

A person in a red canoe is paddling down a river through a dense forest. The river is calm, reflecting the surrounding greenery. In the foreground, a wooden bridge with a railing spans across the river. The scene is lush and green, with sunlight filtering through the trees. The text "2019 IMPACT REPORT" is overlaid on the right side of the image in large, white, bold letters.

2019 IMPACT REPORT

american *CAMP* association®



A Message from the Board Chair

The year 2019 was an incredible one for the American Camp Association, and with the arrival of 2020, we find ourselves at an important crossroads. We are building on the work of the dedicated volunteers and professionals who created our new 2020–2024 Strategic Plan that will chart our path forward for the next five years. To bring this plan to life, our team of professionals is engaged in implementation planning, the creation of workflows, and key performance indicators that will guide our work going forward and hold us accountable to the audacious goals we have set for ACA and the field. Our ACA Board will provide oversight to this process and take on its role of providing the leadership to develop the resources to achieve these important objectives.

We are inspired by this collective focus on expanding reach, relevance, and equitable access to camp experiences for all. Our strategic plan truly highlights increasing public awareness of ACA Accreditation while championing quality, youth development, and growth on the national stage. To do this, we've taken important steps to scale our organization in a way that will allow us to serve more camps and camp professionals, increase access to positive camp experiences, and increase consumer awareness of the value of camp experiences for individuals of all backgrounds and ages.

Together, as camp professionals, camp operators, parents, businesses, and individuals who lift up and celebrate the positive impact of camp, we have celebrated many successes in FY2019.

The 2019 ACA National Conference, *Empowering Communities*, served a record-setting crowd that included participants, speakers, guests, and exhibitors from all backgrounds. Networking events designed to expand our powerful learning community helped to underscore the theme, and participants had access to more than 175 educational and research-related offerings.

ACA took significant strides in the field of government relations. In the spring of 2019, the State Department — with advocacy and leadership from ACA — eased its 2017 self-imposed cap on the J-1 Visa Cultural Exchange Program. The new 5-percent increase allowed camps to offer quality experiences to hundreds more cultural exchange program participants.

Additionally, ACA's advocacy team held numerous in-depth conversations with members of Congress and officials at the White House and Treasury Department seeking to restore the deductibility of meals served to staff members, which was lost in the 2017 federal tax overhaul. We are hopeful that these efforts will soon yield good news for the private camps that were significantly impacted by this change. Camps have long struggled with the complexity of the federal recreational permit system. The new Simplifying Outdoor Access for Recreation (SOAR) would greatly improve the permitting process for camps that operate on federal lands. Through ongoing advocacy, ACA is strongly supporting this legislation.

As we look to fiscal year 2020, we look forward to taking further steps in implementing the new strategic plan and seizing opportunities to positively influence the camp community, allowing children, youth, and adults from all backgrounds and means access to quality camp experiences. We know camp changes children's lives in rich and meaningful ways, and ACA is deeply committed to including many more of America's children in our camp communities.

As we focus on the work ahead, I want to personally thank each and every one of our volunteers and supporters. Without you, all the important work we do would not be possible.

With gratitude for our caring community of volunteers and professionals,



A Message from the President/CEO

Ten years from now, when we look back at fiscal year 2019 (FY19), I know we will be proud of the steps we took as an organization to develop and adopt our [2020–2024 Strategic Plan](#) to grow the reach, relevance, and community of accredited camps and engaged members. The important research that went into this year's efforts involved more than 270 individuals in conversations about who we are, where we have been, and the future of camp. These inspiring conversations provided the ACA National Board with valuable insights and reinforced our gratitude for our passionate and deeply engaged community of camp professionals.

Together we set important Association targets toward a future built on four key areas of organizational development:

- Advocating for children and youth by establishing camp as a vital and enriching developmental and educational experience.
- Advancing the reach and relevance of camp by expanding equitable access to camp and growing the camp community through diversity and inclusion.
- Driving high-quality camp experiences through evidence-informed practices, industry-leading evaluation tools, and exceptional professional development.
- Ensuring ACA's ability to grow and achieve its mission by improving organizational strength, capacity, and alignment.

Our focus on these goals will evolve our organization rapidly and at times may challenge us to think outside our historical understanding of what camp looks like. Our purpose has been, and will continue to be, our collective call to provide safe and engaging camp experiences for all children, youth, and adults. For generations, camp experiences have given campers of diverse ages, interests, and backgrounds the opportunity to form positive relationships, spend time outdoors, and learn new skills. Today high-quality, immersive camp experiences are recognized for the essential social-emotional educational advantages they provide for participants and staff of all ages.

