



ANNUAL
REPORT

2021



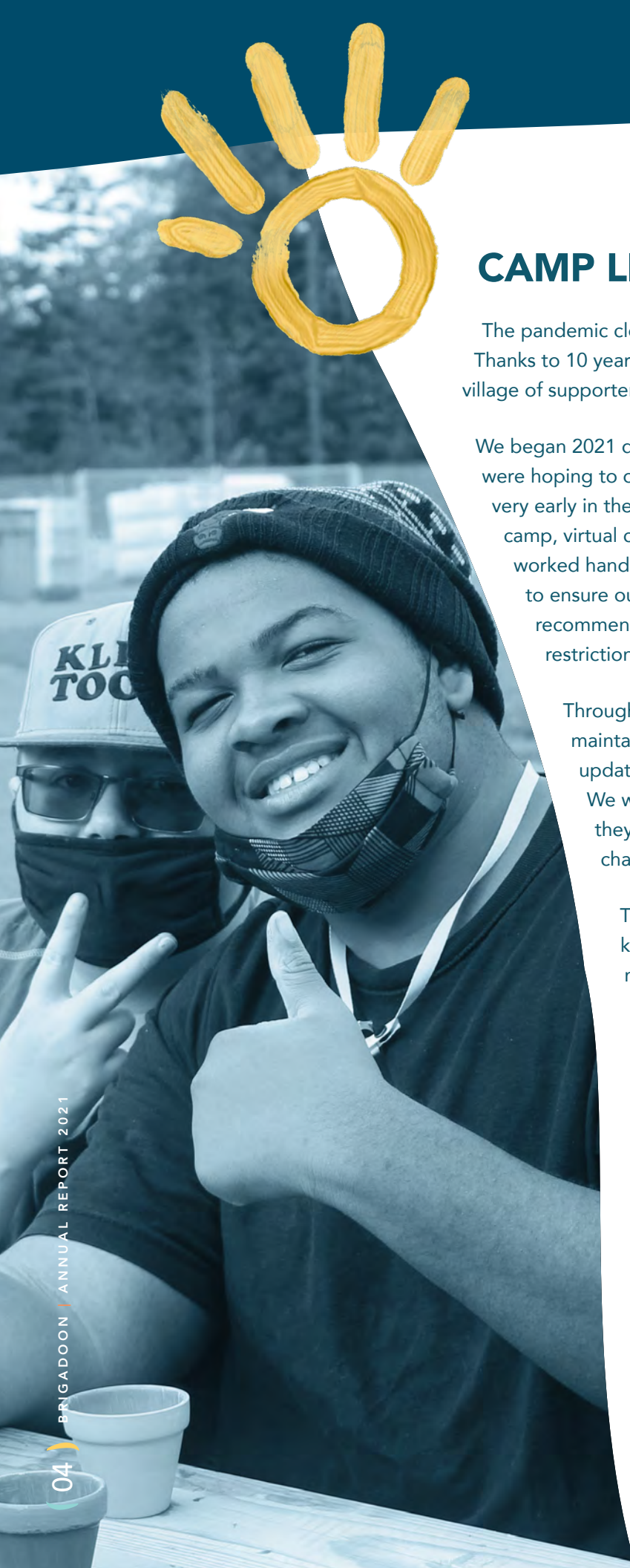
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GIVING EXTRAORDINARY KIDS A CHANCE TO BE ORDINARY

OUR MISSION

Brigadoon Village passionately transforms the lives of Atlantic Canadian children and youth living with health conditions and other life challenges to help them reach their full potential through experiential learning, meaningful connections and exceptional fun.





CAMP LIVES ON IN 2021

The pandemic closed our doors for a staggering 510 days. Thanks to 10 years of careful planning, cautious spending, and our village of supporters, we are still here today.

We began 2021 decidedly optimistic. We announced that we were hoping to offer in-person camp programming at the Village very early in the year and developed solid plans for in-person camp, virtual camp, and a variety of hybrid models. Our team worked hand-in-hand with provincial public health offices to ensure our camp operations far exceeded the latest recommendations. Our team was ready for a variety of restriction scenarios.

Throughout the first two quarters of 2021, we maintained honest and consistent communication updates with our camper families and supporters. We were overwhelmed by the trust and confidence they placed in our hands as we navigated frequently changing landscapes.

