

A group of people is gathered on a sandy beach at night, illuminated by several tall torches. They are sitting on the sand, and some are looking towards the camera. The background is a dense forest of tall trees. The scene is reflected in a body of water in the foreground.

American Camp Association
Southern California/Hawaii

Annual Report 2008-2009

Mission

The mission of the **American Camp Association** is to enrich the lives of children, youth and adults through the camp experience.

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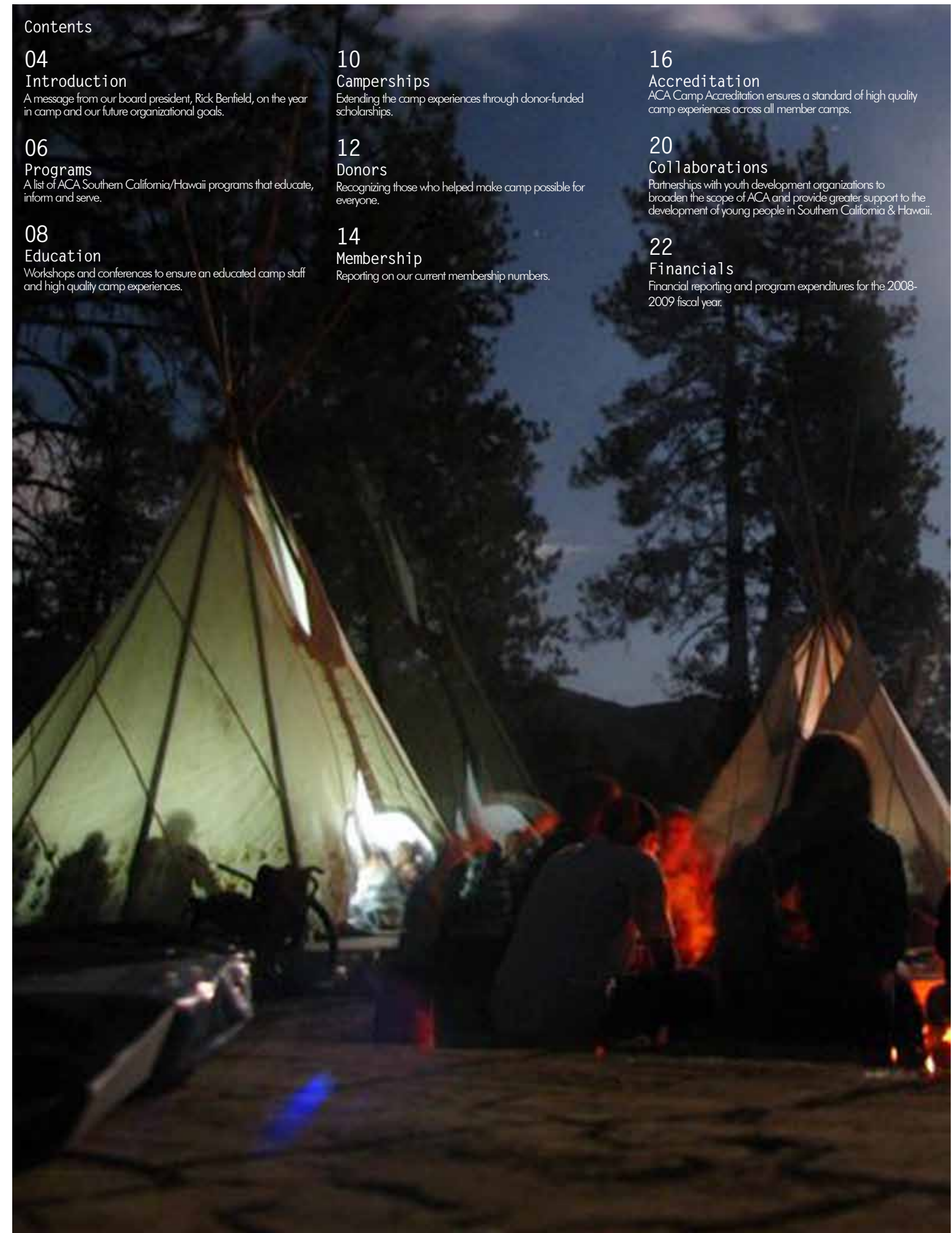
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Partnerships with youth development organizations to broaden the scope of ACA and provide greater support to the development of young people in Southern California & Hawaii.