In FY19 we advanced our mission through multiple initiatives. Among them, our [Youth Impact Study research](#) documented credible evidence of the lasting social and emotional learning that happens during ACA Accredited camp experiences. We are a rich, meaningful, and permanent part of the learning landscape.

With strategic focus and purposeful resourcing, our Camps on Campus initiative continues to grow. Throughout FY19, we continued to build relationships with colleges and universities across the country and have seen many more large institutions begin the process of moving forward with ACA accreditation.

Finally, FY19 showed great advancement in the ACA Accreditation Program through the rollout of the 2019 edition of the improved ACA standards. Standards chairs from across the country met for two-and-a-half days of training that largely focused on implementing the new standards to great success.

I am very grateful for each of our nearly 2,000 volunteers and donors; as a direct result of their devoted generosity, 2019 was an exceptional year! I cannot wait to see what 2020 brings as we begin to implement our 2020–2024 strategic plan.

Onward,

A handwritten signature in black ink that reads "Tom Rensberg". The signature is written in a cursive, flowing style.



10.3

Million Campers and
Their Families Impacted

\$3.6

Billion Industry

1,665

2019 National
Conference Attendees

1.6

Million Camp
Professionals

A person is sitting on a rocky cliff, looking out over a vast mountain range at sunset. The sky is filled with colorful clouds, and the sun is low on the horizon, casting a warm glow over the landscape. The person is seen from behind, sitting on the edge of the cliff.

Membership



The American Camp Association (ACA) is a community of camp professionals dedicated to enriching the lives of children, youth, and adults through the camp experience. For more than 100 years, members have joined together to share their knowledge and experience to promote best practices for camp and other youth development programs.

[LEARN MORE](#)



ACA is the only independent accrediting organization reviewing camp operations in the country. ACA's nationally recognized standards focus primarily on the health, safety, and risk management aspects of a camp's operation.

After two years of information gathering, planning, and testing, in September 2018, ACA introduced revised standards for accreditation. Developed by the National Standards Commission, the revised standards are designed to be more inclusive and applicable to a variety of groups without sacrificing the intent, rigor, or integrity of the standards program.

[LEARN MORE](#)

A woman is ziplining against a clear blue sky. She is wearing a red helmet, a light blue t-shirt, and blue shorts. She has a blue harness and is holding onto the zipline rope with both hands. Her mouth is open in a joyful shout, and her arms are raised. The background shows some green foliage at the bottom, suggesting a forest setting.

Accreditation



Business Development



ACA's sponsors, advertisers, exhibitors, and [partners](#) provided more than \$1 million of support to the Association. These funds are used to support great work throughout the Association such as research, education, and professional development.

The goal of sponsors and partners is to help save money for the association and grow professionally. This work could not have happened in 2018–19 without the support of our [partners](#) like Markel Insurance Company, Chaco, Trinity/HPSI, The Redwoods Group, CampDoc, and Poptivism, just to name a few.

[ACA collaborates](#) with a broad range of organizations, including businesses, agencies, associations, foundations, and educational institutions.

[LEARN MORE](#)



In Fiscal Year 2019, ACA's Youth and Staff Impact Study, a multiyear research project funded by ACA with additional funding from the ACA, New York and New Jersey Affiliate, entered its third year under the direction of a university research team. We are exploring the lasting impacts of camp experiences from the perspectives of campers, staff, and families, and early findings suggest that the social-emotional outcomes of camp help young people thrive in school, early careers, and as they enter adulthood. The ACA research team also conducted four studies to monitor trends that affect camp programs and operations, including issues related to health and safety, staffing, enrollment, and program design.

[LEARN MORE](#)



Research



2019 Highlights

Membership

- 3,100+ camps affiliated with ACA
- 2,400+ accredited camps
- 10,000+ individual members

Accreditation

- In September 2018, ACA introduced revised standards for accreditation
- 900+ trained volunteers conducted ~648 site visits
- ~700 trained volunteers reviewed 1,900+ Annual Accreditation Reports of currently accredited camps not scheduled for a 2019 site visit

Business Development

- More than \$1 million raised
- 26-percent increase in new exhibitors at 2019 National Conference
- Four percent increase in Business Affiliates

Research

- 500+ youth, staff, and family participants actively engaged in ACA's Impact Study
- New findings that demonstrate the lasting impact of camp experiences among campers and staff
- 20+ peer-reviewed research studies presented at ACA's Camp Research Forum in 2019

Grant Funds

- The Leona M and Harry D Helmsley Charitable Trust
- Spencer Foundation
- Margaret A Cargill Foundation



A Message from the ACA, NY and NJ Board President

As the fiscal year comes to a close, we can look back at 2019 as a successful year for the American Camp Association, New York and New Jersey. It was a strong year for government advocacy, professional development offerings, networking opportunities, public outreach, and newly accredited camps.