Thanks to our community, we offered hundreds of kids living with chronic illnesses the chance to feel normal and safely connected through the magic of camp in 2021. Brigadoon Village was one of only a handful of children’s camps in the country to operate that year, and that’s all because of the hard work and dedication of our team and supporters.

The eight weeks of camp we offered in 2021 will forever hold a special place in our hearts. Watching our campers reconnect after so many months apart and leave their feelings of fear, isolation, and loneliness at our gates is camp magic we’re grateful to have witnessed. Our campers reported that 2021 was the best summer at camp ever, and we wholeheartedly agree.

FINANCIALS

For the second year in a row, Brigadoon maintained stability in its finances over a COVID-affected fiscal year. Support from our generous community of donors, careful management and proper fiscal oversight from our Board of Directors has positioned Brigadoon to continue operations in our expanded facility.

STATEMENT OF FINANCIAL POSITION

ASSETS

CURRENT	CASH	1,224,751
	SHORT TERM INVESTMENTS	99,881
	PREPAIDS	33,165
	HARMONIZED SALES TAX RECEIVABLE	101,195
		➤ 1,458,992
	PROPERTY & EQUIPMENT	13,622,496
	LONG TERM INVESTMENTS	488,912
		\$15,570,400

LIABILITIES

CURRENT	PAYABLES & ACCRUALS	974,828
	HOLDBACKS	705,418
	DEFERRED REVENUE	12,025
	BANK LOAN	841,753
	CURRENT PORTION OF CALLABLE DEBT	105,000
	CALLABLE DEBT	342,917
	LONG TERM DEBT	30,000
	DEFERRED CAPITAL CONTRIBUTIONS	10,102,922
		➤ 13,114,863
FUND BALANCES	ENDOWMENT	327,987
	UNRESTRICTED	2,012,550
	INTERNALLY RESTRICTED CAPITAL	115 000
		➤ 2,455,537
		\$15,570,400

STATEMENT OF OPERATIONS

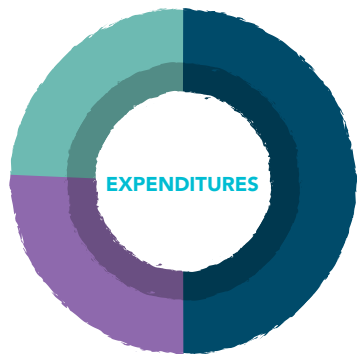
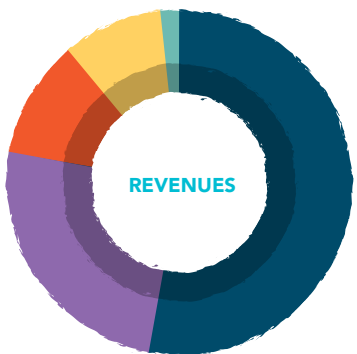
REVENUES

FUNDRAISING	1,139,965
CAMP OPERATIONS	230,850
AMORTIZATION	166,443
EMPLOYEE GRANTS	33,807
OTHER	534,215
	\$2,104,487

EXPENDITURES

CAMP OPERATIONS	1,042,623
FUND DEVELOPMENT	545,136
OFFICE & PROGRAM	493,300
	\$2,081,052

EXCESS OF REVENUE OVER EXPENDITURES ➤ \$24,221





THE POWER OF CONNECTION

THE POWER OF CONNECTION

By Emily Keay | Brigadoon Counsellor

After over a year of being told to stay inside and away from others, summer 2021 was as impactful for the staff at Brigadoon as it was for the campers we served. It reminded us of who we had been before the pandemic; people who valued connection, innovation, and resiliency. Those needs still existed within us and became more necessary than ever.

When speaking with our campers during the months camp was closed, I can't begin to describe how proud I was to hear about the parts of camp that our campers had brought into their pandemic worlds. I heard stories of campers teaching their families their favourite campfire song repertoires on long stretches stuck inside and even doing wellness checks with their camp friends on Facetime. Knowing that the tools and connections we'd given them had not only helped them personally navigate such a scary time but also allowed them to serve as leaders and health advocates within their own lives was the most significant proof of the impact of camp.

