

CAMP SUNSHINE MOMENTUM

Fall
2011

“Let The Sun Shine All Year” \$14.5 Million Endowment & Capital Campaign Surpasses \$11.3 Million



Guests enjoy the dedication of the *Orokawa Foundation Family-Volunteer Center*.

Photo Courtesy of A.J. Cincotta-Eichenfield

Giving Back

Camp Sunshine is proud to announce the recent opening of the *Orokawa Foundation Family-Volunteer Center*. Designed primarily for families who participated in the program, and now are returning to volunteer, the new rooms and lounge have won high praise.

Years ago, long before the November 1, 2010 ground breaking, it became clear that Camp Sunshine would need this new home at its campus for families returning as volunteers. The support and love Camp Sunshine families add to the program as volunteers is indescribable and invaluable to all.

The facility was constructed in a mere six months, most of that time under extreme winter conditions. Despite
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Camp Sunshine topped a list of non-profits receiving Charity Navigator's top 4-star rating recently, ranking 1st in Maine, and 39th in the nation.

This rating from the nation's leading charity evaluator provides a strong indicator that Camp Sunshine executes its mission in a fiscally responsible way, and continues to outperform most other charities across the country.

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OROKAWA FOUNDATION FAMILY-VOLUNTEER CENTER



Photo Courtesy of A.J. Cincotta/Eichenfield

Camp Sunshine Family-Volunteer Dads cut the ribbon to officially open the *Orokawa Foundation Family-Volunteer Center* with Psychosocial Director, Nancy Cincotta; Founder, Anna Gould; and Board President, Bill Drapeau.

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the weather, construction proceeded at a speedy pace, completing our Founders' vision of adding this opportunity for families to return and give to other families.

Camp Sunshine thanks all involved in the project for their hard work and diligence. We are also most grateful to the Orokawa Foundation for their investment and immense support. Because of their generosity, Camp Sunshine is more special than ever. The atmosphere has changed for the better now that we can welcome back more families as volunteers; sharing their stories, warmth, and compassion with other families.

The Orokawa Foundation Gifts Another \$300,000 – Completes Funding of New Family-Volunteer Center

Gift Brings The Foundation's Total Endowment & Capital Investments To Over \$2 Million

This past June, the Orokawa Foundation surprised Camp Sunshine yet again with another incredibly generous investment, helping to close out the fundraising for the new family-volunteer center dedicated in its name. Of the \$1.25 Million total project cost, the Orokawa Foundation was responsible for \$1.05 Million, including this recent gift. Additionally, the Foundation has contributed gifts totaling \$1 Million toward Camp Sunshine's endowment fund.

Founded by a past Camp Sunshine family, the Orokawa Foundation investments are all the more meaningful to Camp Sunshine. Through their support, countless other families will benefit for years to come.

LETTER FROM A VOLUNTEER FAMILY

Dear Orokawa Foundation,

Thank you so very much for your wonderful generosity which is making our Camp Sunshine experience such a beacon of light in our lives!

My husband Marty, son David and I have been delighted to be the first people to stay in unit V29 of the beautiful and impressive

new Family Volunteer building.

Last week we also had two teens from our church, a boy and a girl, with us for their first Camp volunteer experience. This two-bedroom, two-bathroom unit made it possible for the five of us to easily stay together, with

the girl and I sharing one bathroom and the two boys sharing the other with my husband.

Far more than the obvious logistics, however, is the loud and clear message of welcome and acceptance that the presence of this new building sends.

Camp Sunshine was a very nurturing and upholding retreat for us in 2004, 2005, and 2006 when we attended brain tumor sessions with our son and brother Jonathan. Jonathan's death in 2007, just after his fifteenth birthday, marked our transition into Camp's bereavement session, which we have attended each May since then. Camp became the place where we would

realize that there are many families like us who live through the greatest imaginable loss.

Camp Sunshine, more than any other place, has offered us the support and the tools to cope with adversity. The appearance of the new family volunteer building has touched the depth of our

hearts, giving new meaning to the concept of "home". It means that even though our son and brother lost the battle with a brain tumor, we will never lose this outstanding community of love, acceptance, health, and support.

Camp Sunshine truly remains Jonathan's great gift to us. Your

generous financial support enables us to hold onto this most precious gift, and we thank you deeply.

Our love and gratitude,

*The Beech Family
Donna, Marty, and David*



Photo Courtesy of Camp Sunshine

UNDERWRITING GIFTS & OPPORTUNITIES

Shaw Brothers Construction and Lauren's First & Goal Foundation Each Give \$50,000 to Underwrite Rooms in the New Orokawa Foundation Family-Volunteer Center

L Lauren's First & Goal Foundation has been supporting Camp Sunshine since 2006, and made the first commitment to endow a suite in the new *Orokawa Foundation Family-Volunteer Center*. Founded by Campers, the Loose Family, it was fitting that this organization endowed the first room in the new volunteer center, the majority of which was also funded by a past Camp Sunshine family.