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Introduction



Rick Benfield | Board President

Welcome to the second decade of the 21st Century! We start this year like all others by celebrating our accomplishments. However 2010 represents several milestones in the Organized Camp Movement. In just three weeks, hundreds of people will gather in Denver, Colorado at the ACA National Conference to celebrate and toast the 100th anniversary of ACA. Southern California/Hawaii marks 66 years of dedicated work to make the camp experience attainable for more campers and provide top notch professional development for industry practitioners who ensure that "camp gives kids a world of good." 2010 also marks the launch of the "Because of Camp" cause marketing campaign to be sure that organized camps continue to shape tomorrow's leaders over the next 100 years.

How does a "legacy" get started? Ours began as the "Southern California Camping Association" that supported a burgeoning group of resident camps known in those days as "sleep away camps." As generations have come and gone, we have seen an increase in the variety of programs offered. Today in addition to resident camps we see day camps, family camps, specialty programs, sports clinics, and academic offerings that incorporate a recreational component which they call "camp." All of these provide endless opportunities for children to explore and thrive, however the proliferation and diversity of the offerings challenge the traditional concept of camp. These changes come at the same time that national demographics and population centers are shifting rapidly. To stay relevant then, the Organized Camp Movement must adapt to a "new normal."

ACA, as the trustee of the movement, finds itself at an inflection point where it's necessary to figure out how we advance the movement effectively while maintaining the traditions we all hold near and dear. ACA's mission today is reflective of the priorities that were laid out by our founders:

- There will be greater public understanding of and support for the value of the camp experience.
- An increasing number of children, youth, and adults of all social, cultural, and economic groups, will have a camp experience.
- The camp experience will be of high quality.

Thanks to the focus the Obama Administration is placing on supporting the "out of school" components of education, ACA faces an opportunity for the first time in its history to play a much more prominent role in advancing the Organized Camp Movement. Every child's education should include the type of positive social interactions, experiential learning, positive risk taking, and engagement with nature that happens best in organized camps. Based on ACA's research which is gaining national prominence, we know all camp programs have these essential educational components that are critical to a camper's development. Through the development of partnerships with communities, municipalities, other governmental institutions, and organizations, ACA is evolving into a major advocate for children and is working to make sure that the camp experience is recognized as the vital part of child development that we all know it to be.

These considerations drive ACA's work. Our educational and professional development seminars ensure that directors, counselors and staff members are trained by camp industry and child development experts enabling camp staff to provide a great camp

experience. Through accreditation, ACA ensures that camps are well equipped to be a place where these experiences take place utilizing industry best practices. Through community collaborations, ACA communicates the value of these camp experiences and partners with organizations to raise funds so more and more children can have a camp experience.

As those entrusted to carry the legacy forward, it's fitting that we mark this occasion by announcing the establishment of the ACA SoCal/Hawaii Legacy Circle. Membership in the Legacy Circle honors the vision and support of individuals who have been committed to the field of organized camping and ACA for more than 30 years. They have served in leadership capacities in Southern California or Hawaii and have made significant contributions to the camp industry. I'm pleased to announce that the charter members of this elite group are Grant Gerson - ACA member since 1950, Cindy Moore - ACA member since 1956, and Greg Schneider - Past President and ACA member since 1976. Please join me in thanking these pioneering leaders and celebrating their tireless devotion to the movement and to ACA.

