



Camp. It's in you for life.

Introducing Amici Camping Charity

Amici Camping Charity (“Amici”) is a registered charity established on the belief that all children have the right to discover their full potential. Through multi-year access to the unique environment of summer camp, Amici fosters growth and lifelong skills in children from families with financial need.

It all started in 1966, when a few teenage campers saved enough money over the years to pay for one young boy to have his first camp experience. Over time, Amici has supported more camping experiences each year. And, as donors and believers in the power of camp came on board, Amici’s programs have grown significantly. In 2019, over 300 children attended camp at 44 Ontario Camps Association accredited camps.

Campers in Amici’s program are facing significant financial barriers. In fact, 80% of the families Amici supports are living with incomes less than \$42,000 per year before tax. Many of our campers live in single parent households with multiple siblings. Some children have special or high needs which increases the cost burden. There are also Amici families who face more than financial barriers having experienced trauma, abuse and, in some cases, fled war zones. For them, camp is so much more than a place to discover 21st century skills. It is also a place that provides a sense of safety and belonging.

For decades, summer camp traditions have fostered strong communities that have a profound impact on Amici campers. The special community of camp creates an authentic feeling of belonging, nurtures lifelong friendships and cultivates an atmosphere where children are empowered to try new things. We often refer to this as the “magic of camp” and the key to unlocking a child’s full potential.

Amici’s Strategic Positioning

Amici’s unique value proposition is the commitment to multi-year access to camp for every Amici camper. Amici is the only charity of its kind providing year-after-year support to ensure camp is a stable touchstone in the lives of children facing social and financial barriers. In short, once a child is accepted into its program, Amici commits to sending that child to the same camp for at least a week each summer until they have outgrown the program or there is no longer a need for financial support.

Our strategic plan, last updated in 2016 in partnership with Oliver Wyman, set an ambitious course to expand the impact of our program and fundraising capacity. The plan focuses on deepening the impact of camp on campers by providing longer stays and supporting more campers aspiring to take part in leadership programming. Amici is committed to giving all children the chance to discover their full potential, at camp and beyond.

Investments in Amici’s campership program are matched by a generous community of partner camps. Amici’s partner camps commit to covering 50% of each of the camper’s fees attending their specific camp, every year. It is this multi-year access to camp that transforms children’s lives. With this model, donations received through Amici’s generous community of supporters (individuals, corporations and foundations) go twice as far.

Annually, Amici hosts Canoe Heads for Kids, a 15 km urban canoe trip along Toronto's waterfront. Since its inception in 2006, Canoe Heads has raised over \$1,000,000 in support of Amici campers and their families. In 2019, through event sponsorship and peer-to-peer fundraising, 160 participants raised a record \$260,000. Additionally, Amici enjoys the support of an active and engaged group of young professionals who raise awareness and funds to provide life-changing experiences for Amici campers. At this time, Amici does not receive government funding nor substantial support from other large social services funders such as the United Way.

Amici's Governance: The Board of Directors

The role of the Board of Directors is to govern and oversee the affairs of Amici Camping Charity. Amici's Board is comprised of experienced professionals, passionate about camp. Meetings are held monthly, nine times per year, excluding March, July and August. Each board member has a specific portfolio and contribution to make that typically involves participation on at least one committee or working group in addition to attendance at board meetings. Time commitment is estimated at 4-8 hours on average a month. There are three planned committees for 2019/2020: Finance, Fundraising and Governance. All members are expected to support fundraising efforts and to contribute personally to the charity.

Board of Directors 2018/2019

Duncan Robertson, Chair
Eric Hachmer
Michael Latimer
Jamie Vallance

Laura Burgar, Past Chair
Gillian Krause
Kyle Magee
Judy MacGowan, Executive Director (ex-officio)

The Opportunity

Amici Camping Charity is inviting applications for its Board of Directors commencing Fall 2019. The Company is focused on growth and transformation. Hence, at this time, we are looking for new directors with fund development experience, corporate connections or strong personal and/or professional networks.

Director Qualifications

As a leader and professional, you are seeking to volunteer with an organization committed to enhancing the lives of children and youth through the power of camp. You understand from personal experience the impact that camp has on children and the growth that comes from expanding horizons and building independence for campers and their families. With the combination of your personal commitment and your professional expertise, you can contribute to strategy, provide leadership and demonstrate results in a collaborative and collegial style. You have a track record of working effectively within a structure where leadership is rooted in an executive's ability to influence rather than drive critical outcomes. With your proven experience on a volunteer board in the charitable sector (or similar leadership experience), you have a good understanding of the role of board members. You are willing to act as an ambassador for the cause and reach out to your professional and personal networks to enlist support. Target functional areas of expertise include: Finance, Legal, and Marketing & Communications.

If you are interested in exploring this exciting opportunity, please provide a letter outlining your interest in joining Amici's board at this time together with your resume and/or biography to Judy MacGowan, Executive Director, Amici Camping Charity at judy@amicicharity.org.