Lauren's First & Goal Foundation initially started funding Camp Sunshine pet therapy programs, and when the Brain Tumor program needed support they were there to lend a hand. They reached a new height with the most recent gift of endowing a suite. Given Lauren's interest in therapy dogs, the *Lauren's First & Goal Suite* will provide housing to the special canine volunteers and their families when they volunteer at Camp Sunshine. This means our friends Rocky and Max will each have a home at Camp when they visit with their owners.

D Dan and Jon Shaw of Shaw Brothers Construction have been investing generously in Camp Sunshine's facilities and future for several years now. Many of you may recall their significant gift of \$250,000 toward the addition of the *Shaw Brothers Construction Second Floor* onto the *Viterbi Family Activity Center* here at Camp which was completed in 2008. Dan is a Camp Sunshine board member, and he and brother Jon have been actively supporting Camp Sunshine since before the campus was completed in 2001. In fact, Dan and Jon pitched in with labor and some extra management support in the final days of campus construction, and since then, have leveraged their resources and relationships to help with various other needs here at Camp. This most recent gift is proof of their continued and unyielding commitment to ensuring that Camp Sunshine can always be here as a resource to families throughout every step of their journey.



Photo Courtesy of A.J. Cincotta-Eichenfield

Camp Sunshine Family-Volunteers help open the *Lauren's First & Goal Suite*.

Available Underwriting Opportunities

Endow A Session at Camp.....	\$1,000,000
Elevator.....	\$50,000
Front Porch.....	\$50,000
Family Suites.....	\$50,000
Volunteer Suites.....	\$50,000
Endow A Family Sponsorship.....	\$25,000
Adult Craft Room Furnishings.....	\$15,000
Executive Office Furnishings (6).....	\$5,000

To learn more about how you can underwrite and name one of these or other spaces, please contact a member of our development team at (207) 655-3800.

Thanks to Continued Donor Investments, the Future of Camp Sunshine's Programs is Becoming More Secure

While underwriting capital projects and spaces at Camp Sunshine has been an important priority, the endowment of programs is critical to securing the future of Camp Sunshine. In our last endowment and capital campaign newsletter, we wrote about recent gifts of \$100,000 each from the Viterbi Family Foundation and from Have A Chance, both designated towards the endowment of Camp Sunshine's brain tumor program. Since that time, and in the pages that follow, we have received more investments from other donors committed to helping us continue this important program.

Over the years, a popular giving option for donors has been the endowment of family sponsorships. This has allowed donors the opportunity to guaran-

tee that families can find hope and respite at Camp Sunshine for years to come, in perpetuity. It also provides the double benefit of affording Camp Sunshine the ability to plan its programming into the future, and better schedule the expansion of the program, knowing that there is a solid foundation upon which to build. In these uncertain economic times, this level of stability is more important than ever.

If you are interested in learning more about how you can help endow a family sponsorship, and/or a specific program, please call Camp Sunshine's executive director Matthew M. Hoidal, Esq., to arrange a discussion.



Photo Courtesy of Camp Sunshine

The Teen Group poses for a photo during the July Brain Tumor session sponsored by the Hermann Foundation.

ENDOWING PROGRAMS

The Hermann Foundation Helps to Secure the Future of Camp Sunshine's Brain Tumor Program

Pledges Additional \$200,000 Toward Endowment, While Sponsoring Another Week at Camp in 2011

In the Fall 2010 Momentum endowment and capital campaign newsletter, Camp Sunshine's Psychosocial Director, Nancy Cincotta, M.S.W., M.Phil., wrote about the growth of programming for children with brain tumors and their families, and our efforts to raise the funds needed to expand the program and secure its future. Various donors were recognized for their support of this critical program over the years, including the Hermann Foundation.

Having sponsored a full week at Camp for families of children with brain tumors for several years, the Hermann Foundation has become very aware of the importance of this program and the need for its continuation here at Camp Sunshine. To help secure its future, the Foundation recently pledged a new gift of \$200,000 towards the endowment of the program, in addition to their previous endowment gift of \$100,000. Meanwhile, the Hermann Foundation also continued their annual support of Camp Sunshine, with an additional gift to Camp Sunshine in 2011 to sponsor one of the July brain tumor sessions in its entirety. A letter from one of the families who benefited from this support is featured on the next page.

