



CAMP SUNSHINE®

A ray of hope for children with cancer.™

A Year of Sunshine

2018 ANNUAL REPORT



Only if we reach



Dear Friends,

In February of 2018, volunteers, supporters, board members, alumni, and friends gathered at the Atlanta History Center for a celebration of Camp Sunshine's 35th anniversary.

It was an evening for reflecting back on our 35 years of accomplishments and impact as we honored our Founder, Dorothy Jordan, celebrated our history, and shared stories of the life-changing community we know as Camp Sunshine. But even as we celebrated our past, we were looking forward to our continued commitment to Georgia's children with cancer and their families. The year 2018 was also a time to focus on our future goals, as we launched a new three-year strategic plan.

If the guiding principle of this plan can be distilled to a single word, it is *reach*.

Central to our strategic plan is our commitment to reach even more children and families and to deepen our engagement throughout Georgia. This includes committing more resources to our outreach in Savannah and engaging more children and teens with our year-round hospital-based programming, Sunshine 2U.

Through this report, we are proud to share some of the programs and activities highlighting the reach of Camp Sunshine. Our pledge is to work to extend this reach in the years ahead - to ensure that children with cancer and their families all across the state have the chance to become a part of the Camp Sunshine community.

Your support is vital to our mission. We are eternally grateful for your commitment to the children, teens, and families that we are honored to serve. *Thank you.*

Sally Hale
Executive Director

Randall Kirsch
2018 Board Chair



"Camp Sunshine got our son and our family through some very tough times while he was in treatment and it will always hold a special place in all our hearts!"

"Thank you for everything you do for all these children and their families!"



In 2018, Camp Sunshine...



Served **591** family members through five family camps, including one bereavement camp

Served children from **84** counties in Georgia and **17** states outside of Georgia

Benefitted from the commitment of over **1,000** volunteers - counselors, doctors and nurses – who donated **3,000** days of their time for our programs

Distributed welcome packets to **178** newly diagnosed children

100% of parents surveyed who said they would encourage other children with cancer and their families to participate in Camp Sunshine programs

Awarded **34** educational scholarships totaling **\$50,000** to graduating campers and alumni attending a variety of colleges and universities



Enriched the lives of **636** youth who attended summer camp, sibling camp or teen retreat

Provided **179** programs to **7,600** participants over **193** days

Extended outreach by visiting **1,888** hospitalized children and expanded our Sunshine 2U program by adding a full-time staff dedicated to hospital-based programming

Completed and approved a new strategic plan

Continued a research study in collaboration with Emory University School of Nursing to evaluate physical activity & fatigue in pediatric oncology patients and survivors during Summer Camp

Fortified leadership of our alumni with **28%** of volunteers being former campers

For the fifth consecutive year we received a four-star rating from Charity Navigator and the GuideStar Platinum seal, the highest ratings given to non-profits by independent charity evaluations.



Achieved excellence in camping standards with continued accreditation from the American Camp Association and sustained level of Gold Ribbon Status from Children's Oncology Camping Association, International.



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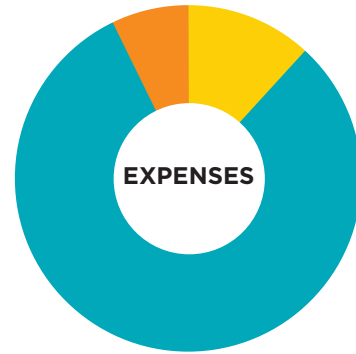
Nell Hodgson Woodruff School of Nursing, Emory University

2018 FINANCIAL HIGHLIGHTS



INCOME: \$2,649,073

- **76% - Contributions**
- **24% - Special Fundraising Events - less direct expenses**



EXPENSES: \$2,176,306

- **82% - Program Services**
- **11% - Management & General**
- **7% - Fundraising**

PROGRAM EXPENSES: \$1,677,235



- **36% - Summer Camp**
 - Two weeks of summer camp
 - Serving 400 campers
 - Leaders in Training
- **15% - Other Programs**
 - Hospital based Sunshine 2U
 - Preschool Day Programs
 - Holiday Party and Reunion
 - 34 college scholarships for alumni
 - Family sporting and cultural events
 - Holiday assistance for Camp Sunshine families in need
- **17% - Family and Sibling Programs**
 - 4 Family Camp Weekends
 - 1 Remember the Sunshine Weekend (bereavement)
 - 1 Remember the Sunshine Day
 - 2 Sibling Camps
- **9% - Publications and Communications**
 - Camper yearbook and newsletters
 - Camp website and social media
 - Camper communication materials and CampApp
- **12% - Camp Sunshine House and Regional Programs**
 - Spa Nights
 - Remember the Sunshine Family Nights
 - Seasonal Sunshine Family Night dinners
 - New Camper Orientation
 - Educational Workshops
 - Family Programs around the state
 - Family Holiday Photos
 - Teen Lock-In
 - Junior Camper Overnights
- **11% - Teen Programs**
 - 2 Teen Retreat Weekends
 - Teen Excursions (Washington, DC and outdoor challenge)

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Sally Hale

“You know that feeling you get when you open the door at home after you have been gone for awhile? The feeling you get when you hear your favorite song from years ago? The feeling you get when you smell something and it takes you back to your childhood?”

“That kind of happiness is Camp Sunshine.”



CAMP SUNSHINE®
A ray of hope for children with cancer.™

