



**BRIGADOON**  
VILLAGE

# ANNUAL REPORT 2022



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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.







# BEST SUMMMER EVER!

Where do we start? 2022 was a year of massive change for Brigadoon!

We completed a huge construction project (on time and on budget!), welcomed hundreds of campers back to The Village, added two camps to our roster, grew our small-but-mighty team by an additional six people, said tough goodbyes to two foundational donors, celebrated our outgoing Chair and welcomed a new one, and adopted lots of new organizational systems to foster a healthier office culture.

In this report, you'll read all about the year's milestones and details on where we're headed next, but first, here's a quick snapshot of our team's top highlights of the year!

## TOP 5 HIGHLIGHTS OF 2022

**Our Grand Re-Opening!** Nearly 500 people joined us in June when we hosted a Grand Re-Opening to cut the ribbon and 'ring the bell,' which is the official sign that camp is open for the season (flip the page to see some photos of the new site!).

**A New IWK Partnership!** We've always worked very closely with the IWK Health Centre. However, we took that one step further in 2022 by creating a new Operations Manager position (pg.8) to assist with camp applications, program development, medical centre management, and medical team hiring.

**The Shine On! Tee Shirt Campaign!** We launched a tee campaign that raised money for our expansion project thanks to New Scotland Clothing Co.. Local celebrities (including the Mayor of Halifax, Mike Savage, Rick Mercer, and more) joined in to promote the tee on social media which helped to skyrocket sales!

**Staying Nimble – Again!** We're super proud of our team for making magic happen for campers despite the continuing effects of the pandemic in 2022. We found ways to bring back Camp Silly-Yak (a camp for kids living with celiac disease who require very specific menu items that were hard to source during the pandemic) and found new camp space for many of our Treasure Chest campers when a small staff outbreak meant we had to close for one week!

### **Reading Our Campers' Comments in The End-of-Summer Survey!**

The top highlight for our team was reading through our campers' comments in the survey we send them when summer camp wraps up. Time after time, campers let us know that 2022 was a resounding 'best summer ever,' and that makes the hard work worth it!



# THE NEW VILLAGE

## TAKE A TOUR WITH LOLA!

HI EVERYONE! MY NAME IS LOLA VELDEN. I AM 20 YEARS OLD, AND I LIVE IN HALIFAX, NOVA SCOTIA. I ATTEND DALHOUSIE UNIVERSITY, WHERE I AM A BIOLOGY MAJOR. CAMP TREASURE CHEST, A CAMP FOR CAMPER WITH ANAPHYLACTIC ALLERGIES AND ASTHMA, IS WHERE MY CAMPER EXPERIENCE BEGAN IN 2016. I LOVED SEEING CAMPERS, NEW AND RETURNING - EXPERIENCE ALL OF THE NEW AREAS OF CAMP. LET ME SHOW YOU AROUND SOME OF OUR FAVORITE NEW PLACES!



### DAVE'S PLACE

Being a child with a chronic illness always made me feel like the center of attention, and therefore I found myself wanting to hide away without the ability to truly be myself. The messy arts room, the music room, and the pottery studio all allow campers to come out of their shells and embrace all the silly and creative things that make them awesome!



### THE OUTDOOR KITCHEN

Cooking and baking have always been some of my favourite pastimes, but not always the most achievable as a kid with food allergies. The outdoor kitchen provides comfort for campers to know that what they are making is safe for them, but also encourages the further development of independence and confidence through cooking.



The addition of the new accommodations for our **STAFF TEAM** has allowed for Brigadoon's camps to grow and for more campers to experience the magic of camp. They also provide staff with a space of their own so that they can recharge and bring their best selves to camp each day!

### STAFF BUNKIES



### THE NEW CAMPFIRE

The new campfire provides a larger space allowing all of camp to come and enjoy the evening together. Getting to sit with the other campers of all ages and other staff members, solidifies the idea that camp is like family and that being together feels like home.



To see more, visit our website to take our new 360° Virtual Tour!

### ADMIN BUILDING AND GEORGE'S WORKSHOP



The Administration Building provides office space for staff to welcome campers when they arrive at camp to check-in. George and his hard-working team use their new Workshop to keep camp in tip-top shape so campers are safe and well-cared for!

### HIGH ROPES COURSE AND SWING

Challenge zones can be scary and hard because they often lead to something bad when you're a kid with chronic illnesses. However, having something so thrilling and exciting like the high ropes course and the big swing, allows for challenge zones to be explored and accepted.







