

2024 ANNUAL REPORT

# A Year of Sunshine

## The Magic of Camp



**CAMP SUNSHINE**

A ray of hope for children with cancer.™





“Camp Sunshine is one of the best parts of my life.” – Camper

# Dear Friends,

Six days in the summer pass by quickly. But six days is enough for magic to happen. Here are a few glimpses of the magic of 2024:

- \* A 7-year-old, away from home for the first time, finds new independence. He's overheard telling a new friend, "I can't wait to tell my parents what I did!"
- \* A tentative teen, a bit afraid of heights, is strapped in for her first trip on a zip line, 20 feet in the air. Then she's off, speed-gliding downward, landing safely, her face beaming with pride for facing her fears.
- \* A counselor arrives at camp, eight years after his last time there. Back then, he was a camper battling Leukemia. The setting is just as he remembered it, but his place in it is different. He's happily volunteering to create the camp experience that he once had, so that other kids can enjoy it.

We see this magic, year after year, at Camp Sunshine. And each summer, when camp week is over, we're rejuvenated by the latest examples.

One example was the crowning of Ms. Sunshine and Mr. Sunshine at the 2024 Teen Dance. If you'd seen the look of shock and utter delight on the faces of campers Mary (Ms. Sunshine) and Noel (Mr. Sunshine) when their names were announced, you would have shared in that jolt of magic.

Another magical moment was when a Junior Week camper came to a stop after his very first bike ride. That may seem ordinary in a child's life, but for this camper, his ride was powered with a new prosthetic leg.

This magic is part of what we do and who we are. It sustains us in our mission and keeps us going. We do not take it for granted, and we're ever mindful that it doesn't happen on its own. Magic needs its method to work, and for Camp Sunshine, that method is the tireless effort and generous spirit of all who make camp happen.

As supporters, all of you are an essential part of that effort. The time you spend pitching in, the online gift you make, the event you show up for, the encouragement you share, all help build something bigger and really make a difference.

It's the experience of the camper, first and foremost, but also the experience of the giving of ourselves. That's another form of magic...for which we're grateful beyond measure.

Tenise Newberg  
*Executive Director*

Gary Palgon  
*2024 Board Chair*

# Bringing the Magic of Camp to Life

Camp Sunshine provides the magic of camp all year long with comprehensive programs that support our campers and their families throughout their pediatric cancer journey.

We are proud to report that in 2024, Camp Sunshine...

Provided  
**61**  
programs

Served  
**357**  
campers and  
their families

Welcomed  
**5,523**  
participants  
across all programs



"This experience by far exceeded any expectations we had. Our daughter came home stronger and healthier. She loved every moment. Even for her first time being away, she said "I'm sorry to tell you this mom and dad, but I had so much fun I didn't even miss you guys!" Which we took in the best way. We were so happy that she stayed busy and active. She made wonderful friends and can't wait to come back. – Camper Parent

## Impact

**215 campers**  
enjoyed two weeks of Summer  
Camp supported by  
over 200 volunteer counselors.

**5 Family Camp Weekends,**  
including one Remember the  
Sunshine bereavement weekend,  
totaling 610 participants.

**2 Teen Retreat Weekends**  
serving 76 teen campers  
across both weekends.

**2 Sibling Camp Weekends**  
with 113 sibling participants.

## Camp Programs

You will find Camp Sunshine out at camp for two magical weeks in the summer, and nine special weekend retreats throughout the rest of the year.

Camp Sunshine's overnight camp programs are hosted at Camp Twin Lakes-Rutledge East, a fully accessible facility. Participants enjoy traditional summer camp activities, including swimming, archery, horseback riding, tennis, pottery, ropes course, zipline, climbing wall, arts & crafts, fishing, biking, canoeing, boating, and more!

Camp Sunshine is supported by a dedicated medical staff, including doctors and nurses with expertise in caring for children with cancer. Our 24-hour on-site medical facility is equipped to handle a variety of treatments and medical needs specific to childhood cancer, ensuring that our campers can fully participate in the fun without missing out due to medical treatments.

