



CAMP WINSTON

CONNECT BELONG THRIVE

“WHEN WE HEARD EARLIER THIS YEAR OUR SON
GOT INTO **CAMP WINSTON** OUR HOUSE JUMPED FOR **JOY**.
CAMP WINSTON IS **UNBIASED** AND **COMPASSIONATE**.
EVERYTHING THEY DO TO TREAT INDIVIDUALS WITH
RESPECT INSPIRES US.”



445

CAMPERS
THRIVE WITH
US EACH YEAR



CAMP WINSTON

INCLUSIVITY DIVERSITY FAMILY CARE COMMUNITY
RELATIONSHIPS BOND COMPASSION WELCOMING
BELONGING SAFE SPACE FRIENDSHIP ADVENTURE
NURTURE CELEBRATE SUPPORT NATURE WARMTH
OUTDOORS FRESH AIR EMPOWER KNOWLEDGE
UNIQUE CAMPFIRE HIKE TREK TREES LEAVES
MARSHMALLOWS SMORES GROWTH SUNSHINE
WATER CABIN PINECONE SEED SERENE PEACEFUL



CAMP WINSTON



CAMP WINSTON

CONNECT BELONG THRIVE

WE CREATED A LOGO THAT WAS WELCOMING, WARM,
WHIMSICAL AND FOLLOWED TRUE TO THE WINSTON WAY.

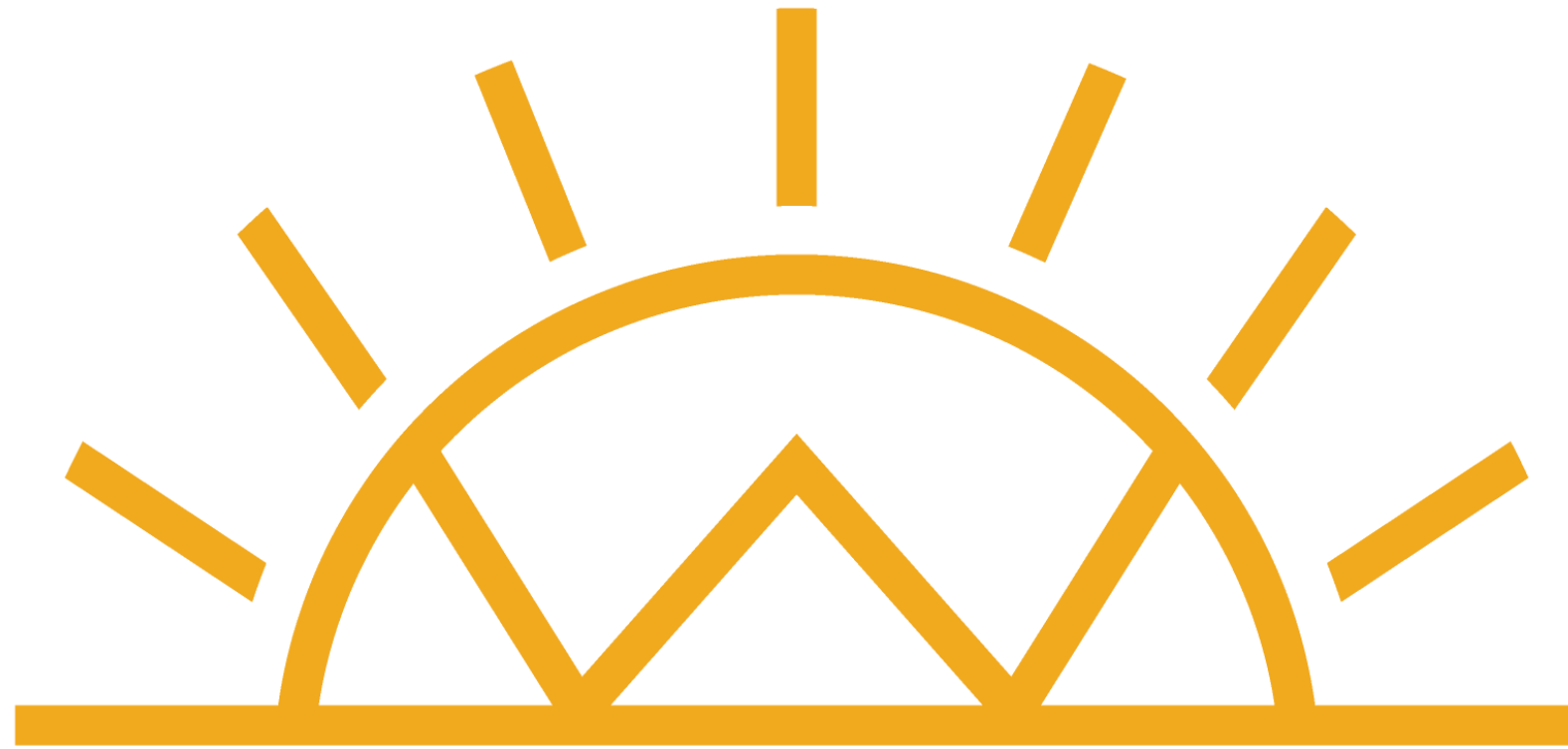
The main imagery of this logo is a sun. This sun shows the warmth that Camp Winston provides. This sun was designed using the letter “W” at its centre. This was done so that the logo itself can be identified with and without the type. We stuck closely to Camp Winstons existing colour to avoid confusion when transitioning to the new logo.

