

50 YEARS OF

Tim Hortons
Foundation Camps



TIMpact365



Making a

TIMPACT

2024 Tims Camps Impact Report

GOAL
SETTING

PEACE

RELATIONSHIPS

TEAMWORK

CHALLENGE

RESPONSIBILITY

MOTIVATION

REFLECTION

Note from the Executive Director

Improving our Impact

Since 1974, our programs have empowered youth to envision a brighter future and change their stories for the better. In 2021, we created a measurement strategy, TIMpact365, to track and demonstrate our effectiveness.

More than just a fun camp experience, Tims Camps is grounded in continuous improvement, and TIMpact365 allows us to measure and improve upon the quality of our programs, participant outcomes, and both short-term 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 Canada and the U.S. We're pleased to share our program results in this 2024 Impact Report.



A handwritten signature in white ink that reads "Rob Eatough".

Rob Eatough

Executive Director

Tim Hortons Foundation Camps



TIMpact365



2023

Key Takeaways

TIMS CAMPS
fills the opportunity gap

CAMP
contributes to youth wellbeing

CAMP COUNSELLORS
help youth feel more confident
managing their feelings

15.6%

of youth in Canada¹
and 12.2% of youth in
the United States² are
living in poverty

Youth

from low-income
backgrounds are
2-3 times more likely
to experience mental
health challenges

320,000+

youth served
since 1974

**Tims
Camps'**

Big 3 program focus
areas are self,
community, future

73

program quality
assessments conducted
across our sites from
Fall 2022 - end of
Summer 2023

77%

overall program
quality score – a 9%
increase from 2022

2

full years of
TIMpact365
data for summer
camp participants

20+

youth development
industry contributions

17

communication touch
points are shared with
the campers and families
before their arrival
at Summer Program

Metrics throughout this book are based on the 2023 season

The Opportunity Gap

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 and year-round programs at no cost to them or their families.

It's clear that youth from low-income backgrounds have a need for high-quality youth programs. Recent reports indicate that 15.6% of youth in Canada¹ and 12.2% of youth in the United States² are living in poverty. These youth experience many difficulties, for example, they're 2-3 times more likely to experience mental health challenges³ and due to financial barriers, have significantly less ability to access structured youth programs. This is termed the "opportunity gap"⁴.

Camp-based learning environments are proven to be a space where youth can develop social-emotional learning, relationship skills, and community connections. By bridging the opportunity gap through high-quality experiences associated with positive outcomes, like Tims Camps, 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 partners to identify and refer new campers to participate in our Summer Programming over the course of their most formative years.

Once accepted into the summer program, we engage with the campers and their families, on average, 17 times prior to their arrival at camp. 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 program strategies.

By the end of their time at camp, youth leave feeling more confident in themselves, their abilities, their connection with their peers, and hopeful about their future.





"Camp is my safe place. It's like a home to me - the people there are so kind, and they have become like my family."

We Can't Improve What We Don't Measure

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

TIMpact365 encompasses all Tims Camps' measurement and improvement efforts, and our communication of these topics within the organization, the camp and youth development industry, and beyond. This work is important in ensuring that youth have a positive development experience with us.

TIMpact365 focuses primarily on program quality, outcomes, and impact. Through pre- and post-camp surveys and program observations, we're able to identify areas of strength and improvement, provide campers with meaningful experiences, and communicate our impact to stakeholders.

After our first year of collecting data for the summer program, we launched TIMpact365 with our year-round programs. This report focuses on data from the 2022-2023 school year and 2023 summer program.



"Camp was the best part of my year!"



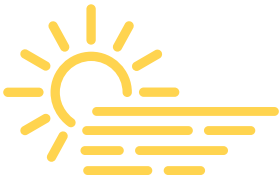
Program Quality Measurement

Program quality is key to understanding how Tims Camps programs are delivered and facilitated through staff practices, activities, and environments that create safe, supportive, interactive, and engaging learning opportunities. Greater program quality is associated with positive youth development, increased wellbeing, and thriving in young adulthood.⁵ Our findings inspire us to continue training and investing in staff to focus on creating the best possible learning environment for campers.



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, a decrease in risky behaviours, contribution to community, and greater success in other life settings.⁶ The 5Cs are competence, confidence, character, caring, and connection.⁷ Through regular camper surveys, we can understand how youth are learning and growing throughout their time in our program.

