

CAMP MAPLE  LEAF  
EST.1955

# IMPACT REPORT

2025 SEASON





# IMPACT REPORT

## 2025 IN REVIEW



**775 campers and their families served across  
Ontario, Alberta, and New Brunswick**



**A year focused on intentional programming, strengthening  
mental wellness, expressive arts, and leadership**



**Continued enhancement of programming for  
Military, Veteran, and First-Responder families**



**Successful 70th Anniversary celebrations on  
Jacob Island – over 215 Attendees**



**Reduced financial barriers through  
subsidies for many campers**



**Stronger national partnerships and community engagement  
through more Royal Canadian Legion Branches**

# 2025 SURVEY SUMMARY RESULTS

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**Of the listed activities the following ranked highest of “Never tried before”:**

1. Being around horses
2. Rock range
3. Being in a play/theatrical performance
4. Painting Outside
5. Archery
6. Fishing with Sticks
7. Rock Wall
8. Canoeing / Kayaking



**The best thing about Camp:**

1. Social time with others
2. The food
3. Camp activities
4. Friendships
5. Camp staff

**Favorite memories of Camp were:**

1. Social connections
2. Outdoor cookouts and food
3. Camp activities

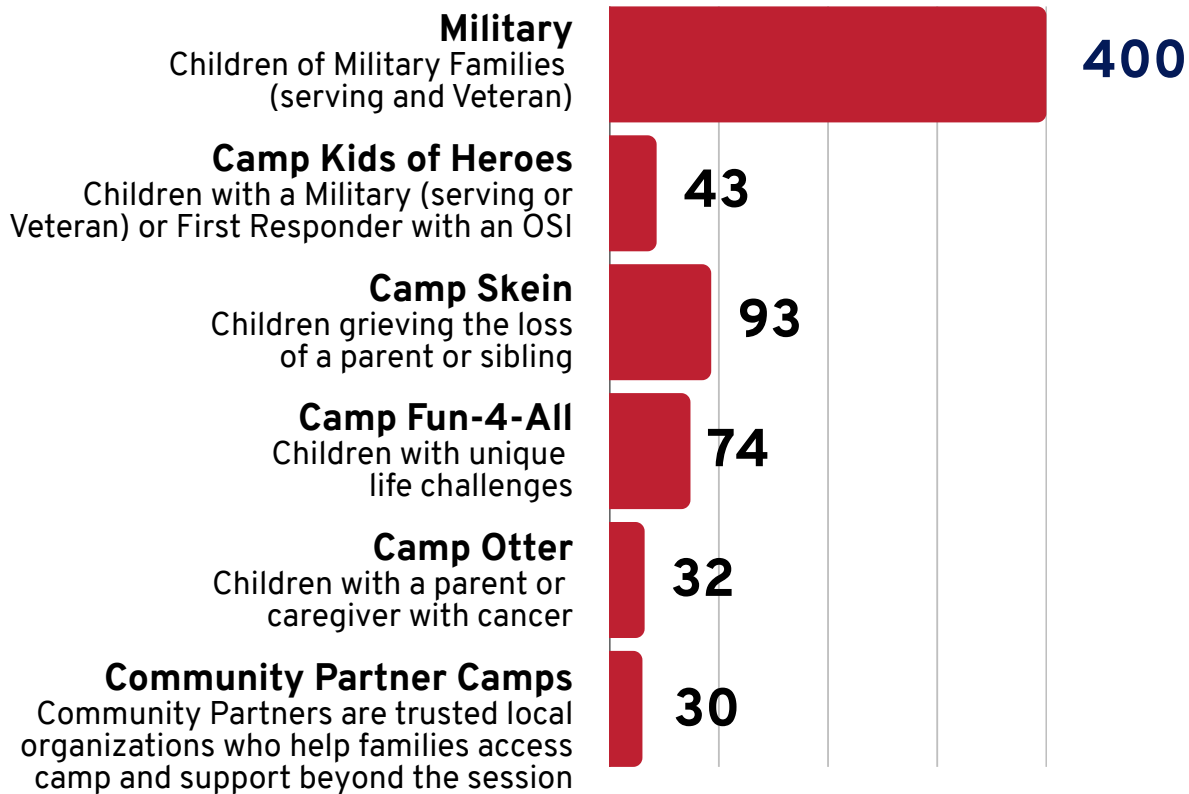




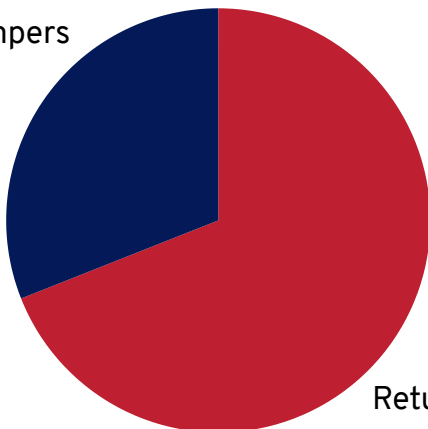
# CAMPER STATS/DEMOGRAPHICS



**775 Camper Families Served**



New Campers  
31%



Returning Campers  
69%



**Atlantic Canada: 49**



**Alberta: 66**

# PROGRAM HIGHLIGHTS



**Notable additions/changes to programming:**  
Equine assisted learning program made available the entire summer

**LIT/CIT outcomes or highlights:**  
9 CIT's completed our program



**What we're especially proud of from the 2025 season:**  
91% of campers were proud to be from Military families



# WELLNESS / INCLUSION

## INTENTIONAL PROGRAMMING THAT SUPPORTED MENTAL WELLNESS, PEER CONNECTION, OR INCLUSION

“My daughter wears prosthetic legs and although The War Amps teaches that it's what's left that counts and to embrace your amputation, sometimes she gets embarrassed. At camp, she was able to take her legs off whenever and wherever no matter who was around.”

“My one son has tourette's and he said he felt comfortable there, he also enjoyed helping with the horses as an activity.”

“When your son comes home full of stories and a desire to give back next year via the CIT, it speaks volumes. Finding enriching camps for 15 year olds is not easy and was beyond happy he had this experience.”

“As a single Military mom, I don't always have the opportunity to teach my kids all the camp skills and they came home with so many stories of their new experiences.”



**92%**

felt that camp helped  
them make friends



**81%**

felt “prouder” after being  
at camp, about being  
from a Military family



**87%**

tried something new

# EVALUATION / OUTCOMES

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**4.7 OUT OF 5 RATING**

“ALWAYS EXCEEDING OUR EXPECTATIONS”

## SURVEY RESULTS

(camper/parent/staff) or key takeaways



**90%**

felt sense of  
belonging



**92%**

of children made a  
friend at camp



**89%**

developed new sense  
of confidence



**97%**

would like  
to return



# TESTIMONIALS

“We are one year into a new posting in a location with very few Military families and my kids have had a very difficult time adjusting. However within hours at CML they said they felt at home and that the other kids just seemed to ‘get it.’”

“The ability to spend time with the horses, grooming, walking or just caring for them. And one horse in particular. This was incredibly memorable for my niece as she's always wanted to spend time with horses.”

“It would be really hard to find areas to suggest for improvement. We absolutely loved every single thing about camp. From the camper's and the parent's perspectives, it was fantastic!”

“Loved it so much she said she cried on the bus ride home because she didn't want to leave...can't wait to go back!”





# THANK YOU



**FOR 70 YEARS, CAMP MAPLE LEAF  
HAS CREATED FRIENDSHIPS THAT  
FOLLOW CAMPERS HOME**



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