

**CAMPFIRE
CIRCLE**

FORMERLY CAMP OUCH & CAMP TRILLIUM

Healing Through Happiness

Your Impact in 2021



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Better Together!

Camp Ooch & Camp Trillium merged in January 2020. Soon after, we started down a path of finding a new name for our merged organization—one that would recognize our roots, while sending us forward on a path to serve more kids and families—together.

We wanted it to be inclusive, honour all that we do, and include the people who help us—just like you! And we found it in CAMPFIRE CIRCLE. The work we do is not changing, just our name!

If you missed our October announcement, click here to watch the video at <https://www.youtube.com/watch?v=ptsUBH4RaqA>.

Dear CRH Canada,

Camp has always been about community, and in 2021, you stepped up to support children with cancer and their families.

By supporting in-hospital, virtual, community and overnight camp programs, you have ensured that 1,500+ kids and their families stay connected to their camp family throughout the pandemic. We hear time and time again that camp means friendship, fun, and it means feeling included. Your gifts made sure that families new to cancer had camp to help them through challenging times, at no cost to them.

As you'll read in our report this year, our programs are transformative. Little by little, the things that were taken away by cancer and the pandemic are being restored.

Life-changing camp-inspired connections and experiences will continue to lift up families because, with your support, even COVID can't stop camp! One thing is for certain—we will continue to be there for our Campers and families with you by our side. Thank you!



Ashley Hilke
Chief Development Officer
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125

families
accessed our
programs for the
first time in 2021

Overnight Camp is Back—Hurray!

As you can imagine, families were overjoyed when we announced plans to welcome them back to overnight camp in August and throughout the fall with family weekend retreats.

Our Muskoka and Rainbow Lake sites brought families back to camp, safe in their household “bubbles.” Here, families try new things together and enjoy the company of others who understand the challenges they are facing.

With outdoor accessibility improvements at Ooch Muskoka now complete, Campers and volunteers are now experiencing full independence and barrier-free access to all outdoor activities. And teens experienced wilderness camping with three-day canoe and portage adventures in Algonquin Park!

Finally, the chance arrived to heal together in nature and rekindle vital connections compromised by the pandemic! Click this link to view your impact:

<https://www.youtube.com/watch?v=Wd0nltqyY44>.





109 families
attended a family
weekend retreat

“Being back at camp is so awesome! It was so incredible to hear kids laughing and playing again. Thank you camp for giving us a fun, full of memories time after a very challenging 2 years.”
—Parent



“To quote my son: ‘This was the best weekend of our lives!’ We raced for the top bunk, went canoeing and fishing, sang around the campfire, and laughed uncontrollably at bedtime. Creating space for families to connect and make new memories together is life changing.”
—Parent

“At camp, we heal together as a family.”
—Parent



Happiness in the Hospital

With hospital restrictions in place that don't permit volunteers or even siblings to visit, we scaled up our in-person hospital team so that we could provide more support and respite to caregivers. Our goal—to enhance the wellbeing and resiliency of kids and families in crisis with camp experiences that allow kids to learn, grow and just be kids.

Looking ahead, we can't wait to bring our hospital volunteers back as soon as it is safe. And, we're excited to bring back group programs that will scale up the respite and support we provide families.

“We are SO happy to have your team in the hospital as partners to enhance our families’ abilities to cope!”

– Child Life Specialist, SickKids



5,800

1-to-1 experiences were created at SickKids, McMaster Children's Hospital and the Children's Hospital at London Health Sciences Centre
Click this link to view your impact:

<https://www.youtube.com/watch?v=mvQhKzE7Kek>

Fun for Kids—Respite for Families

We now have a whole new way of connecting with all of our young friends at SickKids—it's called That Camp Show! Now ALL kids in the hospital can tune in to our new live CCTV show from their hospital rooms to connect with camp friends for shared crafts, games, magic tricks, and songs!

