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Lots to Smile About!
By Matthew M. Hoidal, Esq., Executive Director

As Camp Sunshine approaches its 30th birthday in 2014, we are smiling with excitement. That crossover from one decade to the next is always a major milestone for any individual, and for an organization as unique as Camp Sunshine, its historic magnitude is amplified by the thousands of lives that have been positively impacted over the years.

If we could play back the laughter, the stories, the love-cup trophy winner announcements, the wish boat ceremonies, and the end-of-week slideshows, the colors and emotion would be more magnificent and powerful than any masterpiece painting, song, or stage play. Here at Camp Sunshine, the moments and emotions of real life are powerful.

This magic is made possible by so many wonderful, caring, and generous volunteers, donors, professionals, and our dedicated and compassionate board and staff. As we have in past newsletters, we pay tribute to some of these. Most of all, we give thanks to the families who entrust us to care for them, cry with them, and smile with them.
What Sustains Camp Sunshine? Camp's Superheroes...
By Anna M. Gould, Founder & Board Chair

Camp Sunshine is a place of many things. Commitment is one of them. When you look around, you see that this theme prevails in every aspect of Camp. It is a place where if you have been involved for 10 years, you are still new, and where you can expect to be involved for many years to come. It is a place where stories from the past do not seem like they are 30 years old, and where there is rarely an opportunity for employment, as like everyone else, employees are often here for the long haul. One visit to Camp Sunshine, in any realm, and you want to come back.

We have volunteers who have been with us from the beginning and who have set the stage for those who are new to us each year. Returning volunteers provide both stability to our workforce and guidance to our ever-growing volunteer base. At any given session there are volunteers who have been at Camp for over 20 years, and those who are here for the first time. What a joy, and what an asset to our program. Take Joe Pappalardo, who came early on as the volunteer coordinator and still comes in to assist with mailing and the annual golf tournament, or Al Ragucci, who drives up from Massachusetts almost every week, to either organize the kids’ fishing trip or the fundraising events of Monte Carlo. And then there is Nancy Hibbard, whose roles diversify with the years, making her as integral to the program today as she was when she began.

Then there are our own Camp families, who arrive here early in their illness experience, are helped by the program and return to help form the communities that we are growing here at Camp, both within illness groups and stages of the illness experience. Who can be more helpful to a family just diagnosed with any of the illnesses we serve, than another family years down the road?

There are our donors, many of whom began in the 80s and the 90s and have continued to fund us over the long haul, and have also set the example for our newer donors, an example of longevity and commitment.

And then there are our staff members, our own “Superheroes,” sometimes in the background and sometimes in the foreground, but ever there. Mike Katz, who has been with Camp from day one and Matt Hoidal, who has been here since the early days of our “new” facility. Mike, Matt, Nancy and Andy and the entire Camp Sunshine staff provide families with everlasting memories by their enthusiasm and exceptional commitment to excellence.

Every year Camp honors our own staff milestones. This year I am proud to honor Nancy Cincotta, who I am still trying to figure out when she sleeps, as she is always available to everyone and Dr. Andy, whose medical guidance Camp cannot do without. Both of these individuals have committed their professional and personal lives to camp. For over 25 years, they have made Camp their priority every step of the way and have raised their son A.J. up in the same mindset. A.J. has been on board since birth, started an annual fundraiser at 12, has volunteered countless hours, DJs, is Camp’s photographer of choice, and provides us artistic insight. We have lovingly come to rely on the Cincotta-Eichenfield family and are thankful for their many years of service.

Other milestones this year included Rob Butcher, Camp’s Business Manager, who reached a 15-year milestone, but has actually been connected even longer and has many hidden talents, including being protective of Mike and Sully. Jenn Stults passed the 10-year mark working tirelessly to ensure families’ arrival and happiness at Camp Sunshine, and is much appreciated for making the talent show, birthdays, and holidays noteworthy events at Camp Sunshine. I am very proud to announce Camp’s newest milestone, Grace Mary McAllister whose happy arrival to her parents, Maureen and Ryan, dedicated camp employees, has added much joy to the rest of us.

