

"Like It Was Yesterday"

Longtime volunteer Edith
was a camper at first
summer camp 30 years ago.

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No Place Like Oz

Campers and families
follow the yellow brick
road to theater magic.

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Powerhouse of Support

Georgia Power's Plant
Wansley gives to camp in
unique and generous ways.

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C A M P S U N S H I N E



POSTCARDS

Looking Back on 30 Years of Sunshine



For Camp Sunshine's 30th anniversary, founder Dorothy Jordan and executive director Sally Hale recorded their reminiscences at WABE 90.1 in Atlanta for StoryCorps, a nationwide oral history project. Their full conversation will be archived in the Library of Congress. Each issue of Postcards in 2012 will feature edited excerpts.

S: Well, Dorothy, we'll be celebrating Camp Sunshine's 30th anniversary this year. It's hard to believe! Can you tell me what you remember about first coming up with the idea of Camp Sunshine?

S: I remember clearly you coming to meet with me. I graduated the year before you did (also from Emory with a master's in pediatric nursing) and was working with children with cancer at Egleston and Emory. (Sally was the primary clinic nurse working closely with Dr. Abdel Ragab, director of pediatric hematology oncology for the Emory Pediatric Clinic.) I knew of camps for children with cancer. But we were so busy at the clinic...I didn't dream that we would have the time to start one. You came to me with the idea and I said, 'It's something I would love to be a part of, but I have limited time. If you pull it all together, I'll make sure the kids are there and the parents feel good about it.'

D: My background is in pediatric nursing. I began in the pediatric intensive care unit at Georgetown University Hospital and had the honor to work with children with cancer. When I moved to Atlanta and was working at Children's Healthcare of Atlanta (Egleston), I decided to go back to school and get a graduate degree. Part of my graduate work was to do research and write a thesis about my research topic. My focus was children with chronic and life-threatening illness, and for that project I focused on cystic fibrosis. I had the pleasure of being at a camp for kids with CF and saw what a difference it made in their outlook and demeanor just in the one day I was there. I saw the interaction with the staff and thought, *What a wonderful opportunity! Why aren't we doing this for children with cancer?*

(Dorothy completed her thesis and graduated in 1982, determined to start a camp for children with cancer. One day she saw a TV segment by commentator Charles Kuralt about a camp in Colorado. She contacted the camp organizers as well as others in Chicago and New York. Informed and energized, she began formulating her ideas for Camp Sunshine.) Sally, I think you know the next steps of the story. Do you remember?

D: That was the big first step. I knew you were the gatekeeper for Dr. Ragab; I knew you were his primary clinic nurse. You opened the door for me to see him, and he embraced the idea.

S: Oh, yes, he was very excited!

D: We definitely needed his blessing to go ahead. We had the idea and some of the obvious pieces: the program and volunteers. But we also had to have the kids and the blessing of the healthcare professionals who took great care of them in the clinic. It was essential to have Dr. Ragab's support; number one because we needed an oncologist at the camp. Also, it was essential that he felt he could encourage parents to send their children to camp.

Continued on Page 4



**Summer Camp
2012**
Start planning now!

**Teen Week at Camp
Twin Lakes**
June 17-22

**Junior Week at
Camp Twin Lakes**
June 24-29

Register online at
www.mycampsunshine.com

**DEAR CAMP SUNSHINE FRIENDS,**

This year marks the 30th anniversary of Camp Sunshine. That's 30 years of friendship bracelets, campfires, talents shows and T-shirts. When my friend and nursing colleague Dorothy Jordan first shared with me her inspired vision of a summer camp for children with cancer, I knew she had the right idea. But who could have predicted that Camp Sunshine would grow to where it is today?

To celebrate, Dorothy and I participated in the national oral history project StoryCorps, recording our memories of camp's early days and setting down an oral history of how camp grew. The entire recording will be archived in the Library of Congress; in *Postcards* in 2012, we'll offer excerpts. I hope you enjoy reading our stories as much as we enjoyed relating them as a way to honor Camp Sunshine's ever-growing circle of friends.

