

## WINTER 2012

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A Publication for Families and  
Friends of Camp Sunshine –  
Programs for Children with Cancer

**Then & Now** From 38 campers  
in 1983 to more than 1,000  
families served throughout the  
year, camp's warming rays  
continue to spread. **Page 3**

**Charlotte's Web Spins Charm for  
Camp** Camp Sunshine teams up with  
The Coca-Cola Company and the  
Alliance Theatre to present family-  
friendly performances. **Page 4**

**A 10K Like No Other** Always  
Saturday comes up with an  
innovative fundraiser. Download  
the group's *Love Is Plural* and  
help Camp Sunshine. **Page 8**

# CAMP SUNSHINE POSTCARDS

## Looking Back on 30 Years of Sunshine: Part 3



**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. Each issue of Postcards in 2012 features edited excerpts.**

**S:** Dorothy, at the time you started camp in 1983, I was still working as a nurse at the clinic. I would go out on a limb and tell these parents, *your kids will be fine at camp; we know what we are doing* (laughs)!

What amazed me was back at the clinic the Monday after camp, the waiting room was like night and day. From having a quiet waiting room where kids and parents sat off to the side and didn't talk to one another, it was so loud! And if you called one child back to get their blood count, two or three buddies wanted to go back with them. It was the most transformative experience I have ever witnessed. I knew then that camp would go on, but how did we get to where we are today? This past year, we had over 140 programs on 157 days! Did you have any idea in your wildest dreams that we would be where we are today?

**D:** No, but I knew it was the right thing to do, and I knew the kids would have a wonderful experience. I also knew it



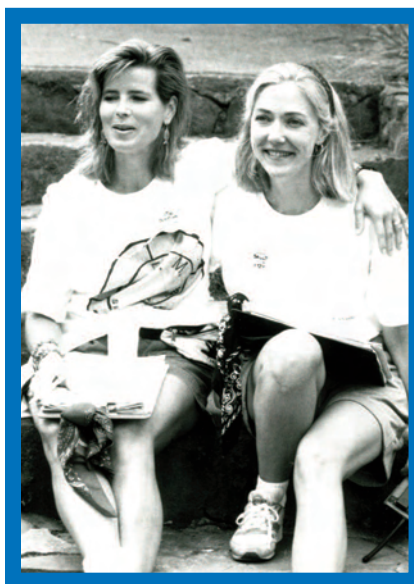
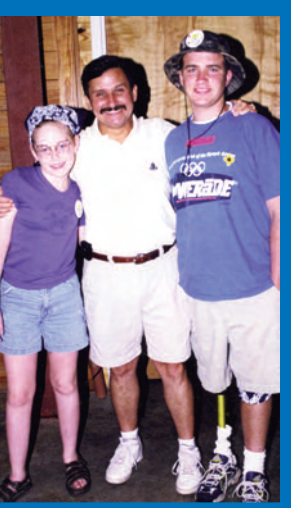
would be valuable for the volunteer health care professionals. It would give them a different perspective on the children they treated, and it would give the kids a different view of their doctors and nurses.

I also hoped it would be an opportunity for families to have a bit of a break, to give them a chance to focus on other family members or on each other. When you have a child with cancer, you don't realize it, but you put all your time and energy on that child. I was hoping to give families an opportunity to get back into a pre-cancer mode for a little bit... a little bit of a vacation.

I would like to say that we had a grand strategic plan, but as you know, Sally, we didn't. As an organization, we were always open-minded, always searching, always listening, always wanting feedback. We just grew based on need. I think we did a pretty good job, Sally! We have had an amazing Board of Directors.

**S:** I've had parents say to me after one week of camp, *you gave me my child back*.

This is an extraordinary gift, and Dorothy, you did that. If you hadn't started camp, we wouldn't have this 30-year tradition.



*Continued on Page 5*

**DEAR CAMP SUNSHINE FRIENDS,**

Age 30 used to be a rite of passage over the hill. Not so any more. As Camp Sunshine can attest, 30 is a great age — experienced enough to be purposeful and confident in our direction, yet still driven by a zestful sense of limitless possibilities.

Four hundred and sixty people gathered at Camp Twin Lakes-Rutledge on October 7 to celebrate camp's 30th anniversary. Guests included alumni from 1983 through the present and virtually every year in between. By alumni, I mean not only campers (though there were many), but also volunteers and board members. Undoubtedly the day's highlights were the connections and reconnections made among friends.

**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.

For our 30th anniversary, we dedicate our Then & Now story to Camp Sunshine itself. It is gratifying to see how far we have come in three short decades. It also steels our resolve to grow, reaching out to even more children with cancer and their families. It's in this spirit that we introduce the new Camp Sunshine Alumni Society. Look for more news and events in the months ahead.