With the tenacious leadership of our Board, the strong commitment of our volunteers, and the amazing support of our talented staff, we start 2010 by honoring our past and celebrating our many accomplishments. This annual report demonstrates the effort and the passion of a strong organization working on behalf of campers in Southern California and Hawaii to ensure that the camp experience is everything it is supposed to be and more. We embrace this new decade and look forward to great outcomes in the months and years ahead. Cheers!

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Programs

Annual Meeting

The section's most formal and well attended event, the Annual Meeting brings together leaders of ACA for education, networking and fellowship. The Annual Meeting also incorporates the section's Annual Awards Dinner to honor outstanding individuals & organizations for their contribution to ACA and the camp industry.

California Health Supervisor Certification Course

Designed to comply with section 1596.866 of the California Code of Regulations, the CA Health Supervisor Certification Course (or known by the state as "California Child Care Preventative Health & Safety Course") helps camps meet the state requirement that a "health supervisor" is on site whenever children are present. The course covers topics such as pediatric first aid, CPR and preventative health practices.

Camp Staff Training Day

Honolulu, HI and Northridge, CA
Camp Staff Training Day builds the skills, passion and capacity of front-line staff to facilitate and support the development of youth and ensure fun, safe and high quality camp programs.

CampWest Conference

Through the collaboration of 6 ACA sections, CampWest provides outstanding education and professional development for camp leadership staff and directors.

Connections Networking Forum for Camp Professionals

Connections Networking events bring camp professionals from the same region together to meet and get to know their "neighbors", share strategies and discuss the latest camping issues. Designed to encourage collaboration and community involvement, the Connections events now feature a guest speaker from the community to share information from their area of knowledge, identify community resources and answer questions.

Everyone Goes to Camp Breakfast

ACA's premiere fundraising event is a one hour breakfast that raises funds to support the Everyone Goes to Camp Campership Program. Over the past couple of years, the breakfast has raised over \$40,000.

Fall Meeting

The Fall Meeting engages year round camp professionals around topics to support organizational development & planning for the upcoming camp season. Initiated in 2009, the Fall Meeting incorporated a two-day, overnight format on a camp property, creating an outstanding opportunity for community building and fellowship among camp professionals.

Food Service Conference & ServSafe Certification Course

The Food Service Conference provides Food Service Managers and their kitchen staff the opportunity for networking and education on topics such as how to develop healthy menus for camp, money saving tips and the California Food Regulations. The conference also includes food demos and an exhibitor hall.

NAA Level 1 Archery Certification Course

The NAA Level 1 Archery Certification Course is designed to develop participants' basic archery and instruction skills to provide archery program leadership at their camp.

New Director Orientation

Designed for new camp leaders and Camp Directors with fewer than five years experience, this ACA Course based on National Curriculum explores the fundamentals of camp leadership, risk management, camper behavior and staff supervision.

Spring Education Event

In partnership with the City of Los Angeles Recreation & Parks Department, the Spring Education Event inspires & prepares camp leadership staff for their summer by addressing hot topics, giving directors new skills & practical strategies and connecting them back to the purpose and spirit of camp.

Supervisory Training Day

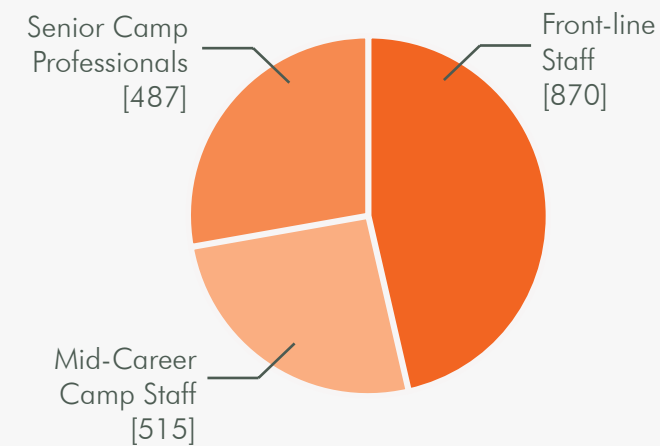
In partnership with the City of Los Angeles Recreation & Parks Department, Supervisory Training Day is a one day conference, designed to develop new camp leaders and directors in the area of leadership, management and supervision.