**Sarah Grant**  
Operations Manager  
IWK Children's Health Program + Brigadoon Village

## A NOTE FROM OUR MEDICAL TEAM

### **Sarah Grant**

Operations Manager  
IWK Children's Health Program + Brigadoon Village

Growing towards actualizing a vision of "passionately changing the lives of Atlantic Canadian children and youth living with health conditions or other life challenges to help them reach their full potential," Brigadoon Village acknowledges that exceptional programming requires extensive resources and experiences to turn that vision into reality. Also, recognizing the undeniable advantages of the camp experience for the well-being of children, the IWK Health Centre has committed to strengthening its partnership with Brigadoon.

In 2022, the IWK/Brigadoon partnership role of Operations Manager was established, linking our organizations and further supporting campers who are the very foundation of both of our communities.

The resources found at Brigadoon Village are foundational in the therapy we can provide. The staff accommodations and stocked Medical Centre at camp allow a fully-functioning Medical Team to remain on-site throughout all nine weeks of summer programming and beyond into the fall and spring seasons. This team is seamlessly integrated into The Village. They are ever-present but always maintain the Brigadoon experience for campers. Every year, thoughtful changes are made to ensure that we provide exceptional care for these children and youth, allowing them to take in the camp experience and spend less time in the health care system.

We take pride in reporting that all specialty areas are represented through the nurses and other medical staff coming to Brigadoon weekly throughout the summer, from cardiology to neurology to oncology – to name a few! This means we can administer oral chemotherapy, provide ostomy support or even infuse factors for campers with a bleeding disorder. The Medical Team's knowledge and irreplaceable expertise are crucial to providing safe and competent care, creating an environment where our "extraordinary" campers can thrive in being ordinary. Many members of the Medical Team are also members of the IWK team – fully committed to support these exceptional Brigadoon campers. This unique experience fosters trust and builds relationships, not only on-site but extending back to our Health Centre to help further support these campers as patients within the IWK.

**Through its emphasis on building meaningful connections and community, highlighting experiential learning to build confidence and new skills, and providing days full of exceptional fun, Brigadoon transforms not only the lives of the children but also the staff who attend camp.**



# THANK YOU!



# AND WELCOME!



## THANK YOU, ANNE MCGUIRE! WELCOME SCOTT FLEMMING!

In many of the relay games played by kids during camp at Brigadoon Village, the next person builds on the momentum of those who have gone before them - well, believe it or not, Brigadoon's Board of Directors is no different!

We were excited to announce in 2022 that Brigadoon board member and community leader Scott Flemming became the new Board Chair for Brigadoon Village, picking up the baton from outgoing and long-serving board chair Anne McGuire.

We'd like to take this opportunity to thank Anne from the bottom of our hearts. Anne has overseen an astronomical expansion of the

camp in her seven years as board chair and has given so much of herself to our organization. We deeply appreciate everything you have done for Brigadoon, Anne!

Succeeding Anne as board chair is board member, Scott Flemming. Scott has served on Brigadoon's Board of Directors since 2017 and recently acted as co-chair for the organization's \$12.5 million "Shine On!" campaign. Scott is Vice President of Ocean Contractors Limited and has been involved in many community organizations and philanthropic activities across the province. We know we are in good hands with Scott and look forward to what's ahead!

## REMEMBERING A TRANSFORMATIONAL DONOR & FRIEND

In 2022, our flag flew at half-mast in honour of one of the best friends Brigadoon ever had.

Wendy Black of Around the Bend Foundation passed away in August of 2022. Wendy and her foundation have supported hundreds of campers to attend camp over the years.

She was a dear friend of Brigadoon's founder, David McKeage, an early supporter and cheerleader of building Brigadoon Village, and a loyal annual donor.

Wendy loved the energy, fun and silliness of camp. She would wish that each of our campers make magical memories and friendships in the weeks and years to come.

Thank you, Wendy, for your years of friendship and devotion to our campers.





# LETTER

FROM OUR CHAIR  
SCOTT FLEMMING

*"THE MAGIC OF  
BRIGADOON VILLAGE  
EXTENDS FAR BEYOND  
THE SHORES OF  
AYLESFORD LAKE."*

As you've made your way through Brigadoon's 2022 annual report, you've been given a snapshot of the past year's tremendous successes. Our facilities have grown from eight buildings to 20, our staff team has nearly doubled, and we're now offering more camps than ever. Witnessing this organization survive a pandemic and then go on to thrive has been reinvigorating for me as a volunteer and now as board chair.