After years of vigorous advocating to close a loophole in a New York State Law that allows single-purpose camps to operate without oversight by the Department of Health, the New York State Camp Directors Association and ACA, NY and NJ are thrilled with the passing of legislation that will now require unregulated camps to disclose their unlicensed status to consumers. We thank all the camp professionals who helped to move this safety issue forward over the past couple of years. With this win, I am reminded of what we all aim to teach our campers each summer — success will often come with dedication, determination, and persistence.

This year, ACA, NY and NJ hosted 18 professional development conferences, webinars, and roundtables, along with numerous networking opportunities, for our members on important and timely topics. From the Tri-State CAMP Conference with thousands of people to more intimate roundtables of 25, we served more than 4,125 camp professionals. Our professional development offerings simply wouldn't run without the commitment of our dedicated volunteers. Thank you to our more than 200 volunteers for taking time out of your own busy schedules to help better the camp community as a whole.

Outreach to the public on the benefits of camp, whether as a camper or staff, is a cornerstone of the work we do at ACA, NY and NJ. We placed more than 175 children in day and overnight camps, garnered more than 100 earned media placements, and drove 165 potential summer camp staff members to our camp job website.

Our goal is for every member of our organization to attend the conferences they feel would be most beneficial to their own professional growth. It's why we created a program that allows us to provide scholarships to camp professionals at nonprofit camps who might not have otherwise participated. ACA, NY and NJ donated \$10,000 in professional development scholarships this year alone.

We are proud that nine day and overnight camps went through the accreditation process this year and joined the ACA, NY and NJ affiliate. These camps took the steps to improve the quality of their camp programs and to assure they are keeping with best practices of the camp industry.

As we look to the year ahead, we will continue to enhance our professional development opportunities for members and seek new ways to support the camp community.

Sincerely,

Sam Borek



A Message from the ACA, New England Board President

In 1861, Frederick Gunn took a group of students on a two-week journey into the wilderness and away from the comforts of home. What started as an experiment just outside of Washington, Connecticut, has gone global. For the last 158 years, New England has been proud to carry that torch as the birthplace of camp, and as 2019 draws to a close, the American Camp Association, New England can confidently reflect on the year in a positive light.

Building on a favorable response from our members, ACA, New England introduced several new professional development opportunities this year. Thanks to the success of our Experienced Director Roundtable series introduced in 2018, our members requested another roundtable series geared toward younger directors. The Newer Camp Director Roundtable series filled quickly, and we're happy to add it to our roundtable offerings.

Another new opportunity for members came from the launch of Emerging Professionals in Camping (EPIC), New England. EPIC is all about providing learning, volunteering, and networking opportunities for members interested in establishing or furthering their camp careers. A dedicated committee of up-and-comers in our community has laid the foundation for successful EPICs in the future.

Crossing over between the old and new, ACA, New England hosted another successful round of camp tours. New this year, ACA, New England partnered with the ACA, New York and New Jersey team. We brought more than 150 camp professionals together for three days of tours, fellowship, and learning at six accredited camps located in Maine's beautiful Sebago Lakes region.

With all the new in New England this year, we can't forget the continued success of our accreditation service. Accreditation is the backbone of what we do. Thanks to our dedicated volunteer visitors and camps, ACA, New England welcomed eight new camps to the ACA-accredited ranks and helped 63 camps renew their commitment to operating an ACA-accredited camp.

Every spring, just before the snow thaws and our camp community turns its focus to summer, directors, staff, volunteers, vendors, and speakers congregate for the oldest gathering of camp professionals, the New England Camp Conference. This year was no exception to this long-running tradition, with more than 1,000 attendees joining together in 2019 for a week of celebration, exchanging ideas, and networking. Next year promises to provide another great opportunity for the New England camp community, and we are extra excited for the 100th New England Camp Conference coming in 2021.

Our campership program offers two weeks of camp at an ACA-accredited camp for young people whose circumstances would otherwise prohibit them from going. This year, we sent 130 campers to accredited camps, adding to the more than 1,350 campers over the last few years.