Education

For over 66 years, ACA Southern California/Hawaii has brought camp professionals together to learn best practices, to improve the quality and safety of camp programming and to make a greater impact in the lives of the young people we serve. ACA measures the effectiveness of this approach by tracking the number of camp staff served, the success rate of accreditation and our ability to serve the needs of our members and the camp community.

Educational events attendance by career level



This year, ACA's programs attracted 1872 attendees. Throughout the year, camps sent an average of 12 staff members to ACA, Southern CA/HI education events. ACA, Southern CA/HI meets the demands of each camp's entire staff by providing various educational opportunities throughout the year, each targeted for participants with different levels of experience and roles at camp. These educational events help to create efficiencies for camps by reducing the quantity of in-house training needed, helping to reduce costs for directors and their camps. Representatives from 158 camps attended ACA education events during the past year. Of these, 111 were accredited camps, demonstrating that camp staff members who benefit from ACA education transfer the knowledge they acquire into practice, enabling their camp to meet the very high standard of accreditation.

ACA measures the effectiveness of this approach by tracking the number of camp staff served, the success rate of accreditation and our ability to serve the needs of our members and the camp community.

Day camps and specialty camps represented 36% of participants at ACA education events, while resident camps accounted for 64%. This ratio closely matches the overall membership of ACA, Southern CA/HI, demonstrating that ACA education is equally valuable to both resident camp and day/specialty camps.

Camperships

The current economic recession has hit many families hard which means the need for ACA Camperships is at an all time high. In all, 70% of youth who attended camp on a Campership also received benefits from welfare, unemployment, foster care or some other type of government assistance. In 2009, the average income of a Campership recipient was \$18,444 for a family of four.

Camp has the power to transform the lives of young people by providing valuable teachable moments that are simply unavailable outside of camp. Matthew, who attended camp on an ACA Campership, wrote the following:

"I go to a year round school, so I've had the same kids in my class since I was in first grade. I used to get in fights with the other kids. Don't know why, I just used to fight a lot. When I finished fifth grade, I realized that I really don't have any friends because the other kids think I'll beat them up. I mostly hang out with my little brother and sister. I want to have friends but what am I going to do, say 'do you want to be my friend.' The best time at camp was on the first day when we were picking bunks. I got a top bunk first and there was another kid that wanted my bunk. I thought about it for a minute and then told the other kid that he could have my bunk and I'd take the bottom. The other kid, whose name was Aaron, said 'Cool, I knew I was going to make friends here.'"

Thank you to the following camps who joined with ACA to make sure these youth had a great camp experience.



In 2009 the average income of a Campership recipient was \$18,444 for a family of four.

Camp is a place where children meet new friends, try new things, take risks and learn about themselves - just like Matthew did this year.

In 2009, ACA sent nearly 100 campers to Accredited camps, which means that almost 200 campers have benefited from the ACA Campership program over the past two years.



Thank you so much for providing me with a scholarship for camp this summer. I had such an amazing time and I can't wait to come back next year for my 3rd year. Camp was a lot of fun, and the leadership trips are something I will never forget. If I hadn't gotten a scholarship, I wouldn't have been able to come to camp, which means all the memories and experiences that I have had wouldn't of ever happened. I love this camp and all the people there. It felt so good to be back this year, and I'm looking forward to coming again next summer.

Sincerely,
Emily

Dear To whom it may concern,
I would like to thank you for the camp experience, I had a great time. My favorite activity was high ropes because it was so much fun jumping off the leap of faith I constantly I-M people I met. Kayaking was fun too. At times I got really wet.

