CAMP SUNSHINE SUCCESSFULLY COMPLETES $14.5 MILLION ENDOWMENT & CAPITAL CAMPAIGN

We did it! Thanks to the investments and generosity of so many, Camp Sunshine exceeded its endowment and capital campaign goal of $14.5 million by the June 30, 2013 end date. The recent $200,000 matching challenge offered by the Hermann Foundation, coupled with a feverish desire among many to help Camp Sunshine secure the future of its program, served to inspire this final burst of support.

“On behalf of the families, volunteers, staff, and board, my sincerest appreciation to all who invested in the future of Camp Sunshine by contributing to the success of this campaign, the largest fundraising effort in the Camp’s history.”

- Anna M. Gould, Board Chair & Co-Founder

“This week has been like a reset for our family. Sometimes, I think life bogs us down, and Camp reminds us that playing games together and laughing bring about healing.”

To see more family testimonials, please see pages 6 - 7.

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Securing the Future of Camp Sunshine

By Matthew M. Hoidal, Esq., Executive Director

The Board of Directors conducted a feasibility study to determine whether there was sufficient support in the community to announce what would be the largest fundraising campaign in Camp Sunshine’s then 20-year history. The purpose of the campaign: (i) to support the continued expansion of the program and campus to a year-round basis and (ii) to ensure the stability of the program for years to come. Approximately 75 individuals, corporations, and foundations were interviewed and responded favorably, which prompted the Board to embark on this unprecedented effort to raise $14.5 million in endowment and capital funding.

Efforts were kicked off with a $2 million matching challenge made by Camp Sunshine’s founders Anna Gould and Lawrence Gould, PhD. From March 2005 to June 2006, Camp Sunshine embarked on the “quiet phase” of the campaign and met with several donors to complete the Gould challenge. This phase closed with more than $5 million in lead commitments, which established the pace for the overall success of the campaign.

From June 2006 to June 2013, Camp Sunshine raised the additional $9.5 million needed to complete the campaign. Meanwhile, annual operating income increased from approximately $1 million prior to the start of the campaign to $4 million in 2012. Considering the troubling global economic conditions of recent years, we are very pleased and grateful for this broad and dramatically increased level of support.
Building on a Legacy

Anyone familiar with Camp Sunshine’s history is aware of the deep-seated commitment its founders have displayed since the inception of the program in 1984. Every step of the way, from developing the program and hosting it at their resort for many years, to the donation of the land on which the campus now stands, funding and directing the building and ongoing enhancement of the campus, and expansion of the program, Anna Gould and Dr. Lawrence Gould have displayed an undiminished level of compassion and dedication.

Knowing the demand for Camp Sunshine will continue for years to come, our Founders have always worked hard to build the broad base of support needed to sustain the organization long into the future. To help secure the program, Anna and Larry announced a $2 million challenge in 2005, matching gifts of $250,000 or more to Camp Sunshine’s endowment.

Today, 29 years after Anna and Larry founded the program, Camp Sunshine continues to thrive. Through their generosity and leadership, they have inspired tens of thousands of volunteers and donors to give of their time and resources. Through their compassion, thousands of children with life-threatening illnesses and their families have found support, comfort, and joy at Camp Sunshine. Now, with the completion of this campaign and the establishment of the endowment fund, families will be able to enjoy the magic of Camp Sunshine for years to come.

The Gould $2 Million Matching Challenge – Building on an Enduring Legacy

In total, more than $3 million in matching challenge support was offered throughout the campaign:

- Anna Gould and Dr. Lawrence Gould $2 million match (for endowment of the Psychosocial Director position)
- New Balance Foundation $250,000 match (for endowed family sponsorships)
- John T. Gorman Foundation $250,000 match (for endowed family sponsorships)
- Hermann Foundation matches (two) at $200,000 each (for endowed family sponsorships)
- Orokawa Foundation $165,000 match (for land purchase and development)
- Skirball Foundation $100,000 match (for brain tumor program endowment)
Year-Round Program Expansion & Enhancement

When Camp Sunshine opened the doors to its new campus in 2001, the program was immediately expanded to eight sessions, double the number offered in previous years at its former home at Point Sebago Resort. In the years that followed, the program continued to expand, to the point where Camp Sunshine is now offering as many as 27 sessions annually, during all seasons. In terms of families served, Camp Sunshine has grown from hosting approximately 160 families (640 family members) per year prior to 2001 to more than 750 families (3,000 family members) annually.