I hope you enjoy the final installment of Founder Dorothy Jordan's and my StoryCorps chat. We covered a lot of ground in this freewheeling conversation. Dorothy says it best: *I'd like to say that we had a grand strategic plan (in 1983), but we didn't. We were always open minded, always searching, always listening, always wanting feedback.* While today we are guided by a considered, long-term strategic plan, camp is still characterized by open, listening, caring ways.

Even as we look back, it is exciting to look ahead to the upcoming Alliance Theatre benefit performances of *Charlotte's Web*. Tickets to this childhood classic would make great stocking stuffers! We also admire and are grateful for the innovative support of Always Saturday through their *Love Is Plural 10K*. Download the song and participate in this uplifting project.

To all of our community partners and volunteers we extend special thanks. As Dorothy points out in her StoryCorps interview, *camp wouldn't be happening without our volunteers.* Finally, all of us at camp wish you and your family safe holidays filled with warming sunshine.

— Sally Hale, Executive Director

## Make Your Holiday Giving Count

**Camp Sunshine offers creative ways to make your holiday gifts count.**



**Tuck a ticket in a child's stocking.** Children and grandchildren of all ages will love *Charlotte's Web* live on stage at the Camp Sunshine benefit performances at the Alliance Theater, February 24, 1:00PM and 3:30PM.

**Buy a brick.** Purchase an engraved brick or paver for our brick walkway at the Camp Sunshine House. A meaningful way to pay tribute to a friend

or loved one whose life has been touched by camp, brick options range from \$100 to \$500.

**Send a special message.** Honor friends, family and business associates with a donation to Camp Sunshine. Along with your financial gift, send us the names and addresses of those you are honoring, and we'll send them a personalized card designed by one of our campers.

**For more information on the many ways you can give to Camp Sunshine at holiday time or anytime throughout the year, contact Mary Kyle, Development Director at 404-325-7979 or [mary@mycampsunshine.com](mailto:mary@mycampsunshine.com).\***



## THEN &amp; NOW

## Camp Sunshine's Story

Then & Now usually tells campers' stories – from the time they first came to camp as a child to where they are today in their adult life. For our 30th anniversary, we profile Camp Sunshine itself from our humble beginnings in 1983 to year-round programming for children with cancer and their families.

THEN

38 campers

NOW

Over 1,000 families served throughout the year with 400 children at summer camp



THEN

Seven activities at summer camp

NOW

Over 25 activities at summer camp



THEN

One program: a week of summer camp

NOW

140 programs throughout the year



THEN

Office in the basement of Founder Dorothy Jordan's home

NOW

Camp Sunshine House at 1850 Clairmont Road, Decatur, GA, and the adjacent Sally J. Hale Center for large and small gatherings



THEN

Budget of \$23,683

NOW

Budget of \$1.4 million



THEN

73 donors

NOW

Over 3,600 donors

THEN  
35 volunteers

NOW

Over 300 volunteers



THEN

One part-time staff member

NOW

Eight full-time staff members

THEN

A scattering of rustic cabins

NOW

State-of-the-art facilities with spacious, climate controlled cabins at Camp Twin Lakes-Rutledge



THEN

Mission:

To enrich the lives of children with cancer and their families through recreational, educational and support programs.

NOW

Mission: The same... yesterday, today and tomorrow.



## Be a Part of Camp's New Alumni Society

**Camp Sunshine announces a new initiative called the Camp Sunshine Alumni Society. Opened to all camper alumni from camp's very first year onward, the group encourages the connectedness and bonds that begin at camp. The goal is to help campers – past and present – stay in touch with each other and with Camp Sunshine events. The 30th Reunion on October 7 at Camp Twin Lakes-Rutledge saw a tremendous response with 460 attendees. Look for more alumni news and events in the year ahead. For more information, contact [tenise@mycampsunshine.com](mailto:tenise@mycampsunshine.com).**



## Charlotte's Web to Spin Its Charm At Benefit Event

**Children of all ages will delight in the Alliance Theatre's presentation of *Charlotte's Web* at Camp Sunshine's fundraising event on Sunday, February 24 at 1:00 PM and 3:30 PM**

Again this year, Camp Sunshine is collaborating with The Coca-Cola Company, our Presenting Sponsor, and the nationally acclaimed Alliance Theatre to offer this fun, exclusive private charity event for camper families. Proceeds from this exciting, family-friendly performance will benefit Camp Sunshine's year-round programs for children with cancer and their families.

