

Tim Hortons
Foundation Camps



TIMpact365

Making an

IMPACT



2022 Tims Camps Impact Report

Youth need us now more than ever.

This became abundantly clear when we returned to in-person programming following a two-year pause due to COVID-19. Many youth were impacted, but none more so than the youth we serve who are already managing the complex challenges associated with underserved communities. Returning to in-person programming in 2022 enabled us to bridge the opportunity gap and provide structured and intentional programs in a way that only Tims Camps can.

For years, we've known our programs empower youth to change their stories. We hear it all the time. But last year, we created a measurement strategy, TIMpact365, to track and demonstrate our effectiveness. Grounded in continuous improvement, TIMpact365 allows us to measure and improve upon the quality of our programs, participant outcomes, and short- and long-term impacts of the Tims Camps experience.

Our TIMpact365 approach helps us understand our campers and their needs, informs program development, and determines the impact of Tims Camps on communities across North America. We're pleased to share summer program results in this 2022 Impact Report. TIMpact365 information for year-round programs with schools and community groups will be available in a future report.

Rob Eatough

Executive Director

Tim Hortons Foundation Camps





60%

Of youth
face challenges with
their mental health

17

**Communication
touch points**
are sent to campers and families
before their arrival at camp

14,000

Camper alumni
were invited to complete
our Alumni Survey

4

The number of years
our campers attend our
multi-year summer program

72

**Program quality
assessments**
were conducted
across our sites

5Cs

Our programs
are designed to develop
competence, confidence,
character, caring, and connection

3

**Number of
annual surveys**
summer campers complete

1.5x

Tims Camps alumni
are 1.5x more likely to receive
a Bachelor's degree with each
summer of camp attendance

315,000+ Number of youth served since 1974

**“Tims Camps is a safe space
for everyone to face their
fears and become better
than they were before.”**

Equipping youth with the skills to thrive

Thanks to the generosity of Tim Hortons Restaurant Owners, team members, and guests, youth from underserved communities can attend our multi-year summer program at no cost to them or their families.

While 60% of youth have faced challenges with their mental health since the onset of the pandemic, youth from low-income communities are disproportionately impacted.¹ With less money comes less access to resources and support systems to address mental, social,

and emotional needs.^{2,3} That's where Tims Camps comes in.

Camp-based learning settings have been shown to be a prime environment where youth can develop social-emotional learning, relationship skills, and community connections. By bridging the opportunity gap through repetitive, high quality experiences associated with positive outcomes, youth are equipped with the skills they need to break the cycle of poverty and thrive as adults.

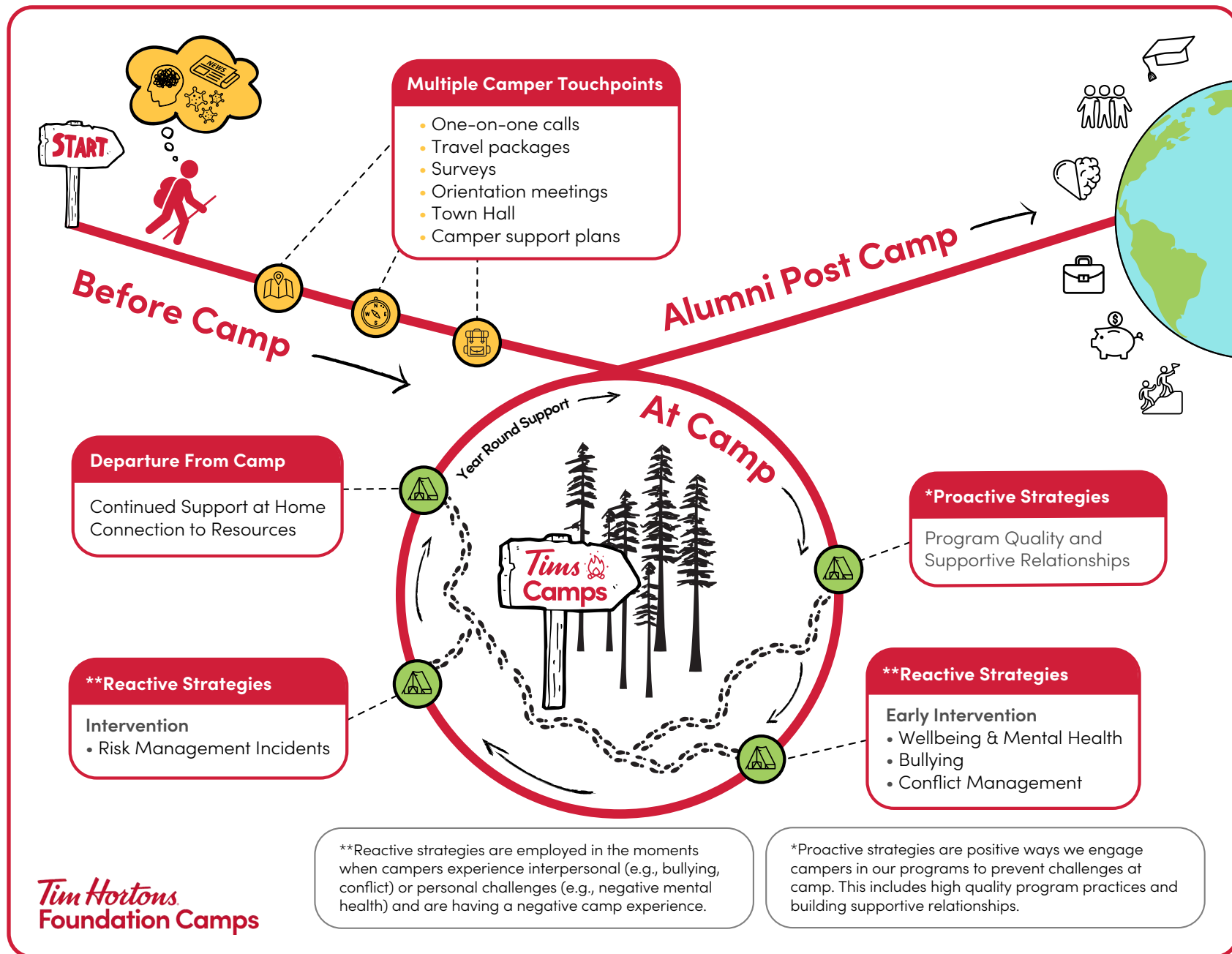
Tims Camps works with Restaurant Owners and community groups to identify new campers to participate in ten days of programming over four consecutive summers.

