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Our mission is "With Christianity as our foundation, we extend love to all God's children through a camping experience in a special setting."

EXECUTIVE DIRECTOR REPORT

Friday February 9, 2018

Let me begin by saying what an honour and true privilege it is to work for this organization. But it's more than the organization, it's the privilege of being able grow and build this very important ministry.

I'll never forget the first time when someone said to me, "Hey Mat, you'll make a great camp counsellor someday." Who knew I'd be doing it as an adult? For Camp Council to hire a year-round employee, it was a leap of faith. I believe that leap has brought with it a lot of accomplishments. We are still learning together.

Over the course of 2017 I have been focused on the operations of the camp, to allow Camp Council to remain committed to the overall vision of the organization.

What a year it has been. One of my goals operationally, was to raise the bar in everything we do. Whether we're talking registration, program, spiritual development, food, site to provide the best experience for our campers and our parents. I am extremely happy to tell you we did it. Here's brief overview of our celebrations:

- We exceeded our goal of \$15,000 for our Operation Cabin Refresh, all because of our amazing and committed alumni, churches and volunteers. You will see new cabins begin to be built in 2018 by NSCC Bridgewater. We will continue to fundraise year after year and meet our annual goal.
- We reached 413 campers in 2017. That's a 17% increase from 2016.
- We grew our program rental camps in May, June and September and in 2018, we will double the number of program rental camps. In short, we are providing leadership development, school year end trips and science camps for youth in Halifax, South Shore and Valley.
- We qualified for 3 significant staff employment grants that helped us recruit well qualified and dedicated staff. With that we completely revamped our training modules giving our staff more tools to create a better experience for our campers.
- We had 9 clergy from the South Shore & Valley Presbyteries come out to camp each week throughout the summer to be a pastoral support for our campers, staff and volunteers.
- We had 7 health care professionals (RN, LPN & paramedics) who volunteered their time to be on our weekly staff. Their job was to care for our campers and staff, injuries and medications.
- Sherbrooke Lake Camp was represented at the Presbyterian Church Camp and Conference of America in the fall of 2017. Learning, listening and bringing back ideas.

- We have representation on the Sherbrooke Lake Stewardship Committee through the Municipality of the District of Lunenburg and Chester.
- We are mentioned in the Gifts for Mission Catalogue through the Mission & Service fund for 2018.
- We hosted twenty groups in 2017, five of which were program camps.

All in all, I feel that we are on the right trajectory to continue to grow and continue to make this ministry an important part of the church moving forward. We are becoming more than a July and August operation providing a broader based program which supports our goals as a church.

I know there is still a lot of work to do. This year I will be working with our staff to continue to raise the bar. At this stage we're good, let's move the bar to become an excellent camp. I have developed a Culture Code for summer 2018 and moving forward. Making bold statements about our operation and how will we become an even better and more inclusive community.

We believe in kids. We are a safe space to learn. We believe everything is impossible, until it isn't. We think big, but simple. We play until we can't. We are the place to explore faith. We inspire & motivate listening to spark understanding.

I wish to thank the parents, the staff, the churches and the board members of Sherbrooke Lake Camp for giving me their confidence to make camp even better than it has been for the past 53 summers but most importantly, thank you to the past and future campers who know that Sherbrooke Lake Camp was made for you.

I look forward to what 2018 will bring.

Yours in camping,

Mat Whynott
Executive Director