

Who we become
begins today



THE CASE FOR YMCA CAMP ELPHINSTONE



Summer is a time for kids to be kids

Summer is a time for kids to be kids. It's a chance to play, to run, and to be free from the busy school schedule. But today's kids face some challenges that can make summer less positive.

Kids are spending much more time outside of school alone, watching television or playing computer games. They are spending less time outdoors, less time making new friends and less time participating in physical activities.

For more than 100 years, children and youth have found independence and a sense of self at YMCA Camp Elphinstone. They come to have fun and make friends, but as they learn to sail or try the high ropes course for the first time, they're also learning about themselves, and testing their limits while discovering new abilities and their own self-confidence.

Summer isn't just a time for fun. It can also be a chance for kids to get the skills and experiences needed to grow into their full potential.

WHAT KIDS WANT

Research shows that kids ages 6-12 don't want to spend more time watching television and only 8.5% want to spend more time on the computer.¹ When asked what they want to do after school or in the summer, kids said that they wanted to be engaged in activities that build their competence, physical health and connectedness:

- Physical activities
- Being with friends
- Unstructured relaxing time
- Music and drama
- Hobbies
- Academic activities
- Spending time with family

Life is healthier together

For children, YMCA Camp is a fun and exciting adventure. For parents, it's a place where they know their kids will be safe and cared for—where their developmental needs will be met in a way that challenges them and enriches their lives. For our community, YMCA Camp is part of a positive solution to many issues impacting the potential of kids.

ISSUE:

THE YMCA CAMP EXPERIENCE:

INACTIVITY

- 93% of kids aren't getting the recommended 60-minutes of daily physical activity.²
- The older kids get, the less time they spend being physically active.²
- Children gain more weight in the summer than during the school year.³

- Keeps children active and healthy through the daily activities that make camp so memorable
- Provides a healthy atmosphere with nutritious food, wholesome outdoor activities and sleep, helping to reinforce positive habits for life

TOO MUCH TIME SPENT INDOORS

- Outdoor activity is on the decline, due in part to parental concerns about supervision and safety.

- Offers high quality opportunities for active, outdoor play
- Teaches an appreciation of the natural world
- Fosters an understanding of the physical world and the need to protect the environment in which we live

SCREEN TIME

- Kids are spending an average of 44 hours of screen time per week—six hours each weekday and seven each weekend day.²
- Canada received an "F" by Active Healthy Kids Canada for screen-based sedentary behaviour—the third year in a row.²
- Too much screen time can lead to reduced academic achievement and engagement in high-risk behaviours at a young age.¹

- Allows kids to unplug from technology and plug into the world around them—making authentic human connections, interacting with nature and developing healthy behaviours

ANXIETY

- Approximately 140,000 or nearly 15% of youth in BC experience mental health issues, impairing their functioning at home, at school, with peers, or in the community.⁴

- Exposes kids to the outdoors and nature, which can decrease levels of anger, anxiety, fatigue and sadness while increasing energy⁵ and helping them to concentrate and think more clearly

SOCIAL ISOLATION

- There is a downward trend in children's social and emotional health from grade 4 to grade 7. Less than 50% said they were "happy with their life" in grade 7.¹
- 50% of kids are at home or in other care arrangements and are often spending time on sedentary activities that tend to isolate them socially.¹

- Provides campers with positive interactions with peers and adult mentors developing social skills that will allow them to be successful and productive members of society
- Provides a safe haven for campers to live and learn together in a supervised community environment
- Offers healthy balance between independence, interdependence and healthy opportunities for risk-taking
- Teaches patience and the value of teamwork

UNDER-STIMULATED

- Kids ages 6–12 don't want to spend more time watching TV in the summer.¹

- Keeps kids' brains active, alert and acquiring knowledge throughout the summer
- Provides experientially-based life skills that complement the academic skills taught in school
- Encourages creativity, imagination and a sense of adventure

FRIENDSHIPS/ROLE MODELS

- Friendship quality is more important than quantity as kids age. For girls, the quality of their friendships remains fairly stable. Boys report a steady decline in quality with only 27% reporting that they have a friend who is there for them in tough times.¹
- Attachment to leaders or adults in school is connected in a significant way to feelings of belonging and self worth.¹

