

Celebrating a Ray of Hope



CAMP SUNSHINE®

A ray of hope for children with cancer.™

**A YEAR OF SUNSHINE
2022 ANNUAL REPORT**

"Camp allowed our family to have a breath of fresh air, putting cancer on hold for the time being."



Dear Friends:

An anniversary is more than a milestone - it's also an opportunity to pause, reflect and celebrate. As we look back at 2022, the year that brought the anniversary of our 40th summer camp, we see so much worth celebrating:

- ***The return of our in-person summer camp and in-person hospital program, Sunshine2U.*** After two years of virtual connections during the pandemic, it was pure joy to be in the company of each other again!
- ***Our medical staff and volunteers.*** More than a few of them have been with Camp Sunshine for decades. The precautions and practices they provided at the 2022 camp ensured that everyone who attended was kept safe.
- ***The individuals and organizations who never waver in their generosity.*** Their gifts make it possible to create new experiences and lifetime memories for the children and families we serve.
- ***The leadership of our Board of Directors.*** Their guidance and steadfast support sustain us, year after year - and prepare us for the future.
- ***The larger community that is Camp Sunshine.*** Collectively, we create experiences that enrich lives and provide a "ray of hope" for children and teens who fight cancer. That alone is cause for celebration!

In 2022, Camp Sunshine commemorated being "40 Years Strong" on a special evening in February at the Atlanta History Center. That evening will stay with me forever. It was a moment in time when the community came together to honor our history, pay tribute to those who support Camp Sunshine and celebrate all who have made us the organization we are today.

That includes you - our patron, partner, volunteer, family, staff and friend. You have created and sustained a positive impact in the lives of so many. For that, you have our eternal gratitude.

Here's to you!