Help Provide Rays of Sunshine for Families of Children with Life-threatening Illnesses

Please use the enclosed remittance envelope to send in your endowment contribution or pledge today. Or to learn more about how you can make a lasting impact on the future of Camp Sunshine's program and the families it serves, please call Camp Sunshine's Executive Director Matt Hoidal at (207) 655-3800.



Photo Courtesy of Camp Sunshine

Camper Ellie sings "Celebrate Good Times" in the Talent Show.

Anonymous Gift of \$50,000 Helps Secure Brain Tumor Program And Matching Funds

Earlier this year, we received a very generous gift of \$50,000 from a donor who has already invested \$50,000 in Camp Sunshine's endowment. Wishing to remain anonymous, this individual asked that we use the gift where it's most needed. Given Camp Sunshine's focus on building its endowment and securing the future of its programming, we chose to direct the support toward the endowment of the brain tumor program, and a challenge grant offered by another generous donor. With this and other support secured over the past several months, Camp Sunshine is close to securing an additional grant of \$100,000 from the Skirball Foundation (for more about this matching opportunity, please see page 9).

LETTER FROM A FAMILY SPONSORED BY THE HERMANN FOUNDATION

Dear Hermann Foundation,

I cannot thank you enough for sponsoring our family for a brain tumor session at Camp Sunshine. Our stays at Camp Sunshine have become a necessary part of our lives.

My daughter, Hailey, was diagnosed with a pilocytic astrocytoma in her brain stem. She has been fighting this tumor for 12 of her 13 years here on earth. It has been an extremely difficult 12 years filled with numerous surgeries and too many chemotherapies to name. As her doctors have stated, her tumor has become a chronic condition that has caused numerous, obvious, secondary conditions. I have little to no emotional support at home. Hailey feels that she cannot relate to her normal peers. Her little brother, Zach, is frequently left with little attention.

Camp allows us to find the emotional support we need, make connections with others who understand and relate to us, and to have so much fun and let go of our stress for just a little while. I have been able to find the emotional support I desperately needed. I don't just consider these people friends – they are our family. Hailey now has friends that she can relate to and they love her for who she is (they overlook what cancer has done to her body). Zachary has found friends that he can talk to, have fun with, and cry with. Without Camp our family may have fallen apart.

Thank you from the bottom of my heart for allowing this. Without your generosity none of it would have been possible.

*Sincerely,
Lisa, Hailey and Zach*



Photo Courtesy of Camp Sunshine

ENDOWING ENTERTAINMENT

Help Add Magic To The Program: \$500,000 Needed to Endow all Entertainment

Every session, and in all seasons, Camp Sunshine provides entertainment, which adds to the fun and magic of the program. From jugglers on the first night of camp, to karaoke at the parent gourmet dinners, and horse-drawn carriage and sleigh rides in the fall and winter, and everything in between, there are costs associated with each of these. Endowing these events and activities provides a unique opportunity for a donor to bring joy into the lives of families facing life-threatening illnesses. We present the following examples to help illustrate the range of opportunities available:

Family Entertainer: \$250 x 30 Sessions = \$7,500 Annually.....\$150,000 Endowment

On the first night of every session, families and volunteers are welcomed to Camp by a wonderful entertainer who juggles or performs magic tricks. It allows for some “family fun” and time to relax with other families and volunteers. This is where the “magic” starts.

Karaoke – Parents’ Only Dinner: \$200 x 25 Sessions = \$5,000 Annually.....\$100,000 Endowment

This is a chance for parents to enjoy rare time to talk with other parents, sing a few karaoke songs and laugh and relax for the first time in a long time. While parents are enjoying their dinner, they know that their children are being well cared for by many amazing, loving, and caring volunteers.

Children’s Entertainer: \$200 x 25 Sessions = \$5,000 Annually.....\$100,000 Endowment

While parents are enjoying their special dinner, their children are being well cared for by our wonderful volunteers. The nursery, tot lot and 6-8 age group enjoy a performance by Mad Science, where they learn fascinating science facts and witness some cool experiments. When Mad Science isn’t around, live owls and reptiles are the focus of a “show-and-tell” event in which the children can see these creatures up close.

Yoga – Reiki – Massage: \$150 x 30 Sessions = \$3,500 Annually.....\$75,000 Endowment

Because parents deal with so much stress and worry while they are at home, we want them to relax and enjoy themselves to the fullest at Camp. By bringing in experienced massage, reiki, and yoga practitioners, families have the opportunity to soothe their tired souls and rejuvenate their spirits.