The combination of the simple design and recognizable colours makes this logo enjoyable for campers, caregivers, and donors alike.

We created the tagline with Camp Winston’s values in mind and how the campers are helped. Camp Winston provides a safe space where neurodiverse youth can make friends and participate in activities without fear of judgement. Being a part Camp Winston is a journey that allows campers to lead more successful lives, and it relieves some stress for the caregivers.



CAMP WINSTON
CONNECT BELONG THRIVE



CAMP WINSTON

CONNECT BELONG THRIVE

LOGO COLOUR

CONNECT
BELONG
THRIVE

SUNRISE

Pantone
116 CP
Hex
#F2CE1B
CMYK
C 0% M 15% Y 76% K 5%
RGB
R 243 G 206 B 50

SUNSET

Pantone
130 CP
Hex
#F2A900
CMYK
C 0% M 29% Y 95% K 5%
RGB
R 242 G 169 B 0

CAMPFIRE

Pantone
1165 CP
Hex
#DE5126
CMYK
C 0% M 55% Y 72% K 13%
RGB
R 222 G 81 B 38

BERRY

Pantone
2213 CP
Hex
#BA2E29
CMYK
C 0% M 55% Y 57% K 27%
RGB
R 186 G 46 B 41

FOREST

Pantone
7735 CP
Hex
#3E4D2B
CMYK
C 6% M 0% Y 13% K 70%
RGB
R 62 G 77 B 43

SPROUT

Pantone
362 CP
Hex
#52A542
CMYK
C 33% M 0% Y 39% K 35%
RGB
R 82 G 165 B 66

LAKESIDE

Pantone
2213 CP
Hex
#3C757C
CMYK
C 25% M 3% Y 0% K 51%
RGB
R 60 G 117 B 124

DUSK

Pantone
7659 CP
Hex
#65415A
CMYK
C 0% M 14% Y 4% K 60%
RGB
R 101 G 65 B 90

REGULAR

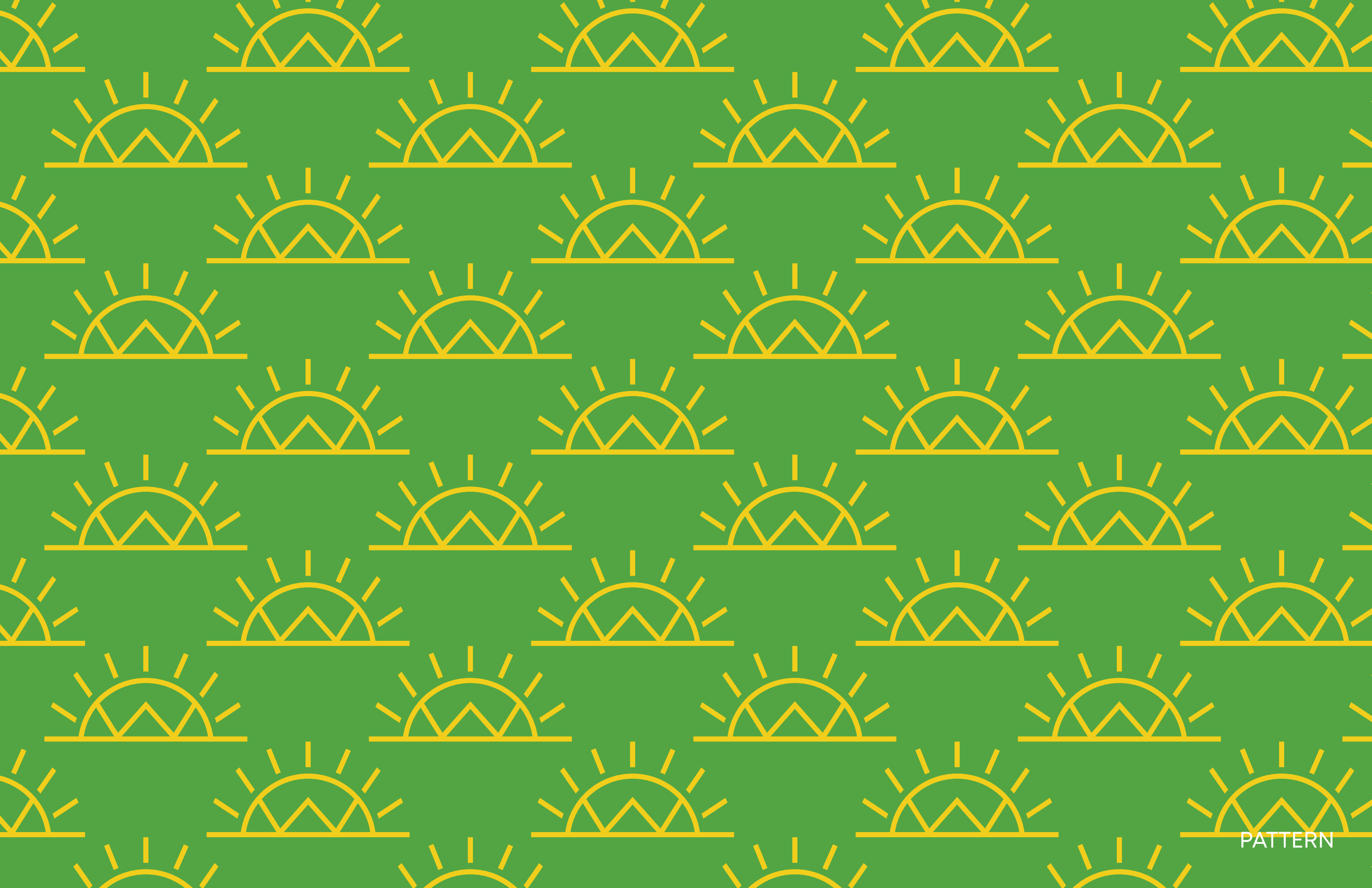
Discount is used primarily for the logo.

BOLD
REGULAR

Mont is used on Tagline and Headers.

Italic
Regular
Bold

Lora is used on all body copy.



AT CAMP WINSTON,
WE BELIEVE UNIQUENESS AND
DIFFERENCES ARE GIFTS THAT
SHOULD BE CELEBRATED.



THIRD-PARTY FUNDRAISING



SUMMER PROGRAMS

TEEN CAMP (14–17)

The teens prepare resumes, employment letters and role-play job interviews to gain experience and confidence for real world situations. Teens participate in a three day canoe trip in Algonquin Park to learn about co-operating in a community group, developing self-reliance and acquiring outdoor skills. Teens participate in presentations by visitors from various employment organizations to gain an understanding of the skills and attitudes required for success.