It is this type of commitment that makes and shapes Camp’s core. What a privilege it has been for me to be part of such devotion...I thank and applaud every one of you.
As time goes by, one begins to appreciate even more the steadfast and dedicated efforts of our “Dynamic Duo”! From the early years of Camp Sunshine to present-day Camp Sunshine, two individuals stand above all others in embracing the mission of Camp Sunshine. Nancy Cincotta, MSW, MPhil, Camp Sunshine’s Psychosocial Director, and Dr. Andy Eichenfield, Camp Sunshine’s Medical Director, have interwoven their lives with the fabric that is Camp Sunshine. Together, they have created a giant quilt, which is the community of Camp Sunshine.

Everyone who has passed through one of the three entrance doors into the Camp Sunshine lobby; volunteers, staff, and most importantly our camp families, has been touched by the kindness, compassion, and generosity that Nancy and Andy exude.

Whether running a parents’ group, helping son A.J. host a polar plunge, judging a Super Duper Bloopers cheer and chant, or meeting with a group of teenagers and organizing an “arts and crafts” project of shooting paint out of syringes all over the arts and crafts room, Nancy is in tune and in touch with the needs of those around her. She has a way of putting her finger on the pulse of any particular situation. In short, she “gets it!” As an individual who has been fortunate to work with Nancy on a daily basis for the past 26 years (with some days beginning in the early morning hours and stretching late into the evening), I am amazed at her stamina, her ability to willingly keep giving of herself, and the wisdom with which she goes about her business. I have been learning from her since year one, and the worthwhile lessons have continued.

Dr. Andy is charged with the responsibility of keeping the camp healthy and happy, but his involvement does not stop there. Dr. Andy is also a key judge in our weekly Bloopers Games, has been known to dress in costume for the Halloween Masquerade weekends, and is available around Camp on a 24-hour basis. His endurance and dedication have been proven not only in his efforts at Camp, but in the fact that while overseeing the medical protocols at Camp, he also maintains his own practice in New York City. This dual role oftentimes forces Dr. Andy to drive 6½ hours both ways to his office numerous times throughout the year so that he can be at Camp. I have often observed Dr. Andy and been impressed with his medical knowledge, but no more so than when he stepped up to help me on a personal medical issue. Dr. Andy had heard that my daughter was going through a painful medical condition and it was baffling her regular physician. It was during this situation that I learned not only of Dr. Andy’s knowledge but of his generous spirit. Dr. Andy remedied the problem where others had failed and continued to see my daughter back to health. It was an act of kindness that will not be forgotten, and one that has been echoed by many other staff members who have been aided in the same way.

As I jotted down some of my thoughts regarding Nancy and Andy, it dawned on me that a few words on a piece of paper hardly do justice to the many feats our “Dynamic Duo” has accomplished over the past 25 years. They have been instrumental to the development of Camp Sunshine, they have raised a great son, and they have demonstrated a friendship that I am very fortunate to have. I am delighted to share in their 25th anniversary celebration, but equally delighted to look forward on a professional and personal level to my involvement with this “Dynamic Duo” for the next 25 years. Congratulations Nancy and Andy!
2013 Sizzling Summer Highlights

By Michael Katz, Campus Director

Even with a fairly wet and cloudy summer, the spirits of our camp families didn’t dampen. As the weather drizzled, the camp program sizzled! Throughout the summer, special events, surprise visits and amazing activities enhanced an already fun-filled program!

This summer’s highlights included the return of the Eagle Bass Masters. Just as they have every year since 1987, this dedicated group visited on several different occasions, taking hundreds of children out fishing... some for their very first time. The state waived the license requirement for each outing, the Eagle Bass Masters provided the boats and lessons, and Sebago Lake provided the fish! The biggest catch of the day would have to be all the smiling faces coming off the boats with their fabulous “fish stories.”

To further take advantage of pristine Sebago Lake, the Mountain View Woodies stopped by and took the children out for boat rides in their vintage antique boats. The children had the opportunity to experience a leisurely ride around the lake. This activity never seems to get old!