**“After I was diagnosed with cancer in 2023 I’ve felt lonely because I didn’t have anyone who could relate. But when I came to camp everything changed. There are a lot of kids that have gone through the same thing as me. I love how everyone is so kind and I love everything here.”** – Camper



## Impact

**Over 198 days**  
of hospital-based programs.

**1,727**  
patient visits conducted.

**Weekly playroom activities**  
at two hospital systems.

**3 weeks**  
of our in-hospital summer camp  
program, Sunshine 2U.

**Year-round hospital staff**  
support and education.

## Hospital Programs

In 2024, Camp Sunshine proudly continued its mission to bring joy, creativity, and community to children undergoing treatment in both Children's Healthcare of Atlanta and Dwaine and Cynthia Willett Children's Hospital of Savannah, providing vital moments of fun and connection during challenging times in the hospital.

Throughout the year, children participated in weekly hands-on activities like arts and crafts, slime making, and Shrinky Dinks - bringing joy and sunshine to their hospital experience. Seasonal events added extra magic throughout the year from a festive fall playroom celebration to snow globe making and gingerbread house decorating in December.

Over one special week in the summer at each hospital campus, we offer Sunshine 2U which brings the fun activities of summer camp right to the hospital for the children on treatment. Oncology patients received personalized Camp T-shirts and participated in daily themed activities like carnival games, classic camp crafts, bubble fun, and a visit from Mr. Tone the magician.

Our outreach extends to hospital staff as well. We show our appreciation for these important partners through providing monthly treats and breakfasts, quarterly team lunches, and regular presentations to new staff.



## Impact

**80 people**  
attended the Spring Fling and Fall  
Festival at the Camp Sunshine House.

**274 participants**  
attended Seasonal Sunshine Family  
Dinners held quarterly.

**14 new camper families**  
took part in Family Photo Sessions.

Monthly Virtual Bingo held  
all year long.



## Day and Camp Sunshine House Programs

To provide opportunities for community and connection beyond camp, Camp Sunshine hosted family dinners and seasonal events at the Camp Sunshine House, along with regional programs across the state. Camper families enjoyed special outings like apple picking at Hillcrest Orchards, an Atlanta Gladiators game, fun with the Gwinnett Stripers, Rock City holiday lights, and more!

## Support and Educational Programs

Planning for College Workshop for  
**35 participants.**

Sally J. Hale  
Scholarship Fund awarded  
**44 alumni campers**  
college scholarships totaling \$75,000.

Holiday Assistance provided for  
**18 families.**

**5 young adults**  
participated in our Leader in  
Training (LIT) program.



## Impact

29 local camper families served throughout the year.

14 Savannah-area campers attended Summer Camp.

10 Regional Family Fun days and more!

27 participants enjoyed our new Coastal Family Day at Tybee Island.

Weekly visits to provide outreach and programs in the hospital.



## Savannah Programs

Our dedicated staff members in the Camp Sunshine Savannah office host monthly family events and provide hospital-based outreach for local campers. These programs offer meaningful experiences for campers and extend the connection of camp for families in the low-country and south Georgia.

## Volunteer Training and Continuing Education

Camp Sunshine is proud to have a dedicated community of over **200 active volunteers** who support our programs year-round - **36% of whom are former campers**. To ensure our volunteers are well-prepared and confident in their roles, we offer comprehensive training opportunities, including

monthly virtual sessions, online training courses, and in-person training prior to summer and family camps. Additional onsite training is also provided at camp, ensuring every volunteer is equipped to help create a safe, supportive, and joyful experience for our campers and families.

**“Being here lifts my spirits and is always a bright part of my life. I take the joy of camp everywhere I go. I’ve made lifelong friends and memories here. Thank you for helping to create a special place like Camp Sunshine.”** – Camper

# Magic Makers

The generous support from our community of donors and volunteers make these programs possible and free of charge to the families we serve.

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**“Thank you for providing my home and to come to camp to be with my family. These are my people. This is where I belong. And you made that possible.” – Camper**

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 Ms. Christy Wilkins

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



Camp Sunshine 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.