Based on the beloved children's classic by E.B. White, *Charlotte's Web* is the story of a pig named Wilbur, his spider friend Charlotte and a cast of barnyard friends. It a tale of

friendship, support and determination, values that define Camp Sunshine as well. Determination is written on campers' faces as they undertake new challenges; friendships form that last a lifetime; and Camp Sunshine's wide circle of supporters makes it all possible.

The Alliance Theatre's production comes to life through acrobatics and is a touching family spectacle. Tickets and sponsorship information are available at [www.mycampsunshine.com](http://www.mycampsunshine.com). Weave some magic – join us for *Charlotte's Web*! ✨



**Looking Back on 30 Years of Sunshine,** *Continued from page 1*

I hear from nurses who come to camp that it so enriches their practice. They see the child with cancer as a child, not as a patient in the bed. They see them running around, playing jokes on each other — and on them. That kind of relationship is so enriching to their practice that it keeps them going. They see their patients in a whole new light and have a new hope for their patients. That can make a huge impact on the care they give them and their families.

**D:** Camp nurtures the nurses and doctors. It feeds their soul to see the kids really being kids — having the opportunity to be a little crazy and have fun on the zipline, or jump off the pamper pole, or ride in a canoe, or have a water fight with the doctors and nurses.

I also want to say what an amazing group of volunteers we have amassed. It is a community that continues to grow. People are so dedicated, and, Sally, you know camp wouldn't be happening without these volunteers.

**S:** In the nonprofit world it is so unusual to have people committing their time for 10, 20 and 30 years. It is something we should be so proud of. We have volunteers who have come for 20 years and now have families of their own. But every year they somehow carve out a week or two to give back to Camp Sunshine.

**D:** Do you recall Steve Davol, a longtime camper who became a volunteer? Steve did die and we miss him so much. Do you recall what he said about camp?

**S:** I do. Steve said camp is special. Everyone should go, but you have to be special... you have to have cancer. He said camp is like heaven.

**D:** Camp is a real testament to the human spirit and the caring that people have for each other.

**S:** We have a tradition at Camp Sunshine. Every year you come you get a friendship bracelet. You can't put it on yourself. Someone

has to put it on you and then you get a big hug. It might be small, but that tradition gives a lot of strength and hope. Sometimes campers just look at it or touch it while they are having a tough day and it reminds them of what it's all about.

**D:** How often, Sally, have we been at a funeral and seen the Camp Sunshine T-shirt and friendship bracelet and pictures of the child at camp? I am proud that we offer programs that continue to involve families of children who are no longer with us.

**S:** The entire journey... wherever it leads... we want to still stay connected to that family. Dorothy, what is one thing you want folks to remember about Camp Sunshine?

**D:** It is a community like no other. It is an opportunity for a child to just be a child, to have fun and be surrounded by people who are loving and supportive. As Steve Davol said it is like heaven, but you have to have cancer to be there. It is an honor for me to be a part of camp.\*

## Treasured Tradition: Camp Songs

**To celebrate Camp Sunshine's 30th anniversary, we take a look at treasured traditions. Here is the story of the camp songs.**

Camp just wouldn't be camp without our camp songs. Two songs in particular are especially near and dear to campers' hearts.

"Camp Sunshine Song" has been a part of camp since year one. In fact, Founder Dorothy Jordan remembers the very first time campers sat around a campfire and sang the song, adding their own second verse... *Dorothy, don't ever take Camp Sunshine away.* A volunteer counselor wrote the words to be sung to the tune of "You Are My Sunshine." The song is sung throughout camp week — at flag lowering and raising, in the dining room before campers leave for activities and at campfires.

"Georgia Gold" was written by the late Jon Allmetts specifically for Camp Sunshine. A remarkable singer, songwriter and recording artist, Jon was the music director at Camp Sunshine for many years. Well-known and loved in the camp community, he died suddenly in 2007 at the age of 36.

The song came to be when Executive Director Sally Hale asked Jon about writing a song for a new camp video. "He played it at camp and it became such an important part of our camp and so meaningful to us all," Sally said. "It is a song we often sing and it is the song we now play at the end of the dance at camp, when we are all standing together in one big circle in the gym with arms locked around each other."

