Expact Report 2023

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where families find family

Letter from the Founder

Thanks to your generous contributions of time, resources, and enthusiasm, we have been able to persevere and continue our vital mission of serving children with life-threatening illnesses and their families throughout 2023.

Your support enabled us to expand our reach, maintain our facilities, and enhance the quality of our programs. Together, we are continuing to build a stronger foundation that allows us to better meet the evolving needs of our community. Whether you support Camp Sunshine by volunteering, by donating or by simply liking and sharing our posts on social media, what you're doing makes a tangible difference in the lives of children with life-threatening illnesses and families. With your help, we can create a brighter, more hopeful future for those who rely on Camp Sunshine for support.

In closing, I extend my deepest thanks to each and every one of you for your continued dedication and belief in our mission. Your commitment inspires me daily and reaffirms the importance of Camp Sunshine's mission.

With warm regards and heartfelt appreciation,

Anna Gould

Anna Gould Founder & Board Chair

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used. This logo represents who we are and who we serve. The three doors at the center, mirroring the actual of our inclusive community. They represent our larger Camp Sunshine family, as well as our commitment to welcoming each member of the family.

\$5

While we continue to celebrate Camp Sunshine's 40th anniversary, it is also my pleasure to re-cap some of the important work that was accomplished in 2023. 2023 marked our return to a full year-round schedule of in-person sessions and a robust offering of exciting special events and initiatives. At Camp Sunshine, every initiative we undertake is driven by the belief that this work is crucial. Central to this belief is our dedication to ensuring that our programs and services are accessible to all families for free when they need Camp Sunshine the most.

In 2023, Camp Sunshine maintained our ACA (American Camp Association) accreditation, Gold Ribbon status with COCA-I (Children's Oncology

This Impact Report highlighting Camp Sunshine's Camp Association-International) and Camp Sunshine achievements for 2023 is being produced in 2024 - also once again received a 4-star rating (the highest Camp Sunshine's 40th anniversary year! Throughout possible rating) from Charity Navigator for sound fiscal this publication, you will see our 40th anniversary logo management and transparency, as well as Candid's (formerly GuideStar) Gold Seal of transparency for fiscal management. Another exciting achievement was doors of our main building, visually symbolize the heart that out of tens of thousands of Camps across the US, Camp Sunshine was listed in the top 500 Best Summer Camps by Newsweek for 2023. The ranking is based on 114,000 camp reviews from 15,000 American parents and more than 670,000 social media reviews.

> As we celebrate the last 40 years together, we also look to the next – so we can share hope and joy with more families than ever. Thank you for being such an important part of our Camp Sunshine family's story and our bright future!

> Thank you for being a valued part of our Camp Sunshine community.

With gratitude, Joanne Bean

Íoanne Bean President & Chief Executive Officer



Our Mission

For 40 years, Camp Sunshine has provided hope, joy and community through unique experiences for children with life-threatening illnesses and their families. At our pristine campus on Sebago Lake in Casco, Maine, more than 60,000 children, siblings, parents and caregivers from all 50 states and 27 countries have come together for

fun-filled, year-round sessions with families just like theirs. And, thanks to the incredible support of donors and volunteers, our programs are 100% free. Camp Sunshine is where families can focus on recharging, together, in a safe space with medical support available. Camp Sunshine is where families discover a community who understands. Camp Sunshine is where families find family.



Camp Sunshine's 2023 Impact Report is dedicated in loving memory to Caleb James Dunn. Our dear friend and colleague, whose work ethic, sense of humor and kindness left a lasting impact on Camp Sunshine and our hearts.



Camp Sunshine's Forever Fund offers special recognition to those generous individuals who choose to include Camp Sunshine in their wills and through other types of planned giving. These gifts allow Camp Sunshine to solidify its base for the future and ensure that families will be served for generations to come. Recognition of estate gifts in the Forever Fund is not reserved for those who have passed away. In fact, we welcome the opportunity to recognize and thank donors during their lifetime. If you have included Camp Sunshine in your estate plans, please let us know.

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Family Impact

"Initially, we saw Camp Sunshine as something fun we could do for our daughter. Little did we know how much it would help us all. We are learning that this disease is having an impact on all of us. Having a place to talk about these issues with other families is truly priceless." "Our daughter has found confidence because of Camp. She has found acceptance because of Camp. My husband and I have found connection because of Camp." "Camp Sunshine is a magical place where kids with cancer and other life-threatening illnesses can be carefree with other kids like them. It also provides parents like me with an opportunity to grieve, process, and even have some fun with other parents who understand what we have been through. Simply put – it is a life changing place and experience."

