

# Membership Renewal Guide 2023-2024



**ONTARIO CAMPS  
ASSOCIATION**



**Membership Renewal with the Ontario Camps Association (OCA) is easier than ever! We've created a step-by-step guide to help you through the process:**

# STEP 1 Update Your Member Profile On The OCA Website

Who needs to do this? Accredited camps and outdoor education centres (OECs), OCA Preferred Vendors and OCA Affiliates. **NEW!** We've changed the format of your Member Profile to be easier to use than ever before. Simply log in to the OCA Member Portal, and on the Members Portal Home page navigate to the Tools section, then click Programs! This will take you to the form - please read all of the instructions for best results. Need a tutorial? On the Members Portal, head to the Resources tab and select "[OCA's Tools Tutorials](#)"!

Please let Lea Randall, Marketing & Events Associate, at [lea@ontariocamps.ca](mailto:lea@ontariocamps.ca), know if your OCA Accredited Camp/OEC is not appearing in the directory or in the camp search bar on the website, if your Preferred Vendor listing is not appearing in the Preferred Vendor Directory or Preferred Vendor search bar on the website, or if your Affiliate listing is not appearing in the Affiliates Directory.

[Click here to Login!](#)

## Additional Information By Membership Type

**Accredited Camps/OECs:** Your camp/OEC has one person designated as your account representative. They can complete answer sheets, update your Member Profile, and add jobs to the OCA Job Board. **NEW** You can now provide OCA Job Board posting access to up to 5 members of your team. If you'd like additional staff to have access to the Members Portal for resources only, send them the link to the form (see sidebar). If that staff does not have an official email account (@yourcampname.ca), the OCA will email the director for confirmation before giving access.

**Provisional One or Two Camps and OECs:** Your camp/OEC has one person designated as your account representative. They can complete answer sheets, an essential part of the Accreditation process! Please note that until your camp/OEC is accredited, you do not have access to the OCA Job Board. If you'd like additional staff to have access to the Members Portal for resources only, send them the link to the form (see sidebar). If that staff does not have an official email account (@yourcampname.ca), the OCA will email the director for confirmation before giving access.

**Preferred Vendors:** Your Preferred Vendor business will have one person designated as your account representative. **In mid-October, they will have the ability to update your Member Profile, and to add jobs to the OCA Job Board using NEW Preferred Vendor Job Board categories!** If you'd like additional staff to have access to the members portal for resources, send them the link to the form. Stay tuned to your inbox in October for the access announcement.

**Individuals and Honorary Life Members:** As an Individual Member/HLM, you have access to our Members Portal for our resources! [Click here](#) to log in to the Members Portal - the email associated with this account will be the same as your Wild Apricot log in email in most cases.

**Affiliate Members:** As an Affiliate Member, you have access to our Members Portal for our resources. We'll be sharing an update about our Affiliate Directory in the coming months - stay tuned for more information.

## Need help?

OCA's Member Portal has tutorials for all OCA Tools, including:

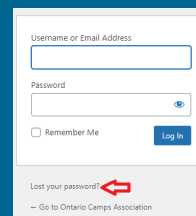
- OCA's Member Portal (Job Board, Member Profile (Program or Vendor)
- OCA's Slack

## Links to Bookmark

- OCA's website: [ontariocamps.ca](http://ontariocamps.ca)
- OCA's Members Portal: [ontariocamps.ca/members/home](http://ontariocamps.ca/members/home)
- Wild Apricot: [oca29.wildapricot.org](http://oca29.wildapricot.org)

## Request Access to the OCA Members Portal

Looking to access the OCA Member's Portal? This OCA Members-only benefit was set-up for existing Members ONLY, using the email associated with your OCA membership (what you use to log in to Wild Apricot with). If you've forgotten your password, click "Lost your password?" for a password reset!



If you'd like additional staff to have access to the OCA Members Portal for resources, send them the link to the form. If that staff does not have an official email account (@yourcampname.ca), the OCA will email the director for confirmation before giving access. This form is checked once per week. This information can also be found on the Members Portal under "OCA Tools Tutorials".



Scan this QR code on your phone to access the form, or click the QR code to head to the form.

# STEP 2 Login To Wild Apricot To Update And Sign Your Renewal Form

Log in to Wild Apricot with your email to complete your renewal form and sign your membership agreement.

