



January 2019

Dear Lion / Lioness,

The Lions and Lioness Clubs have been a valued supporter of the BC Lions Society for Children with Disabilities / Easter Seals BC/Yukon (Society) for decades. We are grateful for this support as it has helped us help families from across the province, and from your neighbourhoods, for 66 years. Thank you.

Over the last two years, the Society's Board of Directors and Management have been going through the extensive process of planning our long-term future. Like many charities today, our Society is facing rising costs, aging real estate assets, large capital expenditures, technological advances, declining philanthropic giving, fewer bequests and reduced government funding.

To better understand our challenges and opportunities, the Society conducted an extensive review through a strategic planning and research process. Stakeholders were consulted, surveys to families were gathered, community meetings were held, interviews were conducted, and feedback collected.

What became abundantly clear is that we must continue to support children with diverse abilities and also look to support them as they age. We have learned that as these children become adults, they experience increasing and disturbing levels of poverty, unemployment, and isolation. Disabilities do not end at 18, and neither should our support.

To build a better future for children with diverse abilities, and build a more financially secure future for the Society, we are pleased to share this update on our plans for 2019 and beyond.

Recently, the Board of Directors approved the first phase of a **10-Year Plan** marking a new beginning where children will be supported throughout their lifetime. This trailblazing vision will see our current facilities evolve into vibrant year-round **community hubs**. This is about building on our legacy of helping children and making the best use of our facilities.

Our plan looks to reimagine our camps into **community hubs** that will still **offer summer camps for kids of diverse abilities** and will also offer **new programs** for skills and employment development, mixed housing, social enterprises, and so much more. By reimaging the way we use each of our real estate sites, through new programs and services, we will **attract new and different partners** as well as sources of **income, funding, and capital** - which will address our financial shortfalls.

To fund this vision, the Society will launch A \$50 MILLION CAPITAL CAMPAIGN to:

1. **Build a new Shawnigan Lake Camp(us) for year-round use** - The goal is to develop the site over several years and turn it into a year-round community hub while retaining the site for our cherished summer camps for kids. In 2019, Camp Shawnigan Lake will open for summer camp in August.



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2. **Upgrade Winfield Camp(us) for year-round use** - The goal is to upgrade the site over several years and turn it into a year-round community hub while retaining the site for our cherished summer camp for kids. In 2019, Camp Winfield will offer summer camp in July and the Society will work with the community and municipality to begin planning its upgrade.
3. **Camp Squamish** - Due to zoning restrictions within the Agricultural Land Reserve, the vision for Squamish is uncertain. The Society's Board is considering all options including its sale and due to this uncertainty and funding shortfalls, summer camp at Squamish will be suspended for 2019.
4. **Build a new Urban Campus** – Looking to the future, the Society is considering the consolidation of its programming into one site in the Lower Mainland. Over the next 10 years, supported by a capital campaign, it is the Society's goal to reimagine and redevelop its Lower Mainland facilities.

2019 SUMMER CAMPS

For 2019, our summer camp will operate at Winfield in July and at Shawnigan Lake in August. Also, in 2019, we will launch a new summer Urban Activity Program for youth and young adults with diverse abilities in the Lower Mainland. Registration and information will be posted on our website by February 2019.

FIND OUT MORE

Later in January, we will hold **Community Meetings** and we hope you will attend to learn more about our plans and to provide your input and ideas.

Register at this website to attend a meeting: www.eastersealsbcy.ca/communitymeeting

January 26, 2019: Victoria, Saanich Commonwealth Place, 1.30-3.30pm

January 27, 2019: Camp Winfield, 2.00-4.00pm

January 30, 2019: Burnaby, Shadbolt Center for the Arts, 6.30-8.30pm

If you would like more information sent specifically to your club about ways to get involved, please contact reimagine@eastersealsbcy.ca.

THANK YOU!

We are extremely grateful to the Lions and Lioness Clubs of BC and Yukon, our early supporters and founders, who have fundraised and volunteered for Easter Seals House and Easter Seals Camps over many, many years. You have brought positive change to the lives of so many.

We very much look forward to working together to transform the way children, youth AND adults living with diverse abilities, as well as their families and the communities in which they live, are supported.

Sincerely,



Charlene Krepiakovich
President & CEO



Tracy Lakeman
Board Chair

Easter Seals BC/Yukon
BC Lions Society for Children With Disabilities