Also, back by popular demand was cartoonist and New York Times bestselling author Lincoln Peirce. The creator of the “Big Nate” series displayed his artistic talents and entertained the children with a dynamic PowerPoint presentation. Lincoln stayed around after the presentation and chatted with the families, gave away some of his best-selling books, and signed autographs. So now along with finding Lincoln in over 200 U.S. newspapers and online... you can find him at Camp Sunshine.

Other highlights included an interactive performance from our friends at Camp Center Stage. These talented youngsters provided a fun afternoon of entertainment. With their high level of enthusiasm and their endearing nature, this troupe had everyone up on their feet singing and dancing. This energetic event turned into more of a collaborative experience rather than just a show.

If you are a food connoisseur, the session to be here would have been when the professional chefs of CulinaryCorps were in attendance. This dynamic group of chefs performed on stage, prepared tantalizing dishes, tickled everyone’s taste buds, and turned everyone from tots to adults into master chefs. Plates prepared included flavors from around the globe with dishes from Italy, Japan, and Mexico highlighted. Families had the opportunity to compete in the “Foodie Olympics,” while the children faced off in the “Top Chef of Camp Sunshine” competition, with the winning group whisking off with the coveted “Golden Rolling Pin” award. To top things off, CulinaryCorps sponsored a Maine lobster feast for all to enjoy!

Our Tropical Smoothie session featured smoothies, flatbread sandwiches, and a one-of-a-kind giant flip flop cake created and delivered by Frank Amato, Jr., a.k.a. “Cousin Frankie” from the popular television series Cake Boss. But the real icing on the cake was when Tropical Smoothie representatives presented Camp with a check for $515,000. Who says you can’t have your cake and eat it, too!!

The Maine Warden Service hiked on into camp and spoke with families about the job of being a warden in Maine, the ins and outs of search and rescue, and how to prepare when going out into the woods, and shared some of the adventures they have faced. Keeping in line with the theme of community involvement and agencies that are charged with protecting and serving the public, the Cumberland County Tactical Division and K9 unit were dispatched to camp to share some of their experiences. The unit responded with a request to come to Camp with police cruisers, an armored vehicle, armored tactical suits, and K9 officer “Rocky.” Everyone had a great time trying on the armored suits, posing for photos with Rocky, and hearing the stories told by the brave officers that stopped by. Needless to say, everyone was on their best behavior.

At the end of July, the Rally North America drivers raced into town to raise money for Camp Sunshine and put their cars on display for the Camp families to view. It was an amazing sight to see the array of 80 race cars lined up in one spot. Although the afternoon seemed to speed by, the families had a great time meeting and speaking with the drivers about the race, Camp Sunshine, and their sports cars.

In its first year at camp, First Tee Golf of Maine with PGA professional Ron Bibeau was a “hole in one.” With top caliber instructors leading the activity, the children and young adults had an opportunity to take a swing at golf. Various games were designed to complement the lessons of life with golf and provided a fun way to foster successful development in both the individuals and their golf game. Look out, Tiger Woods!

One of the biggest surprise visits of the summer was when NBA prospect Dwayne Davis bounced into Camp, during our Lupus session. Dwayne spent many hours playing ball with the children, posing for photographs, signing autographs, and sharing his story. Dwayne’s outgoing personality and willingness to be available to everyone made this session a “slam dunk” for special memories! If Dwayne turns out to be half the basketball player on the court as he is a person off of it, he’ll be an NBA All-Star in no time!

Camp Sunshine would like to thank all those individuals and groups that shared their time and talents this summer. It is this generosity that allows the magic of the sun to shine no matter what the weather, letting families make memories that last a lifetime.
The 6th Annual Tropical Smoothie Café Week at Camp Sunshine was filled with refreshing smoothies, tasty sandwiches, and an extra large check for $515,000! Applause and cheers could be heard across the campus as Tropical Smoothie Café’s Chief Executive Officer, Mike Rotondo, presented the donation to Camp Sunshine’s Co-Founder, Anna Gould, and Executive Director, Matt Hoidal. Rotondo was joined by members of the franchise development and support team, along with several area developers, store owners, and employees who were at Camp volunteering for the week. Throughout the six-year partnership, Tropical Smoothie Café has raised over $2 million for Camp Sunshine.

