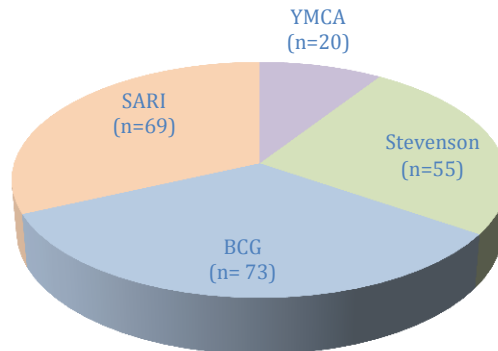


## United Way Summer Camp Investments 2015 A Snapshot of Program Outcomes

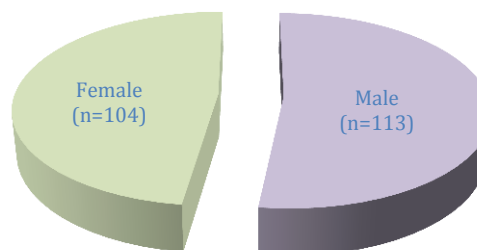
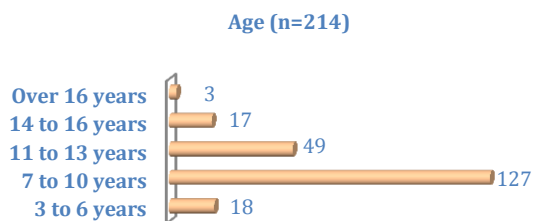
### Overview and Context

During the summer of 2015, the United Way invested in four summer camp programs across London and Middlesex area. The following report provides a snapshot of how these camps impacted those who attended. Data was collected from a total of 217 campers, including:

- The Boys and Girls Club of London (n=73)
- SARI Therapeutic Riding (n=69)
- Stevenson Children's Camp (n=55)
- YMCA (n=20)



Of the campers surveyed, the majority were between the ages of 7 and 10 (n=127). In terms of gender, just over half were male (n=113) and the remaining were female (n=104). Likewise, the majority of those surveyed (n=147) were returning campers, while the remaining were new (n=69) to the program.



The survey instrument was created by the University of Waterloo to measure outcome areas such as:

- Social Connectedness
- Emotional Support
- Attitudes towards physical activity
- Personal development and self-confidence

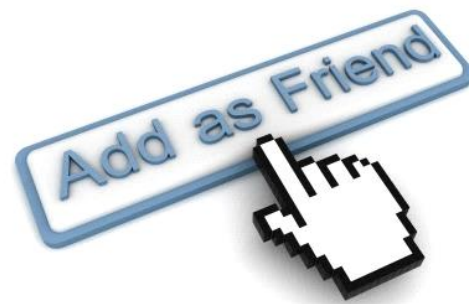
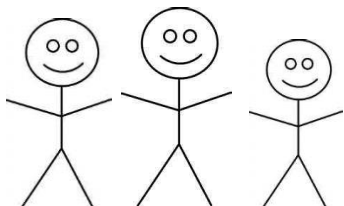
To create the survey, in-depth interviews with 65 camp directors were conducted in 2007 on behalf of The Canadian Summer Camp Research Project (CSCRIP). Analysis of those interviews led to the identification of various desired outcomes. The survey instrument was developed to measure the degree of change campers experienced in these areas during camp session.

For the current report, data was obtained from camp staff members by observing the behaviour of campers at two intervals: once within the first 48 hours of camp and once at the end of camp. Data was analyzed by the Youth Research and Evaluation Exchange (YouthREX). Descriptive statistics highlight important changes in the behaviour of campers before and after they attended camp.

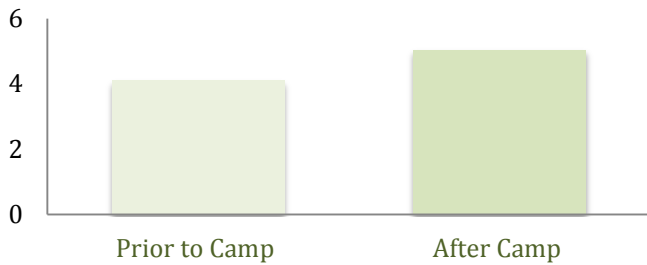
## Results

### Social Connectedness

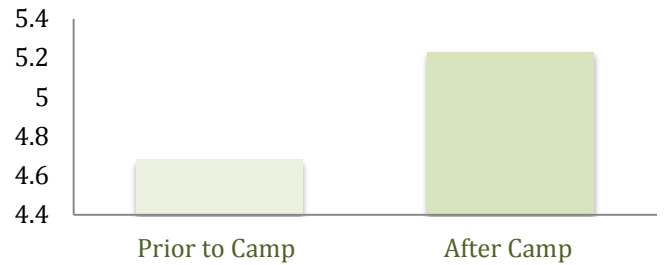
Data demonstrates a total of 378 new friendships were developed over the period of observation. That's an average of almost 3 new friends per camper!



