
TIM HORTONS® FOUNDATION CAMPS 2025 IMPACT REPORT

MAKING A TIMPACT

Les Camps de la Fondation
Tim Hortons
Foundation Camps


TIMpact365

50 YEARS OF TIMS CAMPS

Tim Hortons® Foundation Camps is a non-profit charitable organization founded in 1974 by Ron Joyce to honor his late friend Tim Horton. For over 50 years, Tims Camps has been a leader in youth development programming, helping young people from underserved communities gain the skills and confidence to rewrite their stories for a brighter future. Through experiences both at camp and in the classroom, youth build resilience, leadership, and responsibility, empowering them to thrive in school, work, and life. Through at-camp and in-classroom programming across North America, Tims Camps has provided life-changing experiences to over 325,000 youth, at no cost to them or their families. This is made possible through the generosity of Tim Hortons Restaurant Owners, guests, corporate sponsors, donors, and community partners.



THE OPPORTUNITY GAP

EQUIPPING YOUTH WITH THE SKILLS TO THRIVE

It's clear that youth from low-income backgrounds have a need for high-quality youth programs. Recent reports indicate that 18.1% of youth in Canada (1) and 12.2% of youth in the United States (2) are living in poverty. These youth experience many difficulties, for example, they're 2-3 times more likely to experience mental health challenges (3) 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.



TIMPACT 365 OVERVIEW

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 2023–2024 school year and 2024 summer program.

Metrics throughout this book are based on the 2024 season.

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. 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. 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.

OUR KEY TAKEAWAYS

ESSENTIAL ACCESS TO OPPORTUNITY

Outside of Tims Camps, our campers often participate in one or less extracurricular activities during the summer, making our program a crucial way for them to develop life skills and help them achieve their highest potential.

QUALITY PROGRAMS = QUALITY OUTCOMES

Our high-quality programs are shown to fuel growth in social-emotional skills and boost overall wellbeing by providing a socially safe and supportive environment with interactive and engaging learning activities.

NOTEABLE GROWTH OF VITAL SKILLS

Across our programs, our campers consistently report profound development in key social skills (e.g., communication, leadership, teamwork) and personal skills (e.g., confidence, character, responsibility), equipping them for a lifetime of success.

FACTS & STATS

18.1%

of youth in Canada, and 12.2% of youth in the United States are living in poverty.

16K

youth participated in Tims Camps programming in 2024.

90%

of campers turn to Tims Camps for connection and essential life skills during the summer.

84%

of campers reported that Tims Camps offered them a high quality experience.

86%

of campers reported social growth following camp.

83%

of campers reported personal growth following camp.

PROGRAM MEASUREMENT

SUMMER PROGRAM

High quality programs are Tims Camps programs. Since we begin assessing quality in our summer program, we have seen steady increases. In summer 2024, we earned a 78% quality score. Our assessment results tell us that we're doing well in most areas – but we won't stop there! Our focus for 2025 is to create an engaging program environment.

Camper outcomes are measured regularly throughout our multi-year program. The 5Cs is a common measure of positive youth development, and research has shown that when youth have opportunities to develop the 5Cs, they experience greater success in young adulthood. Almost all participants (98-99%) report growing in competence, confidence, connection, caring, and character while at camp (average growth (3.8 on a 1-5 scale). Additionally, of our “Big 3” program elements, we saw growth in all three after camp.

SELF | Intentional Self Regulation

Increased from 5.9 (pre-camp) to 6.1 (post-camp) (7 pt. scale).

COMMUNITY | Pro-Social Behaviour

Increased from 3.9 (pre-camp) to 4.0 (post-camp) (5 pt. scale).

FUTURE | Hopeful Future Expectations

Increased from 4.0 (pre-camp) to 4.3 (post-camp) (5 pt. scale).

For the third year in a row, young people reported increased wellbeing after a camp experience (pre-camp 5.7 and post-camp 5.8 on a 1-7 scale). This means that camp continues to support overall youth wellbeing.



PROGRAM MEASUREMENT

YEAR-ROUND PROGRAM

We continue to focus on quality programming at camp during non-summer months. During the 2023-2024 school year, we earned a 67% quality score. We've learned that many practices from the summer camp be replicated throughout the year and we'll use this information to continue to prioritize quality for all participants.

Similar to our summer program, we measure the 5C outcomes and growth in the Big 3 program elements. A high proportion of participants report growth in the 5Cs and Big 3 (ranging from 88%-95%) with average growth of 3.7 on a scale of 1-5.



PROGRAM MEASUREMENT

TIMS CLASSROOMS PROGRAM

Our new Classrooms Program is getting some rave reviews! The vast majority of people love it – 96% of students said they enjoyed it and 92% of teachers felt their students enjoyed it. After the program, students were asked to rate their experiences of the four program quality environments on a 1-4 scale (1 = never, 4 = always). All averages were above the midway point, indicating that students generally feel this new program is high quality.

Participants are learning and growing too. In after program survey responses from April-June 2024, students had positive things to share. Here are some comments from youth about staff and what they learned: “The leaders were very inclusive and respectful to everyone who participated”, “being able to form better connections with my friends and myself”, “learning to step outside of your comfort zone”, “trying new things and spending time with friends”.

We also explored what outcomes youth learned. Similar to our other programs, after their participation, we asked youth to respond to a survey and report on their learnings for a variety of outcomes on a 1-5 scale (1 = not at all, 5 = a ton!). Average growth in the first round of our programming ranged from 3.31 to 3.75 on a five point scale. The greatest growth was seen in respecting others, listening, and teamwork. Overall, we’ve seen 81% of students report intrapersonal growth and 84% of students report interpersonal growth during the program.

Early data indicates that the depth of student growth and the quality of our program is increasing as we continue to refine this new initiative. We’re excited to grow the Classrooms Program and explore how it’s impacting youth and teachers in communities across Canada and the United States!



WE COULDN'T DO THIS 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!

Visit timsamps.com/donate to make a donation or contact us at info@timsamps.com to learn more about our Legacy Giving program.



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