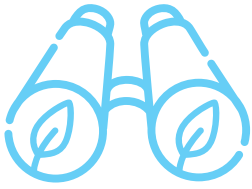


Impact Measurement

Our intentional programs help campers develop the 5Cs, which in turn, lead to the Big 3: self, community, and future.⁶ We facilitate activities that are directly linked to each of the Big 3 elements, and we measure the impact of these activities through surveys before and after the program experience. Through this impact measurement, we can modify activities to directly target these important areas.

- 1. Self:** Youth develop a greater sense of self and can set and modify goals as needed.⁸
- 2. Community:** Youth understand the importance of community and positively contributing to the wellbeing of others.⁹
- 3. Future:** Youth look to their future with a sense of hope and optimism for what they will achieve.¹⁰

TIMpact 365 | Summer Program



Program Quality Measurement

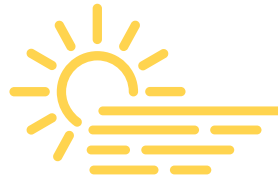
During Summer 2023, our teams conducted 60 assessments across our sites, and we saw an increase in program quality from 68% to 77%! This 9% increase is great news! Research shows that greater program quality is associated with more positive outcomes for youth. This means that through a focus on delivering high quality programs, our summer program campers directly benefited from our efforts.

In 2023 we focused specifically on supporting young people in emotion coaching (e.g., labeling and understanding their emotions and how to constructively handle them), which lead to a 35% increase in quality in this area. Additionally, 87% of campers reported their camp counsellor helped them feel more confident in managing their feelings.



Outcome Measurement

We ask campers to complete surveys before and after camp to understand their growth in the 5Cs of confidence, competence, connection, character, and caring. Some youth experienced gains in the 5Cs, while others did not. We did not see any strong trends, which makes it difficult to draw conclusions. In future TIMpact365 cycles, we will continue to measure the 5Cs but reconsider the ways in which we do, so we can better identify nuances in camper growth.



Impact Measurement

Our Big 3 program is directly tied to the activities we facilitate at camp and for the second summer in a row, we've seen huge increases for 2 of 3 program elements "self" and "community". This means that young people are learning more about themselves, how to set and work toward goals, and the value of contributing to a community. We did not see significant increases for "future". This will be a program development focus for summer 2024.

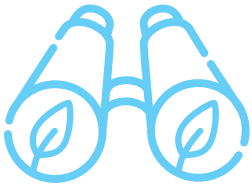
We also know our impact goes beyond the Big 3. For two summers we have asked campers to report on their wellbeing before and after the camp experience. Both times we've seen significant increases, which means that a camp experience contributes to overall wellbeing in youth.

Youth from low-income backgrounds face an opportunity gap. Although youth development programs are essential, many of our campers do not have the resources to access them. In 2023, we learned that about 50% of Tims Camps youth did not participate in any other summertime youth programs, meaning that camp is especially important to support their development.

"We were more than a group of kids that went to the same summer camp...we were a family."



TIMpact 365 | School Program

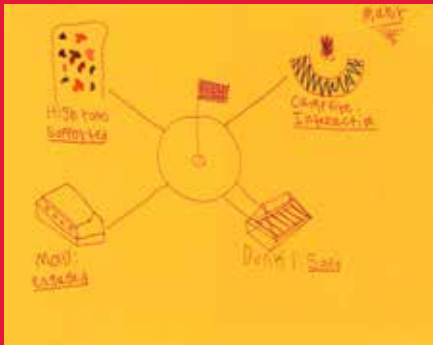


Program Quality Measurement

Between Fall 2022 and Spring 2023, we launched TIMpact365 for our year-round programs, focusing on our school program. In this program, we work with schools in low-income neighbourhoods who attend camp for a shortened time with their peers and classroom teachers. A total of 13 program quality assessments yielded a score of 76% - a wonderful result that indicates we have high quality programs across multiple models of program delivery.

We also asked youth to share about their perspectives of program quality through a creative arts activity called "Camp Mapping". Overall, youth felt the bunkhouses were safe, the climbing tower was where they experienced the greatest support from leaders and peers, and at Tim Horton Onondaga Farms, the barn was where they experienced the most interaction and engagement.

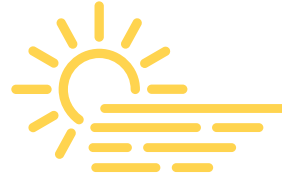
Here are a few examples of camper maps:





Outcome Measurement

Youth participants from 26 different schools responded to surveys about the 5Cs before and after their camp experiences. It was evident that a camp experience supported the development of students' confidence as a significant increase was seen from pre- to post-camp.