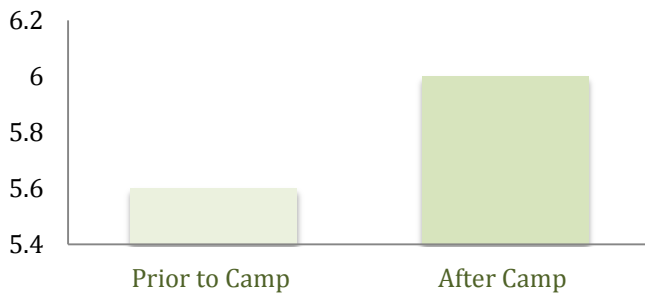
**This camper has a group of friends at camp to draw support from**



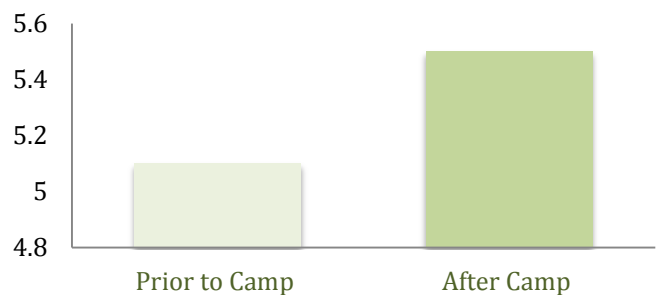
**This camper befriends other campers different to him/herself**



**This camper gets along with camp staff**



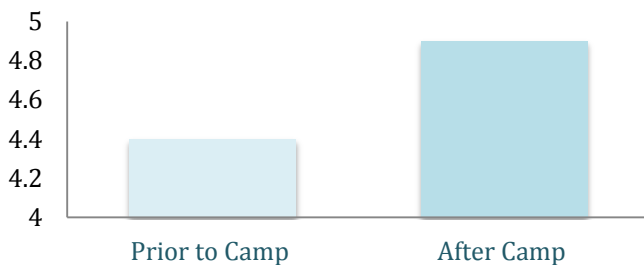
**This camper gets along with other campers**



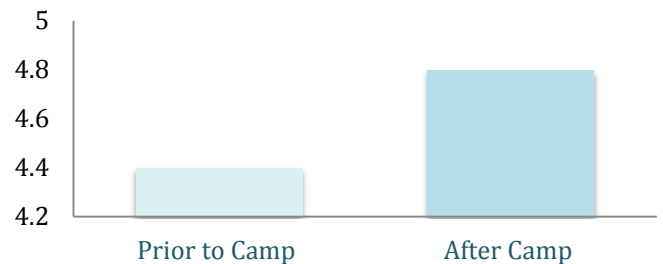
Results demonstrate many camper's experienced positive change in relation to outcomes measuring social connectedness. For example 55% of those surveyed reported an increase in campers' group of friends in which they drew support from. 47% of campers were observed to be befriending other campers different to themselves by the end of camp. 37% were reported to have a positive change in their ability to get along with camp staff and other campers.

**Emotional Support**

**When needed, the camper receives emotional support from fellow campers**



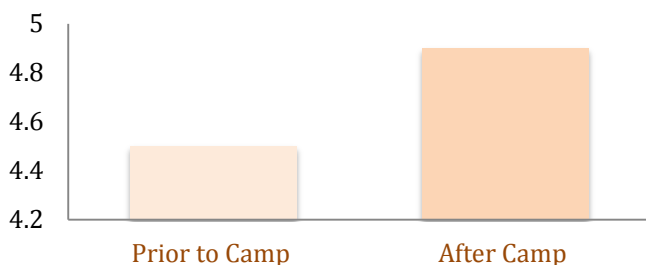
**The camper gives to other campers as much as he/she receives**