While the statistics related to Camp Sunshine’s program growth are impressive, the ongoing development of Camp Sunshine programming is the true measure of our success. Funding has supported the addition of new sessions for families of children with brain tumors, retinoblastoma, Shwachman-Diamond syndrome, dyskeratosis congenita, Wilms tumor, Down syndrome with leukemia, sickle cell disease, and teens with cancer, while securing the financial base for existing programming. The addition of these programs, particularly for rare illness groups, has added greater depth, enabling Camp Sunshine to further its mission in creating a community of support for children with life-threatening illnesses and their families. Families frequently tell us that this community of support is rare, and typically unavailable, at their treatment centers.

Capital Additions to Better Accommodate Year-Round Programming & Keep Families Connected

Since its opening in 2001, Camp Sunshine’s Viterbi Family Activity Center has been the sprawling hub of the campus, complete with activity and game rooms for the children and their families, parents’ discussion room, indoor pool, dining hall with stage for daily entertainment, computer center, medical clinic, and staff offices. With program expansion since the campus’s opening, the need for more space prompted the 7,000 square foot addition of the Shaw Brothers Construction Second Floor onto the activity center. Completed in 2008, the new rooms and program space have enabled Camp Sunshine to add new programs and enhance existing offerings.

Once the second floor had been added to the Family Activity Center, it was time to focus on the next major project included in Camp Sunshine’s comprehensive plan and campaign goals. In 2010, construction of the Orokawa Foundation Family-Volunteer Center commenced, and was completed in May 2011. The more than 7,000 square feet of space includes ten suites for family-volunteers, and a volunteer lounge. While supporting the continued growth of the program to a year-round basis was a critical piece toward fulfilling the mission of Camp Sunshine, accommodating returning family-volunteers is essential to the overall goal of keeping families connected throughout every step of their journey, and beyond.
EXPANSION & ENHANCEMENTS

Photos and Layout Courtesy of A.J. Cincotta-Eichenfield and Camp Sunshine
Dear TD Bank,

Thank you from the bottom of our hearts for the opportunity to attend Camp Sunshine. Our experience here was unparalleled and we are very appreciative that we were able to attend.

Our second son, Dylan, is 6 years old and has Fanconi anemia, an inherited blood disorder which leads to bone marrow failure and a 500 times more likely chance of certain types of cancer. We’ve known about Dylan’s disease since he was 5 months old, and have been trying to prepare ourselves for his eventual transplant by learning as much as we could about the disease, transplant protocols, and ways to keep our son as healthy as possible for as long as possible. But until Camp Sunshine, we had never met any other children with Fanconi anemia and other families who are dealing with the same disease.

We have had 5 wonderful days at Camp Sunshine, attending lectures by scientists, doctors, researchers, and other health professionals working in the field. We’ve exchanged stories with other families and formed bonds here that will last a lifetime. We have so much more knowledge now about this disease, and a sense of HOPE – with all the research and advances that have been made in the last 20 - 30 years – that one day, there will be a cure for this disease and no more children or adults will suffer or die from it.

And none of this would have been possible without your sponsorship of our family which allowed us to attend Camp.

Thank you again from our family – it’s been a fabulous time and we owe it all to you!

Sincerely,
Mark, Lisa, Dylan & Connor

HELP SEND MORE FAMILIES TO CAMP SUNSHINE IN 2013
Although the Endowment & Capital Campaign has come to a successful close, the need for annual support continues. Please help Camp Sunshine provide respite and support to more families by mailing in your gift today in the enclosed envelope. Donations can also be made online at www.campsunshine.org.
Dear Hermann Foundation,

As a family living with a child diagnosed with cancer, Camp Sunshine has been our life preserver through some very rough seas. We can’t thank you enough for allowing us this week at Camp Sunshine and helping us once again find our footing on dry land.

Our son Christopher was diagnosed in 2005 at the age of 7 with stage IV High Grade Anaplastic Spinal Ependymoma. At first we thought it was short term and as parents had to believe that. Reality soon set in. We were in this for the long haul. We were lost, unsure, and scared. Camp Sunshine in most ways saved us. From day one here we felt like we were no longer alone. That our child is just one of many. That we can survive and cope no matter what the outcome. Christopher and our daughter Aleesha, now 12, see that other children are dealing with the same issues and that they are not alone in this battle. They have both made lifelong connections as well as friends to lean on.

This visit is particularly important as we are in a period of tumor growth and unable to begin a new treatment due to healing issues for Christopher. In just the couple of days we have been here we have been calmed. Through new connections and talking, the anxiety over treatments and scans has lessened. I can definitely see the tension diminishing in my children as they do what they do best. Be children!