[Click here to Login!](#)

# STEP 3 Generate Your Invoice And Pay

In Wild Apricot you are responsible for generating your membership renewal invoice. This invoice cannot be generated before signing your membership agreement terms in Wild Apricot. There are four ways to pay: online with a credit card (VISA or MasterCard), cheque (issued to **Ontario Camps Association**) (not **CAMPING** association, note that cheques will be returned if made out incorrectly) e-transfer (to [rose@ontariocamps.ca](mailto:rose@ontariocamps.ca)) or direct deposit.

# STEP 4 Gather Your Photos From The Summer To Submit To The OCA

Who? Accredited Camps and Outdoor Education Centres, Preferred Vendors and Affiliates.

The OCA team loves seeing your photos on social media year-round – your post may have even been featured on OCA's Instagram Stories!

Did you know that whenever possible, OCA uses photos from our Members for social media posts, our publications, and more! Our team works hard to create a consistent and engaging social media and online presence, and nothing is better than photos of happy campers, participants, and staff experiencing all that OCA Accredited Camps and OECs have to offer to help us promote going to and working at a camp/OEC. To help us market your camps, businesses, and organizations, we need your help!

Please send Lea Randall, Marketing & Events Associate, [lea@ontariocamps.ca](mailto:lea@ontariocamps.ca), a collection of photos and videos from your program this year (at a quality of 300MB or higher).

## Access OCA's Standards!

You can access OCA's Standards any time online!

Scan or click the QR code and be sure to bookmark this page for your reference.



## Ordering 2024 Standards Books

2024 Standards books will be available for order in the Fall - stay tuned for more information.

\$99.99 + HST - Member Rate

\$145.99 + HST Non-Member Rate



# A Message From The OCA President and Executive Director

We are delighted to welcome you back to the 2023-2024 Membership Season for the OCA!

You are the heart and soul of keeping the Ontario camp tradition alive. This renewal package has a great deal of information for the upcoming year and to help you make the most of your membership. There are so many membership benefits for you and your teams to take advantage of, and we hope that you spend some time learning more about them by reading through the materials.

We need the support and engagement of our full membership these days more than ever. There are numerous ways to get involved with the OCA. You can make a difference and join our team of volunteers today! To learn more about these opportunities, please email Rose Attard, Membership Manager ([rose@ontariocamps.ca](mailto:rose@ontariocamps.ca)).

If you haven't already done so, please bookmark <https://ontariocampsassociation.ca> and make sure to connect with us on social media.

Thank you for your continued commitment to camp, outdoor education, campers, and our community. We are proud of what we have accomplished together for the past 90 years, and we look forward to continuing to support our community while building ever-lasting memories.

Yours in camping,

Dave Newnham, OCA President



Joy Levy, OCA Executive Director





# A Message from the Treasurer

Dear OCA Members,

I hope all of our members had a safe and enjoyable summer. It is great to see so many camps back to traditional operations. The sense of community and support within our industry is incredibly unique and allows us to provide amazing experiences for campers.

The OCA Board, committee members, and office operations continue to support our members in numerous ways. There is so much going on and changing in our industry and the OCA is looking ahead at how it can evolve to best support members in the future.

## Looking forward to the 2024 fiscal year, the OCA Board and Finance Committee would like to share the following:

1. Fees for 2024 will be increased slightly to help keep up with rising costs.
2. The OCA will maintain the 7 membership levels for accredited camps implemented last year.
3. Membership is due **September 30, 2023. Any outstanding renewals will be lapsed as of October 31, 2023.** For OCA Members that pay on time, there will be a 10% discount code that can be used at any of the upcoming professional development events this year, including the OCA Connects 2024 Conference!
4. The OCA will be investing back into the organization to help fund business development projects including a Strategic Planning process, By-Laws review and a variety of **free** Professional Development Workshops.

I hope everyone can take a little downtime after the summer and I wish you all a great year moving forward. As always if you have any questions regarding membership, please feel free to contact the office. Thank you so much for your continued involvement with the OCA!

All the best,

Jesse Kronick  
Secretary/Treasurer



## Meet The OCA Team

OCA has always been here to support our Members. It's been absolutely wonderful to watch our Camps/OEC's get back to traditional programming and operations. We had the pleasure of visiting some of our Member camps in action this summer - it was pure magic to see smiling faces, campers being campers and staff growing and being superb role models, not to mention YOU - the directors and owners who took a sigh of relief and got back to what you love the most - CAMP!

