

annualreport 2011



CARING FOR CHILDREN AND YOUTH IS NOT JUST A PRIVATE ISSUE; IT IS A COLLECTIVE RESPONSIBILITY.

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President'smessage

As I reflect back on this past year, I am astonished and pleased at where we are today. We went into this year with a rather gloomy economic outlook globally and we knew that Ottawa would not be spared from the various upheavals happening all around us. We also knew that tough economic times in the world, more specifically in Ottawa, lead to tough times for organizations like Christie Lake Kids. Typically the demand for services rises proportionately with the decline in donations. Most would throw in the towel and wait out the storm, but not CLK! We smiled and jumped in with both feet. I continue to marvel at the commitment and dedication of our staff. I ask, "Where do they get this from? Is it from the resilience that they see coming from the kids we serve who continue day in and day out with as many if not more challenges facing them?" Perhaps, but whatever it is, I am so proud to be part of Christie Lake Kids and I stand with our staff, volunteers, LIT's and our kids in stating that, this year was totally awesome.

We had many new faces join CLK this past year and their contribution to our success and growth is truly outstanding. Craig Mackie joined us as our new Director for the Inner City Program. Craig was immediately welcomed into our Community and hit the ground running. Many other folks came in and we are so fortunate to have them. The Camp under Darcy Delaney continues to be a place of inspiration and growth for our kids, staff and LIT's. Finally, it goes without saying, Carole Gagne Ince, our esteemed Executive Director, worked tirelessly to "onboard" new staff, build a strong team and generally kept us alive and vibrant in the community. I am like a proud father when I am out in the community and someone says, "You are so lucky to have Carole as your ED." I could not agree more, Carole exudes enthusiasm about and for CLK. Her passion, dedication and commitment is a shining example for all of our staff and our kids.

I have had the pleasure of working with a great Board of Directors, who have shown their dedication and commitment as well to CLK. I look forward to new challenges and opportunities next year.

Regards,

Chris J. Hughes



Executive director's message

We consider the resiliency of the children and youth we work with as an indicator of their future success, and we can adapt this theory to measure the success of Christie Lake Kids (CLK) as an organization. The resiliency theory refers to the ability to bounce back and recover from difficult events. For CLK, it's not only about its ability to bounce back but, in fact, to bounce forward – with speed, integrity, determination and passion.

On the eve of our 90th anniversary, Christie Lake Kids demonstrates resilience because of its strong grounding and long history of successful outcomes. It also has deep commitments and loyalty from the community. CLK maintains a resilient culture which is built on principles, purpose, trust and accountability. CLK also continues to demonstrate a culture of passion that drives us to achieve important outcomes.

2011 was a year of challenges, accomplishments and many new endeavours. The most significant was the refreshing of our logo, which now tells the story of our year-round activities, while honouring our summer camp roots. Many youth have shared with us that they feel that the new logo represents their current experience since they are active participants in CLK programs both in the city and at camp. We are grateful for the in-kind work on the logo by Character Creative through the Probono Palouza Contest.

This year also saw the successful results of an important partnership with the Boys and Girls Club of Ottawa, the National Capital Region YMCA-YWCA, the City of Ottawa, United Way/ Centraide Ottawa and Christie Lake Kids. After two years of developing a business plan, the Social Rec Connect project was launched in the Centretown West area. CLK has the privilege of being the lead on this pilot project which is funded by the Trinity Foundation and United Way.

In an attempt to find a new source of revenue, CLK piloted an Outdoor Education Program. The Social Enterprise was well received by the schools that participated and allowed us to create new materials for our Nature Lore program.

Other new initiatives included our first Donor and Volunteer recognition event and the establishment of a Youth Advisory Committee. This group of dedicated CLK youths attended bi-weekly meetings where they learned to conduct a formal meeting, fundraise and apply for funding. They were successful in obtaining a Youth Action Grant from United Way.

Finally, CLK Camp has been the recipient of so much generosity from groups such as Enbridge, Tommy and Lefebvre, Telus, Irdeto and the Young Presidents Organization (YPO). As a result, all of the camper cabins were refreshed, the dining hall roof was repaired for a fraction of the cost, a new shower building was constructed and the nurses hut was refurbished. We also received 60 new mountain bikes and helmets! The corporate and community support has been overwhelming.

As we continue to move forward, it is important to stay true to our values and culture, while investing in measuring our outcomes and incorporating new promising practices.