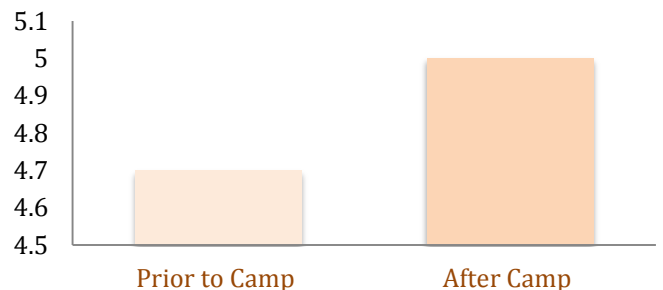
Looking at emotional support, results tell us 41% of campers, according to camp staff, experienced a change in how often they received emotional support from fellow campers. Likewise, 36% reported campers gave to other campers more so after attending camp.

**Attitude Towards Physical Activity**

**This camper has a positive attitude toward physical activity**



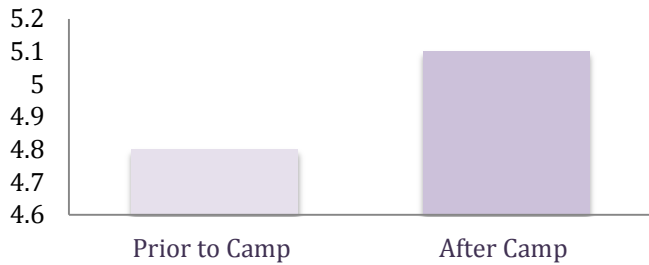
**This camper is physically active**



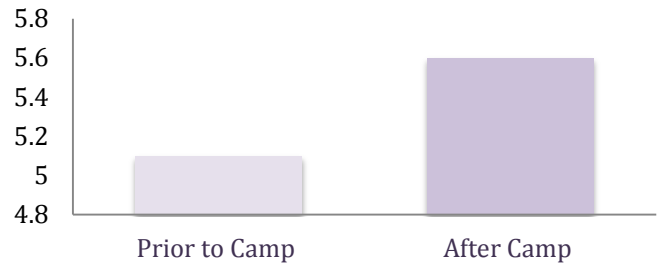
Many campers were also reported to show changes in their attitudes toward physical activity after participating in camp. For example, 30% of campers had an increase in their level of positive attitude toward physical activity, and 25% of campers were observed to be more physically active.

## Personal Development and Self-Confidence

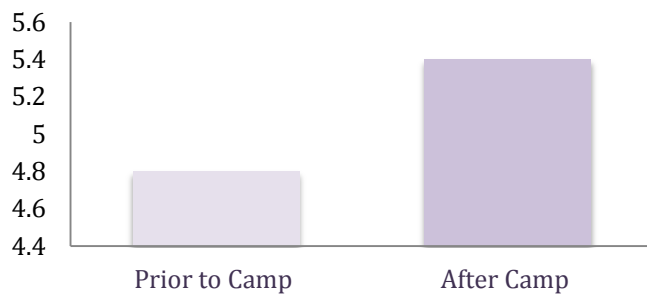
This camper is good at doing things on his/her own



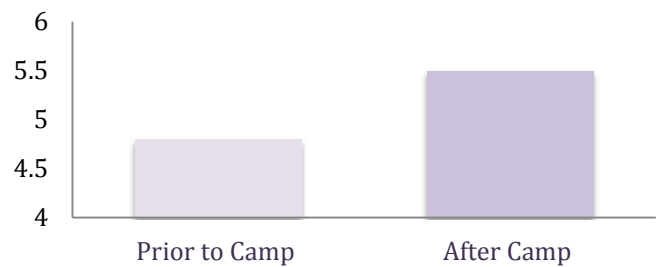
This camper appears to be fine without his/her parents



This camper appears to be confident



This camper exhibits a sense of pride about being a member of his/her camp



Camp workers also reported positive changes in campers' personal development and self-confidence. For example, 32% of campers were reported as becoming better at doing things on their own. It was also found that 40% of campers were noticed to be more fine without their parents after attending camp. Finally, 43% of campers were reported as demonstrating a positive change in their confidence and 44% were reported as having more pride in being a member of their camp.

## Conclusion

Based on the findings of this report, it appears participation in the four camps promotes positive change in campers' social connectedness, emotional support, attitudes toward physical activity, and personal development and self-confidence. On average, all groups experienced positive growth in the areas being measured.