Horse-Drawn Carriage/Sleigh Rides: \$375/day x 6-7 Sessions = \$2,500 Annually.....\$50,000 Endowment

Winter and Fall sessions at Camp Sunshine wouldn’t be complete without horse-drawn carriage and sleigh rides. Picture the fall foliage of orange, red and yellow leaves all around as families take a ride around the stunning campus, or the snow falling on the children’s eyelashes as they enjoy the enchantment of winter.

DJ – Masquerade Night: \$50 x 25 = \$1,250 Annually.....\$25,000 Endowment

Kids, parents, volunteers, and staff strut their stuff in colorful and wild costumes as the DJ spins some dancing tunes. It’s a night to let loose with many new and familiar faces in a fun and inviting atmosphere.

Did You Know?

The many special opportunities provided for families to simply “have fun” are a very important component of the Camp Sunshine program. These activities are supported by other annual income, which, in addition to family sponsorship support, includes donations from special events, individual, civic, foundation, and corporate donations. By endowing entertainment, you can help subsidize the cost of treating every child with a life-threatening illness and his/her family to the magic of Camp Sunshine and help secure the future of this unique program.

Announcing Two Matching Challenges

Camp Sunshine has had success with matching challenges throughout its “Let the Sun Shine All Year” \$14.5 Million Endowment & Capital Campaign, which started with a \$2 Million matching challenge offered by founders Anna Gould and Larry Gould. Thanks to the generosity of various donors, this challenge, and others to follow (offered by the New Balance Foundation and the John T. Gorman Foundation), were completed with similar success. To help keep the momentum moving, two other donors each recently offered Camp Sunshine the following new matching challenges.

Orokawa Foundation Offers \$165,000 Match for Land Purchase and Development

Camp Sunshine recently received a \$165,000 capital project matching challenge offered by the Orokawa Foundation. Stay tuned to future newsletters and updates for more information about this exciting opportunity.

Skirball Foundation Offers \$100,000 Challenge for Endowment of Brain Tumor Program

As discussed earlier in this newsletter, Camp Sunshine has secured important financial support towards the endowment of its brain tumor program. To help further this effort, the Skirball Foundation has offered a \$100,000 challenge. As part of the challenge, Camp Sunshine must reach \$650,000 raised toward brain tumor endowment by December 31, 2011. To date, Camp Sunshine has raised \$560,000, leaving a balance of \$90,000 to be raised to trigger the \$100,000 gift from the Skirball Foundation.

To learn more about either of these projects and opportunities, please contact Camp Sunshine’s executive director Matthew M. Hoidal, Esq. at (207) 655-3800



Families enjoying entertainment and fun-filled activities at Camp Sunshine during all seasons.

GIFTS & COMMITMENTS *

[Campaign includes endowment, the construction of the *Orokawa Foundation Family-Volunteer Center*, and the *Shaw Brothers Construction Second Floor* addition onto Camp Sunshine's *Viterbi Family Activity Center* (completed in 2008).]