"We enjoyed the week as a family and became closer. We enjoyed nature, games and fun. We are forever grateful"

"The impact of Camp, friends and the support we get here is hope for our future. Camp Sunshine is a healing place." "The main thing about this place is the total commitment of all people involved. From the parents and children to the volunteers to the staff. The love and care is so genuine and so uplifting that you feel so special while at the same time being around a group of people who have suffered through many of the same traumas. It is nearly impossible to find that in everyday life."

"For our family, this peaceful respite has given us an opportunity to reflect on our son's illness, process the various trials he's faced, and develop a clearer perspective on his strengths. Very importantly, the support of other

the support of other families is something we will carry home with us."

"The volunteers and staff here are amazing. Their kindness and support are the purest thing I have ever seen." "I have lived in Maine most of my life and had even attended fundraisers for Camp Sunshine. But never in a million years did I think I would be attending Camp as a family. The first session I attended with my children changed the course of our lives. We met other families in the same boat as us and volunteers that have become lifelong friends."

"Our children have grown and made connections that can only be made at Camp Sunshine. My oldest son just turned 18 so his next trip to Camp will be in a yellow shirt!" "The hospital may have treated our daughter's cancer, but Camp Sunshine healed our hearts and brought happiness and peace to our family in its

"The impact Camp Sunshine has had on my family and the other families served cannot be overstated. My family along with others came together to find respite from the burdens of retinoblastoma and forge connections with those who share similar experiences. Camp Sunshine is a safe haven where my family can laugh, heal and create cherished memories while surrounded by a community that understands their unique journeys."

Camp Sunshine has served more than 60,000 family members since 1984

Camp Sunshine's program is made possible by

2,500 volunteers annually contributing over 70,000 volunteer hours and I 0,000 contributing donors like you!

volunteers needed to help spread sunshine!

Do you know a family with a child who has been diagnosed with a life-threatening illness?

Please consider telling them about Camp Sunshine!





learn more at campsunshine.org

35 Acadia Road, Casco, Maine 04015 - 207-655-3800

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Impactful Ways To Support Camp Sunshine

Your support is critical, during all seasons.



Refer a Family to Camp

Do you know a family with a child who has been diagnosed with a lifethreatening illness? Please tell them about Camp Sunshine!



Make a Donation in Honor or in Memory of a Loved One

Make a tribute gift to celebrate a loved one, a special occasion like a birthday, anniversary, graduation, or wedding – or make a gift to honor the courage of someone battling a life-threatening illness – or make a gift to honor someone's memory.



Make a Donation to Support the Family Fund

Your gift to the Family Fund will support every aspect of Camp Sunshine and the greatest needs of our program. In addition to a traditional cash gift, some donors prefer to give appreciated stock (securities), use retirement plan distributions, or make a gift through their donor advised fund.



Become a Monthly Donor

Small gifts make a big impact! Simply enroll online with a credit card using our secure form, choose your donation amount and your card will be charged on the first of the month.



Make a Planned Gift

Leave a personal legacy by including Camp Sunshine in your estate plans. Some planned gift options are: Gifts by will, charitable trusts, distributions from IRAs and more.



Sign Up to Volunteer

More than helping hands, volunteers are the heart and soul of Camp Sunshine! The spirit, energy and compassion they bring to every Camp session is priceless



Become a Corporate Partner

Inspire your customers and employees! Camp Sunshine strives to establish reciprocal partnerships with businesses and groups that align with our mission.



Sponsor a Bench on Campus

In 2023, Camp Sunshine replaced the log benches in our amphitheater, volleyball court and in various other places around campus with new longlasting composite benches. This is your opportunity to "name" a bench to celebrate, memorialize, or commemorate a particular person, event or date. Learn more at campsunshine.org/giving/benchdonation-program



Make a gift from your Individual Retirement Account

"Making a gift to such a wonderful place as Camp Sunshine is as easy as calling your financial officer and requesting they send money from your individual retirement account directly to Camp Sunshine. A great benefit for you is it is tax free for you and the money qualifies towards your required mandatory distribution for the year."

- A Camp Sunshine Donor

Thank You to Our Legendary Partners, Texas Roadhouse!