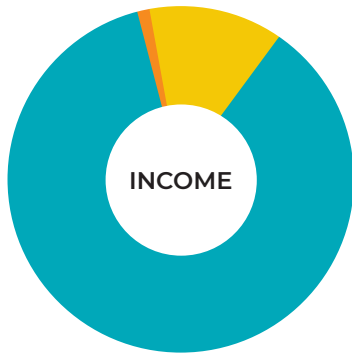


#### PARTNERSHIPS

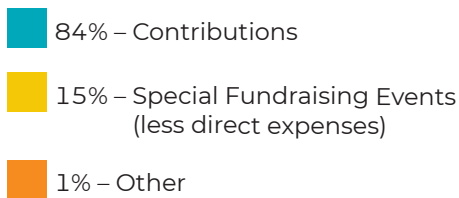
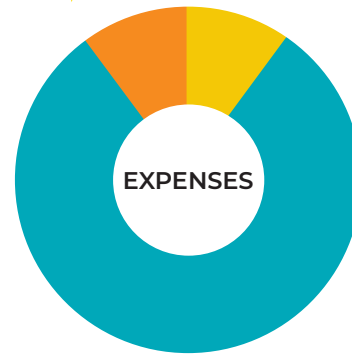
- Camp Sunshine Supporting Fund
- Camp Twin Lakes
- Cancer SurvivorLink
- Children's Healthcare of Atlanta  
Aflac Cancer and Blood Disorders Center
- Memorial Health Dwaine & Cynthia Willett Children's Hospital of Savannah



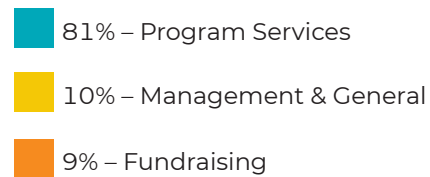
## 2024 FINANCIAL HIGHLIGHTS



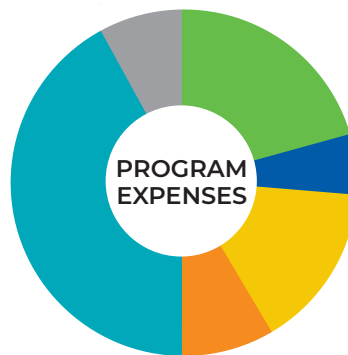
**INCOME: \$3,090,086**



**EXPENSES: \$3,055,782**



### PROGRAM EXPENSES



#### 42% – Summer Camp

- Two weeks of Summer Camp
- New Camper Orientation (virtual)
- Leaders in Training
- Volunteer education, training, and recognition

#### 15% – Other Programs

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

#### 24% – Family and Sibling Programs

- 4 Family Camp Weekends
- 2 Sibling Camp Weekends
- 1 Bereavement Family Camp Weekend

#### 7% – Publications and Communications

- 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 Night Dinners
- Spring Fling Festival
- Planning for College
- Fall Festival
- Family Programs in Savannah
- Regional Events
- Family Photos
- Holiday Regional Events
- Family Gingerbread Party (virtual)

#### 7% – Teen Programs

- 2 Teen Retreat Weekends

## 2024 BOARD OF DIRECTORS

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### Chair

Gary Palgon

### Vice Chair

Lori Turbe

### Past Chair

John O'Shea Sullivan

### Secretary

Sheryl Bomar

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J. Preston Byers

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Mechelle Brown

J. Preston Byers

Rick Davis

Alok Deshpande

Kelsey Donnalley

Susan Evans

Tammy Hunter

Dorothy Jordan

Camila Knowles

Evan Levy

Dax Lopez

Jamie McCurry

Hunter Morhous

Andrew Morse

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Mia Ramic Pennington

Vicki Riedel

Marisa Simpson

John O'Shea Sullivan

Mo Thrash

Lori Turbe

## CAMP SUNSHINE ADVISORY BOARD

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Michael Siegel

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Vernon Strickland

Buffy Swinehart

Karen Wasilewski-Masker

## CAMP SUNSHINE PROFESSIONAL STAFF

Tenise Newberg

Executive Director

Edith Tomasetti, RN, MSN

Program Director

Jamie Ekstrom, M.Ed

Program Director - Family  
Programs

Stephanie Irwin, CCLS

Program Manager -  
Savannah

Morgan Shelton, MS, CCLS

Community Program  
Director

Amy Moosbrugger

Volunteer Manager

Alicia Brady

Development and  
Communications Director

Meredith Allison, CCLS

Communications Manager

Suzanne Ansley

Community Outreach  
Manager - Savannah

Chanteasea Estes

Director of Operations

Kate Wildman, MS, CCLS

Program Coordinator

Danielle Holmes

Gift Processing Specialist

Julie Dascher

Development Manager

Robin Hackney

Camp Support Services  
Administrator

Sally Hale

Executive Director (retired  
2024)



**“Keep on doing what you  
have been doing. It’s  
perfect!! Camp provides a  
perfect blend of security,  
independence, familiarity  
and new experiences.”**

**– A Camper Parent**



**CAMP SUNSHINE®**

A ray of hope for children with cancer.™

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