We are deeply grateful to Edith for sharing her Then & Now story. Edith was 11 when she was diagnosed with acute lymphocytic leukemia (ALL). She has grown up with camp – first as a fun-loving camper, and throughout her adult life as a camp volunteer. As a volunteer, Edith was as an invaluable member of our camp medical team – without whom camp

would not be possible. She is now a cabin counselor. Through the decades she has seen camp venues change and programs grow. But camp's abundant love, acceptance and support...those things, she says, haven't changed.

Also in this issue we feature a community partnership that can trace its roots back to camp's beginnings. Georgia Power is an original corporate sponsor. The employees at Plant Wansley take up the corporate banner, helping camp year after year with their own style of generous giving. We also thank our corporate sponsors who so generously gave campers and their families a memorable journey over the rainbow at the Alliance Theatre's Wizard of Oz production. Camp would not happen without our community partners.

We hope you enjoy the timeline in this issue. Camp Sunshine has grown from a one week summer camp for 44 intrepid campers to a year-round resource, providing 140 programs held over 157 days with more than 6,500 participants! For 30 years, children with cancer and their families have found strength and hope in Camp Sunshine's warming rays. In this issue of *Postcards*, we pause to look back; yet we also embrace where we are today and anticipate an even brighter tomorrow.

– Sally Hale, Executive Director

MOVING?

Have you moved recently?

Are you about to move?

Do we need to change
your mailing address,
e-mail or phone number?

Contact Chanteasea@
mycampsunshine.com or call
404-325-7979, ext. 10.

OUR MISSION STATEMENT

Camp Sunshine enriches the lives of
Georgia's children with cancer and their
families through recreational,
educational and support programs.

Your Gift Makes a Difference

The countdown to Summer Camp has begun! You can help a child with cancer experience an unforgettable week with a gift to Camp Sunshine today.

Provide arts & craft supplies for a cabin	\$ 50
Provide snacks for one day	\$ 100
Provide cabin welcome gifts – T-shirts, water bottles & more	\$ 250
Provide an evening program	\$ 500
Sponsor a camper for a week	\$ 800
Sponsor one camper EACH week	\$ 1,600
Provide bus rides to camp for 200 campers	\$ 2,500
Sponsor a full cabin of campers!	\$ 5,000

Gifts of any size are welcome, acknowledged and gratefully received. Simply fill out the enclosed donor envelope and return it with your check. Or donate on-line at mycampsunshine.com. ✨



THEN & NOW

Edith's Story



"One of the things I remember most about being at camp is not having to talk about what type of cancer you had or what you were going through. The other campers just understood."

– Edith (pictured on right)

"Sometimes I look back and think 30 years is a long time; other times it feels like yesterday."

Thirty years ago, when Camp Sunshine first started, Edith was 11 and just one year into her three-year treatment for acute lymphocytic leukemia (ALL). Cure rates were beginning to rise, but treatments, Edith recalled, "could be a lot harsher then." She had no port for chemotherapy; anti-nausea medications were not as effective. A bright spot for Edith was the opening of a week-long summer camp for kids with cancer.

And not just any summer camp. Edith's medical team was actively involved. In fact, her oncologist Dr. Abdel Ragab and pediatric oncology nurse Sally Hale were key people who encouraged Edith's mother to let her daughter go to Camp Sunshine. "At first my mother was very hesitant. I think she was worried about what would happen if I got sick. After all, I hadn't been to camp yet as a 'normal' child, let alone a child with cancer."

The first camp was held at Camp High Harbor. "I remember it raining a lot, and the camp was very rustic. There was mud everywhere. To get from the cabins to the mess hall, well, it was very challenging," Edith said. "I also remember at the end of the week not wanting to go home. Nobody did. We were all saying *why can't we stay here all summer?*"

Edith remembers swimming in the lake, playing tennis and learning archery. Perhaps her most precious memory was canoeing on the lake with Dr. Ragab. "Here is my doctor taking the time to go canoeing with me and talking with me about what I wanted to be when I grew up," she said. "He didn't have to spend this time with me. Even as a child, I realized this was special."



Edith literally has grown up with Camp Sunshine. As a child and teenager she never missed camp week, even asking her family to rearrange a family vacation so she could

go to camp. As a young adult, she began volunteering, taking off only a couple of years off while completing her bachelor's degree in human and organizational development and her master's degree in nursing at Vanderbilt University.