Each May, over 340 stores across the country begin their fund-raising efforts by selling paper flip flops, with the culmination on National Flip Flop Day (always the third Friday in June). On that kick-off to summer, each customer wearing flip-flops to any Café receives a free smoothie. They also learn about Camp Sunshine and are encouraged to make a donation. It’s a celebration of “open toes and open hearts.”

As if the giant check wasn’t already the “icing on the cake,” Tropical Smoothie Café surprised the more than 300 family members, volunteers, and staff with a flip-flop-shaped cake made by TLC’s hit show Cake Boss. The delicious surprise featured photos from previous National Flip-Flop Days and Tropical Smoothie Café Weeks at Camp Sunshine.

Camp Sunshine is extremely proud of this special partnership with Tropical Smoothie Café and so grateful for their continued generous support.
Dear Tropical Smoothie Café,

Thank you for sponsoring our family this week at Camp Sunshine.

It is hard to put into words what a magical week at Camp Sunshine means to our entire family, but we can try!

Our daughter, Elsa, was three and a half years old when she was diagnosed with acute lymphoblastic leukemia (ALL). We were devastated. Elsa was used to being with friends and going across the country to visit family in California and now she was grounded while she went through chemotherapy. For the next three and a half years our world revolved around emergency hospital trips and weeks of inpatient stays.

All Elsa knew and loved had to be put on hold.

Elsa also has a brother, Richard, who was three months old when she was diagnosed. Because of hospital rules, we both couldn’t stay with Elsa and Richard overnight. My husband and I would take shifts (day and night) to be with Elsa. Richard grew up in the hospital room and in clinics. My husband and I rarely saw each other anymore, to the point where Richard didn’t recognize his own daddy. It broke our hearts.

Since that time, we found Camp Sunshine. It is a place of healing, growth, and education. It is like living inside a hug and lit by a smile. Every person who comes to Camp is treated with love, respect, and understanding.

My daughter can feel like a regular child again. My son can feel special and be the center of attention. My husband and I have the chance to reconnect with each other and connect with other families who understand and accept what we have been going through. The families we meet and have met have become friends and a source of support all year round. Where else can families meet to connect and support each other?

In the dark of the storm of cancer, Camp Sunshine is more than the silver lining; it is the sparkling rainbow full of magic and light through the rain.

Thank you, Tropical Smoothie Café for keeping the light shining.

Gratefully,

Richard III, Karen, Elsa, and Richard V

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2014 Membership Drive is Under Way

Last year, over 10,300 people made financial contributions to Camp Sunshine. If you were one of them, thank you for your generosity. Camp Sunshine families will need your help again in 2014. Please mail in your gift today in the enclosed envelope. Donations can also be made online at www.campsunshine.org.
Volunteer Nancy Hibbard Named 6 Who Care Award Winner

Camp Sunshine is pleased to congratulate Nancy Hibbard for winning the 6 Who Care volunteer award. The award is a celebration of outstanding volunteers in Maine, and is presented annually by WCSH6 News, in partnership with the United Way of Greater Portland and TD Bank.

Since 1986, Nancy Hibbard has been Camp Sunshine’s utility player. In baseball, a “utility” player is one of the most prized people on the team, as this person can play several positions with great competency. While other high-profile position players often get the most recognition, it is the utility player that covers many others with his/her versatility and skill... a jack of all trades, if you will. But that extraordinary talent, and contribution, does not come about without great passion for the game, respect for fellow team members, and devotion to the team’s mission and core values.

Just like a successful baseball team, non-profit organizations indeed profit by having a strong utility volunteer. Perhaps sometimes overlooked, but certainly never underappreciated, these volunteers are invaluable to the organization’s infrastructure. This is because they strengthen an organization by stepping up to the plate, sometimes on a moment’s notice, often without even being asked. But in addition to their immeasurable talents, accessibility, and availability, it is the unequivocal pride and passion for the mission that make these rare individuals so special.

A utility player? Indeed, and so much more. Nancy Hibbard is an invaluable asset and driving force in ensuring that our Camp Sunshine families receive a priceless experience while at Camp by serving multiple sessions annually. Throughout her 27-year involvement with Camp, we estimate that she has put in over 5,000 hours of her time.

