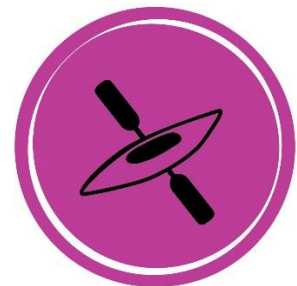




MANITOBA CAMPING Association

2021 NEW Member Package



Sunshine
FUND



ORGANIZATIONAL CULTURE

Manitoba Camping Association's organizational culture is built on its values and ability for staff, volunteers, members and board of directors to embrace and embody these values through daily work.

OUR MISSION

To play a leadership role in promoting and supporting the community of organized camps, encouraging the growth and recreational experiences for children, youth and families.

OUR VISION

To be the recognized leader in the Manitoba camps community.

CORE VALUES

Personal growth & enrichment for children and youth through a camping experience.

Integrity in all aspects of operation.

Accountability and transparency.

Collaboration sharing of information, knowledge and perspectives.

Safety for all involved.

Financial accessibility.

Environmental outdoor experience.



INTRODUCTION

The Manitoba Camping Association, including the Sunshine Fund, is a charitable organization that supports and promotes camp, encourages best practices among the camp industry, manages the standards and accreditation of camps program and strives to foster a culture of community among its membership, safety for all campers, user groups and staff.

Research has proven that camp is an important component in childhood development. As such we want to help all camps reach their maximum capacity throughout the year to play a role in the long-term viability and success of camp.

In addition to supporting member camps and connecting camps to corporate members, the MCA fundraises to provide underprivileged children the opportunity to experience the benefits of summer camp through the Sunshine Fund. On average in recent years, we annually sponsor 600 - 640 deserving children from low income families to go to a week of summer camp; however we cannot meet the need and demand. We strive to increase our public awareness and financial support in the community through a variety of community, local and provincial initiatives.

The Manitoba Camping Association defines organized camping as a sustained group experience of no less than 30 hours over a minimum of 4 consecutive days with at least fifty percent of the time consisting of outdoor activities taking place in one of the following formats: overnight, wilderness, family or day camp, based on the following principles:

- Fostering the physical, mental, social, spiritual, emotional and moral welfare of the participants
- Dedicated and committed to an environmental ethic that preserves the integrity, stability and beauty of the biotic community



MEMBER BENEFITS

Members of the MCA will find value in the following areas and can maximize their benefits by:

ACCREDITATION

Camps that seek and maintain accreditation status, communicate to the community and various stakeholders that they are committed to safety by following best practices and implementing risk management practices.

As the recognized leader in the camps community, various agencies support the value of MCA accreditation by only providing funding to camps programs that are members in good standing and accredited by the MCA.

The MCA is committed to improving the accreditation and standards process. As such it has made a policy to review the standards each year to ensure that it is current and relevant. MCA has a Standards and Accreditation Committee to review the manual and it welcomes suggestions from the community.

MARKETING & PROMOTIONS

The MCA continuously works to promote camp and seek out partnership opportunities where camp can be promoted. Our Commercial members and accredited camp members can participate in these events. We highly recommend you get involved with our provincial camping association, the Manitoba Camping Association. You have an opportunity now to make a difference with MCA. Want to be on a committee? On the board? Get involved to network? Let's work together with each other in our association to become stronger.

- **MCA Camp Ping**

Our Camp Ping is sent to our Manitoba camps with information pertaining to grants, training events, special events, special notices, government information and resources and information about what is going on at the association and with the Sunshine Fund.

- **Winnipeg Free Press Camping Insert**

Members can advertise and support a camp specific publication at a reduced advertising rate. 2021 will represent the 7th year of the insert and an opportunity to promote the variety and specialty programs that camps have to offer. The publication is inserted in a Saturday home edition & online in May, which reaches over 250,000 subscribing homes and businesses across Manitoba and NW Ontario, including the on-line publication.

- **MCA Camp of the Week**

Camp of the week is a voluntary promotional program promoting member camps and increasing our reach through social media. Camps that choose to participate will be featured for a week at a time which includes promotion of job, programming, rental opportunities and summer camp programs.