In 1994, Edith began working at Egleston Children's Hospital (now Children's Healthcare of Atlanta). When the call went out for volunteer nurses to work in the infirmary at Camp Sunshine summer camp, Edith jumped at the chance. "I love Camp Sunshine so much I'll do whatever they need me to do," she said. Through the years she has volunteered for any number of camp activities, including Family Weekend, Sibling Camp, Spring Fling and many more.

Edith and her husband Lou were married in 2002. They have two children: son AJ born in 2004 and daughter Rebecca born in 2007. In addition to her roles as wife and mother, Edith is the nurse at the Preschool at Peachtree Road United Methodist Church. Still she finds time to volunteer for camp. "I am a life-long Camp Sunshine person," she said. "At camp, you are not a kid with cancer; you are just a kid having fun at camp." That, she said, hasn't changed in 30 years. ✨



First summer camp is held at Camp High Harbor; about 44 campers attend.



First Teen Retreat Weekend takes place.



First Hit a Home Run event is held.

1983

1987

1989

1993

1995

1996

1997

1999

2001

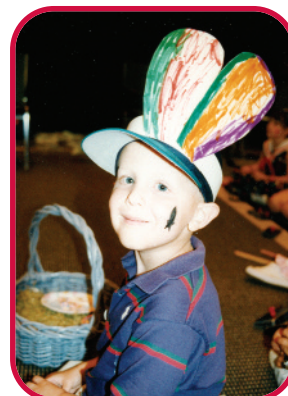


- First Family Camp is held.
- First Teen Trip to Washington, D.C. takes place.

- First year Camp Twin Lakes opens and Camp Sunshine is held at new camp in Rutledge.
- First Steve Doak Scholarship is awarded.

First Sibling Camp takes place.

First programs for preschool children are offered.



- Inaugural Keencheefoonee Road Race takes off.
- Camp Sunshine kicks off Campaign to build Camp Sunshine House.

Looking Back on 30 Years of Sunshine, continued from page 1

S: We were talking to the parents all the time, explaining what we were doing. It is really daunting now to think a parent would trust something new and send their child with cancer off to camp for the first time. They put a lot of trust in us.

D: And, remember, at that time the face of pediatric cancers...the life expectancy...wasn't what it is today. The kids had many, many challenges. So, when I look back, I realize what a gift those parents were giving their child – the opportunity to feel like a 'normal' kid and have a 'normal' kid experience, and to get away from the hospital and the clinic setting and from being under the watchful eye of their parents.

S: What are some of your memories from that very first camp week?

D: (laughs softly) I am thinking about campers – and this is a happy thought – who were kids and grew up, and have come back as counselors and are married now and have children. Our Camp Sunshine family just continues to grow in so many ways.

Probably some of my favorite memories were campfires...sitting around the campfire and singing and just the pure joy of realizing for the children that (for one week) they were saying goodbye to their parents, the clinic and everything that their lives with cancer meant. They were feeling very free and empowered by the camp experience, where they could be challenged physically and experience things they hadn't experienced in awhile.

S: What impressed me was how kind they were to each other and how incredibly close they got in such a short period of time. You remember that, I'm sure.

D: Of course. Children with cancer can feel isolated and different. Here, they were with a community of people who understood. You didn't have to explain yourself. Many children were bald and many children, as you know, had amputations. That was the method of treatment at the time; there weren't the limb salvage techniques that we have today. One of the strongest visual images I have is coming down to the dock and seeing an assortment of (prosthetic) legs and an arm, because one young camper had lost an arm, and wigs – just a pile of wigs. (The campers had taken them off to go swimming in the lake). It was normal. I remember wondering how they would feel about going to their neighborhood pool. Would they even go? I think the answer would be no. It was a very powerful image. ✨

Next: On campers, the mission and philosophy, and letting go.



First
"Remember
the Sunshine"
weekend is
held.



- First Young Adult Retreat is offered.
- Regional programs are expanded throughout the state.
- Sally J. Hale Center and Billy Schultz Pavilion are dedicated.

- Summer Camp participants exceed 400 for first time.
- In-hospital program, Sunshine 2 U, expands to monthly offerings.



140 programs are held over 157 days with 6,564 participants during the year.