While volunteering in the late 90s – early 2000s at the Center for Grieving Children in Portland, Maine, an organization that helps children, teens, and families through the grieving process, Nancy’s passion for serving vulnerable families and children who had lost someone close to them escalated. When Camp Sunshine announced its first Bereavement Program shortly following the opening of our year-round campus, Nancy stepped up to the plate. After all, her experience made her acutely aware of the enormity of grief experienced by a parent or sibling when a child dies. During our spring Bereavement Session, Nancy can be found serving as a volunteer in the parent workshops. In this scenario, her calm demeanor, maturity, and genuine compassion are fully demonstrated and deeply appreciated by all in attendance.

During other sessions for which Nancy volunteers, she can be found in the Campus Store, where she has been a bit of a “fixture” for years. Parents, children, and volunteers stop by to shop and/or to catch up, knowing that her dry humor will provide a chuckle. However, even when not scheduled to be the store volunteer, Nancy can be relied on to train a new volunteer during the first day of the session and to provide ongoing support.

Nancy also volunteers as a driver, which, on the face of it, would seem to be an easy task. She is basically available 24/7 to shuttle parents, volunteers, and staff to Portland and beyond, sometimes scheduled and sometimes on a moment’s notice. In addition to the trips to the airport and bus and rail stations, Nancy has been called upon to transport campers to area hospitals. We know that our families are in good hands, because they are in Nancy’s trusted hands.

Nancy is a skilled craftsperon, with stained glass and jewelry making among her specialties. During program free time, she can often be found conducting a jewelry wire-wrapping workshop for anyone interested. One mom from California wrote in her Family Comments Questionnaire that she totally loved the experience, and that her supplies and stones were fantastic. And she proudly wrote, “I am wearing my necklace as I fill out this questionnaire!”

We remain grateful to Nancy for all of her service contributions, which are uniquely diverse, often visible, yet sometimes unseen. Without Nancy and her diverse abilities and remarkable length of involvement, we would certainly not be the organization we are today.
Almanac Calls for Cold Toes and Warm Hearts

It’s that time of year once again. While most people are packing away summer clothes in exchange for sweaters and boots, Camp Sunshine supporters know that bathing suit weather is still just around the corner!

It’s Freezin for a Reason® time! Last year, Camp Sunshine Polar Dips took place as far north as Bangor, Maine and as far south as Reston, Virginia. In ten locations, thousands of brave participants, and some wonderful Camp Sunshine supporters helped raise in excess of $300,000.

Do you have what it takes? Camp Sunshine is currently seeking individuals and teams for these bone-chillin’, heart-warmin’ events. If there’s not a Polar Dip scheduled in your area don’t sweat! Consider working with our special events team to create your own.

For more information, or to register today, visit www.freezinforareason.com.

2014 Polar Dips
Are you ready to be Freezin For A Reason®? Join us at one of our eleven scheduled dips this year!

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To register and start your fundraising, visit our website at www.freezinforareason.com
The Many Medical Layers at Camp Sunshine

The understanding of Camp Sunshine medicine, or the many layers of medical expertise at Camp Sunshine can often go unnoticed, subtly in the background of the many activities.

When children are coming to Camp, we are very cautious about what phase of treatment they are in, what is happening for them medically, working to ensure that their stay will be a comfortable one and that they can participate in most camp activities.

Each child diagnosed with a life-threatening illness who comes to Camp Sunshine lives a life filled with medical procedures and treatments, often with an understanding of medical terminology that is well beyond their developmental age. Ironically, even though Camp Sunshine is all about illness, Camp provides a sanctuary where illness is so understood, accepted, and ever-present that a child or a teen can perhaps relax, and even briefly forget what brought them to Camp in the first place.

In other situations, Camp Sunshine may be the perfect place to come to talk about what it is like to live with a life-threatening illness, and to make friends with people who not only understand, but may also be on the same journey and may share the desire to talk about it.

At Camp Sunshine, medicine is not all about the illness you face, but also about the normal things that happen when you go to camp, the falls, sports injuries, and even the everyday splinters. It is about the pool, staying warm in the cold weather, and bug bites.