I was also blown away by the strength of the community that Brigadoon had built and how connected our campers had managed to stay, even without an in-person physical camp the year prior. Some of our campers may not have seen each other in years but still talked every day and tried to be there for each other during their hard times. In any way they could. **It was beautiful to know that the support they felt during their weeks with us extended beyond camp as a physical place through some of the most challenging days of their young lives.**

However, I couldn't help but wonder how that camp magic would be affected by masks and cohorts when we returned after 510 days of being apart. Would we still be able to forge connections between campers and give them the opportunities that make camp what it is? While summer 2021 was undoubtedly different than what we were used to, what struck me the most was how little it seemed to have changed. From the time the first camper came running into the cabin to choose their bunk, it felt like we were right back where we belonged. Our back-to-basics approach in the summer of 2021 even allowed us to slow down and focus on the root of what makes camp great, which is this fantastic collection of people who intentionally create opportunities for support and growth while actively choosing to make something out of whatever they're given.

Above all, the most common feedback we heard from campers in 2021 was just how thrilled they were to be "home," and hearing that we were able to give them back their favourite place after some of the most challenging days of their lives is something I'll always be immensely grateful for.

BEST OF 2021

A LOOK BACK AT
THE YEAR'S MOST
MAGICAL MOMENTS



BEST OF 2021: CAMP LIVES ON SWAG

Each year, our campers receive a t-shirt when they arrive at camp. Campers cherish the shirts they collect and keep them for years after graduating from our programs. To celebrate our campers' return to camp in 2021 and our 10th year in operation, we asked a friend of Brigadoon to create an extraordinary shirt that depicts our camper cabin rising under a triumphant banner of *Camp Lives On In 2021!*



BEST OF 2021: KINDNESS MISSION PROGRAM

To ensure our campers had chances to connect with all campers and staff, even with pandemic restrictions, we started a new program at camp called Kindness Missions. Each cabin was assigned to another cabin group at camp and was asked to think of ways they could show kindness to them. We had meaningful conversations about the importance of kindness, how we can contribute to our community, and how we'd like to impact those around us. Some of the Kindness Missions campers developed for their group included writing a song expressing their appreciation, making bracelets, or creating a fun scavenger hunt activity.





BEST OF 2021:

MARITIME KIDS HEALTH DAY

In partnership with The IWK Foundation, Ronald McDonald House Charities Atlantic, and Make-A-Wish, we launched the inaugural Maritime Kids Health Day on September 14, 2021. Collectively, we used this day to express our thanks to the communities who have so generously and passionately supported our organizations over the years. With the much-needed support of the Maritime community, our organizations can provide a unified network of pediatric care to improve the health and well-being of children in the Maritime region.

By joining forces, we believe — we are stronger together, and all play an essential role in the journey for our sick children.



BEST OF 2021:

OFFICIAL CAMPAIGN LAUNCH

On October 21, 2021, we launched our “Shine On!” Capital Campaign with hundreds of Brigadoon family and friends. The “Shine On!” campaign extends Brigadoon’s ability to serve children in Atlantic Canada. Funds raised will help to fulfill our late founder, Dave McKeage’s vision of expanding the camp’s facilities to accommodate more kids and create new recreational spaces for campers to learn and grow. Thanks to donations from generous donors, Brigadoon had raised close to \$11M of our \$12.5M goal by the end of 2021. Construction will wrap up by May of 2022 in time to welcome our campers back to the Village.



BEST OF 2021:

FRESH NEW BRAND

In the fall of 2021, we unveiled a new brand and website! We wanted our new brand direction to honour where we’ve come from and reflect what it’s truly like to experience camp at Brigadoon. We think our friends at DOSE Media just nailed it. Our new look consists of three main components:

SWIRLS, front and centre, which feels right. Our campers identify them as one of their most cherished Brigadoon icons & they’ve been the only symbol on our official camp flag since day one. They represent the three tenets of camp: experience, learn and teach.

COLOURS that capture nature’s palette at camp all year round (we’re not just a summer camp anymore!) and reflect our campers’ incredible artwork that decorates the rocks, halls, walls, ceilings, and pathways of The Village.

And a **VIBE** that represents the personal transformation our campers experience at Brigadoon & who we see them become - fun, adventurous, and bold.

BEST OF 2021:

THE BIG SWIM AT BRAS D’OR LAKE

Our friends at GIVETOLIVE host an event each year called The BIG SWIM, which raises money for Brigadoon. In 2021, the event took place on beautiful Bras d’Or Lake, starting and ending in Baddeck. Over 50 swimmers trained to swim either an 8-kilometre or 12-kilometre route.

