

A Year of Sunshine

2016 ANNUAL REPORT



CAMP SUNSHINE®

A ray of hope for children with cancer.™



In Celebration of Commitment



DEAR FRIENDS,

"Commitment," a famous U.S. president once said, "is what transforms a promise into reality."

Our promise to children fighting cancer is to create a sense of place where they can be kids again. To their families, we promise to bring them together to draw strength and understanding from one another. But making this promise real requires extraordinary commitment.

This 2016 Annual Report celebrates that collective effort – the boundless spirit and selfless actions of so many people to create magical moments and a community of hope for children with cancer and their families.

You see that commitment in those who give to Camp Sunshine. In 2016, we set a record for annual fundraising – nearly \$2.5 million – the majority of which came from individuals and organizations making gifts of all sizes.

To say that we're grateful for this commitment of generosity and support is an understatement. Gifts are the foundation for everything we do. As you'll see in this report, we're putting these gifts to work by adding programs and expanding our reach across the state of Georgia.

Our volunteers personify another form of commitment, and we were fortunate to have more than 1,000 of them throughout the year. Former campers who chose to "pay it forward" with their time and talent comprised nearly 30 percent of our volunteer staff. An incredible 94 percent of summer camp volunteers worked at camp in previous years. If you want to see real devotion to an effort, look no further than the faces of people who come back again and again to serve our campers.

Of course, commitment goes both ways. As an organization, Camp Sunshine is fully committed to the idea and practice of doing more and – helping more.

Camp Sunshine worked this year to deepen understanding of important aspects of the camp experience. We were pleased to collaborate with Children's Healthcare of Atlanta and Emory University's School of Nursing on two research studies. Our commitment to contribute to the body of knowledge is intentional – in fact, it's a goal of our strategic plan.

We are also committed to those coping with the loss of a child to cancer. Our Grief and Loss Seminar and Workshop directly supported parents with this most difficult part of their journey – and even more parents indirectly, as the program also prepared volunteers and professionals to “companion” others through grief and loss.

All of this activity – along with the many other examples and milestones reported on the pages that follow – exemplify how a promise can be made real. And the U.S. president who spoke to this transformation was Abraham Lincoln. But he did not stop there: Commitment, President Lincoln added, “is the words that speak boldly of your intentions – and the actions that speak louder than the words.”

If you spend a few minutes with this report, you'll find that to be true. The commitment of so many to Camp Sunshine is worth celebrating.

Sally Hale
Executive Director

Beth Abernathy
Board Chair, 2015-2016



“They just want to be normal and have fun – even though they all know that the reason they are all together is that they share some kind of cancer diagnosis.”



“Camp Sunshine was THE turning point in my son's recovery. He came home from his camp with a new purpose and understanding that he can beat cancer, he is normal and that he will be just like everyone else.”

In 2016, Camp Sunshine:



Provided a record number
146 PROGRAMS delivered over **160 DAYS**
with **7,000 PARTICIPANTS**.

Had families come from **86 COUNTIES IN GEORGIA** and
10 STATES OUTSIDE OF GEORGIA. Many of those families no
longer live in Georgia but continue to return for camp programs.

Enriched the lives of **373 CHILDREN** and
246 VOLUNTEERS, providing a lifetime of memories
over two weeks of summer camp.

Helped campers successfully achieve **94%** of our
goals for summer camp through intentional programming
and measurable goals.

Achieved **100% OF PARENTS** evaluating
Summer Camp and Family Camp programs who would
recommend these programs to other families.

Awarded **22 EDUCATIONAL SCHOLARSHIPS**
to graduating campers and alumni attending a
variety of colleges and universities.

Gained immeasurably from the priceless commitment of
1,000 TOTAL VOLUNTEERS THROUGHOUT THE YEAR.

94% of summer camp volunteers returning

28% of volunteers were former campers

44% of volunteers have 10 or more years of
volunteer service to Camp Sunshine

**FOR ALL VOLUNTEERS COMBINED, THE AVERAGE
NUMBER OF YEARS OF EXPERIENCE IS 11 YEARS**

Benefited from the purpose-driven efforts of
leaders truly leading. **100% OF BOARD MEMBERS**
contributed financially to Camp Sunshine.