As the premier source for all things camp in New England, ACA, New England cherishes the relationships we have with our six state associations. Throughout the year, ACA, New England staff attend state meetings, support their events, and create multiple opportunities for collaboration with the six state association presidents. New England is a tight-knit community, and the partnership we share with the state associations is integral to the success of all camps in the region.

Looking into 2020 and beyond, ACA, New England is motivated to expand our professional development opportunities, number of accredited camps and members, and ultimately continue our storied tradition of supporting quality camp experiences for all who seek them in New England.

Shannon Donovan-Monti



A Message from the ACA, Illinois Board President

It has been a busy 2019 in the office of ACA, Illinois. We are nearing the halfway point in Fiscal Year 2020, and reflecting on FY19 saw an even stronger year in our ability as an Association to serve more children and families in Illinois.

The heart of our work in ACA, Illinois has been closely tied to our foundation, which is an Association committed to funding camp experiences for economically disadvantaged children and families. While we have evidence in our history of such service dating back to 1887, our work was formalized in 1971 by former Chicago Camping Association President Eleanor Eells. She worked to secure public aid funds because she believed a camp experience could break the cycle of poverty through development of essential life skills. ACA, Illinois continues her vision through partnering with the Illinois Department of Human Services (IDHS) to purchase camping service on behalf of IDHS clients. The work has continued throughout our Association's history, and in 2019, through the advocacy of our executive director Colette Marquardt, ACA, Illinois was able to secure \$150,000 in additional funds, allowing us to send 4,693 clients of IDHS for a summer camp experience.

In addition, ACA, Illinois Board approved an additional \$10,000 of campership awards to send children from underserved areas for camp experiences. Through a third-party recommendation process, campership applications are reviewed and awarded each season.

Continued education and professional development for our camps, old and new, has centered around Chicagoland through our flagship Mid States Camp Conference. Mid States 2019 marked the 27th annual conference for the Midwest region. ACA, Illinois continues to work with our midwestern LCOLs to offer a high-quality, innovative conference that is affordable and accessible to emerging and experienced professionals. The inaugural Women In Camp Summit (WIC) was hosted in Illinois in November 2018 and was met with international success with 120 attendees representing 27 states and four Canadian provinces. In 2019, 140 female-identifying professionals attended our 2nd WIC conference. Overall, 2018–19 saw more than 1,000 attendees from 28 states and five Canadian provinces travel to Chicago to receive professional development. We could never do it without incredible speakers and 200+ volunteers throughout the year.

We are proud to have eight new ACA accreditation instructors in our Association, further demonstrating our commitment to support our camp professionals in their lifelong learning. We have 35 committed visitors, did accreditation visits for 16 camps, and are proud to have 105 accredited camps in our membership.

We are looking forward to providing even more children a valuable camp experience in summer 2020 and working with our camps as they navigate the new and updated standards.

In Camping,

Cat Curry

ACA Supporters

July 1, 2018 – June 30, 2019

Changing the lives of millions of children, youth, and families requires the concerted effort of many. ACA could not be effective in safeguarding futures without the help of our partners, sponsors, and strategic relationships.

MISSION PARTNER

Markel Insurance Company

TOP CAMP LEADERS

GIFTS OF \$50,000 OR MORE

Chaco

PRESIDENT'S CIRCLE

GIFTS OF \$10,000 OR MORE

ACA, New York & New Jersey

CampBrain

CampGroup, LLC

Cliq

First Student

Leave No Trace Center for
Outdoor Ethics

Moment

The Redwoods Group

Rocky Mountain Sunscreen

Trinity/HPSI

UltraCamp

CAMP AMBASSADORS

GIFTS OF \$5,000 OR MORE

ACA, New England

AMSkier Agency

Camp Champions

Camp Ozark

Cheley Colorado Camps, Inc.

Grasshopper Mowers

Guided Discoveries, Inc.

Philadelphia Insurance Co.

Paula & Bruce Schad

Timber Lake Camp

Timber Lake West

Tyler Hill Camp

Lisa Westrich

WOWBUTTER Foods

Youth Venture Marketing

CAMP LEADERS

GIFTS OF \$2,500 OR MORE

Bryn Mawr Camp

Camp Canadensis

Camp Echo Lake

Camp Leaders

Camp Starlight — FL

Camp Wah-Nee

Camp Walden

Camp Weequahic

Camp Westmont

CampDoc

Deerkill Day Camp

DollarDays International, Inc.