Sally Hale
Executive Director

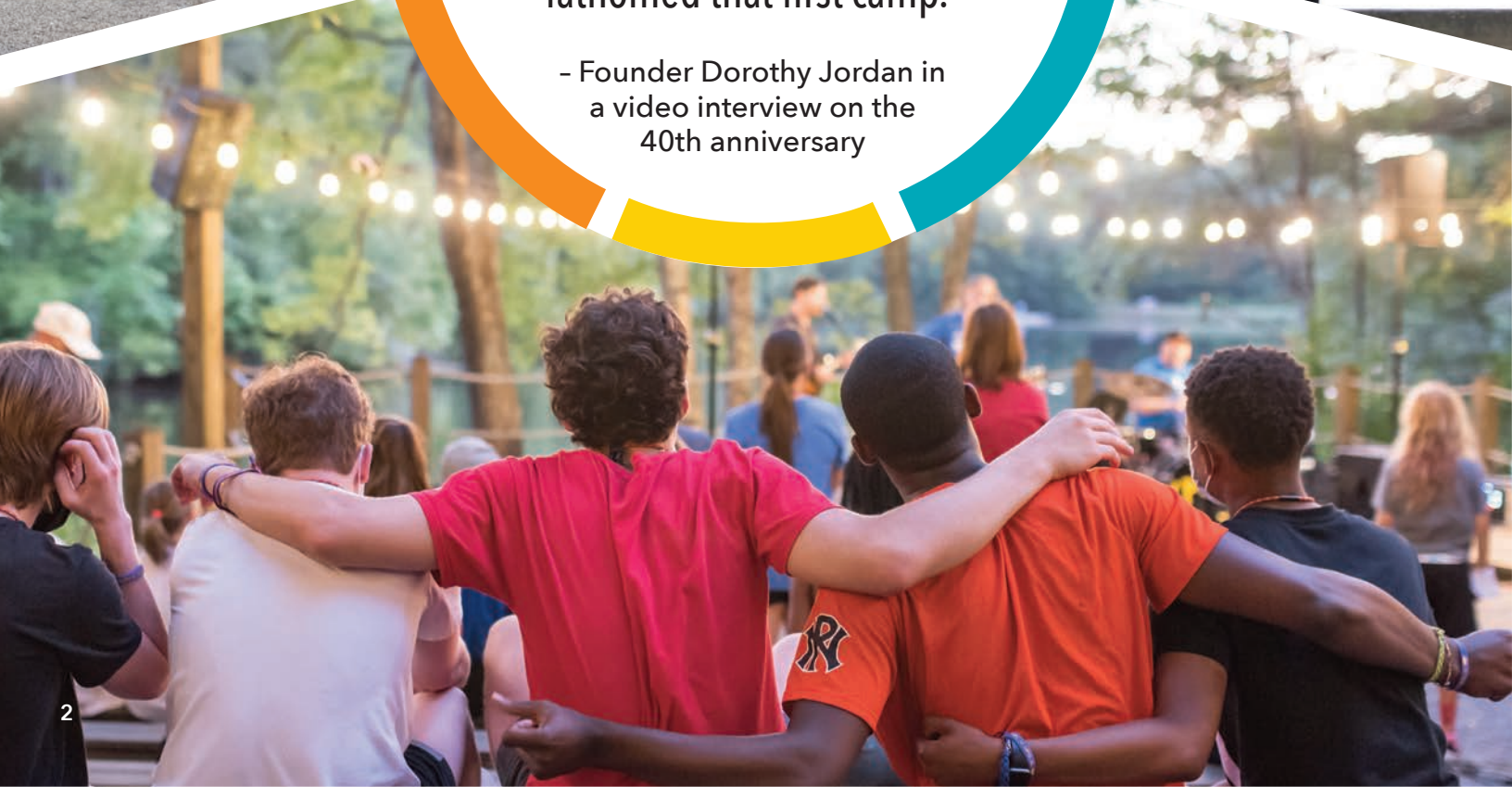
John O'Shea Sullivan
2022 Board Chair





"We had no idea
of the depth of this community.
It is like a thread that gets stitched
through all of us that binds us
together in a way I couldn't have
fathomed that first camp."

- Founder Dorothy Jordan in
a video interview on the
40th anniversary



Camp Sunshine: 40 Years of Achievements

- 8,754 children have attended summer camp
- 3,131 families - for a total of 14,852 family members - have attended 129 Family Camps
- 17 Remember the Sunshine Family Camps with 335 families attending
- 2,278 have attended a Sibling Camp
- 261 teens have completed our Teen Leadership Challenge with Colorado Outward Bound
- 673 teens have participated in the Washington, D.C., Excursion
- 321 Regional Programs have occurred around the state
- 7,788 participants in our hospital-based Sunshine 2U
- 2,160 activity kits were delivered to hospitalized children in 2020-2021
- 311 college scholarships awarded
- \$4,230,034 has been raised by volunteers in the 21 years of the Keencheefoonee Road Race
- Over \$45.5 million dollars has been donated to Camp Sunshine

Other milestones:

- Camp Sunshine House opened in Decatur 2003
- Camp Sunshine opened an office in Savannah
- *It's Like Heaven: Stories from Camp Sunshine*, edited by Dorothy H. Jordan, published in 2020



2022 by the Numbers

Hospital Outreach

- Provided 1,792 activity and care packages to children with cancer at Georgia treatment centers:
 - Children's Healthcare of Atlanta
 - Memorial Health Dwaine & Cynthia Willett Children's Hospital of Savannah
 - Emory Proton Therapy Center
- Delivered over 2,459 meals and care packages for hospital staff
- Staff visited hospital or clinic 170 days

Volunteer Training and Continuing Education

- Monthly virtual workshops
- Pre-camp virtual training for summer camp and family camp
- Online training courses
- Onsite training at camp

Recreational Programs

- 2 weeks of summer camp
- 4 Family Camp weekends
- 1 Remember the Sunshine Weekend for bereaved families
- 2 Teen Retreat weekends
- 2 Sibling Camp weekends - virtual and in-person
- 16 family day programs/events around communities in Georgia
- Fall Festival at Camp Sunshine House
- Monthly virtual Bingo, Trivia, Game Night
- Virtual holiday gingerbread house making for families