A powerful expression of camp, "Georgia Gold" has become even more meaningful since Jon's death. "We truly know he left us a gift," Sally said. "Our campers will always know Jon through his music." **To hear Jon Allmetts' "Georgia Gold" visit [mycampsunshine.com](http://mycampsunshine.com).\***



### Camp Sunshine Song

*We're at Camp Sunshine, to have a good time  
And learn some new skills every day.*

*We're at Camp Sunshine to have a good time  
And make some new friends along the way.*

*We're at Camp Sunshine and we're feeling fine  
And we love to sing this song.*

*We're at Camp Sunshine, for such a short time  
And we're glad we came along.*



# CAMP SUNSHINE POSTCARDS

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

## JANUARY 2013

### SPA SYDELL NIGHT AT CAMP SUNSHINE

January 14, March 11 and April 29

6:00-8:00 PM

Call to RSVP

Come have dinner and be pampered by the talented professionals from Spa Sydell.

### PRESCHOOL MUSIC CLASS

2nd and 4th Wednesday each month

12:15 PM - 1:45 PM

Call to RSVP

Join us for lunch and music class. For campers birth-6 years of age and their preschool age siblings.

### FIRST STEPS FAMILY DINNER

January 13, April 28

Camp Sunshine House

4:00-6:00 PM

Call to RSVP

Are you new to Camp Sunshine and want to learn more about the recreational, educational and support programs we offer? Join us and meet other new families for dinner and fun as we introduce you to all the programs and events we provide year round.

### THE NEXT STEPS: OFF TREATMENT WORKSHOP

March 16

Camp Sunshine House

Call to RSVP

Topics addressed at this educational program will include:

- Medical Follow-up
- Cognitive Late Effects
- Family Life After Treatment
- Helping Your Child Transition

### REGIONAL PROGRAMMING

We now provide programs in all areas of the state in addition to programs in the Metro Atlanta area. Check out our website [www.mycampsunshine.com](http://www.mycampsunshine.com), the newsletter and your mail for programs coming to your area.

| SUN                                | MON                    | TUES   | WED  | THURS  | FRI                                   | SAT                             |
|------------------------------------|------------------------|--|--|--|---------------------------------------|---------------------------------|
|                                    |                        | 1<br>Office Closed                                     | 2  | 3<br>Remembering<br>the Sunshine<br>Family Night | 4                                     | 5                               |
| 6                                  | 7                      | 8<br>Sunshine 2 U<br>at Aflac Cancer<br>Center/Eglston | 9<br>Sunshine 2 U<br>at Aflac Cancer<br>Center/SR<br>Pre-School<br>Music Class | 10   | 11                                    | 12                              |
| 13<br>First Steps<br>Family Dinner | 14<br>Spa Sydell Night | 15   | 16   | 17   | 18<br>Savannah<br>Regional<br>Program | 19<br>School Age<br>Overnight → |
| 20<br>→                            | 21<br>Office Closed    | 22   | 23<br>Pre-School<br>Music Class  | 24   | 25<br>Teen Winter<br>Dance/Lock In    | 26<br>→                         |
| 27                                 | 28                     | 29   | 30   | 31   |                                       |                                 |

## FEBRUARY 2013

| SUN                   | MON | TUES   | WED   | THURS  | FRI                         | SAT    |
|-----------------------|-----|--|---|--|-----------------------------|--------|
|                       |     |  |   |  | 1                           | 2      |
| 3                     | 4   | 5<br>Sunshine 2 U<br>at Aflac Cancer<br>Center/Eglston | 6<br>Sunshine 2 U<br>at Aflac Cancer<br>Center/SR | 7<br>Remembering<br>the Sunshine<br>Family Night | 8<br>Sibling →<br>Overnight | 9<br>→ |
| 10                    | 11  | 12   | 13<br>Pre-School<br>Music Class                   | 14   | 15                          | 16     |
| 17                    | 18  | 19<br>Seasonal<br>Sunshine                             | 20  | 21   | 22                          | 23     |
| 24<br>Charlotte's Web | 25  | 26   | 27<br>Pre-School<br>Music Class                   | 28   |                             |        |



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

## MARCH 2013

| SUN    | MON                    | TUES   | WED   | THURS  | FRI  | SAT   |
|--------|------------------------|--|---|--|--|---|
|        |                        |  |   |  | 1<br>Teen Retreat<br>at Camp Twin<br>Lakes | 2   |
| 3<br>→ | 4                      | 5<br>Sunshine 2 U<br>at Aflac Cancer<br>Center/Eglston | 6<br>Sunshine 2 U<br>at Aflac Cancer<br>Center/SR | 7<br>Remembering<br>the Sunshine<br>Family Night | 8  | 9   |
| 10     | 11<br>Spa Sydehl Night | 12   | 13<br>Pre-School<br>Music Class                   | 14   | 15   | 16<br>Next Steps:<br>Off Treatment<br>Workshop  |
| 17     | 18                     | 19   | 20  | 21   | 22   | 23<br>Spring Fling<br>for Preschool<br>Families |
| 24     | 25                     | 26   | 27<br>Pre-School<br>Music Class                   | 28   | 29   | 30  |
| 31     |                        |  |   |  |  |   |

### UPCOMING SPECIAL EVENT

**Camp Sunshine Presents**  
***Charlotte's Web***  
**Sunday, February 24, 2013**  
**1:00 PM and 3:30 PM**  
 Join Camp Sunshine for one of two special performances of *Charlotte's Web* at the Alliance Theatre! Tickets and sponsorships are on sale now through the Camp Sunshine website for this fabulous family spectacle. Call 404-325-7979 for additional information.