On May 8, 2023, 160 Texas Roadhouse "roadies" from Maine, New Hampshire, Massachusetts, Rhode Island and Vermont volunteered at Camp Sunshine to once again help prepare the campus for upcoming camp sessions. While at Camp Sunshine, Market Partner, Michael Halpern presented a check to Camp, which was reflective of their annual "sunnies" fundraising campaign, which has raised more than \$1,000,000 and counting for Camp Sunshine since the partnership began.



Later in July of 2023, Texas Roadhouse also sponsored the July 9-14, 2023 session and provided a delicious BBQ lunch for families, volunteers and staff that week, as well as an incredible parent's dinner!



Camp Sunshine's Night at the Farm

191-11

In 2023, the Maine Suitcase Party planning committee made the decision to shift the Maine Suitcase Party – one of Camp Sunshine's premier annual fundraising events - to an every-other-year fundraiser. During the years when the Maine Suitcase Party will not be hosted, Camp Sunshine will host a new signature event called Camp Sunshine's Night at the Farm!

On Friday, September 8, 2023, Camp Sunshine's Night at the Farm was hosted at beautiful Shaw Cherry Hill Farm in Gorham, Maine! Presented and hosted by long-time supporters of Camp Sunshine, Dan Shaw and Jon Shaw, this event featured live music by American Ride, delicious food and drink, a silent auction, line dancing lessons, and so much more!

Net proceeds for Camp Sunshine's Night at the Farm topped \$300,000 to support Camp Sunshine's mission. A huge thank you goes out to Presenting Sponsors & Hosts, the Shaw Family Foundation, our generous sponsors, including Migis Lodge on Sebago Lake, William Grant & Sons, Anna M. Gould, Tamika Donahue, Texas Roadhouse, Cianbro, Moore Brothers Realty, The Downs, Scarborough, Northeast Event Design, Sebago Brewing Company, Cross Insurance and each of our wonderful Gingham, Plaid and Flannel sponsors!









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A Letter from the Board

We are pleased to present the Camp Sunshine at Sebago Lake, Inc. financial overview for the fiscal year beginning November 1, 2022-October 31, 2023. The report details Camp Sunshine's fundraising successes amidst a challenging economic year.

As always, every dollar spent directly contributed to expanding our reach and enhancing the services that are essential to the communities we serve. It is with the heartfelt gratitude that we say thank you again to every donor and supporter for your time, effort, and generosity. You are helping provide hope, joy and community through unique experiences to children with life-threatening illnesses and their families when they need it the most.

Camp Sunshine continues to remain steadfast in our mission to offer excellent programs at no cost to families by striving to raise all funds needed for operations each year, as well as providing financial security for the future.

Camp Sunshine's Board of Directors is continuously looking to the future to ensure that our services are always available, and we are confident that our focus on fiscal responsibility and conservative management will continue to provide a bright financial future for Camp Sunshine. We present this financial report for your review.

Sincerely, Joanne Bean Board President and Chief Executive Officer

Joseph Tassone Board Secretary/Treasurer

Financials

Year Ending October 31, 2023

Assets

Cash Accounts/Contributions Receivable Inventory Land, Property, & Equipment Investments Total Assets

Liabilities and Net Assets

Accounts Payable Net Assets (unrestricted) Net Assets (restricted) Total Liabilities & Net Assets

Statement of Activities	
Statement of Activities	
Operating Support and Revenues	
Contributions	\$2,023,22
Donated Goods and Services	\$81,34
Special Events Income	\$1,037,12
Souvenir Sales	\$22,75
Total Operating Support and Revenue	\$3,164,44
Operating Expenses	
Program Services	\$2,429,47
Management and General	\$329,70
Fundraising	\$553,4
Total Operating Expenses	\$3,312,65
Income from Operations	\$(-148,20
Non-Operating Support, Gains, and Losses	
Contributions	\$57,33
Net Realized & Unrealized Gains (Losses) on Investments	\$2,101,4
Total Non-Operating Support, Gains, and Losses	\$2,158,77
Change in Net Assets	\$1,446,30

\$2,999,748

\$7,762,310

\$28,167,022

\$39,336,236

\$211,360 \$19,201,997

\$19,922,879

\$39,124,876

\$305,368

\$101,788

Board of Directors

Camp Sunshine's Board of Directors is comprised of distinguished individuals and professionals dedicated to providing ongoing support to children with life-threatening illnesses and their families, and to maintaining fiscal responsibility and prudent stewardship of the organization's resources and assets.

