

# Impact Report

## 2023



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





## Letter from the President & CEO

This Impact Report highlighting Camp Sunshine's achievements for 2023 is being produced in 2024 – Camp Sunshine's 40th anniversary year! Throughout this publication, you will see our 40th anniversary logo used. This logo represents who we are and who we serve. The three doors at the center, mirroring the actual doors of our main building, visually symbolize the heart of our inclusive community. They represent our larger Camp Sunshine family, as well as our commitment to welcoming each member of the family.

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

Camp Association-International) and Camp Sunshine also once again received a 4-star rating (the highest possible rating) from Charity Navigator for sound fiscal management and transparency, as well as Candid's (formerly GuideStar) Gold Seal of transparency for fiscal management. Another exciting achievement was 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*

Joanne Bean  
President & Chief Executive Officer



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## 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.



**Dedication**

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.



# Forever Fund



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.

Estate of Harold E. Asbury  
Dana E. Baratta Family Trust  
Estate of Clayton W. Belyea  
Estate of Shelton A. Brooks  
Estate of Thomas A. Capobianco  
Nelson Davidson  
Estate of Katherine Derrig  
Estate of Margaret Arlene Edwards  
Estate of Carolyn B. Foster  
Estate of Harry M. Fouts  
Estate of Ruth Fuller  
Estate of Jacqueline Giorgi  
Sophie Godon  
Estate of Charles Gow, Jr.  
R. Milton Gray  
Estate of Elizabeth C. Hodson  
Dr. Johnson's Camp Endowment Fund  
Estate of Harold C. Johnson  
Estate of Theresa E. Johnson  
Richard F. Kezer and Family  
Kelso Fund

Wendy Klodt Revocable Trust  
Estate of Francis X. Langlois  
Estate of Joseph A. Libbey  
Estate of Priscilla Morang  
Estate of Brenda V. Nelson  
Estate of Dorothy M. Presada  
Diane & Bobby and Purkey  
Estate of Rebecca Reap  
Estate of Donald K. Saunders  
Eleanor C. Saunders Trust  
Bryon Schiffres and Family  
Estate of Frances A. Schroyer  
Estate of Elizabeth Sibley-Saltonstall  
Estate of Robert B. Sperling  
Estate of Mary E. Stacy  
Estate of Charles Joseph Turner  
Estate of Pauline Von Herten  
Estate of Dorothy H. Webber  
Welch Family Trust  
Paul C. Witzgall Living Trust

# 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."

"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 volunteers and staff here are amazing. Their kindness and support are the purest thing I have ever seen."

"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!"

"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."

"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."

"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."

"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 own way."

"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 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."

"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 families is something we will carry home with us."





**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

**10,000** contributing donors  
like you!



volunteers  
needed to  
help spread  
sunshine!



year-round  
programs



**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](http://campsunshine.org)**

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

**recognized by**



# Thank You, 2023 Volunteers!



Elizabeth Adam  
Kimberly Adam  
Deepthi Adhavan  
Ananya Aggarwal  
Godsdelight Agoha  
Brenda Allair  
Joelle Altman  
Jonathan Altman  
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Morgan Arthurs  
Chuck Bagdasarian  
Nancy Bajek-Curran  
Glen Baldi  
Carmen Ballantine  
Brianna Barker  
Ellie Batchelder  
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Dee Beech  
Donna Beech  
Martin Beech  
Idalia Beerman-Rodriguez  
Zachary Bellavance  
Darren Belliveau  
Caitlin Beranger  
Philip Beranger  
Ella Berger

Skye Bergh  
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Doug Bonacum  
Kimberly Bonacum  
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Madison Boulay  
Denis Boulos  
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Sofia Branco  
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Keenan Vance  
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Zoe Vance  
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Sofia Velastegui  
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Hannah Villeneuve  
Kaitlin Volpe  
Alexandra Vorlicek  
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Tina Welliver  
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Benjamin Wheeler  
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Nicholas Wheeler  
Sue Wheeler  
Lauren Whitehead  
Linda Williams  
Chuck Willis  
Nate Winslow  
Saran Wiroadpaisit  
Ali Woltering  
Erin Wood  
Chase Woodward  
Alyssa Wright  
Albert Wu  
Kit Yan  
Jessica Young  
Susan Zarate  
Dany Zember  
Madeleine Zember



# 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 life-threatening illness? Please tell them about Camp Sunshine!



## 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.



## 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



## 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 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.



## 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.



## 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.



## 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 long-lasting 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/bench-donation-program](https://campsunshine.org/giving/bench-donation-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



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!