### SAVE THESE DATES

**May 18, 2013**  
**Staff Orientation**

**June 16-21, 2013**  
**Summer Camp – Teen Week**

**June 23-28, 2013**  
**Summer Camp – Junior Week**

**August 16-18, 2013**  
**Sibling Camp**

## APRIL 2013

| SUN   | MON                    | TUES | WED                             | THURS  | FRI  | SAT                                   |
|---|------------------------|------|---------------------------------|--|--|---------------------------------------|
|   | 1                      | 2    | 3                               | 4<br>Remembering<br>the Sunshine<br>Family Night | 5  | 6                                     |
| 7   | 8                      | 9    | 10<br>Pre-School<br>Music Class | 11   | 12<br>Family Camp<br>at Camp Twin<br>Lakes | 13                                    |
| 14<br>→<br>Remember the<br>Sunshine Day at<br>Camp Twin Lakes | 15                     | 16   | 17                              | 18   | 19<br>Family Camp<br>at Camp Twin<br>Lakes | 20<br>→                               |
| 21<br>→   | 22                     | 23   | 24<br>Pre-School<br>Music Class | 25   | 26   | 27<br>Savannah<br>Regional<br>Program |
| 28<br>First Steps<br>Family Dinner                            | 29<br>Spa Sydehl Night | 30   |                                 |  |  |                                       |



Connect with Camp Sunshine online to stay up to date on the latest news and happenings! Join us at [www.facebook.com/campsunshine](http://www.facebook.com/campsunshine) and on Twitter @mycampsunshine.



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## C A M P S U N S H I N E P O S T C A R D S

### COMMUNITY PARTNER SALUTE

## Downloads Project Is Upbeat Way to Help Camp

**Always Saturday is more than a band. It's a group of like-minded musicians, story-tellers and other artists who create uplifting songs, good music and spoken-word stories that celebrate family, connect communities and inspire kids. Now they have come up with a unique way to help Camp Sunshine. They are calling it a 10K, but this fundraiser requires no training or running shoes; all it takes is a click of a mouse.**

Founding members Marc Castelo (writer lyrics, stories), Dan Fishman (drummer, producer, voice-over/narrator) and Donny Todd (writer music, vocal) are all husbands, dads, friends and creative types who share a belief in the power of music and the importance of doing good. Their debut album is a double-CD consisting of songs and narratives. The title track, *Love Is Plural*, grew from a simple idea. "Love is all around us," Fishman said. "If you look at the world through the eyes of a child, there is love everywhere. That love keeps us moving forward."

The process of creating the song and CD, Castelo said, inspired the group "to do something bigger... something beyond making music and getting people to buy our CD." In late 2011, Always Saturday introduced the *Love Is Plural* 10K. The goal is

to reach 10,000 downloads of the song with all proceeds benefiting Camp Sunshine. To date, the group has received more than 8,000 downloads. They also are looking for "10 that Kare" – 10 companies to help them reach their goal for camp. The way it works is simple: sponsor companies make *Love Is Plural* song contributions for \$1.00 per song. Always Saturday then sends each donor a link to the *Love Is Plural* song to share with their employees. For example, a \$100 donation allows 100 employees to download the song.

Always Saturday has become involved in camp life in other ways, too, including offering the songwriting Dimensions at camp this past summer. "It was incredible," Castelo related. "A highlight for me was watching a young camper at the climbing wall. She had no lower arm. One of the counselors reminded her that the wall might be very challenging. She said something like *Oh, I forgot about that*. It didn't stop her and it wasn't even on the top of her mind. It is really powerful to witness the courage of a little girl like that. At Camp Sunshine, those kinds of things happen all the time."

Always Saturday took its name from a song by the Athens band Guadalcanal Diary. "When you love what you do, it's always Saturday!" Castelo said.

To download *Love Is Plural*, visit [alwaysaturday.com](http://alwaysaturday.com) and click the 10K heart on the home page.✱