- Provides opportunities to interact and develop friendships with kids of all ages and backgrounds
- Allows kids to experience valued support from adults and positive role models

¹Schonert-Reichl Ph.D., Kimberley A. (2007). Middle Childhood Inside and Out: The Psychological and Social World of Children 9-12. University of British Columbia/ United Way of the Lower Mainland Report. ²Active Healthy Kids Canada (2011). 2011 Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth. <http://www.activehealthykids.ca> ³Kids gain more weight when school's out (2007). Associated Press. <http://www.msnbc.msn.com> ⁴Active Healthy Kids Canada (2010). 2011 Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth. <http://www.activehealthykids.ca> ⁵Bowler DE, Buyung-Ali LM, Knight TM, Pulling AS (2010). A systematic review of evidence for the added benefits to health of exposure to natural environments. BMC Public Health, 10, 456.

YMCA Camp Elphinstone

What started modestly with 35 children and borrowed camping equipment in the summer of 1907 now impacts thousands of youth each year. Today's YMCA Camp Elphinstone is different in many ways, but the camp experience remains focused on nurturing the potential of campers by fostering community, interdependence, personal development and an appreciation for the natural world.

PROJECT OVERVIEW

Five new camper lodges, an outdoor recreation and activity centre, and the Mark Hume Waterfront and Leadership Development Centre will allow us to improve our year-round programming through accessible spaces at camp. **Your support will help us nurture the potential of a new generation of children, teens and young adults.**

Each of the five lodges is:

- 2,100 square feet, with skylights and large windows to create a sense of connection with the surrounding natural environment.
- Designed to foster friendships and a sense of community with a large common area and sleeping room that houses 32 campers, totalling 160 beds in all.
- Built at ground level with fully accessible washrooms to allow us to meet the needs of all campers.

YMCA CAMPS

2010 HIGHLIGHTS

- The YMCA impacted the lives of 16,092 campers last year (4,508 day campers; 2,033 residential campers; 9,551 outdoor education participants)
- YMCA camp participation grew by 28%
- 77% of kids experienced an increase in activity level at camp compared to home
- 46% of our campers came from vulnerable neighbourhoods
- 122 volunteers
- Opened the Mark Hume Leadership and Waterfront Centre—a year round activity centre to help children and youth develop watercraft, safety and leadership skills for life
- Opened the Outdoor Recreation Activity Centre—a 3,600-square-foot multi-purpose centre to support recreation, environmental and leadership programming for day camps
- West Coast Magazine readers chose the YMCA as their #1 choice for daycamps.