Gate Hill Day Camp

Gold Arrow Camp

Image Branding Group, LLC

Indian Head Camp

Iroquois Springs

Greg Kidd

Merrick Woods Country
Day School

R.J. Thomas Mfg. Co./Pilot Rock

Scatico

Southwoods Recreation, Inc.

Trail's End Camp

Maddy, Erica, & Benjamin Willner

CAMP BELIEVERS

GIFTS OF \$1,000 OR MORE

Air O Sport

Amerasport A USA Sport Co, Inc.

Elizabeth Beck

Brant Lake Camp, Inc.

Breezemont Day Camp

California Camp Realty

Camp Dream, LLC dba
Camp Walden

Camp Hilltop

Camp Kinneret Day Camp

Camp La Junta

Camp Lochearn for Girls

Camp Longhorn

Camp Mystic

Camp Olympia

Camp Stewart for Boys, Inc.

Camp Towanda

Camp Waldemar

Camps Rio Vista & Sierra Vista

Camps with Friends

Catalina Island Camps

Carole & Don Cheley

Chipinaw

Meg Clark

Robert Ditter

Eli & Bessie Cohen Camps

Robert Feldgreber

Floorball 4 All, Inc.

Gotham City Land Cruisers

Hearth O' The Hills Camp

Elizabeth Holden

Colleen Huey

JotForm

Judy Klauer

Amy Lit

Harriet & Richard Lowe

Charlie MacPherson

Nancy Moeller

Mondelez International —
North America, Foodservice

Ian Moorhouse

Barbara & Richard Murdock

Paul Nagai

Outpost Recreation &
Education Inc.

Quinipet

RAVE Sports

ReVision Energy (North Andover)

Pam Sugarman &
Tom Rosenberg

Shaffer's High Sierra Camp, Inc.

Tamarak Day Camp

Lucia & David Thoensen

Tom Sawyer Camps

Dave VanDerWege

Western Association of

Independent Camps

Mountain Camp

Daniel Zenkel

CAMP CHAMPIONS

GIFTS OF \$250 OR MORE

Sonny Adkins

Alford Lake Camp

Karyl Alvord

Androscoggin

Alexander Barge

The Bar 717 Ranch, Inc.

Belmont Day School

Madison & Peter Beltz

Mark Benerofe

Bishop's Ridge: Stoney Camp &
Rec Center

Black River Farm & Ranch, Inc.

Reed Blahnik

Tish Bolger

Regina & Rusty Bowsher

Brent Klaus

Michele & David Branconier

Ella Brittingham

William Brockenborough

Henricus Broekmate

Hollis Brookover

Kim Brosnan

Burgundy Farm Country
Day School

Camp Agawam

Camp Fire Angeles Council

Camp Highlander

Camp Lenox

Camp Lincoln/Camp Lake Hubert

Camp Mataponi, Inc.

Camp Nazareth

Camp Pinecliffe

Camp Pontiac

Camp Quest West

Camp Scatico, Inc.

Camp Timberlane

Camp Ton-A-Wandah

Camp Wildbrook, LTD

Michelle Campbell

Terrie Campbell

Sallie Castle

The Center for
Community Empowerment

Chartwells

Council on International
Educational Exchange

Barbie Cobb

Coleman Country Day Camp

Colvig Silver Camps, Inc.

Danielle Conrad

CORCL

Taylor Costas

Brian Crater

Crestwood Country Day School

Elise Crockett

Culver Educational Foundation

Darice

Deaton's Waterfront Services/
EZ Dock of Mid-America

Deer Crossing Camp, Inc.

Dan Denov

Anne Derber

Discover Magic

Ed Doody

Doublecreek Farm, Inc. (dba
Camp Doublecreek)

Daniel Douglass

Empatico

ESS Universal

ExpertVoice

Falling Creek Camp, Inc.

The Fessenden School

Amanda Zoellner & Bryan Fink

Herve Fortin

Four Winds

Rich Garbinsky

Nancy Garran

Roberto Gil, Jr.

Vance Gilmore

Sunil Gopal

Green River Preserve

Hilary Grothman

Ronald Hall

Dr. Karla Henderson

Henderson/Nor'wester Camp

Crissa Hewitt

Hibbs Hallmark & Co.

Hidden Pond Day Camp at
the Rinx

High Meadow Day Camp

Maria & Tom Horner

John Howe

IENA

John Jacobson

Johnsonburg Camp &
Retreat Center

Kaleidoscope, Inc.

