



WELCOME TO OUR ANNUAL MEETING!

Please remain muted.
The chat is open for questions!

MEETING OVERVIEW

Message from our President

Message from our Executive Director

Budget Overview

Legislation

ACA Accomplishments

DEI Initiatives

Events and Professional Development

Camper Placement and Family Services

Public Relations

Member Services

Q&A





MARK BENEROFE

[HEIHIMIHIS]

ACA, NY & NJ PRESIDENT

CEO, CampGroup



SUSIE LUPERT

[SHE|HER|HERS]

**ACA, NY & NJ
EXECUTIVE DIRECTOR**

Budget Overview

2020-2021

INCOME ACCOUNTS	Actuals FY 20	Budget FY 2021
3010 - Indiv. Contributions		\$ -
3025 - Corp. Sponsorships	\$ 69,000	\$ 50,000
Total Contributions	\$ 69,000	\$ 50,000
3610 - Regist./Enroll. Fees	\$ 458,495	\$ 220,000
3615 - Exhibitor Fees	\$ 850,000	\$ 250,000
3630 - Membership Income	\$ 400,000	\$ 230,000
3645 - PGS	\$ 80,000	\$ 40,000
3650 - Other Income	\$ 33,000	\$ -
3680 - Training and Consulting Income	\$ 12,235	\$ -
Total Program Fees	\$ 1,874,730	\$ 740,000
3710 - Misc. Income	\$ 500	\$ 350
3730 - Interest Income	\$ 100	\$ 100
Total Misc Income	\$ 600	\$ 450
Total Revenues	\$ 1,944,330	\$ 790,450
TOTAL EXPENSES	\$ 1,934,700	\$ 970,146
NET - Operations	\$ 9,630	\$ (179,696)

PPP Loan (assuming full forgiveness) \$ 114,701.00

Total Net (including PPP Loan) \$ 124,331

LEGISLATION

**GET INVOLVED WITH
YOUR LOCAL
LEGISLATIVE GROUP**



NYSCDA

NEW YORK STATE
CAMP DIRECTORS
ASSOCIATION

NYSCDA

www.nyscda.org
info@nyscda.org



NJC - GAP

www.njcgap.org
info@njcgap.org

OUR ACCOMPLISHMENTS

What the ACA, NY & NJ has done and what we plan to continue to do.

Spring 2020:

- Camp Operations Guide
- Public Relations: Over 70 stories in print and television
- Professional Development: Dozens of webinars
- Membership: Support

Fall 2020:

- Surveys
- Research
- Public Relations
- Professional Development
- Membership and Standards

MEET THE STAFF

Each staff member will take a moment to share what they are working on.



**KYLE
MEDEIROS**
[he|him|his]

Senior Director of
Member Services



**JENNA
DUNLAY**
[she|her|hers]

Associate Director of
Marketing and Events



**SAMARA
FEINBERG**
[she|her|hers]

Director of Events



**RENEE
FLAX**
[she|her|hers]

Director of Camper
Placement



**JESS
MICHAELS**
[she|her|hers]

Director of
Communications

DEI INITIATIVES

MEMBERSHIP

- A GROUP OF BOARD MEMBERS AND VOLUNTEERS HAVE BEEN ACTIVELY ENGAGED WITH ACA, NY & NJ TO ACCESS WHERE WE ARE WITH DEI INITIATIVES AND WHAT NEEDS TO HAPPEN GOING FORWARD.
- S'MORE MELANIN IS A 5-PART BLOG POST SERIES BY CAMP PROFESSIONALS, MAKELA ELVY AND BRIANA MITCHELL. IT IS A DESTINATION FOR RESOURCES, HISTORICAL CONTEXT, AND CONNECTIVITY CENTERED AROUND BLACK EXPERIENCES IN THE CAMP WORLD.
- AN AFFINITY GROUP IS STARTING UP FOR ACA, NY & NJ, LED BY MAKELA ELVY. THIS COMMITTEE WILL BE MADE UP OF BLACK/BROWN SENIOR LEVEL PROFESSIONALS WHO HAVE EXPERTISE IN CAMP MANAGEMENT, CAMP OWNERSHIP, CAMP OPERATIONS, DIVERSITY, EQUITY, AND INCLUSION, AND ARE PASSIONATE ABOUT BOTH MENTORSHIP AND COALITION BUILDING.
- OUR STAFF MEMBERS PARTICIPATED IN AN ANTI-RACIST WORKSHOP LED BY TRUE NORTH IN SEPTEMBER. OUR BOARD MEMBERS WILL BE PARTICIPATING IN AN ANTI-RACIST WORKSHOP AT OUR BOARD MEETING IN DECEMBER. THIS WILL BE A DISCUSSION LED BY TRUE NORTH.
- ACA, INC IS ALSO WORKING ON THEIR OWN DEI ASSESSMENT OF THEIR ORGANIZATION. THEY HAVE HIRED A CONSULTANT TO DO THIS WORK. SUSIE WAS INTERVIEWED LAST WEEK AS PART OF A DISCUSSION AROUND THE LARGER ORGANIZATION.