In the years I have spent as a board member and co-chair of Brigadoon's Shine On! campaign, I've been learning and experiencing how Brigadoon is an extraordinary organization. Our mission commits us to helping campers reach their full potential through experiential learning, meaningful connections, and exceptional fun. But I have to say, I have also grown in these ways through my involvement with Brigadoon. I am constantly experiencing and learning about the strength of the human spirit; I have made countless connections with campers, families, staff, volunteers, donors and more. Being part of this team is always a lot of fun. The magic of Brigadoon Village extends far beyond the shores of Aylesford Lake.

***Our mission commits us to helping campers reach their full potential through experiential learning, meaningful connections, and exceptional fun.***

As we look ahead to a new year, I want to extend gratitude to our past board chair, Anne McGuire, for her years of commitment to Brigadoon and its mission and vision. The example of her leadership will no doubt benefit the board and me as we progress in realizing our vision of giving extraordinary kids a chance to be ordinary. I also want to acknowledge and thank our past CEO, David Graham, who inspired the Brigadoon team for a decade with his passion and vision.

Finally, Brigadoon Village would not exist without the generosity of our donors and partners. Your support ensures that we can provide transformational fun for thousands of children and youth each year – particularly for the 85% of campers who require financial assistance to attend. Thank you to the team of staff and volunteers who ensure that kids from across Atlantic Canada living with chronic health conditions can safely experience the life-changing benefits of a week at camp. It truly takes a village to make camp at Brigadoon a reality, and we are so grateful for our entire village.

**SCOTT FLEMMING**

Board Chair, Brigadoon Village







## FINANCIALS

We have successfully raised the majority of the funds for our camp expansion project. However, with increases in food prices, fuel, insurance, and other necessities, the reality is that we're facing similar challenges to other non-profit organizations and small businesses in this post-pandemic economy. Our newly expanded facility will be packed with demand at an all-time high for our programs and services, which is in stark contrast to 2021 when we could only offer six weeks of camp. However, that comes with the financial responsibility of funding hundreds of new campers and using the next few years to build the financial reserves needed to keep our site in excellent condition.

We rely on our community of generous donors to ensure no child in Atlantic Canada will ever be turned away for financial reasons. 85% of our campers require financial assistance to attend our programs. The average parent contribution is \$300 while it costs \$1,750 for a child to attend one week of camp.

Now, more than ever, we are looking to provide new funding opportunities to the community to ensure financial stability in the years to come.



## STATEMENT OF OPERATIONS

YEAR-ENDED DECEMBER 31

	2022	2021
<b>REVENUES</b>		
CAMP REVENUE	597,004	264,657
FUNDRAISING	1,006,663	1,139,965
DEFERRED CAPITAL CONTRIBUTIONS	376,494	166,443
OTHER	92,761	99,112
	<b>\$2,072,922</b>	<b>\$1,670,177</b>
<b>EXPENSES</b>		
CAMP OPERATIONS	1,879,985	1,044,253
FUNDRAISING	751,467	543,627
OFFICE & PROGRAM	518,322	493,179
	<b>\$3,149,774</b>	<b>\$2,081,059</b>
<b>OTHER INCOME</b>		
	40,281	435,103
(DEFICIENCY) EXCESS OF REVENUES OVER EXPENDITURES	(\$1,036,571)	\$24,221



FAMILY CONTRIBUTIONS 110,349  
 FACILITY RENTALS 173,664  
 SUMMER PARTNERS 312,491  
**\$597,004**

## STATEMENT OF FINANCIAL POSITION

CASH	671,110	1,224,751
OTHER CURRENT ASSETS	51,808	238,404
PROPERTY & EQUIPMENT	15,729,212	13,622,496
INVESTMENTS	638,060	484,749
	<b>\$17,090,190</b>	<b>\$15,570,400</b>
PAYABLES & ACCRUALS	139,293	974,828
OTHER CURRENT TRADE LIABILITIES	67,080	717,443
BANK LOAN	2,535,685	1,319,670
DEFERRED CAPITAL CONTRIBUTIONS	12,905,666	10,102,922
FUND BALANCES	1,442,466	2,455,537
	<b>\$17,090,190</b>	<b>\$15,570,400</b>