Sincerely,

Carole Gagné Ince

ourmission

To enrich the lives and prospects of economically disadvantaged children by providing quality year-round community and camp programs to develop physical, artistic, and social skills, positive attitudes and personal qualities.

KIDS

ourhistory

Christie Lake Kids has been addressing the needs of economically disadvantaged children from the Ottawa area since 1922, when Judge John (Jack) McKinley founded the summer camp. It is a model for helping kids that has stood the test of time and benefitted greatly from the leadership of the many remarkable leaders including the late Dr. Dan Offord who volunteered as Camp Director for 48 years.

Camp was designed to be not only a summer of fun but also a place for children to learn responsibility and citizenship, develop skills, and find opportunities to succeed. Thousands of children have walked the trails of Christie Lake Kids Camp and had their lives changed by the skills they developed and the support they received. The "Winter Program" began informally in the 1960s, when camp staff organized activities for campers in the off season. In 1985, a full-year commitment to children from low-income families was made by formally establishing the STAR (Skills Through Activity and Recreation) afterschool and weekend programs in the city.

philosophy

Christie Lake Kids programs are based on the following principles:

- All kids deserve a safe, healthy childhood.
- All kids deserve the opportunity to learn, to achieve, and to succeed.
- Teaching skills of all kinds not only builds those particular skills; it also builds self-esteem, social skills, and other positive qualities.
- Children from low-income families deserve the same recreational and skill development opportunities as other children.
- Caring for children and youth is not just a private issue; it is a collective responsibility.

CHRISTIE LAKE KIDS TODAY.

Shannel's Story

My friends at school all know how much I love Christie Lake Kids. I never stop talking about it. I've never stopped singing about it. They've heard probably every story and experience that I've had with CLK and know that it has had such a tremendous effect on my life. Every conversation I have, I work CLK into it somehow. I actually live and breathe CLK. I've told people on numerous occasions that if I could, I would live and work at camp all year round. They may think I'm joking, but I'm definitely serious. You can't just brush off something that has been a huge part of your life for so long.

Many know that I am not just a staff member at Christie Lake Camp, but also a former camper. My first year was in 2004 when I was 12 years old. Crystal, my sister, and I, were referred to the camp by our school principal. I'll be honest, at first I did not want to go. I did not think that I would have fun. But my mom assured me that I would and if I didn't like it, I wouldn't have to go back again. So I went, and just after one day, I changed my mind. I loved it!

When I did return in 2008 as a junior staff, I was of course really nervous to be on the other side of things at camp, but at the same time, there was more excitement in me. I really wanted to do my best and have fun, and also make sure that the campers were having the best time possible. That summer was probably the best summer of my life. There's a certain magic that happens when you live outdoors with other people in cabins and without electricity, where everyone smells bad and has greasy hair (besides the rare occasions that you shower), where no one cares about how they look and everyone can be themselves; that's when you can really trust someone. The support system that we had for each other was and is unmatched. It is such a crucial part of the person that I am today.

Many people don't know this, but CLK is responsible for bringing my artistic abilities to light. In 2005, my second year as a camper, I was in the Art Hut and the Art Director complimented me on my drawing. A few months after camp ended, my mom got a phone call from the Art Director saying that she noticed that I had a talent for visual arts and wondered if I'd be interested in taking a Portfolio Development course at the Ottawa School of Art. When I was told about it, I instantly said yes! So since then, my artistic abilities and interest grew. I took Visual Art all throughout high school, and today I am studying Graphic Design at Algonquin College. Referring back to the notion that the learning at CLK goes full circle, this summer will be my second year as the Art and Drama Director.



"There's a certain magic that happens when you live outdoors with other people in cabins and without electricity, where everyone smells bad and has greasy hair, where no one cares about how they look and everyone can be themselves; that's when you can really trust someone."

-Shannel, staff member

I've cried, I've laughed, I've been angry, but I've been myself. There have been hard times, there have been fun times, and there have been some questionable times, but I wouldn't trade any of those times for all the money in the world. Is it crazy to do something just for the sake of doing good? I think not. I'm serious when I say I don't work at CLK for the money. All I want is to give to the children and other staff members what was given to me: the chance to be myself and to practice what Dr. Dan preached in his 48 years of being involved with CLK. Beneficence: The act of doing good out the goodness of your heart and without the expectation of a reward. This summer, my two siblings and I will be working at the camp. I really am "for the kids". That's why I continue to go back every summer.

Events:





Thank you to the sponsors, participants and volunteers who took part in the 16th Enbridge Canoe for Kids. Thanks to everyone who helped Christie Lake Kids raise over \$105,000 for children and youth in Ottawa who live in poverty. With your help hundreds of children will have access to summer camp and afterschool programs at no charge.