2003

2004

2005

2007

2008

2010

2011

2012

Camp Sunshine House opens, providing year-round programming. Teen Group and Family Night begin.

First Camp Sunshine Day at Big Apple Circus takes place.



Camp begins in-hospital "Sunshine 2 U" for children with cancer who cannot attend camp week.

- RaceTrac begins "Coffee for a Cause" fundraising program.
- Keencheefoonee Road Race celebrates 10th year with over \$1.2 million raised to that date.

Camp Sunshine celebrates 30 years.



There's No Place Like Oz

More than 140 Camp Sunshine campers, families, friends and supporters followed the yellow brick road on Sunday, February 26, for two magical performances of The Wizard of Oz. Thanks to the generosity of our sponsors, including our Presenting Sponsor, The Coca-Cola Company, and Atlanta's nationally acclaimed Alliance Theatre, the event raised more than \$130,000 to help fund camp's year-round programs for children with cancer and their families.

The classic story of The Wizard of Oz is about finding strength, love and courage, which speaks to Camp Sunshine's mission and vision. The production included iconic songs from the movie score and featured characters as familiar as childhood friends. The Wizard of Oz reminds us of the importance of love, friendship and home – not unlike Camp Sunshine! We gratefully acknowledge our many sponsors who made possible this unforgettable theatrical event. *

Presenting Sponsor:

The Coca-Cola Company

Yellow Brick Road Sponsor:

The Monasse Foundation

Emerald City Sponsor:

Aflac

Ruby Slipper Sponsors:

RaceTrac Petroleum, Georgia Power, Betsy & Rod Odom, and Patriot National Insurance Company

Over the Rainbow Sponsors:

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CAMP SUNSHINE POSTCARDS

For any House programs, we ask that you **RSVP to 404-325-7979**

M A Y 2 0 1 2

PRESCHOOL MUSIC CLASS

**2nd and 4th Wednesday each month
12:15 PM – 1:45 PM**

Call to RSVP

Join us for lunch, music class and a fun activity! For campers birth – 6 years of age and their preschool age siblings.

REGIONAL PROGRAMMING

Camp Sunshine continues to provide regional programming. We now provide programs in all areas of the state in addition to programs in the metro Atlanta area. Check our website www.mycampsunshine.com, the newsletter and your mail for programs coming to your area.

SAVE THE DATE!

**30th Anniversary Reunion at Camp
Twin Lakes**

Sunday, October 7, 2012

1:00-4:00pm

All alumni, volunteers and board members are invited to join us in celebration of our 30th anniversary. Come back and reunite with old friends.

SUN	MON	TUES	WED	THURS	FRI	SAT
		1 Sunshine 2 U at AFLAC Cancer Center/Egleston	2 Washington DC Trip For Teens Sunshine 2 U at Scottish Rite	3 Remembering the Sunshine Family Night	4	5 NE Georgia Regional Program
6	7	8	9 Pre-School Music Class	10	11	12
13	14	15	16	17	18	19 Staff Orientation for Summer Camp
20	21	22 Seasonal Sunshine at Camp Sunshine House	23 Pre-School Music Class	24	25	26
27	28 Office Closed	29	30	31		

J U N E 2 0 1 2

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5 New Camper Orientation at Camp Sunshine House	6	7 Remembering the Sunshine Family Night	8	9
10	11	12	13 Pre-School Music Class	14	15	16
17 Teen Summer Camp at Camp Twin Lakes	18 Sunshine 2 U at AFLAC Cancer Center/Scottish Rite	19 Keencheefoonee Road Race at Camp Twin Lakes	20	21	22	23
24 Junior Summer Camp at Camp Twin Lakes	25 Sunshine 2 U at AFLAC Cancer Center/Egleston	26 Keencheefoonee Road Race at Camp Twin Lakes	27	28	29	30



For any House programs, we ask that you RSVP to 404-325-7979

JULY 2012

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4 Office Closed	5	6	7 Outdoor Leadership Excursion →
8	9	10 Sunshine 2 U at AFLAC Cancer Center/Egleston	11 Sunshine 2 U at Scottish Rite Pre-School Music Class	12 →	13	14
15	16	17	18	19	20 Savannah Regional Program	21
22	23	24	25 Pre-School Music Class	26	27	28 School Age Overnight
29	30	31				

