

Winnipeg C.A.M.P. Project 2011 March 28-April 1





Winnipeg Camp CIRCUS AND MAGIC PARTNERSHIP (C.A.M.P.) 2011

A community-based initiative of the Winnipeg International Children's Festival

The Circus And Magic Partnership (C.A.M.P.) is an artistic intervention project initially undertaken by the Winnipeg International Children's Festival in 1996. The project's objective is to provide a positive and proactive arts and education opportunity for Winnipeg "youth-at-risk". There are now four distinct phases in the program:

- A one-week outreach program based in a remote Northern Manitoba community (March 21–25, 2011). The outreach component, entering its eighth year combines skill training and performance development for over 400 youth participants; provides training for teachers and recreation personnel in using the circus and magic materials; and leaves the materials with trained school and recreation personnel in each region it visits.
- A one-week circus and magic camp held at Gordon Bell High School during the school spring break (March 28–April 1, 2011). A contingent of world class circus artists, magicians and arts instructors provide instructional workshops and interactive activities and performances for over 250 youth-at-risk. The youth are recruited in partnership with school guidance counsellors; The City of Winnipeg Police Service; social service agencies; and inner-city drop-in and resource centres. The one-week camp culminates with a performance by the youth participants for their parents, peers, family and friends.
- An eight-week (April 10–June 5, 2011) day camp program held at the Magnus Eliason Recreation Centre. This phase offers a continuation of instruction in the circus and magic arts and is open to the spring camp participants as well as their family, friends and youth from the surrounding neighbourhood. The youth participants continue to develop their skills but also begin rehearsals on a structured, professional quality show for presentation at the annual Winnipeg International Children's Festival.
- As part of the "Under the Big Top" component of the annual Children's Festival (June 9–12, 2011), C.A.M.P. participants perform alongside the returning C.A.M.P. artist/instructors and help lead public workshops in circus and magic skills. This component offers both the exhilaration of public performance and the opportunity to act as mentors for their peers.





CIRCUS AND MAGIC PARTNERSHIP (C.A.M.P.) Year Fourteen

A community-based initiative of the Winnipeg International Children's Festival

Final Report

June, 2010

The Circus And Magic Partnership (C.A.M.P.) is a highly successful project initially undertaken by the Winnipeg International Children's Festival in 1996. In that year, the W.I.C.F. embraced a dream that it could design and implement a program to address the problems of crime and drug abuse amongst our young. We proposed that a proactive approach to the problem using the arts as a catalyst would have a profound effect on not only the community but on the cost of intervention by the City, Provincial and Federal governments. The program has been a huge success, growing in its participant base and programming scope each year. It has also drastically changed the lives of many children in our community.

The project's objective is to provide a positive and proactive arts and education opportunity for Winnipeg's inner city "youth-at-risk." Our 2010 initiative featured three distinct phases in the program:

- A one-week circus and magic camp held at Gordon Bell High School during the school spring break (March 29–April 2, 2010). A contingent of world class circus artists, magicians and arts instructors provided instructional workshops and performance opportunities for over 250 youth aged 10–14. The week-long camp culminated with a performance by the youth participants for their parents, family and friends.
- An eight-week (April 11–June 3, 2010) day camp program held at the Magnus Eliason Community Centre. This phase offered a continuation of instruction in the circus and magic arts and was open to both the spring camp participants as well as their family, friends and youth from the surrounding neighbourhoods. Returning participants were offered the opportunity to act as apprentice instructors/mentors to pass on their skills to their peers. The focus of this phase in 2010 was on both skill development and performance development. The final four weeks of this phase were given over entirely to rehearsing the participants' circus and magic performance in preparation for the annual Children's Festival and other summer public events.
- A feature attraction at the annual Winnipeg International Children's Festival (June 10–13, 2010). As part of the "Under the Big Top" component, C.A.M.P. participants performed alongside the returning C.A.M.P. artist/instructors and led workshops in circus and magic skills. "C.A.M.P. Kids" were listed in the Festival program as part of the full line-up of professional performances. This component offered both the exhilaration of public performance and the opportunity to act as mentors for both their peers and the general public. Most importantly, this year marked the most polished and well-received C.A.M.P. participant performance in the fourteen years of the project.