TEAMS THAT TOOK PART:

African Violets
Bassermann's Pipe Pigs and
Bore Holes- Enbridge Gas
Brew Crew-Molson Canada
Brute Force-Enbridge Gas
Byward Bottom FeedersYork Entertainment
CORADIX Crushers
Doyle Homes Custom
Canoers
Enbridge Gas Gurus
Fire Breathing Rubber
Duckies-Ottawa Sens
Foundation
Georgie's Angels

IBISKA Paddlers
Lawyers for Kids
McCann Legends
Mighty Moose PaddlersPriceWaterhousCoopers
Nile Voyageurs
OPS Blues
Poseidon
Raft Riders-Enbridge Gas
RBC Wavemakers
Souveto
Successful Six-United Way
Sure Shots
Sustainable Six-ch2m
Tamarack Rafters

Team BarbieYork Entertainment
The Delfino GroupScotia McLeod
The Good Chip Chips
Ahoy!-Kraft
The Green Mod BuildersGuildcrest
The Heartworkers
The Hot Tamales
The NAVigators NAV Canada
VIKINGS-York
Entertainment

TOP FUNDRAISERS:

Top Individual: Cathy Loosley, \$3,490

3rd place fundraising team Coradix Crusher **\$4,417**

2nd place fundraising team Enbridge Gas Gurus **\$6,080**

1st place fundraising team BISKA Paddlers \$7,880

Fastest Teams:

1st place, Lawyers for Kids **2nd place**, Tamarack Homes **3rd place**, Green Mod Builders, Guildcrest Homes





















Christielakekids by the numbers: CAMP

76 CAMP STAFF INCLUDING:

19 Senior Staff

1 Property Manager

30 Counsellors

6 Kitchen Staff

23 Junior staff

28+ Volunteers

All campers completed at least two awards and progressed by at least one swimming level at camp.

SOCIAL ENTERPRISE

Two High Schools participated in a three-day Environmental Education Program sponsored by TD Friends of the Environment. 32 students in total.

302

CAMPERS

18

LEADERS IN OUTRIPPING 12

CAMP RENTALS

6

CAMP WEEKENDS

36 YEARS LATER.

Brian's Story

In 1969, my father passed away leaving my mother to raise 8 children alone. I was seven years old at the time and our lives changed dramatically overnight. We moved to a low rental housing community in Ottawa's west end. Like all families living in these communities, we struggled financially. My mother was introduced to Christie Lake Boys Camp through Juvenile court as some of us boys were finding ourselves in trouble and before the courts. My first summer there as a camper was 1970 and I attended for the next 5 years. I remember resenting my mother for "sending us away" to camp when all of my friends didn't have to go. As the summers went by, I realized that the camp was having a very positive affect on me, developing a sense of pride and accomplishment with every level I attained in the activities provided at camp, most notably campcraft, swimming and canoeing.

"Christie Lake Kids, through the positive message and people working there, provided children, like me, the opportunity to develop social skills, the belief that life can change for the better and hope that we too can make our dreams come true."

-Brian, former camper

I had great success at camp achieving a "Masters" in Campcraft, Bronze Medallion in Swimming and "Pro" level in Canoeing. I was a member of two cabins that won "Best Cabin" and, in my last year as a camper, I won "Best Camper" despite losing my temper towards my counselor Ken. Attending camp during the second session also meant taking part in the "Olympics"; winning them was spectacular, a very fond memory of camp life. Another moment I remember dearly was the night the Junior staff put on a "show" for the remaining staff. I played Santa in a skit where I read a list of gifts for several staff, and the laughter that night was incredible. All of these brought a level of joy, warmth and success to my somewhat unfortunately tragic childhood.

I still remember those achievements with great pride, but from an adult point of view, the real honour was meeting a man that I would consider a hero and admire



for much of my life, Dr. Dan Offord. Dr. Dan's never wavering, boisterous encouragement towards campers (everyone for that matter) to be kind, ambitious and involved, laid the foundation for a successful environment. His leadership, dedication and efforts with financially and socially challenged/troubled children were so inspirational to me that, not only did I return to camp as a Junior staff member, I was inspired as an adult to give back to the community, doing so through coaching minor hockey for almost 25 years.