# 2023 Donors

## \$100,000 & ABOVE

The Orokawa Foundation  
Tap Cancer Out, Inc.  
Texas Roadhouse Intermediary LLC  
Vertex Foundation

## \$50,000 & ABOVE

Anonymous (1)  
Acorn Hill Foundation, Inc.  
Cornelia Cogswell Rossi Foundation, Inc.

## \$25,000 & ABOVE

Anonymous (1)  
The Capital Group Group Companies  
Charitable Foundation and Ralph Heckert  
Anita A. Detert  
Christopher A. Foley Memorial Golf Tournament  
Anna M. Gould  
L.L. Bean, Inc.  
S/A Maraia Charities  
Constance O. Putnam Foundation  
Lawrence J. & Anne Rubenstein Foundation  
Anne and Don Vermeil  
Selden Von Herten Charitable Foundation

## \$10,000 & ABOVE

Anonymous (5)  
Abbott Diagnostics Scarborough, Inc.  
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Cianbro Charitable Foundation  
Copeland Family Foundation, Inc.  
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DCU For Kids  
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Industrial Solutions, Inc.  
Dr. Johnson's Camp Endowment Fund  
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NAPA Maine Distribution Center  
New England District of Key Club  
The Steven M. Perez Foundation  
Phi Sigma Sigma Zeta Zeta Chapter  
Point Sebago - Venture I, LLC  
Mr. and Mrs. Arthur J. Remillard, III - JMM Foundation  
The Reny's Charitable Foundation  
Janice Roy  
Gary Saltz Foundation, Inc.  
Shaw Brothers Family Foundation, Inc.  
Silverang Rosenzweig & Haltzman, LLC  
Claudia and Kevin Silverang  
Trucking 4 Kids Convoy

Vesper & Co. Int LTD dba Massena LAB  
Weston High School

## \$5,000 & ABOVE

Anonymous (2)  
Academy Mortgage Corporation  
All States Materials Group  
Audet Enterprises LLC  
Avangrid Foundation, Inc.  
Sharon and Christopher Brezski  
Broadway Gardens, Inc.  
Ronald L. Caplan  
Sarah and Peter Carpenter  
Chadwick-Baross, Inc  
Janemari and Brian Chateauvert  
Cobbossee Colony Golf Course  
Cogswell Benevolent Trust  
Compromise Quinby Taylor Educational Foundation  
Donna and Michael Corbat  
Cross Financial Corp.  
Commander Chase and Mrs. Judy Donaldson  
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Dunkin'  
Toni and Gerry Dunleavy  
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Steve Zhou  
Todd Zwigard



**If we have inadvertently omitted your name or if your name is displayed incorrectly, please let us know and accept our sincerest apologies.**

## 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	\$2,999,748
Accounts/Contributions Receivable	\$305,368
Inventory	\$101,788
Land, Property, & Equipment	\$7,762,310
Investments	\$28,167,022
Total Assets	\$39,336,236

## Liabilities and Net Assets

Accounts Payable	\$211,360
Net Assets (unrestricted)	\$19,201,997
Net Assets (restricted)	\$19,922,879
Total Liabilities & Net Assets	\$39,124,876

## Statement of Activities

### Operating Support and Revenues

Contributions	\$2,023,221
Donated Goods and Services	\$81,344
Special Events Income	\$1,037,128
Souvenir Sales	\$22,755
<b>Total Operating Support and Revenue</b>	<b>\$3,164,448</b>

### Operating Expenses

Program Services	\$2,429,471
Management and General	\$329,764
Fundraising	\$553,419
Total Operating Expenses	\$3,312,654
<b>Income from Operations</b>	<b>\$(-148,206)</b>

### Non-Operating Support, Gains, and Losses

Contributions	\$57,355
Net Realized & Unrealized Gains (Losses) on Investments	\$2,101,419
Total Non-Operating Support, Gains, and Losses	\$2,158,774
Change in Net Assets	\$1,446,308



# 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.

## 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**

# 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

**RUTH CALAS,**

*Vice President, Development*  
rcalas@campsunshine.org

**ROGER DENSMORE III,**

*Vice President, Finance*  
rdensmore@campsunshine.org

**STEPHANIE FEYLER,**

*Vice President of Program Operations & New Business Development*  
sfeyler@campsunshine.org

**KAYLEY WALKER,**

*Associate Vice President of Communications & Strategic Initiatives*  
kwalker@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

### Margot Cosentino

Director of Volunteer Engagement & Activities

### Katelyn Davis\*

Kitchen Manager & Chef

### Travis Davis\*

Dishwasher & Kitchen Prep

### Sinari Diliiza\*

Prep Cook

### Jenny Edwards

Hospitality Coordinator

### Jocelyn Ferland

Database Manager

### 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

### Cory Small

Director of Facilities

### 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



# 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



[campsunshine.org](http://campsunshine.org)