Sincerely
Ruth

Thank you for the camp experience it was really great at all a labor because you could just chill out and play card games. My favorite counselor was Josh because he play with me a lot. Saturday breakfast was the best food I ever had in my life.

Sincerely
Jacob



Thank you, donors



Thank you, Bank of America

The American Camp Association Southern California/Hawaii wishes to thank Bank of America for their generous contribution of \$10,000 to our 2009 Campership Fund, supporting our efforts to ensure that Everyone Goes to Camp and all young people have the opportunity for a camp experience, regardless of background or socio-economic status.

The Bank of America Philosophy

"We believe, very simply, that it is the actions of individuals working together that build strong communities ... and that business has an obligation to support those actions in the communities it serves."

Kenneth D. Lewis
Bank of America

- | | |
|---------------------------------|---------------------|
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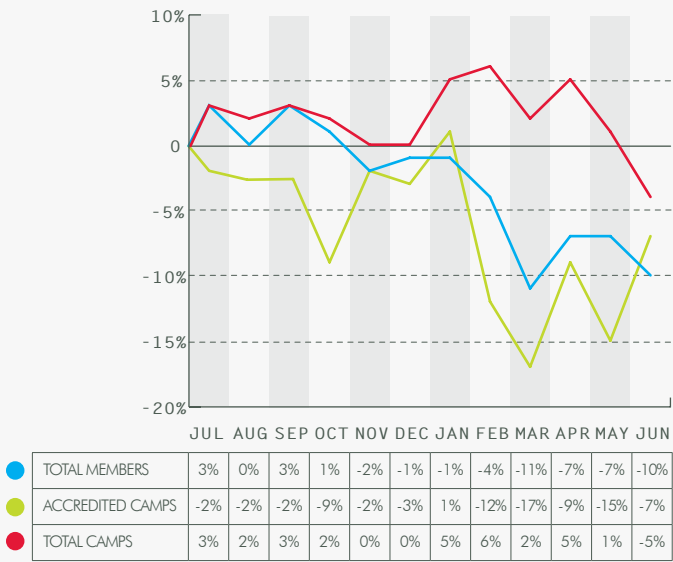


Membership

Membership Growth Rate

Because of the current economic climate, a reasonable level of loss was expected in membership numbers for 2009. While the expected loss did occur, retention efforts helped to meet our goal to keep the loss from exceeding 10% over the fiscal year. Through the work of the section Membership Work Group, a variety of retention and recruitment efforts were developed in 2009 to support growth and stability in membership numbers for 2010. Recovery of the loss experienced in 2009 is expected for 2010.

**MEMBERSHIP GROWTH RATE
JULY 2008 - JUNE 2009**



Demographics

ACA, Southern CA/HI has 205 member camps. Of those, 171 are accredited camps. Membership of ACA, Southern CA/HI includes 107 resident camps, 70 day camps and 28 that are classified as "other."

Fifty-one percent of camps offer some sort of financial assistance to campers. Fifty-three camps either are designed specifically to serve girls or have sessions exclusive to girls; while 50 do the same for boys. One hundred, thirty-three camps are coed.

Through the work of the section Membership Work Group, a range of retention & recruitment efforts were developed in 2009 to support growth and stability in membership numbers for 2010.

Our Section's Total Camp Growth rate was consistent with the National Trend, our Section lost 4% of Total Camps and National lost 4% of Total Camps. Our Section lost 9.6% of Total Members while National realized an 8.1% decrease.

480 Individual Members **171** Accredited Camps **205** Total Camps



Accreditation

ACA Accreditation means that a camp cares enough to undergo a thorough (up to 300 standards) review of its operations — from staff qualifications and training to emergency management. American Camp Association collaborates with experts from the American Academy of Pediatrics, the American Red Cross, and other youth-serving agencies to assure that current practices reflect the most up-to-date, research-based standards in camp operation. Camps and ACA form a partnership that promotes growth and fun in an environment committed to safety.