Once youth are accepted, we engage with them and their families prior to their arrival at camp (on average, 17x). With regular communication, campers arrive at camp prepared and excited for their experience!

At Tims Camps, we aim to support campers' wellbeing and development. Our staff are trained to lead youth through intentionally structured activities, encourage them to step out of their comfort zones, and navigate difficult moments through proven intervention strategies.

By the end of their four-year journey, campers graduate from our summer program feeling more confident in their abilities and hopeful about their future.

CAMPER JOURNEY



We can't improve what we don't measure

At the heart of TIMpact365 is our commitment to quality and continuous improvement.

In 2022, we launched TIMpact365 to track how well we deliver our programs, and the positive outcomes and impacts we have on youth. This report focuses on data for our 2022 summer program.

Through pre- and post-camp surveys we're able to identify areas of strength and improvement, provide campers with meaningful experiences, and communicate our impact to stakeholders.



PROGRAM QUALITY MEASUREMENT

Program quality is key to understanding how Tims Camps programs are delivered and facilitated through staff practices, activities, and environments that create a safe, supportive, interactive, and engaging learning opportunity. Greater program quality is associated with

positive youth development, increased wellbeing, and thriving in young adulthood.⁴

Last summer, we used credible tools to conduct 72 program quality assessments across our sites in partnership with various internal teams and campers. Our program quality score was 68%. Our goal is to increase this score to 73% during summer 2023.

Our findings have inspired us to focus staff training on how to instill emotion coaching, responsibility and leadership, and further learning in campers.

OUTCOMES AND IMPACT

We support campers to develop important life skills

Through regular camper surveys, we can understand how youth are learning and growing throughout their time in our program.



OUTCOME MEASUREMENT

The youth development industry uses the 5Cs as a framework for positive youth development. Development of the 5Cs is associated with greater wellbeing, decreases in risky behaviours, contribution to community, and greater success in other life settings.⁵

The 5Cs:⁶

Competence: Youth develop transferable technical, social, and emotional skills.

Confidence: Youth develop a sense of self-worth and skill mastery.

Character: Youth take responsibility, develop independence, and individuality.

Caring: Youth show empathy and sympathy for others and understand caring for others is important.

Connection: Youth create positive relationships and foster positive interactions.



Through our surveys we saw a significant increase in scores for competence, indicating that youth are developing transferable technical, social and emotional skills, while most of the other 5Cs remained stable.

OUTCOMES & IMPACT (CONTINUED)

We also focus on 18 other outcomes including independence, leadership, appreciation for diversity, responsibility, teamwork, willingness to try new things, and being present.



IMPACT MEASUREMENT Short-term impact

Our intentional programs help campers develop the 5Cs, which in turn, lead to the Big 3 – **self, community, and future.**⁵

1. **Self:** Youth develop a greater sense of self, and can set and modify goals as needed.⁷
2. **Community:** Youth understand the importance of community and positively contributing to the wellbeing of others.⁸
3. **Future:** Youth look to their future with a sense of hope and optimism for what they will achieve.⁹

We plan to improve our “Future” Big 3 score by focusing more attention in 2023 on activities that will inspire youth to view their future with more hope.

Long-term impact

In spring 2022, to understand our long-term impact, we conducted one of the largest camper alumni surveys in the history of the camping industry, reaching out to all summer program participants who attended Tims Camps between 2003 to 2021.

We were curious about whether alumni campers use the skills they developed at



“Tims Camps has really changed my life. I’m more independent now and I believe in myself.”