PROGRAM

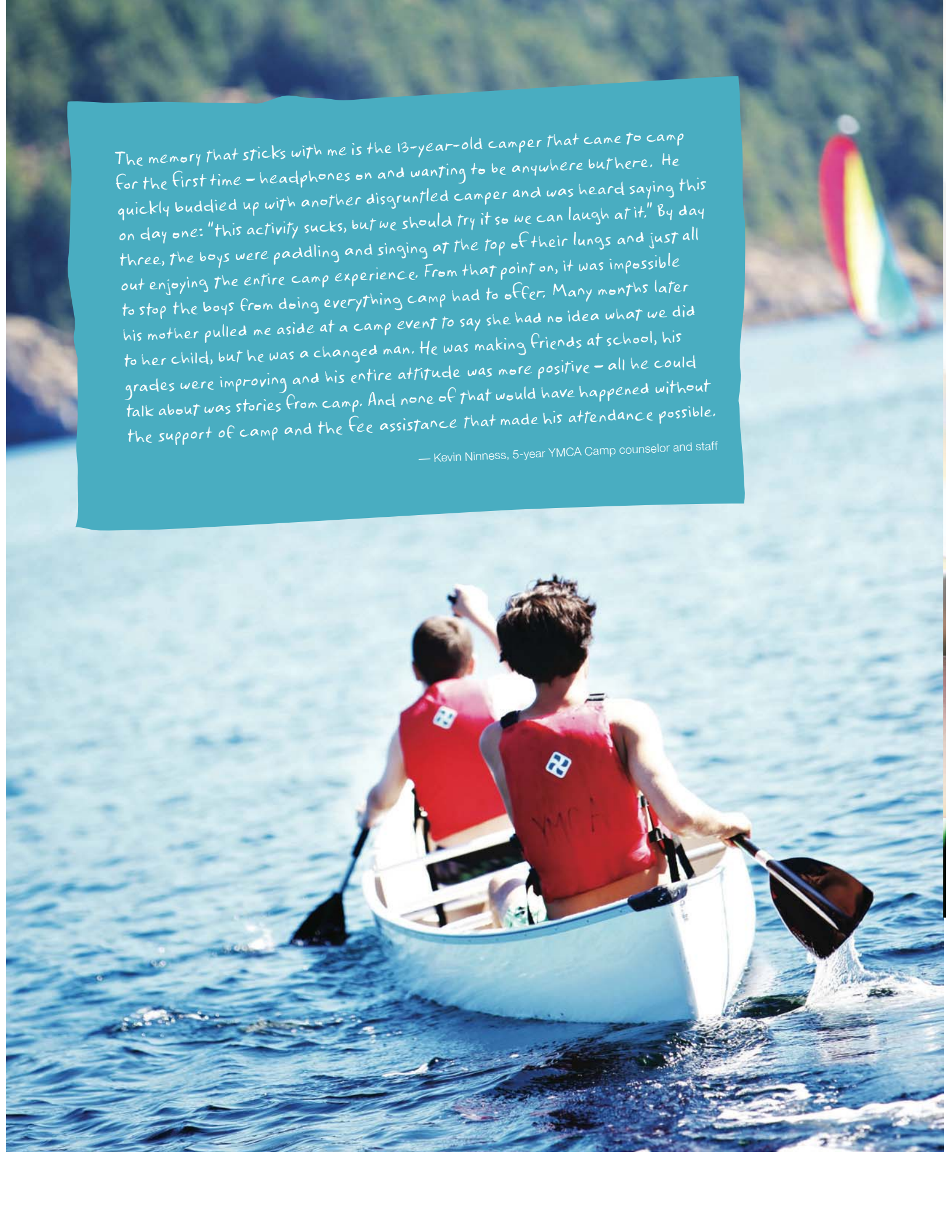
Five lodges	\$2,500,000	
Mark Hume Waterfront and Leadership Development Centre	\$1,050,000	✓ complete
Outdoor Recreation and Activity Centre	\$1,350,000	✓ complete
Camp wastewater treatment	\$1,500,000	✓ complete
Shoreline stabilization and habitat improvement	\$400,000	
Planning, design, site work, staff housing	\$700,000	✓ funded
Total cost	\$7,100,000	


FINANCING

YMCA Investment		\$4,600,000	✓ funds committed
Previous campaign	\$500,000		
Reserves	\$3,200,000		
Operations	\$900,000		
Government of Canada (RINC)		\$800,000	✓ funds received
Fundraising		\$1,700,000	
Total Financing		\$7,100,000	

The memory that sticks with me is the 13-year-old camper that came to camp for the first time – headphones on and wanting to be anywhere but here. He quickly buddied up with another disgruntled camper and was heard saying this on day one: "this activity sucks, but we should try it so we can laugh at it." By day three, the boys were paddling and singing at the top of their lungs and just all out enjoying the entire camp experience. From that point on, it was impossible to stop the boys from doing everything camp had to offer. Many months later his mother pulled me aside at a camp event to say she had no idea what we did to her child, but he was a changed man. He was making friends at school, his grades were improving and his entire attitude was more positive – all he could talk about was stories from camp. And none of that would have happened without the support of camp and the fee assistance that made his attendance possible.

— Kevin Ninness, 5-year YMCA Camp counselor and staff





We need your help. To help today's kids make the most of their summer by growing stronger and happier at every opportunity. Together, we can give kids memories to last a lifetime—experiences that stick because they've made them into who they want to be: healthy, successful, caring and responsible people that believe they have something positive to offer in our world. Every child deserves to have every opportunity to lead a healthy, fulfilling life.

Will you join us?

To learn more:

Charlene Giovannetti-King
YMCA of Greater Vancouver

200 – 1166 Alberni Street
Vancouver, BC V6E 3Z3

T: 604.622.4954

E: charlene.giovannetti-king@vanymca.org



Bringing people together