Academy by the Sea/Camp Pacific	Camp Conrad-Chinnock	Camp La Jolla	Catalina Sea Camp
AdventureCamp	Camp Coulter Pines	Camp Lakota	Cedar Lake Camp
Aldersgate Retreat Center	Camp Dat-So-La-Lee	Camp Laurel Foundation, Inc	Cedarbrook Camp Southern California
All Peoples Christian Center	Camp Del Corazon Inc	Camp Max Straus	Channel Islands YMCA-Gaines
Alpine Camp & Conference Center	Camp Edward L. Kopszywa 'ELK'	Camp Mokuleia	Channel Islands YMCA-Redwood
Aloha Beach Camp	Camp EXPO	Camp Mountain Chai	Cherry Valley
Apple Canyon Center	Camp Fire USA, Camp Cahito	Camp Nawakwa	Circle V Ranch
AstroCamp	Camp Fire USA, Camp Shiwaka	Camp Oakes -YMCA Greater Long Beach	Copley YMCA Summer Day Camp
Azalea Trails Girl Scout Camp	Camp Fire USA, Camp Wintaka	Camp Ocean Pines	Crazy's Wasewagan Camp/Retreat
Ballona Beach Summer Camp LLC	Camp Forrest	Camp Oliver	Cub Resident Camp Mataquay
Big Bear Presbyterian Conference Center	Camp Funtime	Camp Osito Rancho	Dunn School Summer Programs
Birch Aquarium at Scripps	Camp Gan Israel, Santa Barbara	Camp Paivika	East County YMCA Day Camp
Blue Sky Meadow	Camp Gan Israel, San Diego	Camp Reach For The Sky	El Camino Pines
Border View YMCA Day Camp	Camp Gan Israel, Running Springs	Camp Ronald McDonald for Good Times	Fairfield Family YMCA Day Camp
C5 Youth Foundation of Southern California/ PaintRock	Camp Gilmore	Camp Scherman	Forest Home - Mill Creek
Cali Camp Summer Day Camp	Camp Hapitok	Camp Stevens	Future Leaders of America at Camp Whittier
Camp A Lot	Camp Harmony	Camp Summertime	Future Leaders of America at Mile High Pines
Camp Alonim	Camp Hollywoodland	Camp Timberline	Camp Fox
Camp Anuenue	Camp James	Camp Titan of Associated Students	Girl Scout Day Camps San Diego
Camp Arroyo Grande	Camp Jaycee	Camp Wawona	Gold Arrow Camp
Camp Bloomfield	Camp JCA Shalom	Camp Whittier	Griffith Park Boys Camp
Camp Cedar Glen	Camp Keystone	Camp Woodmen	Homelani
Camp Colby	Camp Kids Inc	Camp Wrightwood	
	Camp Kinneret Day Camp	Camp Yoliywa	
		Canyon Creek Sports Camp	
		Catalina Island Camps	



Accreditation [cont'd]