BOYS CAMP (7–13)

Boys participate in normative camp activities in small groups. Activities include art, swimming sports, drama, canoeing, nature, boating, high ropes, and music. Boys participate in daily social skills lessons which are reinforced in context throughout the session. Topics covered include handling winning and losing of games, conversation skills, flexibility, and coping when agendas change.

GIRLS CAMP (7–13)

Girls participate in normative camp activities in small groups. Activities include art, swimming sports, drama, canoeing, nature, boating, high-ropes, and music. Girls put on a play which includes creation of sets, singing, dancing and social problem solving.

AUTISM CAMP (7–17)

A 13 day normative overnight camp experience for campers of all genders ranging in age from 7–17 on the higher needs end of the Autism spectrum. Campers receive one-on-one support to participate in art, swimming, sports, drama canoeing, kayaking, pedal boating, high ropes challenge course, gardening, interacting with large and small animals in our nature program and boating.

WEEKEND PROGRAMS

AUTISM WEEKENDS

Camp Winston Autism Respite Weekends serve approximately 12 individuals on the high needs end of the spectrum from age 6 on to adulthood. A variety of activities are available to participants with one-on-one support.

GIRLS WEEKENDS

Approximately 20 girls are able to attend our Girls weekends, which occur four times per year for females aged 6–17. Girls form and cement relationships through crafts, baking, tobogganing, board games, drama games, and sports.

BOYS WEEKENDS

Our Boys weekends can now serve 20 boys from 6–17 years of age thanks to our winterized dining hall. These weekends often have themes such as army or superheroes. Boys' weekends are filled with enthusiasm, intensity, and exciting programming.

GRAND-FAMILY WEEKENDS

This is, for most of our campers, the first time they can have a break from their daily lives to discuss their lives with others who understand. Camp Winston provides a safe space for grandparents who are also grandparents with special needs families.

SIBLING RETREAT WEEKENDS

Aptly dubbed “What if I had a sibling?” weekends support brothers and sisters of campers, wait-listed campers, and community families who are interested in us. The weekends afford siblings the opportunity to share their experiences, skills and strategies with their brothers and sisters.



OUR MISSION AND IMPACT
CAMP WINSTON IS AN ORGANIZATION
THAT AIMS TO CREATE A FUTURE WHERE
NEURODIVERSITY IS UNDERSTOOD, VALUED,
ACCEPTED, AND CELEBRATED.



THIRD-PARTY FUNDRAISING KIT



FUNDRAISE FOR US

Host a BBQ
Walk-a-thon
Paint Night
Movie Night
Yard Sale
Donations as Gifts
Benefit Concert
Group Yoga