Support and Educational Programs

- Remember the Sunshine bereavement support group
- Virtual parent group
- Planning for college workshop
- Holiday assistance
- Family photo session
- Awarded 35 college scholarships for alumni totaling \$65,500

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

After Camp:

- 100% of parents reported their child felt accepted at camp
- 95% of parents reported their child came home with more self-confidence after camp

We continued to develop the leadership of alumni with 34% of volunteers being former campers

Partnerships

Camp Sunshine Supporting Fund

Camp Twin Lakes

Cancer SurvivorLink

Children's Healthcare of Atlanta

Memorial Health Dwaine & Cynthia Willett
Children's Hospital of Savannah



For the ninth 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.

"Camp Sunshine has had an enormous impact on his life...not only giving him amazing experiences but also building his confidence and making him feel so very ordinary! It has helped to shape him into a super happy, grounded and confident kiddo! We are forever grateful!!!!"

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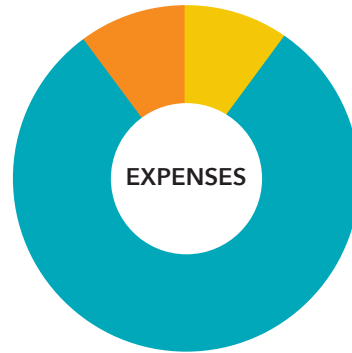
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2022 FINANCIAL HIGHLIGHTS



INCOME: \$2,818,748

- 81% - Contributions
- 19% - Special Fundraising Events - less direct expenses



EXPENSES: \$2,454,023

- 81% - Program Services
- 10% - Management & General
- 9% - Fundraising

PROGRAM EXPENSES



■ 42% - Summer Camp

- Two weeks of summer camp
- New Camper Orientation - virtual
- Leaders in Training
- Volunteer education, training, and recognition

■ 17% - Other Programs

- Hospital Based Sunshine 2U
- Care packages and activities delivered to hospitalized patients
- Meals and care packages for hospital staff
- Family day programs
- 35 college scholarships for Alumni
- Young Alumni Day
- Welcome bags for new families
- Holiday assistance for families in need

■ 20% - Family and Sibling Programs

- 4 Family Camp Weekends
- 1 virtual winter Sibling Camp Weekend
- 1 summer in-person Sibling Camp Weekend
- 1 Remember the Sunshine Weekend

■ 10% - Publications and Communications

- Camper yearbook and newsletters
- Camp Sunshine website and social media
- Camper and family communication materials

■ 5% - Camp Sunshine House and Regional Programs

- Remember the Sunshine Parent Support Groups (virtual)
- Family Bingo - virtual
- Family Trivia Night - virtual
- Family game night - virtual
- Planning for College - teens and parents
- Fall Festival
- Family Programs in Savannah area
- Regional Events
- Family Photos
- Holiday Lights events located around Georgia
- Family Gingerbread party (virtual)

■ 6% - Teen Programs

- 2 Teen Retreat Weekends

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H. Verwray Scott

S. Stephen Selig III

Mindy Shoulberg

Michael Siegel

Cindy and Jim Sims

Todd Smith

Vernon Strickland

Buffy Swinehart

Karen Wasilewski-Masker, MD

Deanne Whitlock

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Database Manager

Meredith Allison, CCLS

Communications Manager

Suzanne Ansley

Community Outreach
Manager - Savannah

Vicki Cherry

Camper Services
Administrator

"Our daughter was diagnosed and went through her treatments during the pandemic. Because we were not able to leave our room, we never met other people going through similar things. She has met some friends along the way, but to be surrounded by others that have walked a similar walk, and completely understand - what a true blessing for all of us. Thank you for providing these experiences for our young people. It was magical, and an experience she will not forget."



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