Anna Gould Founder/Board Chair of Camp Sunshine, Retired Businesswoman, Resident of Florida.

Joanne Bean President and Chief Executive Officer

Ralph Heckert Senior Vice President, Shareholder, Family Office, Capital Group Companies, Resident of Florida.

Marcy Isdaner Owner, Camp Mataponi, Resident of Florida.

Jed Porta Partner, Migis Hotel Group, Resident of Maine.

Michael Rotondo CEO, Altitude Trampoline Parks, Resident of Georgia.

Dan Shaw Owner and Co-Founder of Shaw Brothers Construction, Inc., Resident of Maine.

Kevin Silverang, ESQ Managing Member, Silverang, Rosenzweig & Haltzman, LLC, Resident of Pennsylvania.

Joseph Tassone Secretary/Treasurer, Former Executive Vice President and Officer of Identiv, Inc., Resident of Massachusetts.

Michael Wisecup Commander, United States Navy, Retired, Resident of Maine.

Medical Advisory Panel

Camp Sunshine's Medical Advisory Panel is an interdisciplinary team of professionals that provides medical oversight for Camp Sunshine.

Keith Rosenberg, M.D Kelly Hudock, CRNP, DNP, CNE Christopher Turner, M.D Lisa Howell, LCSW Emma Murray, NP Anne Heros

Staff As of October 7, 2024

Leadership Team

JOANNE BEAN,

President & Chief Executive Officer jbean@campsunshine.org

Jamie Arcand Hospitality Coordinator

Darren Belliveau Activities & Facilities Coordinator

Teresa Blaschke Director, Corporate / Foundation Relations & Stewardship

Randall Breton Facilities Coordinator

Trica Burrell, RN, BSN, CEN Camp Nurse & Clinic Coordinator

Mary Ellen Cafiso Executive Administrator CALAS, Vice President, Development rcalas@campsunshine.org

& Activities

ROGER DENSMORE III,

Vice President, Finance rdensmore@campsunshine.org Vice President of Program Operations & New Business Development sfeyler@campsunshine.org

STEPHANIE

FEYLER.

steytereedinpsunsnine.

Penny Fox* Database Analyst

Zack Gray Facilities Coordinator

Rachel Jorge* Activity Assistant

Michele Malier Hospitality Coordinator

Bonnie Miller Volunteer Coordinator & Camp Store

Karla Moore Family Engagement Coordinator

In Memoriam

Lawrence Gould, PhD, Co-Founder of Camp Sunshine

David Frohnmayer, Esq.

Martin Grossman

Tim Porta

Albert Ragucci

David Hancock

Erna Viterbi

Joseph Pappalardo

Cory Small Director of Facilities

KAYLEY

WALKER.

Associate Vice President

of Communications

& Strategic Initiatives

kwalker@campsunshine.org

Lilly Souweine* Activity Assistant

Brandon Therriault* Activity Assistant

Sandy Therriault* Front Desk

Belinda Van Decker Facilities Administrator

Diane Ward* Master Gardener

*Part-time/Seasonal Staff

RUTH CALAS, D

Director of Volunteer Engagement

Margot Cosentino

Kitchen Manager & Chef

Dishwasher & Kitchen Prep

Katelyn Davis*

Travis Davis*

Sinari Diliiza*

Jenny Edwards

Jocelyn Ferland

Database Manager

Hospitality Coordinator

Prep Cook

Camp Sunshine's Manifesto

There are places where family can be found.

Not just those that share your home, but a different, bigger kind of family, too. A place where you all find yourselves at the same time, sharing your journey together. A journey that brings you close, and bonds you in ways that only family can.

You will find your family at Camp Sunshine. Old and new. A family that makes you feel at home, even when you're far away. Here at Camp Sunshine, we provide hope, joy and community through unique experiences for children with life-threatening illnesses and their families. With a sense of understanding and comfort that only family can offer. Comfort that gives you permission to have fun together. To show off your talents together. Laugh together. Play together. And make wishes together. Where a week can connect you for a lifetime. Where you keep in touch no matter where you are, or how long it's been. Where the day you leave, you talk about the day you'll come back. Where you treat each other... well, like family. Camp Sunshine is a special place where families find joy.

Where families find hope. Where families find family.



where families find family