FOR MORE IDEAS CONTACT:
FUNDRAISING@CAMPWINSTON.COM



THANK
YOU
FOR
YOUR
DONATION
FROM
CAMP WINSTON





FROM

CAMP WINSTON



D

O

N

A

T

I

O

N

Y

O

U

Y

O

U

R

T

H

A

N

K



F

O

R



CAREGIVERS SUMMER CAMPS YEAR-ROUND SUPPORT US ABOUT

DONATE

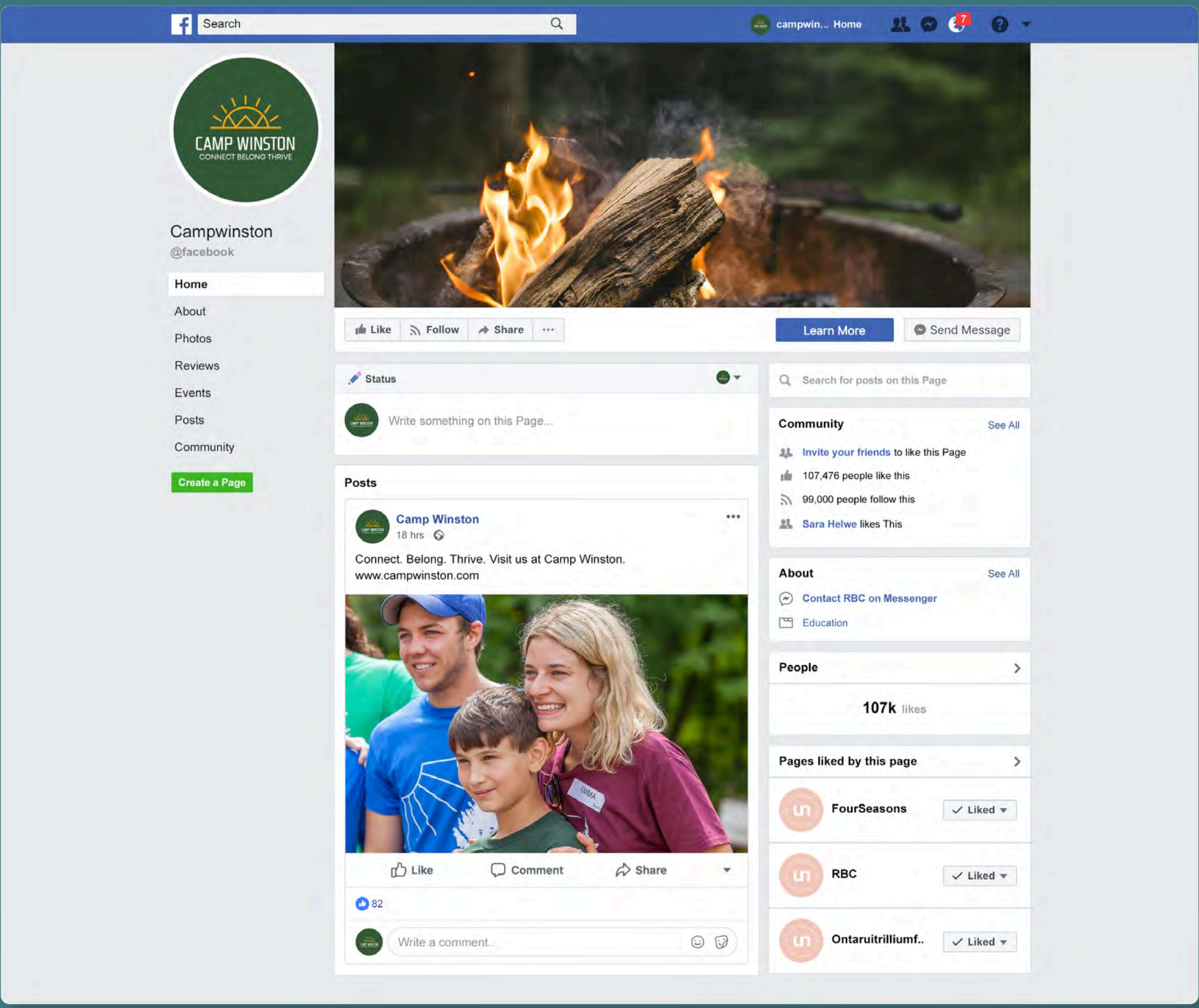
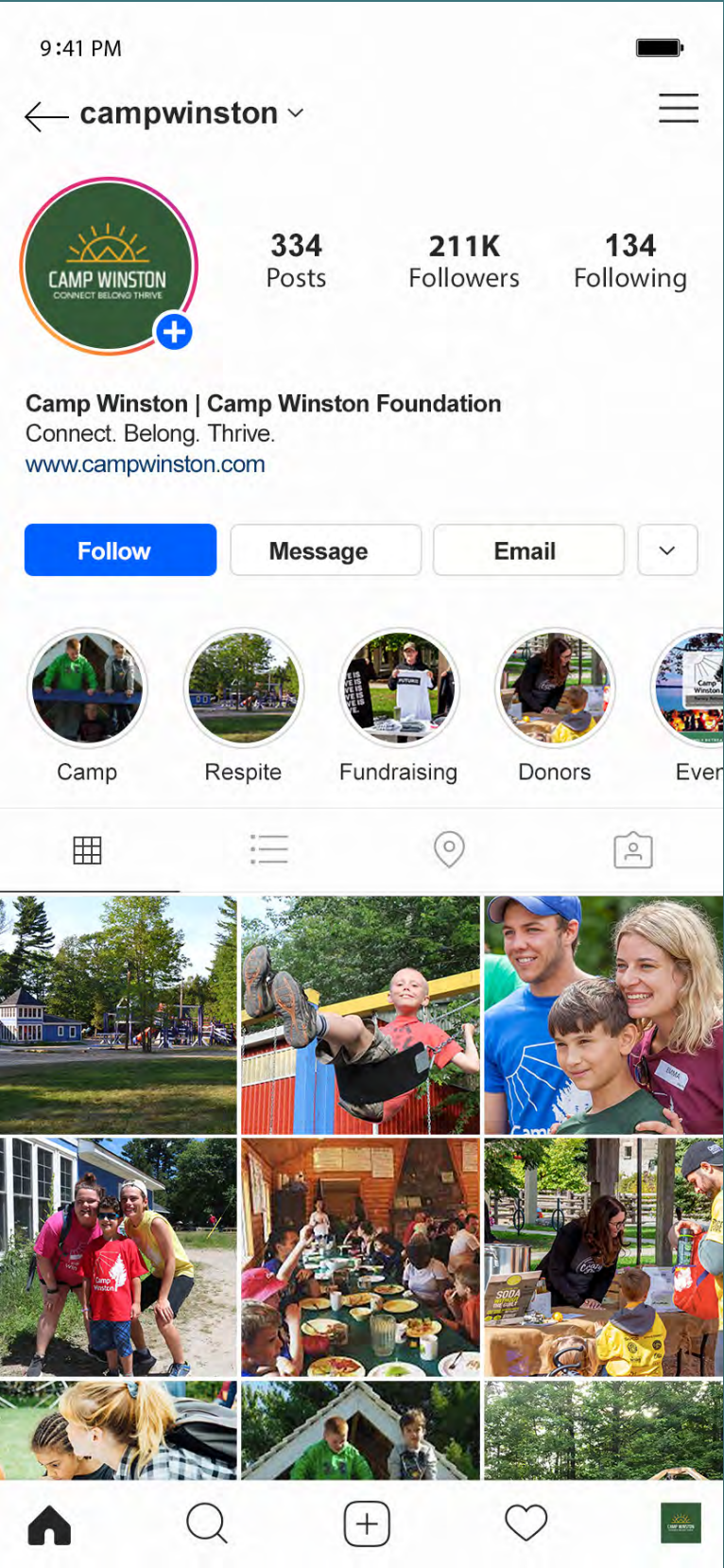
445
CAMPER
THRIVE WITH
US EACH YEAR