The OCA will continue to be here to support our Members and our industry at large. We are happy to have you with us and continue to work hard for the future of camp and outdoor education in Ontario.

We look forward to celebrating the magic of camp in 2024!

Joy, Rose, Lea, Rob, Elana, and Kevin

**Click to learn more  
about our staff team!**





# Important Updates

## Your Responsibility to Vote - Our Annual Elections

If you are an Accredited Camps/OEC, Honorary Life Member or Individual Member, you have a duty to the OCA community to participate in our annual elections. To legally operate as an Association, **at least 60% (quorum) of our Voting Members need to vote, or OCA operations will come to a standstill.** In the past, the OCA has been very close to not meeting quorum from our elections. We are asking that all eligible Members make participating in the election process a priority. **What's included in the ballot?**

- **Board Elections:** To operate, our Board of Directors must have twelve directors. Each candidate takes the time to share their bio so that Members can make an informed decision about who will represent OCA membership on the Board. Please be sure to read each bio and cast your vote!
- **Standards Amendments:** As the Standards Committee reviews the summer season, they reflect on the Standards and any Amendments to the Standards (changes or additions) that will help our Standards program meet our mission: To support, advance, promote and accredit camps and outdoor education centres throughout Ontario.

Stay tuned to your inbox and the AGM tab of the OCA Member's Portal for more information!

## Standards Compliance Sign-Off – Now Annual

On an annual basis, if you're not being visited, you will be emailed in the spring to complete these mandatory sign-offs to confirm your compliance with the current year's OCA Standards.

## OCA New and Emerging Camp Professionals!

Calling all New and Emerging Camp Professionals! Does it sometimes feel like you're on your own little/medium/big camp island? Sometimes there are times when you may feel isolated, but you're not alone - we are here for you! We are excited to start our own 'emerging camp pro' network within the OCA. Our hope is to create some opportunities for our Members to get to know other people who can relate to the joys and challenges you experience in your day-to-day.

## OCA Logo Signage

We're excited to share that we have **NEW** OCA Logo Signage available for all Accredited Camps/OECs, Affiliates and Preferred Vendors to be displayed in your camp office/operations. Displaying the OCA Logo is a Member Benefit that you should be proud to display in your camp offices, marketing materials and email signatures. Stay tuned for details on how to collect your signage this Fall/Winter.

## OCA Growth, Business Development Plan

The OCA will be investing back into the organization to help fund business development projects including a Strategic Planning process, By-Laws review and a variety of **FREE** Professional Development Workshops.

## OCA's Job Board Update

**NEW** this year we invite our Preferred Vendor's to use and interact with the OCA Job Board. Our Job Board is frequently promoted on OCA's social media channels, to post-secondary co-op placement officers, in relevant media interviews, and recently, featured on a Billboard! Please give the OCA team 48 -72 hours (excluding holidays) to review and publish your job posting.

## Our Annual Report 2021-2022



## Resources and Photos from Past Conferences

Click on the Health Conference logo to view resources from the conference. Click on the OCA [Re]Connects 2023 logo to view photos from conference!

# OCA [RE]CONNECTS 2023



## Celebrating OCA's 90th Anniversary

Click the logo to learn more on how OCA celebrated our 90th Anniversary.





# OCA Events

OCA is always working to provide opportunities for learning, professional development, and networking for our Members. These events are delivered as either part of your membership, or at a discounted members-only rate. This year, please stay tuned for more information coming to your inbox and on social media, as well as the OCA website about our upcoming events! **Save the dates for these upcoming events:**

## OCA New and Emerging Camp Professionals!

Calling all New and Emerging Camp Professionals! Does it sometimes feel like you're on your own little/medium/big camp island? Sometimes there are times when you may feel isolated, but you're not alone - we are here for you! We are excited to start our own 'emerging camp pro' network within the OCA. Our hope is to create some opportunities for our Members to get to know other people who can relate to the joys and challenges you experience in your day-to-day.

**Wednesday, October 18, 2023 – 12:30 pm - 1:30 pm (VIRTUAL)**

## How to Use Your OCA Risk, Emergency and Crisis Resource Guide Webinar

The guide is a more comprehensive and user-friendly guide to setting your operation up for success when it comes to emergency and crisis management. We'll be hosting a webinar to help you make the most of this important resource.