Increased state-wide outreach to families providing
30 REGIONAL PROGRAMS AROUND GEORGIA
– **AN INCREASE OF 30%** –
with a dedicated Program Coordinator in Savannah.

GENERATED RECORD REVENUES OF \$2,463,437

Produced positive net income of **\$531,553** to provide for
new initiatives in 2017 and bolster our financial reserves.

Made more than **1,800 CONNECTIONS** with children
being treated for cancer through our Sunshine 2U and
hospital-based programming – **AN INCREASE OF 30%**

Fortified our leadership building and nurturing with
28 percent of our camp volunteers being former campers
and childhood cancer survivors.

Strengthened continued development in our staff with active
leadership roles in professional organizations, including
Children's Oncology Camping Association, International.

Expanded educational programming by introducing
a Grief and Loss Seminar and Workshop for parents,
volunteers and professionals.

**ENGAGED IN 2 RESEARCH STUDIES, IN PARTNERSHIP WITH
CHILDREN'S HEALTHCARE OF ATLANTA AND EMORY UNIVERSITY
SCHOOL OF NURSING, STUDYING THE IMPACT OF CAMP.**

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.



OUR PROGRAMS

- 2 weeks of Summer Camp
- 2 weeks of Sunshine 2 U (in-hospital camp)
- 4 Family Camp Weekends
- 2 Teen Retreat Weekends
- 2 Sibling Camps
- 1 Remember the Sunshine Family Camp Weekend (bereavement)
- 1 Remember the Sunshine Family Day
- 30 Statewide Regional Programs
- Teen Excursions (to Washington, D.C., an outdoor challenge and more)
- Leaders in Training
- 22 College Scholarships for Seniors and Alumni
- Grief and Loss Seminar and Workshop
- Holiday Gifts and Assistance to Camp Sunshine Families in need



PARTNERSHIPS

- Camp Sunshine Supporting Fund
- Camp Twin Lakes
- Cancer SurvivorLink
- Children's Healthcare of Atlanta
- Dwaine & Cynthia Willett Children's Hospital of Savannah
- Emory University School of Medicine
- Nell Hodgson Woodruff School of Nursing, Emory University



ONGOING PROGRAMS

- Spa Nights
- Remember the Sunshine Family Nights
- Seasonal Sunshine Family Nights
- New Camper Family Orientation
- Sunshine 2 U Inpatient and Outpatient Clinic Programs
- Teen Lock-Ins
- School-age Overnights
- Educational Workshops (including College Night and Off-Treatment Workshop)
- Family Sporting and Cultural Events
- Family Holiday Photos



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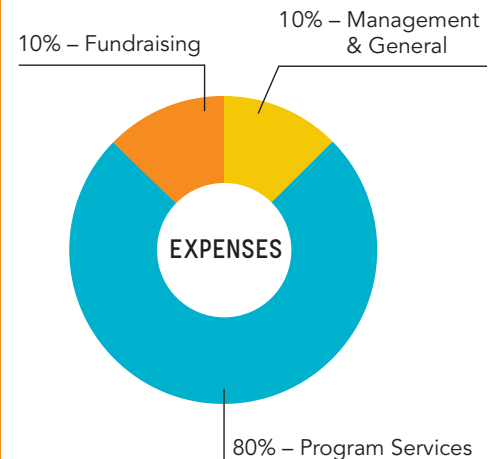
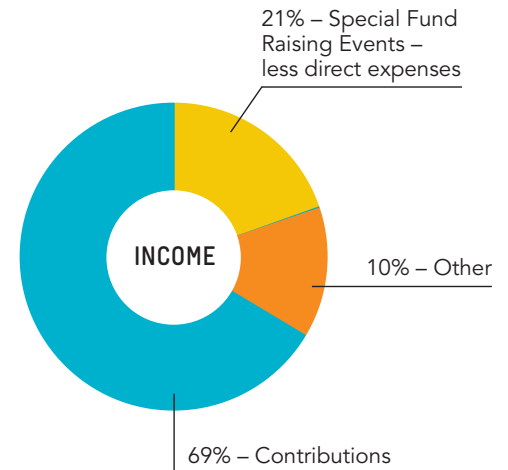
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