



CAMP SUNSHINE®
A ray of hope for children with cancer.™

A Year of Sunshine

2023 ANNUAL REPORT





Dear Friends,

The title of our Annual Report, “A Year of Sunshine,” truly captures the full scope of what Camp Sunshine offers the children and families we serve. While summer camp has been our flagship program since 1983, today you’ll find Camp Sunshine’s programs in full swing **all year long**.

We are proud to share this report with you, highlighting the remarkable impact of Camp Sunshine’s mission in 2023. Within these pages, you’ll discover how our year-round programs extend the magic of camp beyond the summer.

Throughout the year, Camp Sunshine programs supported our community of camper families and created joyful moments in numerous ways:

- In hospitals, in both Savannah and Atlanta, we conducted 1,741 patient visits and activities.
- We hosted nine weekend camp retreats for families, teens, and siblings.
- We welcomed families to four seasonal gatherings at the Camp Sunshine House.
- The Sally J. Hale Scholarship was awarded to 34 former campers.
- Savannah-area families enjoyed connection through nine regional programs.
- Over two magical weeks in June, 148 campers ages 7-18 took part in summer camp.

2023 was also a time for our organization to focus on the future after celebrating our 40th anniversary. We developed a new five-year strategic plan that focuses on our commitment to being the premier provider of programs for children with cancer in Georgia. Last year, Sally Hale announced her retirement after serving as Executive Director for 36 years. The strong foundation she helped build for our organization, along with the dedicated staff team she led, will continue to propel Camp Sunshine into the future.

Camp Sunshine’s mission is sustained and made possible through the generosity and support we receive from our community of donors, volunteers, and partners. We are deeply grateful for all the ways that you help Camp Sunshine provide a ray of hope, all year long.

Thank you!
Gary Palgon, 2023 Board Chair



“There are not enough words of gratitude from our family to Camp Sunshine. He is already talking about next Summer. Thank you for giving him a safe place to cope and find his new “self”.”



“Camp Sunshine is home. It’s safe. It’s joy. It’s like a giant hug. It’s a place to be your authentic and unapologetic self. It turns differences into strengths. It’s forever friendships. It’s a shining light through darkness. Love is Camp Sunshine!”

2023 by the Numbers

Camp Sunshine provided 65 programs for 385 campers and their families, for a total of 5,465 participants across all programs held last year.



Camp Programs

- 2 Weeks of Summer Camp for 148 campers
- 5 Family Camp Weekends for 108 families
- 2 Teen Retreat Weekends for 56 campers
- 2 Sibling Camp weekends for 77 campers



Hospital Outreach

1,741 patient visits and activities provided to children being treated at:

- Children's Healthcare of Atlanta
- Dwaine & Cynthia Willett Children's Hospital Of Savannah
- Emory Proton Therapy Center



Support and Educational Programs

- 9 sessions of Remember the Sunshine bereavement support group
- Planning for college workshop for 30 participants
- Holiday assistance provided for 25 families
- Family photo sessions for 12 families
- Sally J. Hale Scholarship Fund awarded 34 college scholarships to 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:

- 97% of parents said that their child came home feeling proud about something they did at camp
- 100% said they would want their child to attend future Camp Sunshine programs
- 100% of campers said they developed friendships, felt safe, and achieved specific program goals

Volunteer Training and Continuing Education

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

Recreational Programs

- 2 weeks of summer camp
- 5 Family Camp weekends
- 2 Teen Retreat weekends
- 2 Sibling Camp weekends
- 10 family day programs/events around communities in GA
- Fall Festival, Spring Fling, and Seasonal Sunshine - Thanksgiving Dinner at the Camp Sunshine House
- Monthly Virtual Bingo



Savannah Programs

- Hockey Classic
- Oatland Island
- Dolphin Boat Adventure
- Pooler Fun Zone
- Wild Adventures
- Gingerbread Party
- And more!

For the tenth 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.