Growing up in a low income neighborhood, affectionately known as "The Project", can be a very challenging experience. Often children, specifically teens, are living under strenuous home environments with minimal guidance and very unfavorable conditions. They usually turn to their friends for comfort and that, generally, is a recipe for disaster. Sadly, I too lived this life. I often thought that there was no hope for a better life, thinking that my dreams of someday going to college were unattainable. Christie Lake Kids, through the positive message and people working there, provided children, like me, the opportunity to develop social skills, the belief that life can change for the better and hope that we too can make our dreams come true.

I eventually did get to college, twice (Willis Business College where I studied Network Administration and Algonquin College where I studied Computer Science), attending full time studies during the day and driving taxi at night while raising my son as a single parent. My journey has taken me through various positions in the Information Technology industry to where I am currently employed as the Director of Information Technology for Canada's Sports Hall of Fame in Calgary. Thanks to my endearing experience at Christie Lake Camp with people like Dr. Dan Offord who believed in me, the counselors who had the patience to work with me, and a few other role models (my grade school 7/8 teacher, a former minor hockey coach and the owner of a taxi company I worked for) I was steered in the right direction and sent on a course to becoming successful.

by the numbers

Volunteers

Jayme Freeman received a United Way Ottawa Growing Up Great Award. She has been involved with Christie Lake Kids for 9 years. In 2011 Jayme volunteered in our STAR program teaching skills in the Rocker, tutoring and dodge ball programs. She led a new pilot homework club at the Caldwell Family Centre. In addition, she created a new program in the Caldwell Housing Community called Healthy Living for Girls and the goal was to teach young girls about better health decisions and introduce them to new forms of exercise.

VOLUNTEERS RECOGNIZED IN 2011

- Darnell Kennedy Youth Volunteer
- Randy and Natasha Provost Community Volunteers
- Brenda Arthur CLK Family Volunteer
- Tom Hicks
 "Behind the Scenes"
 Volunteer
- Peter Simmons
 Event Volunteer



FOR A TOTAL OF...

- Weekly program volunteers dedicating a total of:
- 2130 Hours of work
 - Weekend camp volunteers
 - 130 Event volunteers

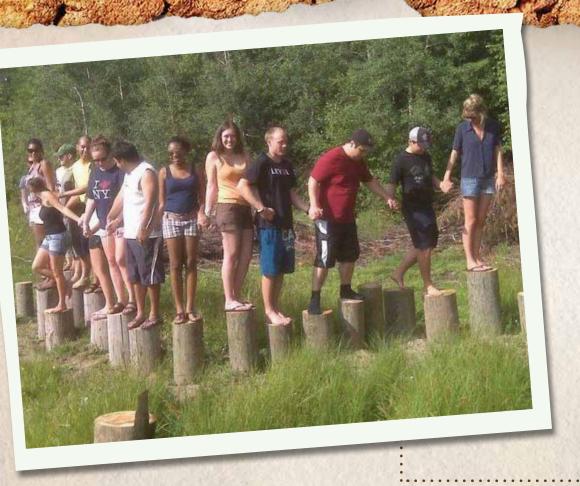


CLK could not deliver its high quality programming in the community without the support, commitment and expertise of the Ottawa School of Art, the City of Ottawa, Chance to Dance Foundation, Radha Yoga, the Ottawa Police, RCMP, Paramedics and Firefighters, Britannia Yacht Club.

A new partnership was formed with the Orleans Somali Community Association to recruit Somali children as new campers.

Famous Five Foundation Ottawa has adopted CLK female youth to provide them with opportunities to be inspired by important Canadian role models.





Work parties

In 2011, CLK experienced an unprecedented amount of support.

Irdeto donated 300 new lifejackets and water shoes as part of their volunteer day event.

Enbridge began construction on 3 low-ropes challenge course elements which were used by campers and out trip participants, and the environmental education program students. They also cleared the cabin on Belle Island and began working on the Leadership Facility.

Thirdpartyevents

CLK benefits from groups that fundraise on our behalf. We are grateful to the following groups for their generous contributions.