WE AT THE AMERICAN CAMP ASSOCIATION, NY & NJ ARE COMMITTED TO CREATING AN INCLUSIVE MEMBERSHIP ORGANIZATION THAT REFLECTS THE DIVERSE COMMUNITY WE SERVE. WE WELCOME ALL PEOPLE REGARDLESS OF GENDER EXPRESSION, RACE, RELIGION, SEXUAL ORIENTATION AND AGE AND CELEBRATE THE VARYING VOICES AND POINTS OF VIEW OF OUR EMPLOYEES AND MEMBERS.

EVENTS AND PROFESSIONAL DEVELOPMENT.

ANNUAL FALL CONFERENCES
WEBINARS
NEW VIRTUAL AND IN-PERSON EVENTS
PRICING

DEI INITIATIVES

Professional Development

DIVERSE BACKGROUNDS

Recruit presenters that represent diverse backgrounds so that we learn from varied experiences.

FOR ALL LEVELS

Open all conference sessions to all levels of employees to encourage equal access to leadership topics.

ENCOURAGE PRONOUNS

Encourage the use of pronouns for all so as not to make assumptions about gender identity.

AFFORDABILITY

Provide events at an affordable cost to ensure cost is not a barrier to participation.

ACKNOWLEDGE HISTORY

Acknowledge the history of the land upon which we live and work to honor the struggle of those who came before us.

ACCESSIBILITY

Consider accessibility of virtual content by using clear fonts and avoiding flashing effects and allowing for telephone participation.

NORTHEAST CAMP CONFERENCE

VIRTUAL.

We pledge to create and facilitate an engaging, fun, and educational virtual event that will continue to push our industry forward through these uncertain times.

COLLABORATIVE.

Partnering with ACA New England to expand our reach: More great speakers, more people gathering virtually, and more opportunities to network and share experiences.

INCLUSIVE.

We commit to paying attention to diversity, equity, and inclusion: affordability, accessibility, diversity of speakers, and varied learning styles and session formats.



CAMPER PLACEMENT & FAMILY SERVICES

PARENT COMMUNICATIONS.

Speaking with parents who couldn't tour or postponed decisions regarding 2021 and to new families beginning a camp search.

CAMP COMMUNICATIONS.

Discussing best practices for how to reconnect with existing camp families, sharing insight on what families are saying, and developing new ways and ideas for reaching potential campers for 2021.

FIND-A-CAMP.

Camps should continue to send updates on their plans for 2021 so we can update our website regarding camps dates, rates, and personnel information.

CAMP FAIRS

- WORKING WITH NEW YORK FAMILY/SCHNEPS MEDIA ON VIRTUAL CAMPS FAIRS
- WORKING WITH SANDRA LU ON NEW JERSEY CAMPS FAIRS
- WORKING ON POTENTIAL FOR AN OUTDOOR FAIR IN APRIL/MAY WEATHER AND CORONAVIRUS PERMITTING
- WORKING WITH 1199 SUMMER CAMPS



ACA in the Media



POSITIONING

Since the pandemic began, ACA, NY and NJ has worked to position the summer camp industry positively in the media.



MESSAGING

We altered our messaging as information changed and took every opportunity to share the work that camps were doing to open safely for 2020.



PROACTIVE OUTREACH

ACA, NY and NJ proactively earned over 70 media placements this spring and summer.

SUMMER CAMP

Coronavirus News: Summer camps prepare for season amid coronavirus uncertainty



By Stacey Sager

Newsday

Summer Camp With a Daily Health Check; No Swim Lessons, High Fives

Camps, expecting \$16 billion in lost revenues, offer a preview of safety challenges that schools face in the fall

Teachers Who Are Also Camp Managers Say Experience This Summer Will Help Them When School Reopens Outside In NYC



Children need summer camp now more than ever

WSJ

20 Family Camps with Private Cabin Camping for Summer 2020

6/25/20 - By Jody Mercier



Virtual Summer Camp Is In Session

Camp directors share how they're keeping camp communities connected during quarantine.

BEGINNING IN JANUARY 2021, WE
WILL BE PROACTIVELY PITCHING
MEDIA INCLUDING THE FOLLOWING
PITCHES:

- How Camps Ran Successful Summer Camps Amid a Pandemic
- Why Children Need Camp More Than Ever Before After Remote Learning
- The Mental Health Toll on Children Being Out of School and Why Camp is the Solution
- Safety Protocols Camps Put in Place Amid COVID to Provide a Safe and Healthy Summer for Children

LOOKING AHEAD



MEMBERSHIP & STANDARDS

DATA COLLECTION

Gathering information related to COVID-19 operation to help promote the safe opening of camps for 2021.

CHECK-INS

Over the next few months, staff will be checking with members to learn about their experiences.

ENGAGEMENT

Working on ways of keeping members engaged: ie. informative and interactive panels.

VISITS

Key volunteers are meeting to discuss the safe operation of visits for summer 2021. For camps not being visited, the AAR will need to be completed.

VIRTUAL APWS

Notification of 2021 visits will be coming soon. All Accreditation Process Workshops will be taught virtually this year.

FLEXIBILITY

All camps who were not visited in 2019 or being visited in 2021 will have the opportunity to “bridge” to the v.2019 APG. More information to come soon.

CONNECT WITH US!

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PHONE NUMBER

212-391-5208

EMAIL ADDRESS

info@acanynj.org

FOLLOW US ON SOCIAL MEDIA!