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

“Camp Sunshine is such a GIFT to our family!! My son has additional medical needs outside of those related to cancer, and I never thought he would be able to attend summer camp. Not only was he well cared for, he had a BLAST and learned some new things about himself. He interacted with other teens who have been “through some stuff” as he put it. It was an all-around excellent experience for him. He can't wait for next summer!”

- A CAMPER PARENT

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“ Since 1999, Camp Sunshine has been part of our family. Even after our daughter Stephanie passed away in 2005, Camp was still there to support our family with bereavement activities and camps. I am not sure how our family would have survived our childhood cancer journey without Camp Sunshine.

When I retired in 2018 my financial planner said it was time to create a will. My first thought was I want to be able to give to my family, our two daughters, as well as Camp Sunshine. That is what Stephanie would have wanted. We have been blessed to benefit from Camp Sunshine and it is my hope and dream that this program can continue to benefit families.”

- PATTI AND STEVE PHILLIPS
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“Camp Sunshine is truly a place where our daughter can be herself, where everyone is loved, accepted and supported. It's truly a special place to be!”

- A CAMPER PARENT

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“The cancer journey is all highs and lows, but here, it's all sunshine.”

- A CAMPER



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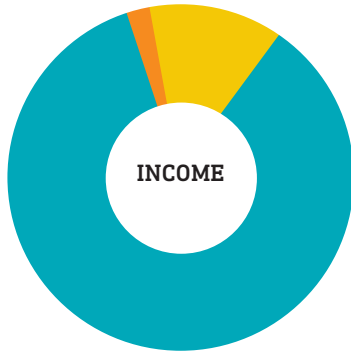
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“It is a relief to know there is a safe place for my child to be with people who understand the whole pediatric cancer journey.”

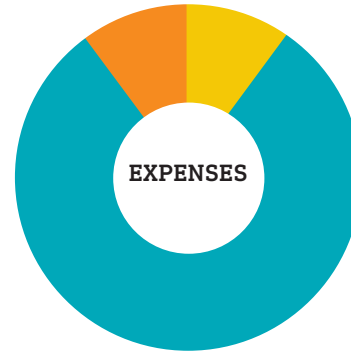
- A CAMPER PARENT

2023 FINANCIAL HIGHLIGHTS



INCOME: \$2,874,999

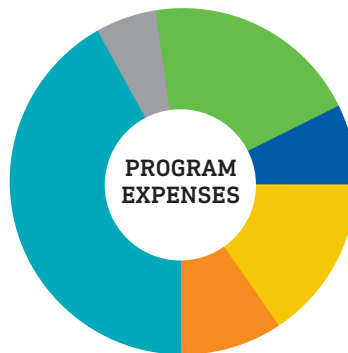
- 86% - Contributions
- 12% - Special Fundraising Events - less direct expenses
- 2% - Other



EXPENSES: \$2,717,120

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

PROGRAM EXPENSES



■ 40% – Summer Camp

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

■ 18% – Other Programs

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

■ 23% – Family and Sibling Programs

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

■ 8% – Publications and Communications

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

■ 6% – Camp Sunshine House and Regional Programs

- Remember the Sunshine Parent Support Groups (virtual)
- Family Bingo - virtual
- Family Night Dinners
- Spring Fling
- Planning for College - teens and parents
- Fall Festival
- Savannah Family Programs
- Regional Events around Georgia
- Family Photos
- Holiday events located around Georgia
- Family Gingerbread party (virtual)

■ 5% – Teen Programs

- 2 Teen Retreat Weekends

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“ If I could have one single weekend on repeat it would be our family camps with Camp Sunshine. This is our third time going and every single time we leave feeling stronger, more capable, and ready to embrace the next 6 months. It's the family we never knew we needed. It's siblings to my kids that they didn't know they needed and it's healing every dang time. It's a time to regroup and relax and enjoy letting go of the expectations and exhaustion.”

- A CAMPER PARENT

CAMP SUNSHINE PROFESSIONAL STAFF

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