iD Tech Camps - Southern California	Ojai Valley School/ Summer Camp	Sierra Canyon Day Camp	YMCA Camp Marston
Idyllwild Pines Camp and Conference Center	Orange YMCA at Camp Oakes	Silver Gan Israel Day Camp	YMCA Camp Ta Ta Pochon
Jackie Robinson YMCA Day Camp	Outpost Summer Camps Inc	South Bay Family YMCA Summer Camp	YMCA Camp Surf
Jameson Ranch Camp	Pali Overnight Adventures	St. Michaels Summer Camp	YMCA Camp Whittle/ Round Meadow
Jay Nolan Camp	Palomar Family YMCA Day Camp	Stuart C. Gildred YMCA	YMCA Harold F. Whittle
J.C.C. Camp Komaroff	Pathfinder Ranch	Sturtevant's Camp	YMCA of Orange Day Camp
Joe & Mary Mottino Family YMCA	Peninsula Bay Cities Day Camp	Sunny Days Camp	Yosemite Sierra Summer Camp
Kama'aina Kids	Peninsula Family YMCA	SuperCamp	Young Set Club Camarillo Family YMCA
Kare Youth League & RHP	Pilgrim Pines Camp & Conference Center	The Catalina Experience	
LA County 4-H Summer Camp	Pine Springs Ranch	The Episcopal Camp @ Wrightwood	Newly Accredited Camps
La Jolla YMCA	Raintree Ranch YMCA	THE OAKS Camp & Conference Center	Camp Cottontail, LLC
Lakewood YMCA Day Camp	Ramah in California	The Painted Turtle	Camp Gan Israel of Los Angeles/Beverly Hills
Las Posas Children's Center, Inc.	Rancho Family YMCA	The Phoenix Ranch Day Camp	Camp Haverim, Irvine
Lazy 'J' Ranch Camp	Rawhide Ranch	The Rowdy Ridge Gang Camp	Camp Sunchasers - Echo Park
Lazy W Ranch	River Way Ranch Camp	Thousand Pines Christian Camp	Childrens Circle Camp
Lions Camp at Teresita Pines	Riverside YMCA at Camp Surf	Tocaloma Summer Day Camp	Johnny B's Camp
Loch Leven Christian Camp & Conference Center	Riverside YMCA at Camp Oakes	Tom Sawyer Camps Inc	Pythian Youth Camp
Lompoc Family YMCA Day Camp	Riverside YMCA Day Camp	Trask Scout Reservation	Rancho La Scherpa Conference Center
Los Altos Family YMCA Day Camp	R.M. Pyles Boys Camp	Tumbleweed Day Camp	Ventura Family YMCA
Los Cerritos YMCA Day Camp	Saint Joseph HS Summer Day Camp	UCLA UniCamp	YMCA Yorba Linda Day Camp
Magdalena Ecke YMCA Camps	Salvation Army Kroc Center	Valley Trails Summer Camp	
Mariastella	San Diego Youth Aquatics Center	Voorhis Viking	
Mataguay Scout Reservation	San Diego Youth Aquatics Center	Whispering Oaks	
Mission Valley YMCA	Santa Barbara YMCA Day Camp	Wildwood Ranch Christian Camp and Retreat Center	
Montecito Family YMCA Day Camp	Schoepe Scout Reservation	Wilshire Boulevard Temple Camps	
Mount Kare	Scripps Ranch Swim & Racquet Club Day Camp	Winacka	
Mt. Crag Camp Ocean Institute	SDSU Upward Bound	Woodcraft Rangers Camps	
	SeaWorld Adventure Camps	YMCA Camp Arbolado	
	Sierra Adventure Camps	YMCA Camp Edwards	
		YMCA Camp H.R. Erdman	

Looking for a camp?

For more information on camps in your area or to search for a camp to fit your specific needs, please visit:

ACASoCal.org/findcamp.php



Collaborations

As the business landscape and economy have changed and as we strive to broaden the reach of the camp experience, ACA Southern California/Hawaii has identified the need to develop relationships and collaborations with youth focused organizations throughout Southern California, Hawaii and beyond. These relationships are in various stages of development, from informal collaborations to support a specific event or committee work to more formal long-term partnerships with shared mission and values. Some of the organizations ACA is connecting with include:



- Los Angeles Partnership for After School Enrichment
- California School Age Consortium (CalSac)
- Los Angeles City Recreation and Parks Department
- Best Of Out-of-School Time (BOOST)
- California Parks and Recreation Society
- American Camp Association (national)
- ACA, Evergreen
- ACA, Oregon Trail
- ACA, Southwest
- ACA, Northern California
- ACA, Rocky Mountain
- California State University, Northridge
- Forest Home Ministries
- YMCA Camp Whittle
- California Collaboration for Youth
- Western Association of Independent Camps
- Community Campership Council
- California Department of Public Health
- Disneyland
- Kama'aina Kids
- Christian Camp and Conference Association
- YMCA of Honolulu
- YMCA of Los Angeles
- Community Campership Council
- What's Up for Kids?
- Los Angeles and San Bernardino County Health Departments