- **MCA Partner of the Month**
Partner of the Month is a new adventure for 2021 and is a voluntary promotional program promoting our partners through social media. Commercial businesses/organizations that choose to participate will be featured for a month at a time.
- **Newsletter**
Ability to sponsor or advertise in our newsletter sent to camps, donors, supporters, and Sunshine Fund families; published twice per year.
- **Annual Linked Conference with CCI**
Our spring 3-day MCA/CCI conference is a place where senior leadership come together from all areas of Manitoba & NW Ontario camps for training, community and networking opportunities at a member camp location. Learning with each other, guest speakers and opportunity to rejuvenate before the busy summer camp season begins. Vendors and corporate members can set up displays and connect with member camps during our vendor day mid conference.
- **Training Opportunities**
The MCA Membership Committee offers training events throughout the year for camps to participate in. Webinar and in person training offered as possibilities.
Corporate members can sponsor these events.
- **Networking Events**
The MCA Membership Committee offers a few networking events throughout the year (minus the busy spring and summer months) to bring members together. MCA will strive to have them at different locations throughout Manitoba. Vendors and corporate members can sponsor these events.
- **Government and Other Organization Lobbying**
The MCA supports member camps by lobbying the government and other governing bodies pertaining to issues that are important to the association (eg COVID-19), influencing the decisions of governing bodies as needed.
- **Coffee Breaks**
The MCA hosts weekly virtual coffee breaks for camps to connect and share ideas, support, ask questions and build relationships with each other.
- **Resources**
The MCA is committed to providing excellent customer service to membership and seeks feedback from the membership to help ensure that relevant resources are developed, maintained and accessible. Resources include:
 - **Member Resource on Website** which developed to provide valuable information on human resources, granting opportunities, workplace health and safety, service providers and more.
<https://www.mbcamping.ca/for-camps>
 - **CCA Website** – The Canadian Camping Association is the hub for research information related to camp and a variety of information and training resources. Members have access to this information.



CODE OF ETHICS

I. Exemplary Ethical Practices for All Members of the Manitoba Camping Association

A Code of Ethics identifies those behaviors and attitudes the MCA believes to be minimum acceptable commitments to the well-being of others. A code is built on a commitment to integrity, truthfulness, and fairness to all persons.

The members of the Manitoba Camping Association agree, by their membership, to uphold the following:

1. Will behave in a way that reflects the values of the MCA to serve organized camps, affiliated programs, and the public by promoting better camping for all.
2. Will recognize the responsibility for the welfare of others in their care.
3. Will abide by and comply with the laws of the community.
4. Will be a member in the proper MCA classification as currently defined by the MCA Board of Directors. Will disclose affiliation with MCA only in a manner specifically permitted by the association.
5. Will speak for the association only when specifically authorized to do so and will otherwise make clear that statements and actions are those of an individual.
6. Will respect the privacy of MCA members, camps, and other constituents within the camp community; however, will hold other members accountable to the code of ethics by bringing information to the appropriate MCA official.

II. Exemplary Ethical Practices for Camp Owners, Directors, and Executives

The association recognizes the camp owner, director, board, and executive as primary professional persons assuming the greatest responsibility for actual camp practices. Therefore, in addition to the Code of Ethics for all members, any member operating a camp accredited by or affiliated with the Manitoba Camping Association agrees to subscribe to the following:

1. Will endeavor to provide an environment conducive to promoting and protecting the physical and emotional well-being of the campers and staff.
2. Shall seek to instill in staff and campers respect of the environment and camp site.
3. Shall follow equal opportunity practices for employment application and camper registration.

4. Shall endeavor to employ persons based upon factors necessary to the performance of the job and the operation of the camp.
5. Shall be truthful and fair in securing and dealing with campers, parents/guardians and staff.
6. Shall provide for each a written enrollment policy for all camper/family applicants including fees, payment schedules, discounts, dates of arrival and departure, together with a clearly stated refund policy.
7. Shall provide for each staff member a written job description and employment agreement including period of employment, compensation, benefits and exceptions.
8. Shall promptly consult with parents or guardians of any camper as to the advisability of removing them from camp should it be clear that they are not benefiting from the camp experience or the campers' actions have created this need.
9. Will assist with transportation offsite with dismissal and notify guardian if required for minor-aged staff member(s).
10. Shall pay the fees established by the MCA Board of Directors, which in turn pays the established fees by the CCA National Board of Directors.
11. Will respond to complaints received and make a good faith effort to resolve them in accordance with generally accepted good business practices.