# IN THE NEWS

## EXECUTIVE SUMMARY

**Editorial Mentions**  
The number of appearances in articles  
**332** ↑ **355%**

**Potential Reach**  
Approximate number of article views we appeared in  
**236M** ↑ **4%**

**Net Tonality Score**  
The net change (up or down) in sentiment over the time period  
**+16** ↓ **17**

**mSCORE** **67**

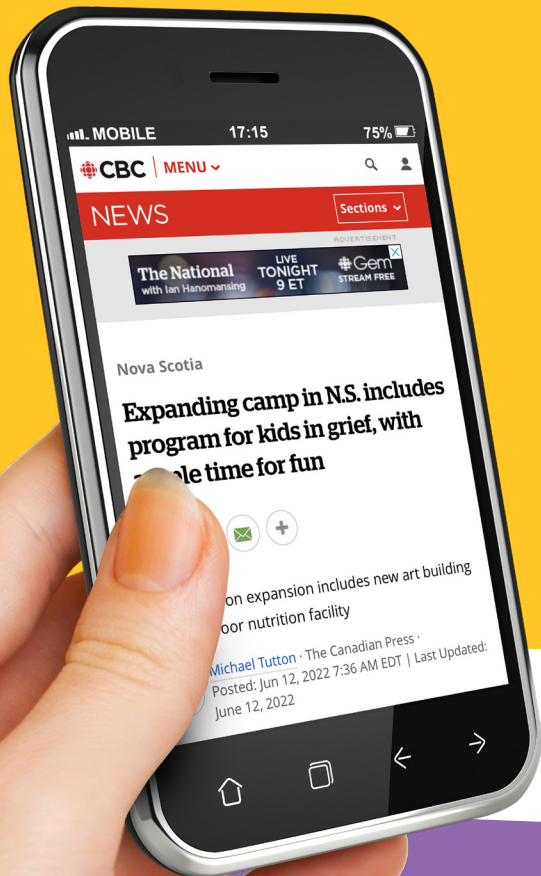
▲ **17**  
Jan 31, 2022 - Dec 31, 2022

All deltas in this data show change compared to Jan 1st 2021 - Dec 31st 2021

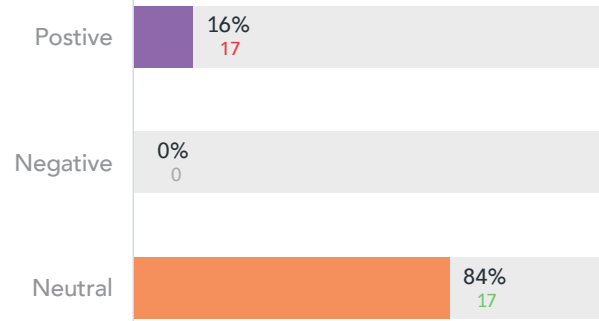
## TOP ARTICLE OF THE YEAR

Published over 300 times across North America, and provided over \$1.5M in earned media

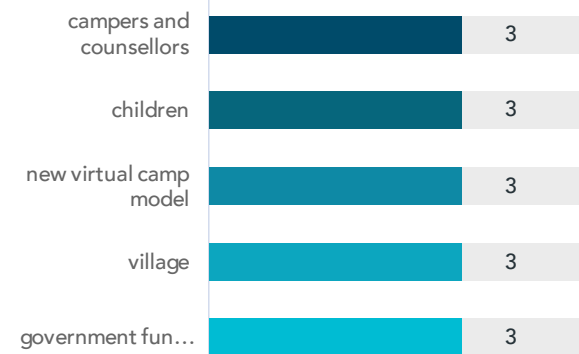
Tutton, Michael "Expanding camp in N.S. includes program for kids in grief, with ample time for fun: \$12.5-million expansion includes new art building and outdoor nutrition facility" The Canadian Press, June 12, 2022