Impact Measurement

The Big 3 elements are present in our school program as well. As part of surveys before and after camp, youth responded to questions for all 3 elements (self, community, and future). The scores were generally stable, and similarly to the summer program, with increases being lowest for "future", we know to focus on developing stronger activities related to supporting youth to view their future with greater positivity.



"The counsellors taught me how to have more confidence in myself."

TIMpact 365 | Camper Story



Camp has had the power to teach youth to that they can do hard things. Learn how Tims Camps empowered alumni Nicole with confidence and a newfound passion for serving her community.

"I was terrified to go to camp. I remember wanting to go because my brother had the opportunity but when I had the chance, I was scared since I had never travelled alone. If I hadn't taken the opportunity, and took the chance, I wouldn't be who I am today. As soon as we crossed the border on the way to Camp Kentahten, I had a reality check and remembered I was travelling alone for the first time, but as the camp session came to an end, I didn't want to leave.

Camp taught me that no matter how difficult things become and when you feel not enough, there are people who can see that you are capable of accomplishing incredible things. Before attending my last year at camp, I had fallen into a dark place. When camp ended, I remember reading a letter from my counsellors who wrote that I was going to accomplish incredible things in the future! That letter gave me drive. Now with this drive, I want to serve people, which is why I am in school, working towards a career as a nurse. I'd like to share my impact story in the hopes that it will help other kids understand that no matter what occurs in life, there is always a brighter side.

Growing up, I was the shy, insecure girl who craved a sense of belonging. Attending camp helped me feel a sense of belonging and camp is why I am the person I am now."

Nicole, Age 19 - Tims Camp Alumni

"Attending camp helped me feel a sense of belonging and camp is why I am the person I am now today."



TIMpact 365 | Industry Impact

Tims Camps has always been a thought leader within the youth development and camp industry; however, with the introduction of TIMpact365, we have grown and solidified this position.

We have a strong commitment to continuous improvement in all that we do. Through the data we collect, evidence-based improvements we make, our transparency, and our willingness to share with others, we are creating positive change for Tims Campers, youth practitioners, and young people across North America. We not only measure and communicate our own impact, but we also support and encourage others to be evidence-based and creative in how they can do the same.

In 2023, we made 20+ notable contributions as industry thought leaders. Here are a few highlights:

- Created and hosted a 5-part webinar series focused on program quality and continuous improvement in partnership with the American Camp Association (ACA)
- Published an academic, peer-reviewed article about our alumni study findings in the Journal of Youth Development
- Presented research findings across 8 sessions at the ACA National Conference, ACA Staffing Summit, International Camping Congress, Symposium on Experiential Education Research, and Positive Youth Development Research and Evaluation group



We Couldn't do it Without YOU

The TIMpact365 measurement approach provides Tims Camps with important program metrics including 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!



TIMpact365
Measurement is second nature

The Impact of Legacy

Leave a Meaningful Legacy

Pledge a gift in your will (or bequest) to support Tims Camps youth.

Building a legacy gift into your will is a simple and impactful way of giving. Your gift ensures that you will leave a legacy that reflects your values while making a lasting impact on underserved youth.

Why leave a legacy gift to Tim Hortons Foundation Camps?

Through your will, you can choose to allocate a pre-determined sum of money, percentage of your estate, specific piece of property etc. Doing so allows you to donate a larger gift than would be possible in your lifetime.

Additional benefits include:

- Providing a future commitment while retaining control over your assets during your lifetime.
- Receiving a charitable tax receipt to your estate.
- Reducing or eliminating estate taxes through careful planning.
- Honouring yourself or a loved one.
- Providing life-changing opportunities for underserved youth.

How to leave a legacy gift – 3 easy steps:

1. Speak to your lawyer about drafting or revising your will. This is an essential step to protect your family's future and to ensure that your assets are distributed according to your intentions.
2. Include the appropriate bequest wording in your will. Our Gift & Estate Planning team can provide will wording based on your area of interest. Sample wording could include:

"My estate trustees shall pay the sum of \$ ____ or _____% of the residue of my estate (or transfer assets with an equal value) to Tim Horton's Children Foundation, St. George, Ontario to support its highest priority needs."

Charitable No. Canada 11926 4885 RR0001 |
Charitable No. USA (501 (c)) 31-1681446

3. Contact our Development team to let us know about your bequest so we can ensure that your wishes are understood and honoured.

Contact: info@timscamps.com



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EDELRID



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TIMfact365