**Thursday, October 26th - 12:30 PM - 1:30 PM (VIRTUAL)**

## OCA Marketing Lunch and Learn - FREE

An opportunity for camps to discuss marketing trends, marketing 101, targeting the right staff for your camp, and marketing in a post - pandemic world.

**DATE - TBD (VIRTUAL)**

## Creating Community for Trans and Gender Diverse Staff, Campers and Families - FREE Workshop Series

A 3 part series, taking place over a number of weeks with a goal to educate, enlighten and create conversation on how camps and camp leadership can create community and safer spaces for trans and gender diverse staff, campers and families. Each part of the series will have its own theme and focus.

**DATE - TBD (VIRTUAL)**

## OCA Holiday Mix and Mingle Party

An opportunity to connect face to face and enjoy an evening together before the holidays. Stay tuned for information on how we'd like to give back to our community during the holiday season.

**DATE & LOCATION - TBD (IN PERSON)**

## Mental Health First Aid Certificate Course

Provide you and your staff with the tools to interact confidently about mental health with the young people in your camp setting. In the MHFA course, you will gain a solid understanding of the 5 basic actions of ALGEE: learn more here - <https://mentalhealthcommission.ca/training/mhfa/youth/>

**DATE & LOCATION - TBD (IN PERSON)**

## OCA Health Conference

Our Health Conference is an essential event for directors and healthcare teams - whether you're starting out at your first healthcare centre as a first-aiders, student nurse, or a seasoned pro, there's a session for you!

**DATE & LOCATION - TBD (IN PERSON)**

# OCA CONNECTS 2024

## OCA Connects 2024 Conference

The OCA Connects 2024 Conference will be at BMO IFL in Toronto, ON from February 14-15, 2024. With numerous professional development workshops, OCA Banquet, our OCA Exhibit Hall and networking opportunities, you don't want to miss our two-day conference. Stay tuned for information such as speaker proposals, ticket pricing and accommodations and much more!

## OCA Annual Conference Exhibit Show

This is Canada's LARGEST Camp-Industry Tradeshow, and your biggest opportunity for face-to-face time with OCA Members and other camp professionals looking for products and services for their Camp, Outdoor Education Centre, cottage, home, or business! Stay tuned to the OCA Weekly for more information.

## OCA Preferred Vendors - Conference Sponsorship

Sponsoring the OCA Connects 2024 Conference is a great opportunity to create brand awareness and connect with our members! Please see the OCA Connects 2024 Sponsorship Opportunities for more details!



**OCA CONNECTS 2024**

**Sponsorship Opportunities**

OCA's Annual Conference Exhibit Show, taking place February 14-15, 2024, is the Largest Camp Industry Trade Show in Canada!

We are excited to hold our Conference and Exhibit Show in a new location! Join us at the BMO IFL in Toronto for your biggest opportunity to network with hundreds of conference attendees and decision makers, and promote and sell your products and services. More information on our website.

**OCA Connects 2024 Sponsors receive Preferential Booth Placement!**

**All Vendors Can Expect**

- Networking opportunities
- Access to decision makers
- New and existing customers
- A first-hand look
- The opportunity to build brand awareness in the Ontario Camps community



# Your OCA Membership Benefits At a Glance

Being an OCA Member comes with benefits! Reference the chart below for your benefits at a glance, and then continue to the next pages to learn more in-depth information about your benefits and how to make the most of your OCA Membership!

Benefit Category:	Accredited Camps/OECs	Provisional Camps/OECs	Preferred Vendors	Affiliates	Honorary Life Members	Individual Members
<b>OCA Logo</b>	✓		✓	✓		
<b>Lobbying + Government Relations</b>	✓	✓	✓			✓
<b>Mentoring</b>	✓	✓	✓			✓
<b>Marketing: OCA Website Listing &amp; Logo Signage</b>	✓		✓	✓		
<b>Marketing: OCA Job Board Access</b>	✓		✓			
<b>Marketing: Member Communications and Resources</b>	✓	✓	✓	✓	✓	✓
<b>Marketing: Social Media</b>	✓		✓	✓		
<b>Marketing: Contact Lists and Advertising</b>			✓			
<b>Members Portal Access</b>	✓	✓	✓	✓	✓	✓
<b>Professional Development and Networking Events</b>	✓	✓	✓	✓	✓	✓
<b>Request for Proposal</b>			✓			
<b>Research</b>	✓	✓	✓			✓
<b>Savings</b>	✓	✓	✓	✓	✓	✓
<b>Voting</b>	✓				✓	✓