## TONALITY



## KEY MESSAGES

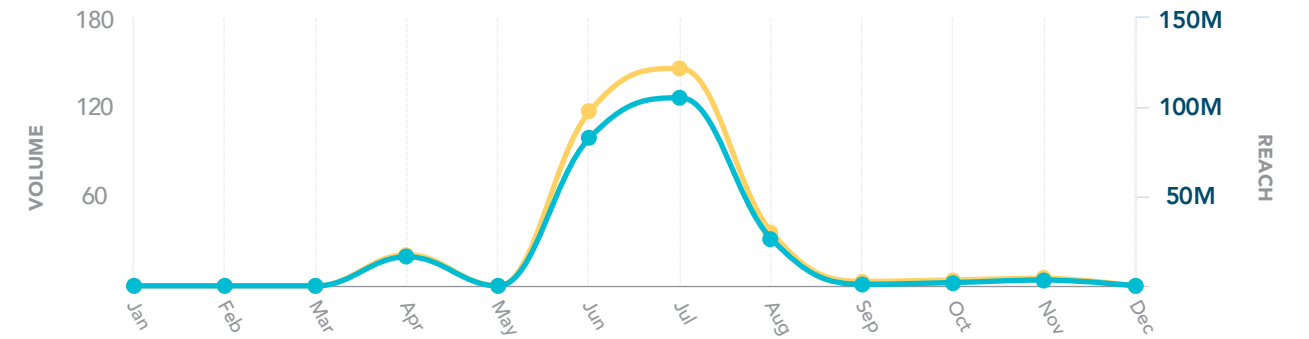


Insights data provided by Meltwater

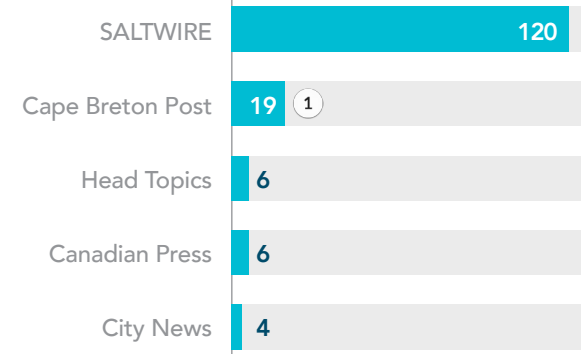
## MEDIA EXPOSURE

Brigadoon Village's exposure increased **355%**

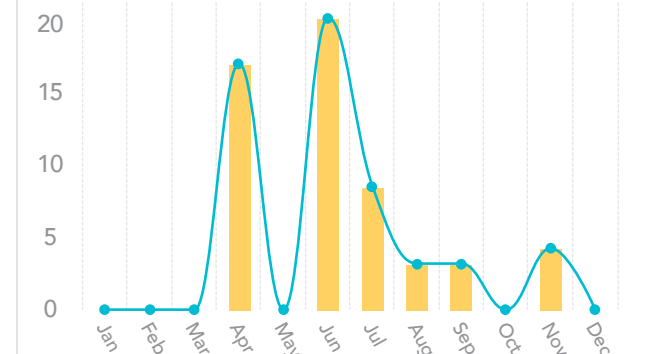
MEDIA EXPOSURE Jan 31, 2022 - Dec 31, 2022



## TOP PUBLICATIONS



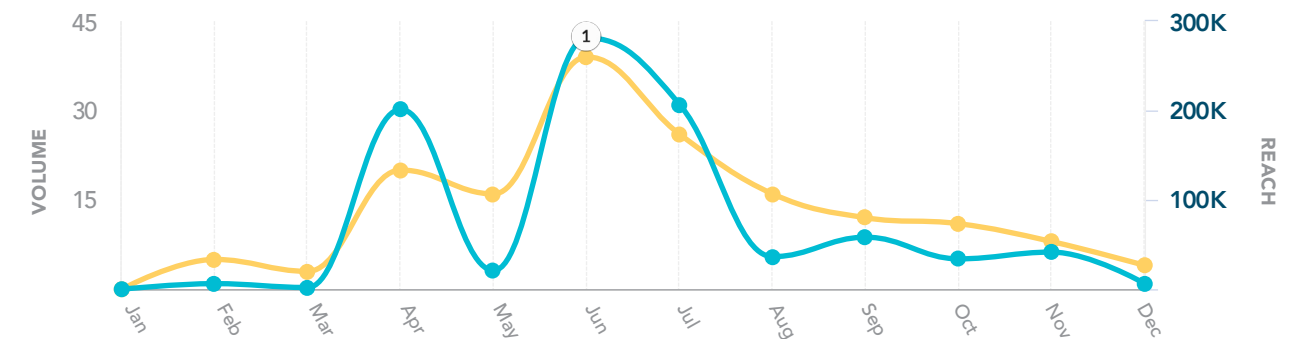
## TONALITY



## SOCIAL MEDIA EXPOSURE

Brigadoon Village's exposure increased **100%**

SOCIAL MEDIA EXPOSURE Jan 31, 2022 - Dec 31, 2022





# THANK you!

## contact us

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[2022 FINANCIAL STATEMENTS](#)

[2022 DONOR IMPACT REPORT](#)

[2022 STAFF & LEADERSHIP LIST](#)

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[brigadoonvillage.org](http://brigadoonvillage.org)