Sibling connections continue through virtual programs which bring them together online for fun and games, even when one of them is in the hospital.

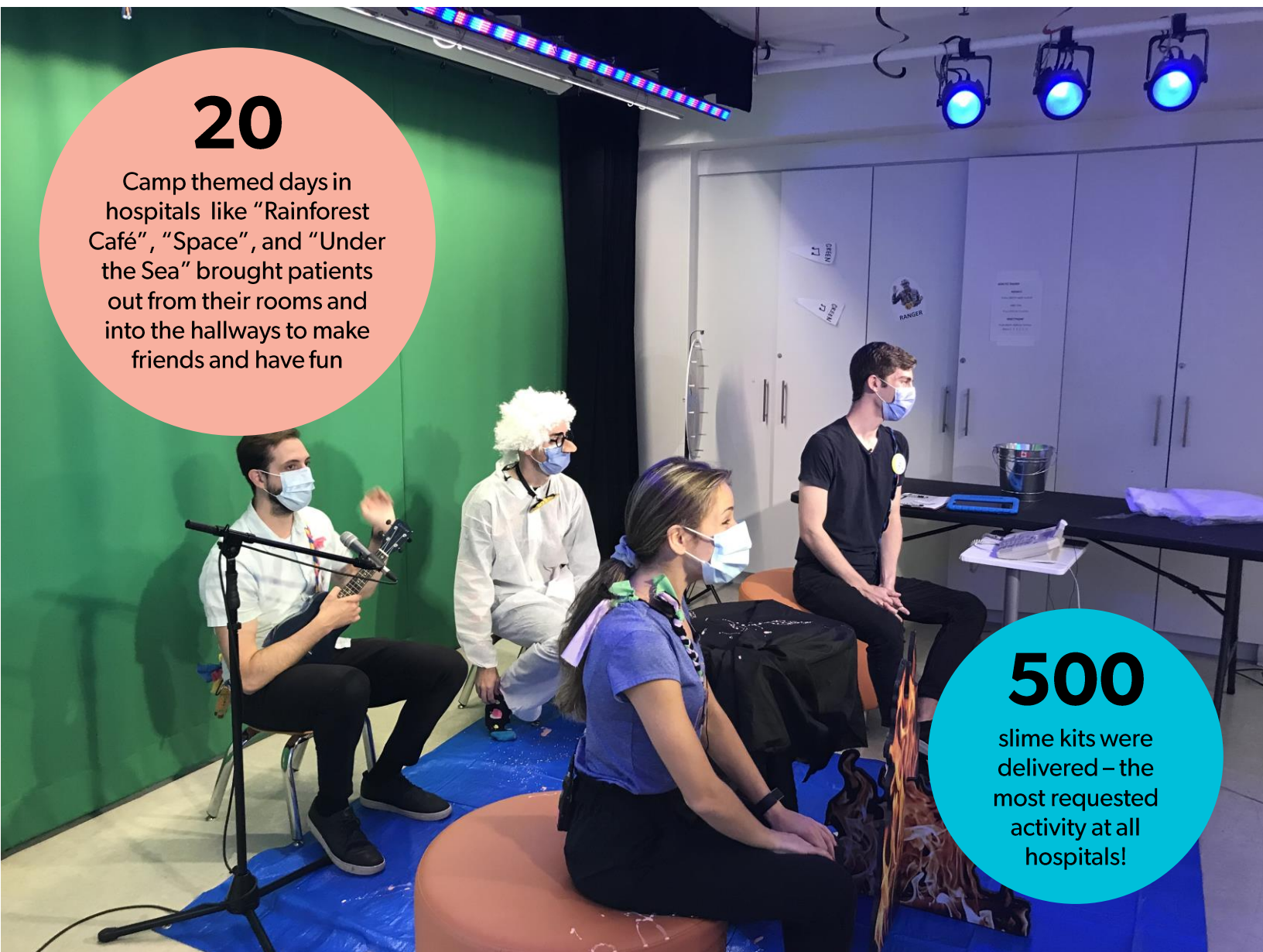
Parents deeply appreciate our programs too—a Camper Mom was multitasking by setting up a craft activity for her daughter, and starting a virtual work meeting from her daughter's hospital room at the same time. She needed us. Luckily, program specialist Ben was there to keep her daughter occupied!