# OCA Logo Use

We've created this handy guide to make it easier than ever to know if your business/organization has permission to use the OCA Logo. If you have questions about using the OCA Logo, please reach out to Lea Randall, Marketing & Events Associate, at [lea@ontariocamps.ca](mailto:lea@ontariocamps.ca).

**Accredited Camps/OECs, Affiliates and Preferred Vendors, please see your membership renewal email for your OCA Logo brand kit!**



The OCA Accredited Member logo identifies to families, staff, and campers/participants that a camp/OEC meets the highest standards — only Accredited Camps and OECs (who have completed their two-year accreditation process, followed by Standards Visits every four years) are permitted to use the OCA Accredited Member logo.



Affiliates are provided the OCA Affiliate Member logo to use on their marketing materials. These organizations are aligned with OCA's Mission, Vision and Values but do not operate camps or summer programs.



Preferred Vendors are provided the OCA Preferred Vendor logo to use on their marketing materials. This logo is only for use for current OCA Preferred Vendors in good standing.

## Are you a Provisional Camp or OEC?

We are so happy to have you with us! Thank you for starting your OCA journey and working hard to make your program(s) safer for your campers and participants! As you read through these OCA membership benefits, please note - those who are working towards accreditation have **most** of the same benefits as Accredited Members.

As you know, the OCA Accreditation journey takes time, commitment, and dedication to meet the highest standard of camping in Ontario! The OCA Accredited Member logo visually represents the continued commitment to upholding OCA's 600+ Standards and belief in OCA's Mission, Vision, and Values. As such, **Provisional Members are NOT permitted to use OCA's Accredited Member logo and are not listed on OCA's website or social media channels. They also do not have use of OCA's Job Board.**

Once you are an Accredited Camp/OEC, the OCA team will send you all the information you need so you can start enjoying your newly acquired membership benefits! Until then, when asked, feel free to share that you are working towards your OCA Accreditation!

# OCA Membership Benefits - Marketing

OCA is always working to promote our Association and our Members. The OCA has never been more visible as a professional organization – we plan to continue to build on this momentum to continue to market our Accredited Camps/OECs.

## **How does OCA support Members with marketing?**

### **Website**

Our website is the first point of contact for members of the public and interested stakeholders to learn about OCA and our Members. Our website contains information about:

- **Our Association:** With our mission, vision, values and public statements, staff and Board bios, and information about our Standards, our site is a one-stop shop for members of the public to learn about all that OCA has to offer!
- **Resources for camps and members of the public:** With information about our Standards, our camp rental listing and search, information about our other open resources including our Risk, Emergency and Crisis Resource Guide and our Preferred Vendors Directory. Camps and interested members of the public have the information they need to connect with an OCA Accredited Camp/OEC about site rental, or to an OCA Preferred Vendor for a product or service!
- **Information for parents and caregivers:** Our website provides important information on why parents and caregivers should choose OCA Accredited Camps and Outdoor Education Centres, with resources on how to select a camp, information about subsidies and FAQs about camps in Ontario. This leads parents and caregivers to our tools – our Find A Camp/OEC search, and our Camp/OEC Directory!

We have increased our focus on driving traffic to our website via social media and other communication tools and will continue to expand and grow our audience!

### **OCA's Job Board**

Our Job Board is frequently promoted on OCA's social media channels, to post-secondary co-op placement officers, in relevant media interviews, and recently, featured on a Billboard! Posting on the OCA Job Board is open to all Accredited Camps, OECs and Preferred Vendors. Please give the OCA team 48 hours (excluding holidays) to publish the post.

### **Billboard and External Advertising**

Thanks to our connection with our local Business Improvement Area organization (BIA), OCA was provided with billboard space at no cost at a busy Toronto intersection (Dufferin/Finch). The OCA team continues to leverage open opportunities to further support our Members with marketing!