We will leave here with a new sense of power and energy to face whatever comes our way.

So again we thank you from the bottom of our hearts for allowing us this time at Camp Sunshine, for the time to gather ourselves and become stronger as a family and community. Your generosity cannot be repaid by anything other than the sentiment that you are a life preserver that has pulled us to dry land.

Thank you so much,
Marianne, Michael, Christopher, and Aleesha
### Campaign Commitments

Endowment & Capital Commitments of $25,000 and Over as of June 30, 2013

Campaign includes the endowment, the construction of the **Orokawa Foundation Family-Volunteer Center** (completed in 2011), and the **Shaw Brothers Construction Second Floor addition onto Camp Sunshine’s Viterbi Family Activity Center** (completed in 2008).

<table>
<thead>
<tr>
<th>Contribution Description</th>
<th>Amount</th>
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<tr>
<td>The Orokawa Foundation</td>
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<td>The Jason Chapman Family Sponsorship Fund</td>
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Shaw Brothers Construction Second Floor addition onto Camp Sunshine’s Viterbi Family Activity Center.
The William J.J. Gordon Trust ................................................................................................................................. $32,000
The Anna Gould & Larry Gould Family Sponsorship Fund ................................................................................................. $30,000
Billy Burchard Foundation ................................................................................................................................................... $25,000
Marilyn Blanchard ............................................................................................................................................................... $25,000
Davenport Trust Fund ............................................................................................................................................................ $25,000
Dead River Company .............................................................................................................................................................. $25,000
Elmina B. Sewall Foundation ................................................................................................................................................ $25,000
Brett & Susan Flynn Family Fund .......................................................................................................................................... $25,000
R. Milton Gray .................................................................................................................................................................. $25,000
The Harold Greenberg Family Sponsorship Fund .................................................................................................................. $25,000
Pat & John Horan Family Sponsorship Fund .......................................................................................................................... $25,000
The Leigh Silverang Family Sponsorship Fund ................................................................................................................... $25,000
Carol & Ted Levy .................................................................................................................................................................. $25,000
Maraia Family Sponsorship Fund .......................................................................................................................................... $25,000
Mattina R. Proctor Foundation .............................................................................................................................................. $25,000
NASDAQ Foundation ............................................................................................................................................................ $25,000
Carol & Richard Peterson ......................................................................................................................................................... $25,000
The Sasser Family ................................................................................................................................................................. $25,000
Scarola-Hudson-Cassidy Family Sponsorship Fund ................................................................................................................ $25,000
Scheerer Family Foundation .................................................................................................................................................... $25,000
Shawnee Peak & Homer Family Sponsorship Fund ................................................................................................................ $25,000
Dana & Donald Toms ............................................................................................................................................................... $25,000
The Virginia Polar Dip Sponsorship Fund - In Honor of Elle Howdershell ................................................................. $25,000
Wadsworth Golf Charities Foundation ................................................................................................................................ $25,000
Carol & Robert Weissman .................................................................................................................................................... $25,000

Subtotal .................................................................................................................................................................................. $12,875,801
Brick Walkway Matching Challenge Donors .......................................................................................................................... $25,000
Other Support ......................................................................................................................................................................... $163,490
Endowed Funds Prior to Campaign ........................................................................................................................................ $1,250,000
Total ........................................................................................................................................................................................ $14,539,291

The Sunshine Society

$5 Million & Above
Anna M. Gould
Dr. Lawrence Gould

$2 Million & Above
The Orokawa Foundation
Tropical Smoothie Café

$1 Million & Above
Camp Sunshine Families
Camp Sunshine Polar Dips
Camp Sunshine Pumpkin Festivals
Camp Sunshine Volunteers
Guests of Point Sebago Resort
Viterbi Family Foundation

This category recognizes donors who have given a total of $1 million or more since Camp Sunshine’s inception in 1984, regardless of the campaign or purpose to which they gave.

The Forever Fund

Estate of Katherine Derrig - $414,000
Estate of Harold Asbury - $100,000
Estate of Shelton Brooks - $74,000
Estate of Clayton Belyea - $60,000
David Cimmet (Gift Annuities) - $50,000
Estate of Joseph Alfred Libbey - $46,000
R. Milton Gray (Gift Annuity) - $25,000

Camp Sunshine’s Forever Fund offers special recognition to those generous individuals who choose to include the Camp in their wills and through other types of planned gifts. These gifts of $25,000 or more allow Camp Sunshine to build its Endowment Fund and solidify its base for the future.