Amy Katzenberger

Rick Keller

Kids After Hours

Jill Kilty-Newburn

Jared Knight

Konigsberg Properties

Peter Kronschnabel

Linda Lamb

Sterling Leija
Joanna Lenahan
Jane Lichtman
Cliff Lissner
Jacqueline Little
Sincia Liu
Lori & Roger Lueth
Maplewood Country Day Camp
Daniel Mathews
Tracy McCormick
Katherine McMillan
Menominee for Boys
Rhonda Mickelson
Miss Sues Summer Fun
Nabby Day Camp
NameBubbles.com
New Camps, Inc.
Yates Pharr
Pinewood Operations, LLC
The Pingry School
Mary Pinkus
Danielle Pinney
Janet Premsky
Rainprotection Insurance
Andrea & Scott Ralls
Red Pine Camp Foundation, Inc.
Mary Rogers
Rolling Hills Country Day Camp
Sandy Rubenstein
Ruby Outdoors
Adam Saitman
The Salvation Army — Hartford
Sanborn Western Camps
Stephen Schmid
Mary Schulman
Linda & Paul Sheridan
Andy Shlensky
Bonnie Shlensky
David Silverstein
Skylake Yosemite Camp
SSI Out of School
stickersandmore.com
Sugar Pine Christian Camps
Sundewurks
Christine Surowiec
Swimline Corp.
Posie Taylor
Bill Tubbs
Upwardbound Camp, Inc.

Valley Trails Summer Camp
Louise & Davis Van Winkle
Buena Washburn
Carla Weiland
Westmark School's
Camp Funtime
Woodmont Day Camp
Andrea Yenter
YMCA Greater Boston Camp
Service Branch
YWCA Greenwich

**CAMP SUPPORTERS
GIFTS OF \$100 OR MORE**

Activity Hero
Bhumi Afzal
Cole Allick
Jill Altman
Avantika Amit
Eric Arnold
Shirley Asmussen
Ashley Assarian
Julia Baller
Tori Barnes Adams
Marc Barrachin
Kristin Barren
Barrie School
Marcela Barrientos
Beth Behar
Adam Bell
Rick Benfield
Melinda Trotti & David Berkey
Judith Bevan
Deb Bialeschki
Birch Rock Camp
Marvin Black
Hille Blackshaw
Alexander Bowman
Amy Boyd
Mary Brannon
David Brinkley
Jessica Briol
Dave Brown
Janet Brownell
Kim Bruno
Bette Bussel
Jennifer Caleshu
Camp Agawak for Girls
Camp Alleghany

Camp Lee Mar
Camp Marist
Camp Nicolet, Inc.
Camp Orchard Hill, Inc.
Camp Ramah in the Poconos
Camp River's Bend
Camp Shalom, Inc.
Camp Wekeela
Camp Woodbrooke, Inc.
Cape Cod Sea Camps
Matt Carney
Missy & Monty Casner
Christa Cassidy
Dana Chaiken
Elizabeth Chamberlain
Kyong Choe
Brodrick Clarke
Sue Clayton
Concord Academy
Ben Connor
Ellen Cooch
Carole Costas
Creative Camping Services, LLC
J. Michael Dady
Happie Datt
Michelle Dawson
Thomas Deal
Henry DeHart
Drew Demery
Julie Dickerson-Byrne
Diocese of Rhode Island
Ele Dootson
Gregory Douglass
Alex Driessen
Denice Dunn
James Dunn
Elmwood Day Camp
Stefanie Farhat
Pam Faricy-Jamison
Joanne Fay
Kelly Fecteau
Ethan Feist
The Fenn School
Debbie Ference
Elizabeth Fields
Tess Fife
Five Points Mission
Lealie Flesher Dwyer
Lizabeth Fogel

FOODBUY
The Fowler Center
The Fresh Air Fund
Melissa Fulsom
Sidsel Gadeberg
Zoe Gadgil
Ian Garner
D.D. Gass
Emily Glass
Pauline Goolkasian
Deborah Gordon
Marcia Gordon
Susan Gudgell
Sean Gundersen
Alex Hafkenschiel
Lorie & Rod Haglund
Jennifer Halstrom
Kirsty Hanson
Barbara Harder Michaels
Kathy & Mike Harrington
Lauren Hartzell Nichols
Emily Heintzelman
Rebecca Heironimus
Elizabeth Henn
Matt Henry
Scott Hicok
Hidden Valley Camp
Sherri Hruby
Marcy Jacobs
Jonathan Jacoby
Nick Jacoby
Dave Johnson
Jeanne Johnson
Cyndi Jones
Keahi Kaawa
Kamp Kohut
Daniel Kaylor
Betsy & Brian Kelder
Megan Keller
Killoolleet, Inc.
Joyce Knoll
Valery Kostin
Neal Lawson
Leadership Academy, LLC
Rebecca Lee
Akemi Louchheim
Samantha Luchek
The Malvern School
Galit Mantell