SAVE THESE DATES

September 7-8, 2012
Annual Yard Sale at Camp Sunshine House

September 8, 2012
Preschool Apple Orchard Excursion
Hillcrest Orchards, Eljay, GA

September 10, 2012
Spa SydeII Night at Camp Sunshine House

September 15, 2012
Wild Adventures

September 28-30, 2012
Family Camp at Camp Twin Lakes

October 5-7, 2012
Family Camp at Camp Twin Lakes

October 12-14, 2012
Remember the Sunshine Weekend at Camp Twin Lakes

October 28, 2012
Fall Festival

November 6, 2012
Seasonal Sunshine Thanksgiving Dinner at Camp Sunshine House

November 16-18, 2012
Teen Retreat at Camp Twin Lakes

December 9, 2012
Holiday Party at Camp Sunshine House

AUGUST 2012

SUN	MON	TUES	WED	THURS	FRI	SAT
			1 Sunshine 2 U at AFLAC Cancer Center/Scottish Rite	2 Remembering the Sunshine Family Night	3	4
5	6	7 Sunshine 2 U at AFLAC Cancer Center/Egleston	8 Pre-School Music Class	9	10	11
12	13	14	15	16	17 Sibling Camp at Camp Twin Lakes →	18
19 Hit a Home Run →	20	21	22 Pre-School Music Class	23	24	25 Teen Lock-In
26	27	28 Seasonal Sunshine at Camp Sunshine House	29	30	31	

UPCOMING SPECIAL EVENT

Keencheefoonee Road Race
June 19 and June 26 at Summer Camp

Support your favorite volunteer or camper team for Camp Sunshine's own 5K road race! For more information go to www.mycampsunshine.com and click on the link.



1850 Clairmont Road
Decatur, GA 30033
404-325-7979
www.mycampsunshine.com

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CAMP SUNSHINE POSTCARDS

COMMUNITY PARTNER

Plant Wansley Is Powerhouse of Support for Camp

When employees of Georgia Power's Plant Wansley stop by the mini "convenience store" set up in the shop area, they aren't just buying a Coke or a candy bar. They are supporting Camp Sunshine.

As an original corporate sponsor from 30 years ago, Georgia Power has always been a friend to camp. But the giving spirit doesn't stop at the top, as the plant's approximately

240 employees demonstrate year after year with their unique and generous giving.

Behind much of today's fundraising effort is Ricky Wright, a mechanic at the plant for 35 years. Ricky buys goods at wholesale or discounted prices and stocks a makeshift mini-mart, including a refrigerator, cooler and shelves, with snacks, sodas and convenience foods. Employees can stop in any time (monies are collected on the honor system), and all profits are donated to Camp Sunshine. "The majority of folks – just about everyone – purchases something from here," Ricky said. "Everybody knows it's for Camp Sunshine, so everybody gets behind it."

The idea began several years ago when a worker at the plant met a Camp Sunshine volunteer from nearby Carrollton and was impressed by what he learned. "People at this plant always take up for kids," Ricky said. "If there's a family in need, this plant will do what needs to be done. Doing for the community is part of what we're about."

In addition to the mini-mart sales, Ricky also sells his own special roasted peanuts at holiday time for camp. This past year, he sold

770 pounds of peanuts – some plain roasted and some seasoned with cayenne pepper and Tabasco sauce. Three year ago, plant employees expanded their fundraising efforts to include the Roopville Ramble, a bicycle race benefiting camp. The race starts and finishes at the Roopville Baptist Church and rambles through west Georgia. Riders pay a \$35 entry fee, which includes a race T-shirt and spaghetti dinner. More than 100 riders are expected this year.

The plant raised more than \$16,000 in 2011 for Camp Sunshine; through the years, their total gifts top \$70,000. Last year Ricky won a Georgia Power/Southern Company Community Service Award for all he has done for camp, and the company made a gift to Camp Sunshine in his honor. Ricky says his greatest reward is visiting camp, often bringing others from Plant Wansley and introducing them to camp firsthand. "Camp Sunshine is great," Ricky said. "I love it. When you see those kids...it's like they've known you all their lives; they are so grateful and friendly. It just makes you want to do more for camp." *