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 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.
Growing Forward

By Nancy Cincotta, MSW, MPhil, Psychosocial Director

A robust endowment contributes to organizational growth, stability, and vitality and provides a modest degree of certainty on which we must continue to build in the years to come. Conceptually an endowment is, and stands to be, one of the components in an organization that ensures its future, a means of stability both internally for the organization and also a statement to the outside world. In our case it allows everyone to know that Camp Sunshine will remain a leader in providing services to families of children with life-threatening illnesses for many years to come. The existence and success of an endowment campaign is an indicator of organizational strength and provides a message about the future.

Our endowment donors insure the future in a particular way, for which we are ever grateful. Our many professional partners similarly speak to our longevity. We are as strong as we are, not just because of who we are, but also because of those to whom we are connected. The professional community that envelopes Camp Sunshine affords us strength, stability, and the ability to fulfill our mission.

Our mission and commitment are to encourage a partnership with families of children with life-threatening illness and bereaved families on their journey. It is our connections with such families that enable us to continue to grow. The families we serve are the essence, the reason for Camp Sunshine. With our non-profit partners, whose commitments are to serve the same populations, but in their cases, through a lens on one illness, Camp Sunshine has been able to thrive.

With 29 years of service and our largest Endowment and Capital Campaign completed, Camp Sunshine now moves forward towards the next phase of development. We will be celebrating Camp Sunshine’s 30th anniversary in 2014, a celebration that we hope will be a most remarkable event and a year that will be filled with many accomplishments. It is a time to reflect on all we have done, and all that we have the potential to do.

Camp Sunshine will always stay true to its primary mission. The promise of where we are going is filled with excitement as Camp Sunshine remains one-of-a-kind, the only place in the world with a year-round facility and an exclusive mission focused on retreats for children with life-threatening illnesses and their families. Our donors, volunteers, and professional partners have afforded us the opportunity to serve an amazing family population. Together we will all grow forward to 30 years, and beyond.

FA Families during the 2013 Fanconi Anemia Session at Camp Sunshine

Photo Courtesy of A.J. Cincotta-Eichenfield
August 1, 2013

Matt Hoidal
Camp Sunshine, Maine
35 Acadia Road
Casco, ME 04015

Dear Matt Hoidal:

On behalf of Charity Navigator, I wish to congratulate Camp Sunshine, Maine on achieving our coveted 4-star rating for sound fiscal management and commitment to accountability and transparency.

As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator, America's premier charity evaluator, highlights the fine work of efficient, ethical and open charities. Our goal in all of this is to provide donors with essential information needed to give them greater confidence in the charitable choices they make.

Based on the most recent information available, we have issued a new rating for your organization. We are proud to announce Camp Sunshine, Maine has earned our third consecutive 4-star rating. Receiving four out of a possible four stars indicates that your organization adheres to good governance and other best practices that minimize the chance of unethical activities and consistently executes its mission in a fiscally responsible way. Only 10% of the charities we rate have received at least 3 consecutive 4-star evaluations, indicating that Camp Sunshine, Maine outperforms most other charities in America. This “exceptional” designation from Charity Navigator differentiates Camp Sunshine, Maine from its peers and demonstrates to the public it is worthy of their trust.

Forbes, Business Week, and Kiplinger's Financial Magazine, among others, have profiled and celebrated our unique method of applying data-driven analysis to the charitable sector. We evaluate ten times more charities than our nearest competitor and currently attract more visitors to our website than all other charity rating groups combined, thus making us the leading charity evaluator in America. Our data shows that users of our site gave more than they planned to before viewing our findings, and in fact, it is estimated that last year Charity Navigator influenced approximately $10 billion in charitable gifts.

We believe our service will enhance your organization's fundraising and public relations efforts. Our favorable review of Camp Sunshine, Maine's fiscal health and commitment to accountability & transparency will be visible on our website as of August 1st.

We wish you continued success in your charitable endeavors.

Sincerely,

Ken Berger
President & Chief Executive Officer

www.charitynavigator.org
Let The Sun Shine All Year $14.5 Million Endowment & Capital Campaign

Board of Directors
Anna Gould, Chair
Albert Ragucci, President
David Sukoff, Secretary
Joseph Pappalardo, Treasurer
Nancy Cincotta, MSW, MPhil
William Drapeau
Andrew Eichenfield, MD
Pat Horan
Timothy Porta
Dan Shaw
Les Tager

Executive Director
Matthew M. Hoidal, Esq.

Photos Courtesy of A.J. Cincotta-Eichenfield