20

Camp themed days in hospitals like "Rainforest Café", "Space", and "Under the Sea" brought patients out from their rooms and into the hallways to make friends and have fun

500

slime kits were delivered – the most requested activity at all hospitals!



186 virtual family and Camper programs delivered on zoom



4,600 virtual experiences were delivered across Ontario. Campers logged in from over **120** communities across the province



Camper virtual favourites: Ukulele Club, Paper Airplane Masterclass, Art night at the AGO, How to Train your Alien, Escape Room, and Lip-Sync Battles



In-person community programs resumed in Ottawa & London this fall



“I get that camp feeling when I put on my costume, and I’m ready to perform!” –Camper

Community Programs

During this time of communal isolation, weekly virtual programs for the whole family have ensured that camp friendships and fun continue to flourish. Surveys told us that kids and parents felt a sense of connection and inclusion. COVID, as it turns out, cannot stop camp!

The silver linings of virtual programs are many—geographic barriers are removed so we met more families from Ottawa, Kingston, Hamilton and London. For the first time ever, kids in the hospital were also able to attend virtual summer camp and participate with their siblings joining from home.

And finally, after such a long wait, community programs are resuming in-person.

With our virtual model here to stay, we can continue to reach Campers, wherever they are!

Ignite Your Light!

Virtual Summer Camp

Campers logged on for virtual summer camp, from their homes and hospital beds.

Just like at overnight camp, Cabin Groups, All-Camp programs and Special Friends ensured that beloved summer camp traditions continued.

Ignite Your Light was this year's theme and "Spark", our first ever virtual summer teen conference, guided teens through weekly skill-building and social activities like Zumba, coding, photography, career planning and their very own music festival!

Our teen programs help teens achieve two of their most critical tasks made more difficult during the pandemic: discovering independence from caregivers and developing their own personal identities.

“

Virtual summer camp was the first interaction my kid had with another kid since this whole pandemic started.

—Camper parent



500 summer camp kits packed and delivered to doorsteps and hospital beds across Ontario



“Camp gives my kid back their childhood.”—Parent



“It's great that we can still all connect from all across Ontario.”—Happy Camper

Lending a Hand

Our volunteers are amazing, and help us in so many ways!

- **PREP!** Volunteers helped us pack and deliver over 500 camp kits for virtual summer camp.
- **ENGAGE!** 490 volunteer counsellors jumped into virtual cabins and cabins at overnight camp, campfires, and countless other virtual programs to bring the fun to our Campers.
- **LEADERSHIP!** Our COVID Medical Task Force volunteers worked tirelessly to safely guide us back to in-person programming.
- **PARTICIPATE!** Volunteers joined virtual fundraising events like the Sporting Life 10K, CampOut for Cancer, R2//TOURCHALLENGE, R2//CAMP and Bonfire Bash—Cottage Edition.



1,000+ volunteers supported our programs in 2021!



Noah's Story

Every family had a rotation for swimming and water play during a fall weekend retreat at Rainbow Lake.

Noah's family had already ruled out water and swimming due to Noah's pic line.

Nurse Kaleigh helped to cover Noah's pic line up safely so he could enjoy water activities. This was a big deal for the family as Noah used to be a water baby, but for the last 2 years, they weren't able to enjoy water activities together due to his treatment.

Thanks to our expert onsite medical team, the family was able to have wonderful and safe moments like these, creating forever memories to take home with them!



Thank you for making a difference in 2021!



FORMERLY CAMP OUCH & CAMP TRILLIUM

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