SUPPORT US



WEBSITE

SAMPLE SOCIAL MEDIA CALENDAR				
DATE	OPTIMAL POSTING TIME	PLATFORM	TOPIC (4 PILLARS)	TARGET AUDIENCE
SAMPLE WEEK 01				
TUESDAY	11:00 AM	INSTAGRAM	SUMMER CAMP	CAREGIVERS GENERAL PUBLIC DONORS CAMPERS
WEDNESDAY	BETWEEN 1:00 PM – 3:00PM	FACEBOOK	RESPITE	GENERAL PUBLIC DONORS CAMPERS
FRIDAY	INSTAGRAM: 10:00 AM – 11:00AM FACEBOOK: 1:00 PM – 3:00PM	INSTAGRAM & FACEBOOK	YEAR-ROUND SUPPORT	CAREGIVERS GENERAL PUBLIC DONORS CAMPERS
SAMPLE WEEK 02				
TUESDAY	11:00 AM	INSTAGRAM	TRAINING	CAREGIVERS GENERAL PUBLIC DONORS CAMPERS
WEDNESDAY	BETWEEN 1:00 PM – 3:00PM	FACEBOOK	SUMMER CAMP	GENERAL PUBLIC DONORS CAMPERS
FRIDAY	INSTAGRAM: 10:00 AM – 11:00AM FACEBOOK: 1:00 PM – 3:00PM	INSTAGRAM & FACEBOOK	RESPITE	CAREGIVERS GENERAL PUBLIC DONORS CAMPERS



EAT
SLEEP
CAMP
REPEAT









BRANDING APPAREL















CAMP WINSTON

FOLLOW US @CAMPWINSTON