So, whether you are learning about state-of-the-art treatment for your child’s illness during a Camp session that has a formal educational program, or having a bruise tended to from pillow polo, or if your child is struggling with taking pills and you want some creative techniques, or if you have a prosthetic eye and you have never met anyone else who has one, or if you are thinking about your next steps after treatment, the magic is that Camp Sunshine has support for you.

Whether you come to learn, or you come to play, or you come to talk, or to be silent, there is a common theme: we want to help your family to live with your child’s illness, through networking and information sharing, and by keeping you safe, happy, and connected while you are away from home, because at the end of the day, we want you to feel at home when you are at Camp Sunshine.

Nancy Cincotta, MSW, MPhil, Psychosocial Director
Andrew Eichenfield, MD, Medical Director

Q & A for This Edition

Question:

Why does the pool have to be at a higher temperature during the sickle cell program?

Answer:

People with Sickle Cell Disease are sensitive to extremes in temperature. An extreme temperature change can make their blood perceive that it needs to respond to the ensuing challenges imposed by the environment and their cells will begin to sickle in response. Sickling is very painful, as red blood cells which take on the shape of a sickle try to pass through areas in the bloodstream and get caught, slowing down blood flow and creating areas of extreme pain, and can produce what is called a “sickle cell crisis.”
As forty families exited from what was an amazing session last weekend, I found myself filled with an enormous sense of pride thinking about the impact Camp Sunshine has had on families since its inception. How many individuals have grown up here in some way?

It is interesting to think about how many of the children who have passed through Camp Sunshine now find themselves in their twenties, thirties, and even forties. How did that happen? Within the families we serve we have come to know thousands of children, in one way or another.

Considering that each family who comes to Camp has a child who has experienced a life-threatening illness, and that many of those children have a brother or sister, some with multiple siblings, and that we have a cohort of bereaved siblings, it becomes readily apparent that we have served more siblings than children with life-threatening illnesses, or mothers, or fathers.

We know sisters who have been the energy behind their family coming to Camp, brothers who have found joy in organizing wiffle ball games to honor their brother, and teenagers who are willing to speak about their experiences in the parents’ group in an effort to bring to light their journey.

Having a sibling with a life-threatening illness changes you. Perhaps it influences the choice about what you want and don’t want to do in life. It impacts your relationship with your parents, and it impacts your relationship with your brother or sister. At times you may feel lost, lonely, left out, and then guilty for having those feelings. It is easy to worry about your brother or sister, about yourself, or about your parents. Sometimes you can feel forgotten, or just not as important as your sibling. As I look back on notes from a sibling group in 1992, I find myself thinking about how many ways treatment for certain illnesses has changed, yet how many things about the sibling journey have remained the same.

This year I find myself aware that many teens I know from many different sessions are applying to college. As Camp Sunshine’s children grow up, regardless of which community they come from, regardless of whether they have faced an illness, or have lived the journey as a sibling survivor, they will be the volunteer leaders of a new generation, in a program that is growing, and becoming stronger with age and with their support.

Everyone grows and changes over the decades, but no one more so than the children who inhabit Camp Sunshine. Their endurance and ability to face the challenges illness imposes on their families motivate and inspire us each day. As the children of Camp Sunshine enter college, develop careers, and go on to make their impact on the world, we take pride that we may have helped make a difference in their lives, one experience at a time.

What an amazing cohort of children we know and have known, and what an amazing cohort of young adults we await. Your voices are strong, perhaps not always invincible, but certainly mighty.

With the best of wishes to all for the holiday season ahead.

Nancy Cincotta, MSW, MPhil
Psychosocial Director
ncincotta@campsunshine.org

P.S. Whether you are an adult or a child, a volunteer, or a member of a Camp family, please email me your stories of how Camp Sunshine has had an impact on your life.
CAMP SUNSHINE’S WISH LIST

• Birthday candles
• Drying racks for clothes
• iPads
• Kids’ stickers
• Life jackets with whistles
• New cots
• Origami paper
• Paddleboards
• Tissues with lotion
• XXL Life jackets

For a complete list, visit our website at www.campsunshine.org.

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