

December 2010

YMCA Camps  
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# Reflections



## Letter from the General Manager

As our fall Outdoor Education season wraps up, it is very quiet around our parts. 2010 was a very successful year. We delivered programs to over 10,000 students in Outdoor Education and over 3100 children had a positive camp experience this past summer. We are also happy to report that because of all our generous donors, 1082 students from at risk schools received financial support and 428 summer campers in need.

Although we are missing the kids running around camp, we are very busy preparing for 2011! We are very excited to move into our 104th year of summer camp in Vancouver, and have an even better year planned. Our camp surveys are in, and I encourage you to read the results on the following page. The results of our surveys help us to take action and plan for the future. Look for your summer brochures in December. We have made changes in response to your comments, and thank you for taking the time to complete the surveys in September.

### We are on Facebook and Twitter!

Follow us at VanYMCA Camp on Twitter and join our official YMCA Camp Howdy, Elphinstone and Deka groups on Facebook



As the year wraps up, and we all get ready for a busy holiday season, we wish you a wonderful fall and winter and we look forward to see you in the New Year.



Lisa Stiver - General Manager

## Alumni Connection - Where are they now?

It's safe to say Mike Grenby, a former camper, leader, Golden E and board member, spent a good portion of his youth involved in YMCA Camps. Since his time at Camp Elphinstone, Mike has graduated from UBC and Columbia University in New York. He spent some time writing for the Vancouver Sun, specializing in financial advice columns. While a patient in Lions Gate Hospital, Mike met his future wife, an Australian nurse named Mandy. They had one son, Matt, who has graduated from Harvard, Berkeley, M.I.T. and Columbia. Mike continued his career in Journalism, and became a fee-only financial advisor—doing both individual counseling and group presentations.

In 1998, Mike and Mandy moved to Australia where Mike took position as a professor at Bond University, located on the Gold Coast, just south of Brisbane. He is still teaching at Bond University today, specializing in Journalism and Public Speaking. Mike's approach towards lowering fear of public speaking has been written up in the Harvard Business Review and he lectures on the topic at an international level. Now in his 38th year, Mike's weekly money column still runs in a couple of Canadian newspapers.

Even though Mike is surrounded by the warm blue waters "down under," he still can't resist renting a boat at Sewell's Marina and taking it for a spin on a return visit to camp whenever he finds himself in the Vancouver area. He will often bring along friends and their youngsters, giving them the opportunity to visit Camp Elphinstone for the first time. Although Mike turns 70 this coming February, he maintains that "old" is always 10 years older than you are!

Mike Grenby

50 years after camp, Mike claims he is "still a kid at heart!"





## The Results are in... And the Survey Says!

The annual YMCA Camp Satisfaction Survey is a tool that helps us to measure if we are meeting our families expectations as well as the Camp Quality and Recommended Practices. Some of our key areas in the survey are based on the Camp Quality Recommended Practices, Quality 8. Results from this survey are very valuable because they allow us to maintain high standards and to make changes to our programs based on your feedback. With 812 respondents, this year's survey has given us some great data, helping us to plan for 2011 and make it even more successful.

### New in 2010

We were happy to update our surveys for 2010, and included some new questions for families in regards to how we are impacting children's health and well being. This year we explored how we are impacting the health of children during their camp experiences. We asked campers if they were more physically active at camp than at home, as well as if they learned to take responsibility for themselves at camp. We are happy to report that 77% of campers indicated they were more active at camp than at home and 74% of campers indicated they learned to take more responsibility for themselves. This data shows us that camp does impact children's health, growth and development. This years results have provided us with several action items to improve our camp programs and meet the needs of children and families. In 2011 we will be focusing on our camp training and ensuring our staff are providing the utmost care and support to children, implementing new programs that keep our campers challenged and learning new skills and ensuring consistency in our food services. We are excited to add some additional programs at Camp Elphinstone, including the construction of a climbing wall, and more sailboats. Our survey results have told us that families choose YMCA Camps based on Programs, Reputation, Values and a Friend attended. Watch for our 2011 Buddy Discount, based on the feedback we received. The feedback we receive helps to ensure we are improving every year, and meeting the needs of our campers and families. We appreciate the time you have taken to respond.



### Celebrations For 2010

#### Include:

Overall Satisfaction was 8.7/10

89% of families indicated they were likely to return to camp next year

95% of our families would recommend camp to a friend

### Holiday Reunion!

A big thank you to all the families that came out for the Holiday Swim and Pizza Party this weekend at the Robert Lee Membership Centre. We had a great time reconnecting with our campers and discussing the upcoming (and quickly approaching!) 2011 camp year. We even lucked out and had some leftover camper made decorations to put up around the office! We wish everyone a very safe and happy holidays and look forward to seeing even more campers at reunions in the New Year!



### Send Us Your Stories & Photos!

Adventures, misadventures and shenanigans have always been part of YMCA Camps. Whenever a group of alumni get together, the stories start flowing and they are an important part of your Y's history. Please share your stories and photos with us, either electronically or by snail mail.

### Calling all Campers!

Registration starts January 3, 2011!  
Registration forms can be found online at:

<http://www.vanymca.org/camps/registration.html>

Sign up early and get ready for a YMCA summer!

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