 season at Camp Amy Molson, I'm proud to share a year marked by growth, renewed energy, and meaningful milestones for our community.

This year, all three of our two-week summer sessions reached full capacity earlier than ever – with waitlists for each session. The continued demand for our programs reaffirms the importance of our mission and the trust we've built with families, schools, and community partners. We also saw major improvements in staff hiring. After several challenging seasons, we were able to recruit a full and talented team – even adding extra counselors to provide additional support. This allowed us to create a more responsive, supportive environment for campers and staff alike.

We introduced two new leadership roles this year to strengthen our team's capacity, with a focus on training, development, and camper care. These changes have helped us better support both new staff and children with higher needs – a growing reality in our work.

The youth mental health crisis continues to be deeply felt in our community, and we remain committed to responding to the ever-growing needs of the young people we serve. Through intentional programming and by ensuring we have the right staff on our team – individuals who are compassionate, skilled, and equipped to meet these challenges – we strive to make camp a place of stability, healing, and growth.

One of the most rewarding indicators of success is the number of former campers returning as staff. This summer, over one-third of our team were alumni of our programs. Watching them step into leadership and mentorship roles reminds us of the lasting impact camp can have and the full-circle nature of our mission.

As always, our commitment remains strong: to create a safe, inclusive, and empowering space where children can grow, connect, and thrive. We will continue to build on our relationships with schools and community centers to reach families who need us most.

To our dedicated staff, generous donors, caring families, and supportive board members – thank you. Your belief in Camp Amy Molson allows us to keep moving forward, stronger each year.

With gratitude,

SHAUNA JOYCE
EXECUTIVE DIRECTOR



Director Team & Board of Directors



SHAUNA JOYCE
Executive Director



DANE SAVOURY
Director of Operations



JAMES O'HAGAN
Camp Director



DYLAN O'HARA
Camp Director

Board of Directors 2024-2025



President - Brian McGirr

Vice President - Josephite McNamara

Treasurer - Elise Pesant

Secretary - Catherine Rousseau

Director - Jake Burack

Director - Cynthia Joy

Director - Jeff Clarke

Director - Jesse Heffring

Director - Olivia Choquette



2024-2025 Timeline

APR

Farm and Wilderness Camp

Young Roots Farm invited campers aged 12 to 17 to explore self-discovery through nature and their personal interests. The program featured workshops and meditation sessions, achieving remarkable success with the largest group to date.

Picnic with a Purpose

On September 1st, we launched round two of our fundraiser with a farm-to-table feast by Montreal chefs. The day included farm tours, live music, swimming, and boating, all celebrating the uplifting of young spirits!

Letter Writing Campaign

Our Board of Directors participated in another successful letter writing campaign to update donors on our present needs. Thanks to this campaign we were able to meet our campaign goals!

AUG

Tyndale Family Camp

An exciting collaboration with Tyndale St-Georges saw a congregation of 93 people engaged in enchanting activities, including nature trails and beach outings. The event was a success, leaving families grateful and content.

SEP

Corn the Roasting XII

Oh Shucks...The 12th annual corn roasting event was a total hit! With almost 200 attendees and volunteers. With beautiful weather, food, activities and music, it certainly was a day to remember.

2024-2025 Timeline

OCT

Mad Science Extravaganza

CAM4Ever threw a Halloween bash at Tyndale's Community Centre, inviting kiddos from the neighborhood for a spooktacular shindig! It was a hauntingly unforgettable fiesta, packed with thrills and chills for all.

DEC

Elves Training School

With a sprinkle of Mrs. Claus's charm and a surprise cameo by Santa himself, we whipped up a Christmas bash that was pure holiday magic, spreading joy and a dash of enchantment to all our merry campers!

Christmas, delivered to your door

This year, we upheld our festive tradition at Dollard Centre De La Petite Enfance by delivering Christmas baskets filled with holiday magic. Our leadership team dressed as elves to spread joy and gifts directly to those in need.