Project Partners

Each year the C.A.M.P. endeavours to broaden the scope of services provided by expanding our partnership and welcoming new individuals and organizations. The 2010 Circus And Magic Partnership included:

Andrews St. Family Centre	Manitoba Aboriginal & Northern Affairs
Art City	Manitoba Child & Family Services
Audio Works	Manitoba Community Services Council
Beaver Bus Lines	Manitoba Culture, Heritage & Tourism
Calgary International Children's Festival	Manitoba Family Services & Housing – Healthy Child Manitoba
CHOICES Youth Program	Manitoba Hydro
City of Winnipeg Community Services	The Norwood Hotel
City of Winnipeg Police Service	Old Dutch Foods
Clowns Without Borders (Barcelona)	Park Mazda
École Nationale de Cirque (Montreal)	Pizza Hotline
Frontier School Division	Rossbrook House
Great West Life	The Richardson Foundation
Gordon Bell High School	Sisler High School
Government of Canada – Department of Canadian Heritage	Tim Hortons (TDL Group)
Green Fools Physical Theatre Society (Calgary)	The Winnipeg Foundation
MacDonald Youth Services	Winnipeg School Division #1
McDonald's Restaurants	

Project Participants

The youth participants were recruited in consultation with our project partners as well as school guidance counsellors, social service agencies, and inner-city drop-in and resource centres. The program was open to youth who meet the "at-risk" criteria established by the CHOICES program.

Aboriginal youth account for approximately 70% of the participants. As such, the C.A.M.P. is endeavouring to dramatically increase the number of aboriginal mentors and instructors in the program. While our primary client base is from the inner-city, youth-at-risk from throughout the city were invited to attend.

C.A.M.P. 2010 participants and their home area were:

Downtown	12%
West Broadway	30%
North End	34%
Point Douglas	6%
EK/Elmwood	12%
Other	6%





Project Curriculum

The success of the program is dependent on the C.A.M.P. offering unique and exciting skill-gaining opportunities. As a result, each year the C.A.M.P. has added more complex and difficult circus and magic arts to the program. The 2010 program included:

Acrobatics	Hula-Hooping	Stage Magic
Aerial Gymnastics	Juggling	Stationary trapeze bar
Art Design	Large Illusions	Stilt Walking
Comedy Writing	Marionnettes	Tight Wire Walking
Close-up Sleight of Hand	Masters of Ceremonies	Yo-Yo Tricks
Clowning & Character Development	Object Balancing	Rola Bola
Chinese Diablo	Percussion	Costume Construction
Flying Trapeze	Rap Songwriting	Key Initiatives
Hip Hop Dance & Movement	Aerial Silks	

New & Successful Components & Projects implemented in 2010!

Art City Collaboration!

As part of the C.A.M.P.'s objective to continually raise the production values of C.A.M.P. kids public presentations, each year we have expanded our collaboration with Art City, an inner-city drop in arts centre. In 2006, C.A.M.P. kids conceived, designed and painted 12 full-size theatrical backdrops. The backdrops were then assembled for the end of the week public performances and created a "backstage" area for the young performers. In 2007, we had an additional 10 backdrops created at the Winnipeg C.A.M.P. which enabled us to create theatrical wings on either side of the stage. This initiative allowed us to teach the C.A.M.P. kids introductory stage etiquette and greatly increased the quality of the shows. The backdrops looked so great—they were showcased again at several stages at both the annual Children's Festival in June and at the annual Winnipeg Folk Festival at Birds Hill Park in July. In 2010, the Art City collaboration involved the design and creation of capes for the participants to use as costuming for the week ending performances. The youth participants in this component also presented a "fashion show" as part of the performance, showcasing their individual creations.





C.A.M.P. Performance Video!

One of the added benefits of the additional backdrops was that we are able to house all the youth performers backstage throughout the final shows. This creates a much more professional presentation for both the audience and the young artists. We provide television monitors backstage so the youth participants can watch the show throughout then have C.A.M.P. participants film the shows from two angles. Following the spring break C.A.M.P., we have the raw footage edited into a 3–4 minute highlight video!