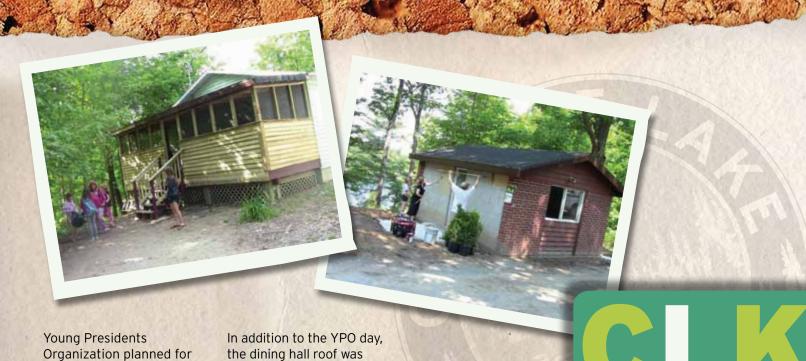
- Barry and the Blasters
- Ottawa Charity Ping Pong
- Mens MEATing
- Laughs for Charity
- Bon Appétit
- Outdoor classic hockey tournament
- Electricians Golf Tournament

Fundraising

A donation of 60 new mountain bikes from Telus and Tommy and Lefebvre added a very fun and exciting opportunity for campers to continue an active lifestyle at camp, and begin developing a new skill.

Enbridge Gas Distribution and its employees are our single largest corporate donor. Their financial contributions are matched tenfold through the dedication of their employees' volunteerism and enthusiasm towards our children and youth. Their contributions are too great to list!





Young Presidents
Organization planned for
one day cabin make over
which was a huge success.
The cabins looked brand
new, and the overall camp
appearance was improved
and refreshed.

In addition to the YPO day, the dining hall roof was finished over a one week period, and we were fortunate to have a donation of a brand new shower facility with 12 individual shower stalls separated by boys and girls rooms.

Socialrecreationconnection

The Social Rec Connect (SRC) pilot project was an exciting addition to CLK in September. With funding through the United Way/Trinity Foundation, Ashbury College and JumpStart and championed by Ottawa police chief Charles Bordeleau, the SRC is a new partnership between CLK and the Boys and Girls Club of Ottawa, the National Capital YM-YWCA and the City of Ottawa.

The emphasis of the project is to use the partnership to address barriers to accessing programs. This two year pilot project has the potential to change social recreation services across the city. As the lead organization, CLK is positioned perfectly to use our model of active pursuit in order to reach out to marginalized children and youth and break down barriers to social recreation.



by the numbers

INNERCITY

331
INDIVIDUAL PARTICIPANTS

276 Returning participants

- Have been with CLK for more than 3 years
- Have been with CLK for more than 2 years

Children and youth come from each postal code in Ottawa. Majority of participants are in 2 or more programs a week

17,400

Prgoram hours we offer Sept - May

- Program hours per week in 2 primary communities.
- Programs hours per individual per week

2011 Donorlist

To learn how you can give future generations of children life changing opportunities through planned giving and asset donation, please contact Christie Lake Kids.

LEADERSHIP GIVING PROGRAM

\$500—\$999

Leaders

\$1000-\$4999

Partner

\$5000—\$9999

Advocate

\$10,000— \$24,999

Benefactor

\$25,000+ Patron

ORGANIZATIONS

\$500—\$999

Balla Consulting Group Inc Barron Disposal Systems Inc.

\$1000—\$4,999 Arnon Corporation Borden Ladner Gervais LLP

\$5000-\$9999

Barry J. Hobin & Associates Architects Inc.

\$10,000-\$24,999

\$25,000-\$49,999

Character Creative Covertite Roofing and Sheet Metal Maurice Price Foundation

\$50,000+

City of Ottawa The Community Foundation

STOCK

SCHOLARSHIPS & BURSARIES

CAMPERSHIP

MEMORIAL

Treasurer'sreport

2011 can be best described as the "year of great change" for Christie Lake Kids, and of course with change, comes both opportunities and challenges. In terms of change, we saw many new faces in the organization, the implementation of a new software package called Raiser's Edge to improve how Christie Lake Kids interacts with its donors, and a new pilot program called Social Rec Connect. As much as all of this change was very positive and represented huge opportunity for the organization in the long term, it presented challenges in the short-term. Throughout, Carole and her team worked tirelessly, however try as they did, they could not offset a very difficult economy, and Christie Lake Kids saw 2011 revenues drop by almost \$100,000 from 2010 levels to \$1,178,000. This drop in revenue coupled with an increase in expenses resulted in a net operating loss of \$155,000. It is worth noting that the revenue shortfall came

entirely from the individual donor sector which dropped by almost \$120,000 from 2010, which appears to be consistent with what other "not for profits" experienced in 2011 as well.

In terms of the Christie Lake Kids investment portfolio, after withdrawals and a modest return of ~2%, the balance at the end of the year was \$308,339. Please keep in mind that 2011 was a very difficult market with the TSX down ~ 11% and 10 year government bonds yielding less than 2%. The asset mix is currently ~23% equity with investments focused on conservatively managed funds holding dividend paying stocks and, where appropriate, shares which have been donated to Christie Lake Kids. As much as a 4% return is still the target for 2012, this will be difficult to achieve in the current market given the focus on safety and liquidity.