Gifts of \$25,000 and over as of August 2011

The Orokawa Foundation.....	\$2,050,000
Anna M. Gould	\$1,000,000
Dr. Lawrence Gould.....	\$1,000,000
The New Balance Foundation.....	\$500,000
Estate of Katherine Derrig.....	\$400,000
John T. Gorman Foundation.....	\$350,000
Shaw Brothers Construction.....	\$300,000
The Hermann Foundation.....	\$300,000
The Barovick Family Foundation.....	\$250,000
Alison & Gary Lieberman.....	\$250,000
The Viterbi Family Foundation.....	\$250,000
TD Bank Charitable Foundation.....	\$200,000
Joan & Bill Drapeau.....	\$150,000
Life is good.....	\$150,000
The Skirball Foundation.....	\$150,000
The Hannaford Charitable Foundation & Hannaford Supermarkets	\$150,000
Joey's Polar Plunge Endowment Fund.....	\$157,000
Carol Hancock, Carol J. & K. David Hancock Charitable Trust, Alison & Kevin Hancock, & Hancock Lumber.....	\$125,000
Anonymous.....	\$100,000
Nancy & Morris W. Offit.....	\$100,000
The Sol & Margaret Berger Foundation.....	\$100,000
Have A Chance	\$100,000
Jack's Magic Bean Fund- The Ramsden Family.....	\$100,000
The Anne Griffin Herrick Endowment Fund.....	\$85,000
The Sportshoe Center Maine Marathon.....	\$85,000
Laurie & David Sukoff.....	\$75,000
Estate of Shelton Brooks.....	\$74,000
The Thomas F. Staley Foundation	\$72,000
Camp Mataponi - Marcy & Dan Isdaner.....	\$65,000
The Katie Vashon Endowment Fund.....	\$63,000
Arline M. & Clayton W. Belyea Endowment Fund.....	\$60,000
Acorn Hill Foundation	\$50,000
The Amanda Martin Endowment Fund	\$50,000
The Buller Family Foundation	\$50,000
Nancy Cincotta, M.S.W., M.Phil & Andrew Eichenfield, M.D.	\$50,000
Lauren's First and Goal Foundation.....	\$50,000
Kidney Foundation of Connecticut.....	\$50,000
The F.M. Kirby Foundation.....	\$50,000
Tzell Travel Group.....	\$50,000
The Zobel Foundation.....	\$50,000
The Ron & Julie Eby-Windham Automotive Endowment Fund.....	\$50,000
Guests of Migis Lodge-Brick Walkway Sections.....	\$50,000
Oakhurst Dairy.....	\$40,000
Walmart Foundation	\$35,000
The Jason Chapman Endowment Fund.....	\$33,000
The William J.J. Gordon Trust.....	\$32,000
The Anna Gould & Larry Gould Endowment Fund.....	\$30,000
Billy Burchard Foundation.....	\$25,000
Elmina B. Sewall Foundation.....	\$25,000
Carol & Ted Levy.....	\$25,000
Mattina R. Proctor Foundation.....	\$25,000
Milton Gray.....	\$25,000
The Harold Greenberg Endowment Fund.....	\$25,000
Carol & Robert Weissman.....	\$25,000
The Shawnee Peak & Homer Family Endowment Fund.....	\$25,000
Scheerer Family Foundation Endowment Fund.....	\$25,000
The Sasser Family	\$25,000
Sweet Virginia Foundation.....	\$25,000
Dana & Donald Toms.....	\$25,000
Wadsworth Golf Charities Foundation.....	\$25,000
Subtotal.....	\$9,856,000
Misc. endowed funds prior to Campaign.....	\$1,250,000
Brick Walkway Matching Challenge.....	\$250,000
Total.....	\$11,356,000

The Sunshine Society

\$5 Million & Above

Anna M. Gould
Dr. Lawrence Gould

\$1 Million & Above

Camp Sunshine Polar Dips
Camp Sunshine Pumpkin Festivals
The Orokawa Foundation
Guests of Point Sebago Resort
Tropical Smoothie Café
Viterbi Family Foundation

Camp Sunshine has recently created this new category of recognition, whereby donors who have given a total of \$1 million or more since Camp Sunshine's inception in 1984 are recognized, regardless of the campaign or purpose to which they gave.

The Forever Fund

Estate Gifts*

Estate of Katherine Derrig - \$414,000
Estate of Shelton Brooks - \$72,000
Estate of Clayton Belyea - \$60,000
Estate of Joseph Alfred Libbey - \$46,000

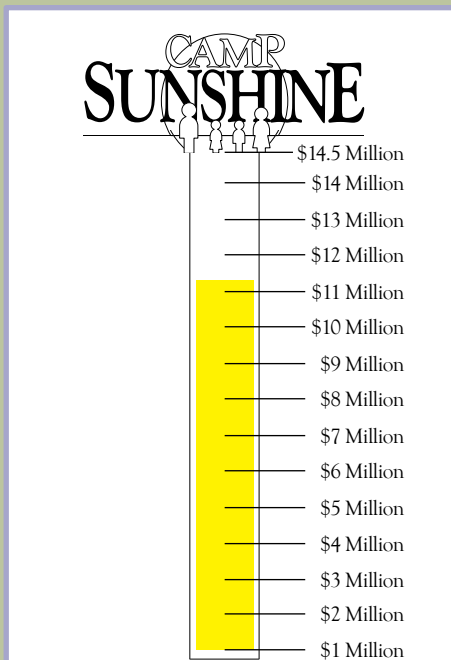
Gifts of Life Insurance

Stephen & Gail Brickel - \$100,000

Camp Sunshine's Forever Fund offers special recognition for those generous individuals who choose to include the Camp in their wills and through other types of planned gifts. These gifts allow Camp Sunshine to build its Endowment Fund and solidify its base for the future.

* Recognition 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 planning, please let us know. If you would like to learn more about how to make a planned gift, please call Matt Hoidal at (207) 655-3800.

Let The Sun Shine All Year \$14.5 Million Endowment & Capital Campaign



Howie and Emily and their children smile with their service dog during a camp session.

Photo Courtesy of Camp Sunshine



35 Acadia Road
Casco, Maine 04015

www.campsunshine.org
(207) 655-3800



Photo Courtesy of Camp Sunshine

Campers Sophie & Ava pose with big smiles for a photo by Mike from Monsters Inc.



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