2024 SEASON

Summer Camp

A CLOSER LOOK

Camp Amy Molson's Summer season has come to an end and we are excited to share with you some of our accomplishments and challenges! At the start of 2024, we launched our registration with three 2-week sessions which were completely filled by April 2024 which was even sooner than what we experienced in 2023. We had a waiting list of approximately 50 children for all three sessions. With the large number of new families, new partnerships and ongoing relationships with the school system (guidance counselors, social workers, teachers, etc) Camp Amy Molson is thriving.

Staff Hiring - We have finally seemed to come out from under the shadow of the labor shortage with this summers hiring. We were able to find a large number of staff members to bolster our staff team even allowing ourselves to over hire this summer so that we had extra counselors available. This hasn't been possible in the past due not just to the labor shortage but also due to our fundraising numbers. As a result, we were able to have extra support in the cabins throughout the summer which went well

New Positions: Director of Development and Director of Camper Care

- James O'Hagan transitioned from Camp Director to focus on training and developing staff, which is crucial given the rise in international and first-year counselors. Dylan O'Hara was promoted to Director of Camper Care, where he effectively implemented behavior plans for challenging campers and oversaw section heads to ensure children's needs were met. His extensive experience contributed to the team's success this summer.

Full Capacity/Re-Opened Cabins - This summer, we were able to re-open two of our cabins that have been closed for several years. This was made possible to a large number of counselors on staff along with full registration in terms of camper registration. This past season, we were able to open our doors to a total of 252 different campers this summer. While 252 children is lower than past years, we've made a concerted effort to connect with our campers so they return for



additional sessions. This allows us to do a deeper work with our children in terms of skill building and teaching strategies to manage behavior. We are ecstatic to have so many children filling our cabins and that many of the new campers are being referred to us by our existing families and by social workers and school counselors. We will continue to prioritize building relationships with schools and community centers in marginalized communities to ensure that we continue to achieve our organization's mandate.

Alumni Campers become Staff - One of the markers of success in our organization is seeing how many of our campers are able to be successful graduates of our camper training program. It is with great joy we share that we had our largest number of staff who were formerly campers this summer with over 1/3 of our staff being former campers. This is great motivation for our organization as it is a real marker of success for what we are trying to accomplish. Developing life-skills, developing children individually, and providing space for our campers to have a meaningful impact on future generations.



2024 SEASON

Farm Program

A CLOSER LOOK

Young Roots Farm, inspired by permaculture principles, features over 30 vegetable beds, a greenhouse with a seedling table, an outdoor grill and cooking station, and an orchard boasting more than 30 fruit trees. This remarkable farm provides an exceptional opportunity for young individuals to engage deeply in food, land, and nature-based education.

Campers take part in a variety of enjoyable and educational activities, including:

- Healthy eating and cooking lessons
- Basic carpentry skills
- Food sovereignty and seed conservation
- Animal care
- Plant dyes and medicinal uses
- And much more!

Growth in Every Aspect

This summer, our farm team expanded to five members. We were fortunate to receive support through grant writing, primarily led by our Farm Director, Ana Castillo, along with our Executive Director, Shauna Joyce. This assistance allowed us to broaden our educational offerings for campers throughout the summer.

Farm Camp: Bigger Than Ever

2024 was also the 10th year of our Farm and Wilderness Camp program! A 5-day, free-of-cost, immersive experience for campers between the ages of 11-17 that show a deepened interest in the farm. This year we hosted 22 campers and 5 guest workshop leaders. The main focus of Farm and Wilderness Camp is for participants to grow into active, informed, and empowered participants of their future and the Earth's future.

A Look at the Numbers...

565 camper spots were filled this year

93% of Campers were from households that were living below the poverty line

86% of Campers living below the poverty line were from the Montreal area

108 New campers joined our CAM family this summer

Over 100% camper capacity this summer

(3) CAM4Ever events in the off-season for children and families

250 different campers were able to attend our summer camp program

93 participants were able to attend for our Tyndale Family Weekend

9 different partnerships with organizations focused on our demographic



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