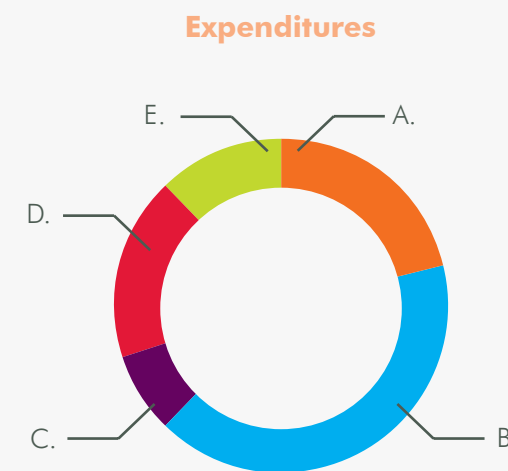
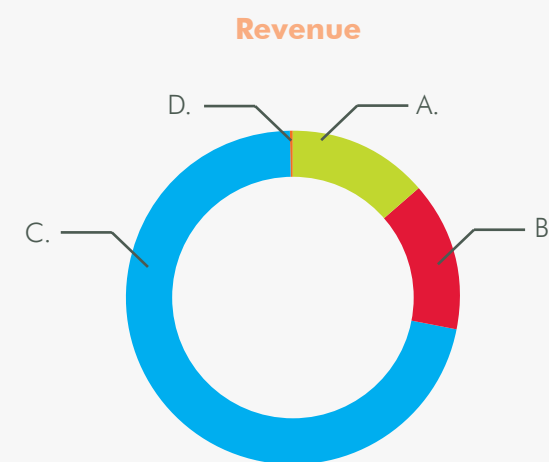


Financials

Given the economic climate, we anticipated a tough financial year but net operations results showed that expenditures outpaced revenue by only 2.6%. The anticipated drop in sponsorships, education and fundraising were largely circumvented by appropriate cost cutting measures. Towards the end of the fiscal year, membership finished strong and the number of participants at our education events remained consistent with historical patterns. Through continued budget control and the development of new revenue sources and diversification of funding, it is expected that the 2009-2010 fiscal year will be stronger.

Profit/Loss**

Revenue*	
A. Education/Events	\$53,318.46
B. Fundraising/Sponsorship	\$56,943.07
C. Membership	\$281,118.00
D. Other	\$154.70
TOTAL REVENUE	\$391,534.00
Expenditures	
A. Administration	\$85,919.91
B. Education/Events	\$165,152.69
C. Fundraising	\$30,759.70
D. Membership/Accreditation	\$71,575.26
E. Public Relations & Advocacy	\$48,708.60
TOTAL EXPENDITURES	\$402,116.15
NET INCOME	\$10,581.92
Investments	
Investment Portfolio Performance	\$28,611.90
NET CHANGE IN ASSETS	\$39,193.82



Balance Sheet

Current Assets	
Total Bank Accounts	\$7,014.04
Accounts Receivable	\$130,281.00
Fixed Assets	\$9,403.00
Investments and Other Assets	\$135,166.15
TOTAL ASSETS	\$281,863.65
Liabilities/Equity	
Accounts Payable	\$27,783.63
Short Term Loans	\$1,204.44
Other Current Liabilities	161,672.39
TOTAL LIABILITIES	\$171,185.90
EQUITY	\$91,203.19
TOTAL LIABILITIES AND EQUITY	\$281,863.65

*Profit/Loss statement unaudited as of June 30, 2009

**Does not include CampWest Regional Conference

american *CAMP* association™
Southern California/Hawaii



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