As I indicated above, 2011 initiatives position Christie Lake Kids very well for 2012 and beyond. For example, the successful implementation of the Social Rec Connect program has cemented Christie Lakes Kids' reputation for being able to take the lead in the implementation of innovative new programs, and will no doubt open the door to future partnership opportunities. In addition, Raiser's Edge is already paying off with year to date revenues tracking very well and, coupled with the decision to implement a Major Gifts strategy, including the hiring of a Major Gifts Officer, 2012 is looking very promising.

Respectfully submitted,

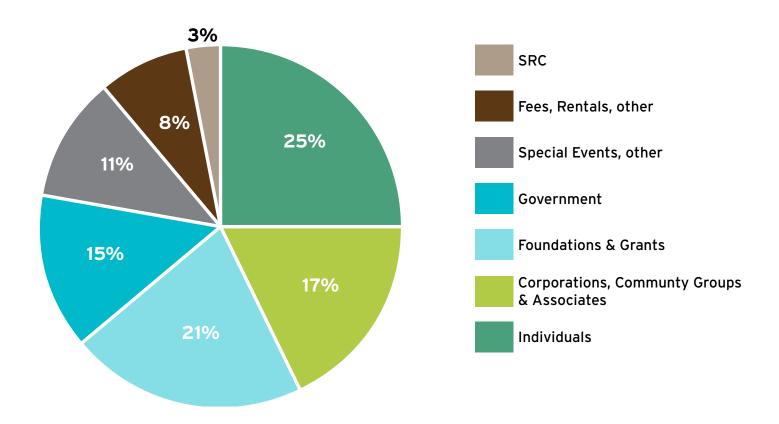
Peter Valiquet Treasurer

Financialreport

Condensed statement of Financial positioning (\$000)

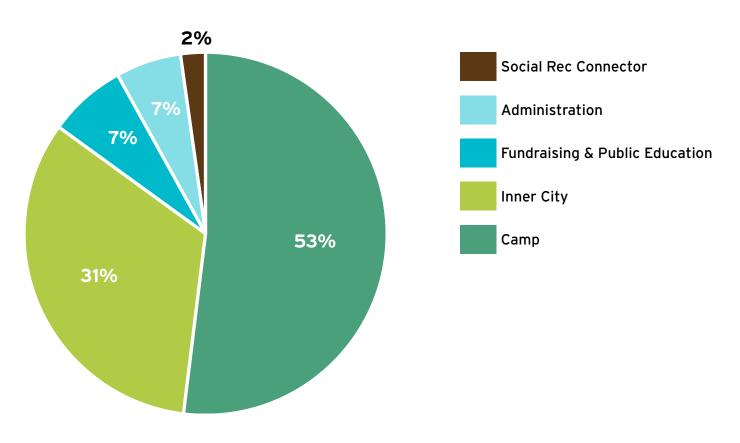
ASSETS	2011	2010
CASH	144	166
ACCOUNTS RECEIVABLE	63	44
OTHER ASSETS	52	86
INVESTMENTS	308	340
CAPITAL ASSETS	710	637
TOTAL	1277	1273
LIABILITIES		
PAYABLES	24	35
DEFERRED REVENUE	151	12
CAPITAL LEASE	32	
NET ASSETS		
INVESTED IN CAPITAL ASSETS	660	637
RESTRICTED	40	40
UNRESTRICTED	370	549
TOTAL	1277	1273

Condensedstatement of revenue (\$000)



REVENUE	2011	2010	%
INDIVIDUALS	295	477	25
CORPORATIONS, COMMUNITY GROUPS & ASSOCIATIONS	203	161	17
FOUNDATIONS & GRANTS	253	240	21
GOVERNMENT	173	165	15
SPECIAL EVENTS, OTHER	128	139	11
FEES, RENTALS, OTHER	93	93	8
SRC	33	0	3
TOTAL	1178	1275	100

of expenses (\$000)



EXPENSES	2011	2010	%
CAMP	707	609	53
INNER CITY	404	387	31
FUNDRAISING & PUBLIC EDUCATION	99	97	7
ADMINISTRATION	90	84	7
SOCIAL REC CONNECTOR	33	0	2
TOTAL	1333	1177	100
TOTAL	1333		1177
NET REVENUE	-155	98	



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