OUTCOMES & IMPACT (CONTINUED)

camp in their everyday lives, what their most memorable moments were, and whether camp contributed to who they are and their success today. Hundreds of alumni campers shared their unique and heartwarming responses.

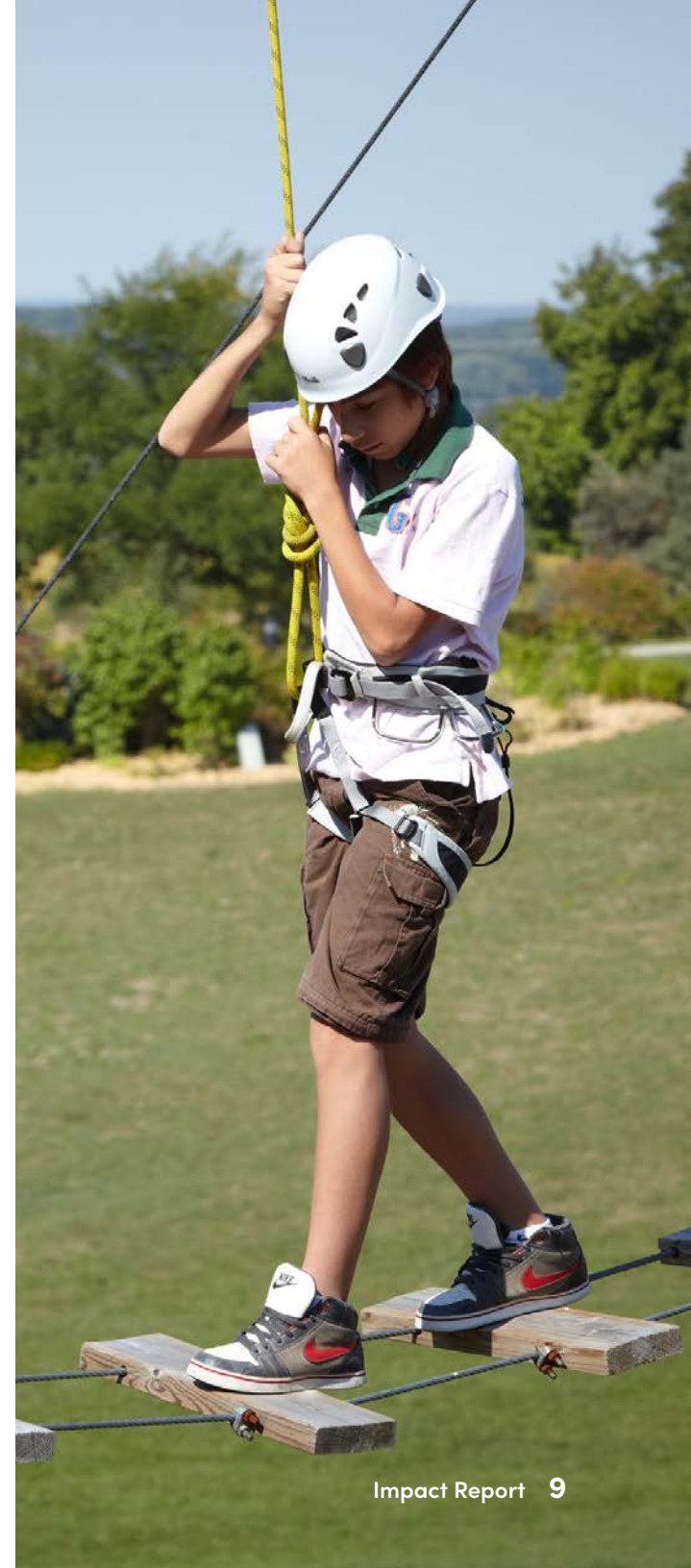
When asked to use one word to describe Tims Camps, the most popular answers were “life-changing”, “amazing”, and “empowering”.

We surveyed campers before and after their camp experience and we saw **increased scores** across all Big 3 elements, particularly for Self and Community. Higher scores are associated with greater success in young adulthood. This is a great result!

We learned three key takeaways:

1. **Tims Camps opens doors to education and employment.** In fact, for every summer spent at camp, alumni were 1.5x more likely to complete a Bachelor’s degree and in turn, secure meaningful employment.
2. **More years at camp equals greater impact,** supporting our multi-year programming model.
3. **Youth don’t have the opportunity to learn these skills elsewhere.** Tims Camps was identified as the primary setting where youth learned key skills such as perseverance, leadership, and appreciation for diversity.

“The most memorable moment was when I challenged myself to get over my fear of heights.”



THANK YOU

Our TIMpact365 measurement approach provides Tims Camps with important information related to program quality, camper outcomes, and short- and long-term impact of the camp experience.

Future TIMpact365 cycles will help us understand how we can best support campers to prepare them for successful futures and help them achieve their full potential.

Delivering high-quality, in-person youth development programs that open doors for young

people is what we do – and it's only possible because of our inspiring community of supporters.

Thank you to Restaurant Owners and team members, guests, corporate sponsors, community partners and donors – we appreciate your support!



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