To date, nearly one million dollars has been donated to Brigadoon by GIVETOLIVE, thanks to the fundraising efforts of The BIG SWIM participants.

BEST OF 2021:

CELEBRATING 10 YEARS OF GEORGE

Our beloved Facilities Manager, George Hardy, celebrated 10 years with Brigadoon in 2021! “I love everything about working at Brigadoon – camp people, camp atmosphere, and camp food (especially when bacon is on the menu)! Watching campers grow from shy & anxious to outgoing & assertive is incredible. This year, some will become co-workers and I’m really excited to welcome them to the team. I still value and fondly think back to the many conversations I had with our founder Dave M. (almost daily!), about his vision for Brigadoon Village. I refer back to those conversations when making decisions about the site and likely always will.”



ONE WEEK UNLOCKS A LIFETIME OF POTENTIAL

By Parker Kennie, 17 | Brigadoon Camper

Living in the Annapolis Valley, we were always very aware of an extraordinary camp called Brigadoon Village, located on Aylesford Lake.

On my 13th birthday, I was diagnosed with Inflammatory Bowel Disease and had to have corrective surgery leaving me in the hospital for an extended stay. It was a scary and painful time for me; thinking on the bright side was not an easy thing to do. I'll always remember the moment Dr. Otley invited my family and me to visit Brigadoon and said there was a camp just for kids like me.

At the time, I was so sick for so long that it was hard to make the leap and say that I could leave the comfort of my home to go to this camp for a whole week. But, to my surprise, and my parents as well...I had a FANTASTIC time! There were no worries. My family knew that I had a medical team at camp if needed, and everything was so fun that I forgot to be homesick.

Brigadoon has helped me develop confidence, and people skills that I will carry with me my entire life and I will be forever grateful for this.

My diagnosis took many things from my family and me, but it GAVE me the fantastic opportunity to enter the Brigadoon family. It is an experience that is by invitation through hardship only. But, for kids like me who have been diagnosed with a terrible illness, being able to attend Brigadoon is a blessing.



ONE WEEK

Parker Kennie
Brigadoon Camper

LETTER

FROM OUR CEO
DAVID GRAHAM

**"YOUR SUPPORT HAS
ALLOWED US TO PROVIDE
THE THERAPEUTIC EFFECTS
OF A CAMP EXPERIENCE TO
THOUSANDS OF CHILDREN
OVER THE LAST TEN YEARS."**

There's no question that 2021 was a monumental year for our organization. We continued to pursue our aggressive \$12.5M expansion project, which was both exciting and slightly intimidating. The world continued to be uncertain, and constantly changing variables such as labour shortages, product costs, shipping delays, pandemic restrictions, and the unknowns of operating in-person camps demanded an incredible amount of patience and planning.

Guiding the operations of a not-for-profit organization through such uncertainty was not done alone. Our dedicated management team and Board offered vital insights that allowed us to manoeuvre through this turbulent year. I am certain that we have a bright future ahead of us in 2022 and beyond, and that's almost entirely due to our phenomenal team and the village of supporters who never left our side – never lost faith in our mission – during such unpredictable times.

In 2022, we look forward to putting the finishing touches on the new Village, which we affectionately refer to as 'Brigadoon 2.0' and to welcoming hundreds of campers back to Aylesford Lake for a summer full of exceptional fun. We're thrilled to showcase our new site and everything we offer to the Atlantic Canadian community.

Now, more than ever, your generosity is instrumental to making camp happen for children living with chronic health conditions. This year, the number of campers we'll be welcoming will increase by hundreds. While this is the realization of a dream, hundreds of additional campers will need financial support to spend a week at Brigadoon. Without government funding to support our operations, we continue to rely on the community to help make medically-supported camp experiences possible.

Your support has allowed us to provide the therapeutic effects of a camp experience to thousands of children over the last ten years. Thank you for being there for us so that together, we're able to bring sunshine to the kids who need it most.

David Graham
CEO Brigadoon Village



THANK you!



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2021 FINANCIAL STATEMENTS

2021 IMPACT REPORT

2021 STAFF & LEADERSHIP LIST

2021 PARTNERS LIST

*"Brigadoon has forever
changed not only me but my
outlook on life. I love each and every
part of it and all the people who make up
camp. I am so grateful for everything
camp has given me."*

~ 2021 Brigadoon Camper

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Brigadoon Village

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