Across the Nation - C.A.M.P. Collaboration!

Since 2007, we have collaborated with the Calgary International Children's Festival to assist them with the production of their own burgeoning circus arts camp—"The Trickster Project." The project has been a growing success and will be continued in 2010. Since the inception of the Winnipeg-based project in 1997, we have helped organizers launch and produce circus arts camps and programming in Saskatoon, SK; London, ON, Kenora, ON and Calgary, AB!

Performance Troupe

An exciting by-product born of the second year of the project was the C.A.M.P. performance troupe, named (by the participants) CHEMICAL REACTION. The troupe, comprised of 20–30 of the most motivated and advanced participants, has performed at both corporate and community special events throughout the past six years. Participants are paid honorariums for their performances, which in addition to the positive public response, is a powerful and tangible motivator for the participants' continuance in training and development. A highlight for the kids' troupe was being able to perform for Her Royal Highness The Queen of England and Prince Philip as part of the entertainment for the Golden Jubilee Celebrations at The Forks on October 8, 2002.

Success Indicators

A key component of the project is the measurement of success indicators and a comprehensive impact assessment. This component is a crucial cornerstone of each aspect of the project programming. With the assistance of the J.W. McConnell Foundation, the C.A.M.P. contracted the services of a professional research firm to track the progress, social behaviour and school results of a group of project participants. The results of this and other impact assessments are available from our office. We work closely with youth involved in the CHOICES program (a joint initiative of the City of Winnipeg Police Service and Winnipeg School Division #1) we receive frequent reports from their administration on the progress of our project participants.

Public Recognition

The C.A.M.P. program has received two crime prevention awards, the first from the Province of Manitoba, Department of Justice and the second from the City of Winnipeg Police Service. Both recognized the contribution of the project towards reducing youth involvement in criminal and anti-social behaviour by offering constructive and skill-building alternatives to our youth.

The Project was awarded both The Premier's and The Mayor's Volunteer Service Awards in 1999. The presentation marked the first time that these awards had both been presented to the same organization in the same year. The awards recognized the C.A.M.P. program's dedication to volunteer orientation and implementation working with inner-city youth-at-risk.





Public Relations

Through the facilitation of the W.I.C.F. public relations contractor—Sound Strategy Communications—the C.A.M.P. program initiated a “Media Day” held on Wednesday, March 31. This was a hugely successful initiative resulting in feature news coverage of the program on each of Winnipeg’s television networks!

C.A.M.P. Program Support Materials

After twelve years of the C.A.M.P. the success of the program has generated an impressive suite of materials about the project. Please feel free to call and request information about any of the following:

- CTV Documentary, Northern Manitoba C.A.M.P. 2003, VHS, 22 minutes
- C.A.M.P. Performance Highlight DVD, 2007, 2008, 2009 3–4 minutes each
- C.A.M.P. Production Manual and VCD/CD – Rom, 2002
- Northern Manitoba C.A.M.P. Impact Assessment Report, 2001
- C.A.M.P. Impact Assessment Survey & Report, Manitoba Children & Youth Secretariat, 1999
- Volunteer Service Award C.A.M.P. Project Video, 1999, VHS, 2 minutes
- Photo-file of C.A.M.P. programming, 1997–2010

Summary

The fourteenth year of the C.A.M.P. program was a milestone for all of our project partners. Ultimately, the continuing success of the program over thirteen years is proof that when communities come together working toward a common goal—good things can happen. The essence of the program is unique—it’s an alternative intervention into the lives of young people who have a need to be inspired, encouraged and given the opportunity to succeed. Over fourteen years, everyone involved—artists, educators, counsellors, social service professionals and especially the youth participants have contributed to this success. We’ve all demonstrated that believing in these youth gives them the essential opportunity to believe in themselves. All of the partners in this groundbreaking initiative are committed to ensuring that our most needy youth will continue to have these opportunities well into the future.

Submitted by:
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