Manzano Mountain Retreat
Maplewoodshop
Nathan Margrett
Vi Martin
Martin Brothers
Distributing Company
Kayla McCombs
Susan McDonough
Mitchell McGregor
Mitchell McKay
Connie & John McMahan
Siobhan McMahan
Meadowbrook School of Weston
Merrie-Woode, Inc.
Ellen Metz
Darrow Milgrim
Robert Minch
Jessica & Brandon Mitchell
Robin Mitchell
Robert Monaghan
Jared Moore
Debbie Morris
Kenneth Mortensen
Katherine Moses
Judy Murphy
Randy Murr
Matt Murray
New Jersey Camp for Blind
Children, Inc.
Andrew Newberry
C. Robert Niderost
Esther & Steven Oakes
Jody Oates
Monica Oates
OUTFIT YOUR LOGO
Pacific NW United
Methodist Conference
Willis Palleschi
Cathy Palmer
Seana Pathman
Mark Peapenburg
Mandi Perlmutter
Kim Perry
Jenny Podell
Red Robin Country Day
School & Camp
Laura Richards
Todd Richheimer
River Edge Farm, LLC
Robert Lester

Larry Roberts
Rocky River Ranch, Inc.
Richard Rosen
Joy & Jamer Roush
Barry Royce
Brittany Rud
Abby Rueb
Jennifer Rytel
Richard Sandler
Andrea Scharff
Catherine Scheder
Missy & Sandy Schenck
Eloise Schlafly
Kathy & Sanford Shapiro
Ann Sheets
Marlys Shelby
Kurt Simer
Jennifer Smith
Barbara Snieszek
Society of St. Vincent de Paul
Los Angeles
Gustavo Solorzano
Ashvin Sompura
Amy & Neil Steiner
Weston Sternitzke
Kyle Stolarz
Alan Stolz
Mitch Stringer
Clarence Stumb
Lorrie Sverson
Tabor Summer Camp
Talisman Programs
Linda Tatsapaugh
Taum Sauk
Emily Taylor
Grechen & Randy Throop
Daniel Todd
Ali & Tommy Feldman
Catherine Turnbull
TVRC Education Foundation
Marnie Van der Voort
Andrew VanDerWege
Bob VanDerWege
Alison Vasquez
Ken Veal
Anda Vizulis
Zack Wagman
Diane Walker
Edward Walton

Virginia Watterson
Wawenock
Jill & Ron Way
Anne Weinberg
Whippoorwill Farm Day Camp
Abby Whitridge Berman
Diana Wiegel
Wilderness Adventures
William Wood
Wyonegonic Camps
Y of West San Gabriel Valley
YMCA Greensboro
Susan & John Yoder
Jessica Youd
Jennifer Young
Landon Zee

**FRIENDS OF CAMP
GIFTS UP TO \$99**

Jody Adams
Dr. K. Dale Adkins
Carrie Afuso
Anam Ahmed
Sadia Ahmed
Sana Ahmed
Rena Alatrebi
Amy Alexander
Elizabeth Allan
Sally Alpert
Garth Altenburg
Elias Amini
Sacha Amry
Joe Anderson
Robert Anderson
Matthew Anzur
Sara Arman
Arley Avila
Colleen Bagonyi
David Baker
Raina Baker
Susan Ballard
Laura Barnes
Peggy Bartlett
Lauren Bateman
Andy Baxter
Cameron Beachy
Allen Beauchamp
Joshua Beck
Matthew Becker

Alyson Beckman
Angie Beermann
John Beitner
Kaley Belakovich
David Bell
Matthew Bell
Kevin Beltz
Kylie Beltz
Susana Berger
Jonathan Berk
Wendy Berliner
Giulie Bermudez
Jennifer Berry
Madison Best
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Acorn Society

We are grateful to each member who believes in the purposes of organized camp and those who want to ensure that camp continues as a growing, educational opportunity for all who follow. The Acorn Society is a program recognizing those who have included the American Camp Association and/or the American Camping Foundation in their estate planning, or have made outright gifts to the Endowment Fund. To qualify for the Acorn Society by way of cash contributions requires a minimum contribution of \$25,000 payable over a period of not more than five years. *

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Generous individuals who became Acorn Society members and are now deceased.