### **Contact Lists (Preferred Vendors)**

Preferred Vendors are sent and permitted use of the annually updated Camp and Outdoor Education Centre and Preferred Vendor Contact Lists, for the duration of their membership. This resource is your direct line to camp directors and senior staff with purchasing power!

***OCA is focused on building on our momentum – OCA is more visible than ever, and we want to share with Ontario why the OCA is so important!***

## **OCA Preferred Vendors - Opportunity Alert!**

Be sure to check out the OCA Advertising Opportunities document found in your membership renewal email for information about the opportunities available for advertising on the OCA Website and in the OCA Weekly, as well as information about other upcoming opportunities!



## **OCA's Social Media**

Our social media channels are growing! We're working hard to build our reach to continue to promote who we are, what we represent, and why OCA Accredited Camps/OECs are at the highest level of camping in Ontario! Our social media also promotes and brings awareness of the benefits of camp, celebrates and supports OCA Members, and shares and cheers on the successes of our membership.

## **Join us on LinkedIn!**

OCA is a Professional Association – join us as we share updates on professional development opportunities, shareable resources, and promotion of our Job Board and Preferred Vendor Directory!



Click on the icons above to head to our social media channels and follow us today!



# OCA Membership Benefits - Support and Resources

The OCA is here to support our Members. Collectively, our Board of Directors and our wide network of camp industry professionals work with professional consultants including lobbyists, health experts, lawyers, policy advisors, social workers and more to provide OCA Members with up-to-date and accurate resources and support. **This support includes:**

## The OCA Weekly and other communications

The OCA sends the OCA Weekly every Thursday (from September to June) and it contains updates from the OCA office about important dates, programs, and resources that help support OCA Members and information from OCA Committees. OCA also sends emails about time-sensitive opportunities, information about our professional development events and MORE! **COMING SOON A NEW LOOK FOR THE OCA WEEKLY!**

## Members Portal

Our Members Portal is a resource for all OCA Members, and your first location to find what you're looking for! You'll find:

- Standards Information (Ongoing Updates, Standards Review Critical Path, Answer Sheets, Standards Training, Standards Visits Resources, and The Sunday Standard)
- Recruit (OCA Job Board access for job posters)
- OCA Communications (Back issues of the OCA Weekly, Statements, and Important Updates)
- Resources (Helpful resources for Standards and government regulations, OCA Camp Operations Resources, OCA Mentorship Information, OCA's Programs, Non-OCA Publications, and more resources on a variety of topics)
- AGM (Information for the Annual General Meeting)
- Preferred Vendors (OCA Weekly Banner Ad availability and event information specific for OCA Preferred Vendors)
- Get Involved (Volunteer information and sign up)
- Events (General outline of events, reminder about PV events)

## Slack

Join other OCA Members and members of the Board of Directors on Slack, our peer-to-peer online community designed for OCA Members to share challenges, solutions, and hear any "in the moment" updates! **[Click here to join us on Slack!](#)**

- **If you already have a Slack account**, log in and then click the link above. If you have forgotten the password, [click here](#) for the instructions to reset your password.
- **If you don't have a Slack account**, [head to this link](#) to create a new account.

Please note - you do not need an OCA email to join our Slack! For any questions, or if you require assistance, please email Lea Randall, Marketing & Events Associate, at [lea@ontariocamps.ca](mailto:lea@ontariocamps.ca).

Our Slack community is just that - a community! We have created OCA's Slack Community Standards to keep Slack a positive and supporting space for all OCA Members.

**Click to read the  
Community Standards**

## Stand-Out Resources

OCA has many resources to support you, and you'll find them on the OCA Members Portal! Here are a few to look out for:

- Director's Resource E-Book
- Communicable and Infectious Disease Best Practices
- Camp Safety Plan Template

**Click here to visit the  
Members Portal**

## OCA's Support Programs: Camp Property Matchmaking

The Camp Matchmaking Program is a new mechanism to support OCA Members. Our intention is to connect "purchasers" in need of property to run their camp/OEC (to purchase or rent), and "sellers" looking for rental income or who are thinking of selling their property. OCA is the mechanism to connect. After that, it's up to the camps/OECs to discuss details, negotiate the terms of the contract, etc. Please reach out to Rose Attard, Membership Manager at [rose@ontariocamps.ca](mailto:rose@ontariocamps.ca) to start the process or with any questions.