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Althea Ballentine	Jesse Farrow	Wilbur Kriebel	Glenn Poulter
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Betty Cote	Dan Hemphill	Stanford Miller	Betty van der Smissen
Judy Cote	Hermine Hemphill	J.I. "Coach" Montgomery	Frank "Scotty" Washburn
R. F. "Brownie" Cote	John L. Holden	Judith Myers	Robert Watkins
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Changing the lives of children, youth, and families requires cooperative effort. ACA could not effectively serve over 10 million campers and produce the programs you read about without the financial involvement of our partners.

MISSION PARTNER



Markel Insurance Company: ACA is presenting the “Healthy Camp Toolbox” — developed through the support of Markel Insurance — to provide a variety of resources for addressing health and safety issues in camps, including camper and staff MESH (mental, emotional, and social health) needs.



American Red Cross

American Red Cross provides a 20 percent discount for Red Cross Health and Safety training to ACA-accredited camps.



The American Camp Association (ACA) is excited to partner with **CampDoc** and the Association of Camp Nursing (ACN) to improve health and safety at camp through strategic research efforts.



Chaco: ACA members receive a 40 percent “pro-deal” discount on any Chaco footwear purchase. A portion of your purchase will go to ACA’s Send a Child to Camp program.



DollarDays International, Inc: The largest wholesale and closeout website dedicated to saving you money. ACA members support the ACA education resources with a 5 percent rebate, and receive free shipping with no minimum purchase required when they shop ACA.dollardays.com.



ExpertVoice: Score up to 70 percent off on over 300 top brands for you and your staff. Get an insider peek at our new rewards program with ExpertVoice — an exclusive, invite-only community where you can get deep discounts and insider information from the outdoor brands you know and love.



Empatico, is a free tool that connects camps around the world through experiences that spark curiosity, kindness, and empathy.



First Student provides safe and reliable transportation to students across the U.S. and Canada by providing easy and convenient mobility, improving quality of life by connecting camps, people and communities.



Ford Fleet Customer Association Incentive Program (CAI): Significant discounts for ACA camps on new vehicle purchases.



The Grasshopper Company: ACA is pleased to partner with Grasshopper Mowers to bring ACA camps and members discounts on lawn equipment up to 22 percent.



Healthy Learning, ACA’s publishing partner, is the exclusive publisher of ACA educational materials in the ACA Bookstore. ACA’s Bookstore has over 900 books, DVDs, and e-books with content on camp staff training, youth development, behavior management, risk management, programming, and camp operations.



Moment: ACA is pleased to partner with Moment to explore the role of parent communication in a child’s camp experience. The study will examine how to make parent communication more effective, how to strengthen camp-family connections, and how parent communication drives repeat and word-of-mouth enrollment.



The Redwoods Group: Through this partnership, The Redwoods Group is supporting ACA’s Research 360 initiative.



Rocky Mountain Sunscreen: Bulk, oxybenzone-free, fragrance-free sunscreen in gallon and quart pump dispensers. Save 10 percent by using ACA coupon code at checkout.



Trinity/HPSI: This program saves ACA camps money through negotiated contracts with national, known suppliers that you’re already using on a daily basis.



Troxel and ACA have partnered together to offer ACA camps 25 percent off of the Spirit I and Sport helmets, plus free shipping.



UltraCamp Foundation supports the Send a Child to Camp program.



Youth Venture Marketing: Enhance your camp and camper experience through interactive youth-marketing programs and product sampling promotions.

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Expenses, Revenues, and Financial Position Analysis



	2019	2018	
Expenses			Expenses
Program Services	85%	85%	Program Services
General & Admin	14%	14%	General & Admin
Fundraising	1%	1%	Fundraising
Revenue			Revenue
Dues & Fees	54%	53%	Dues & Fees
Contributions & Grants	20%	21%	Contributions & Grants
Program Services & Invest Income	26%	26%	Program Services & Invest Income
Financial Position Analysis			Financial Position Analysis
Assets	\$12,875,088	\$12,465,329	Assets
Liabilities	\$3,097,313	\$2,914,411	Liabilities
Net Assets	\$9,777,775	\$9,550,921	Net Assets
Net Asset Analysis			Net Asset Analysis
Without Donor Restrictions	\$4,218,722	\$4,184,280	Without Donor Restrictions
With Donor Restrictions for Purpose	\$2,669,596	\$2,511,837	With Donor Restrictions for Purpose
With Donor Restrictions in Perpetuity	\$2,889,457	\$2,854,804	With Donor Restrictions in Perpetuity



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